

influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 100 three-dimensional animation artists are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

**Table 1.** Influence of psychological perception factors on 3D animation artistic expression

Factor	Color tone	The formation of Animation art	Spectator mentality
Scoring	5	5	5

**Conclusions:** Three-dimensional animation art changes and shapes the traditional way of observation and perception of subject and object. It not only arouses people's sense of hearing and vision, but also inspires people's mind. The beauty it shows is beyond the reach of traditional art. What we design and finish should not only be a commodity, but also be endowed with its soul by our psychological knowledge and the psychological perception of the audience.

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## A PRACTICAL STUDY ON THE INTEGRATION OF CULTURAL DNA INTO TRAFFIC FLOW GUIDING FUNCTION IN THE LANDSCAPE RECONSTRUCTION OF THE OLD CITY OF CHONGQING FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology is an important branch of psychology. It deals with psychological issues related to society. We know that all social events have human factors in them, that is, there are psychological problems in them. The psychology that studies these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are paid more attention. Social psychology studies the development and change of individual psychological activities under certain social living conditions.

Every nation's culture has its own unique elements, structural forms and ways of existence, forming its own unique traditional culture. By analyzing the characteristics of national culture and explaining the connotation of national culture, the genetic engineering method is introduced. In biology, a gene is a functional unit that not only transmits genetic information to the next generation through replication, but also allows for the expression of genetic information. With the help of biological gene vocabulary, the definition of national culture gene is proposed. Cultural DNA refers to non-biological genes, which are genetically inherited and acquired, active or passive, conscious or unconscious, and implanted into the human body with the smallest information unit and the smallest information link, mainly manifested in beliefs, habits, values and so on.

**Objective:** Automatic parking refers to the automatic parking of a car without manual control. Automakers have developed cars that park themselves because they are aware of consumer demand. For many drivers, sequential parking is a painful experience. Large cities have limited parking space, and driving cars into small spaces has become an essential skill. There are few instances when a car has been parked without effort. Advances in technology have provided the solution, which is automatic parking. Just press the start button, sit and relax, everything else will be done automatically. Automatic parking helps drivers park their cars automatically. Nowadays, the country pays attention to the reconstruction of the old city, and parking becomes the biggest problem in the process of landscape reconstruction, so the function of traffic flow guidance is needed.

**Subjects and methods:** With the increase of the residents' income, the disposable income of the citizens increases, and now with the decision that the automobile industry has become the pillar industry of our country, there is a public opinion of "actively guiding the development of cars". Although our country has adopted a relatively conservative and cautious attitude towards the development of private cars in cities, the development of private cars in cities of our country is still rapid with the continuous expansion of city

scale, the improvement of people's quality of life and the reduction of prices after the development of private car industry. Similarly, in the process of modernization, the streets of cities in our country also show rapid changes, in order to meet more vehicles to ensure smooth traffic, more streets to widen the transformation, but there are still many shortcomings, it is worth our discussion. Taking Chongqing as an example, this paper studies the influence of cultural DNA integration into traffic flow in the reconstruction of the old city landscape in Chongqing.

**Study design:** Select Chongqing old city 50 drivers, randomly divided into experimental group and control group. The experimental group used the function of traffic flow guide in the reconstruction of the old city of Chongqing with the help of cultural DNA, and the control group used the normal function. The experiment lasted for two weeks. Two groups of drivers were surveyed by questionnaires.

**Methods:** Use SPSS 20.0 software with Excel statistics results.

**Results:** Statistical two groups of satisfaction after the trial, get the specific results as shown in Table 1.

**Table 1.** Statistical results

Groups	Unsatisfied	Commonly	Basically satisfied	Satisfy
Experimental group	0	11	16	23
Control group	9	26	9	6

The result shows that the function of cultural DNA blending into traffic flow is more popular in the view of social psychology.

**Conclusions:** On the contrary, if the design of parking tolerance of the street landscape is not paid attention to, the audience can only solve the parking problem in their own way, resulting in the disorder of parking in the street. What's more, there is no humanistic awareness from these details, which makes the progress of the city slow. Therefore, the reasonable degree of parking tolerance of urban street landscape can create a suitable living environment. Through the field survey, it is found that there are still many places that can be improved and redesigned in some areas of Chongqing.

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## STUDY ON THE IMPACT OF CONSUMER COGNITIVE IMPAIRMENT ON THE DEVELOPMENT STRATEGY OF QINGDAO WINERY

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**Background:** With the change of consumers' consumption psychology, consumers' demand for emotion and personality is rising, and they are increasingly pursuing personalization in the process of consumption. The latest development direction of today's winery is winery tourism. As a high-end and fashionable leisure way, winery tourism can not only meet consumers' pursuit of high-quality life, but also meet people's diversified tourism needs, so it has broad development prospects. Relying on its unique geographical advantages, Qingdao has become the largest wine production base and birthplace in modern China. At present, Qingdao winery tourism has begun to take shape, but there are still many problems in the development process, such as low industrial concentration, tourism brand awareness and reputation to be improved. How to integrate Qingdao wine tourism resources and better drive the development of Qingdao tourism has become an urgent problem faced by Qingdao wine tourism. Domestic economic development has promoted the vigorous development of tourism industry. Among many forms of tourism, winery tourism has become a new characteristic tourism. Winery tourism is concerned by more and more tourists. In modern tourism, tourists are no longer satisfied with traditional tourism methods such as sightseeing, but are keener on new comprehensive and participatory tourism activities such as experience, leisure and culture. In addition, great changes have taken place in tourism products. The development momentum of traditional tourism has slowed down, and vacation, leisure and various characteristic tourism have further developed in depth. The diversification of tourists' demand for tourism products and the sharp increase in