

people in self-positioning, cognition and function evaluation. With the trend of reform and opening up and the development of social economy, people's cognition of their role and status is no longer limited to "gender", but the popularity of the concept of equality is affected by historical problems and regional restrictions, so that women in different regions still attach themselves to their families and couples, and lack the courage to travel independently. Hainan women with cognitive impairment are more confined to the family because of their long "cultural tradition". Hard work and good wife and mother have become one of the main standards for them to judge their own value, while ignoring the pursuit of their own value and struggle possibility.

**Acknowledgement:** This paper is one of achievements of Hainan Province Philosophy and Social Science Planning Project "A Study on Hainan Women's Typical Social Roles" (Project No. HNSK(YB)19-55).

\* \* \* \* \*

## GENERAL SECRETARY XI'S SPORTS "HEALTHY CHINA" STRATEGIC PSYCHOLOGICAL DEVELOPMENT

Hongyu Gu

*School of International Cooperation, Guizhou University of Finance and Economics, Guiyang 550004, China*

**Background:** This paper mainly studies the connotation and requirements of healthy China, as well as the health concept of general secretary xi. It also analyzes the relationship between national fitness and healthy China, youth health and healthy China, and conducts a preliminary study on "healthy China" of sports. With the development of China's economic level, people's living standard is also gradually improved. With the improvement of living standard, the general level of physical fitness of Chinese people is also gradually rising. However, there are some problems. According to the statistical data of 2014 national physical fitness monitoring bulletin, the compliance rate of national physical fitness increased from 88.9% to 89.6%, with an increase of 0.7 percentage points. The comprehensive index of national physical fitness increased by 0.15 percentage points, and the physical function and physical quality were significantly improved. In addition, overweight and obesity have become the main physical problems in China. In 2014, the overweight rate of adults and the elderly was 32.7 percent and 41.6 percent respectively, far exceeding the 32.1 percent and 39.8 percent in 2014. The obesity rate is also the same, increasing by 0.6 and 0.9 percentage points respectively compared with 2010. Therefore, it is imperative to actively promote national fitness, improve physical fitness and build a "healthy China".

**Subjects and methods:** This paper mainly studies the connotation and requirements of healthy China. It also analyzes the relationship between national fitness and healthy China, youth health and healthy China, and makes a systematic study on the strategic thought of "healthy China" in sports.

**Results:** In the 12th National People's Congress held by premier li keqiang in 2015, "healthy China" was included in the government report for the first time, and the country gradually paid more attention to health issues. Later, China promulgated the "healthy China 2030" program outline in October 2016, which elevated the concept of "healthy China" to the national strategic level for the first time. The plan emphasizes people's health as the center, while considering material, spiritual and behavioral aspects, to promote people's all-round development. It involves five aspects, including health level, healthy life, health service, healthy environment and health industry. The main contents are shown in Table 1 below. This strategy is not only related to the individual play, but also related to the development of the national economy and society. It is closely related to the comprehensive construction of a well-off society, the realization of socialist modernization, and the promotion of the quality of the Chinese nation.

**Conclusions:** With the social progress and the continuous improvement of the national economic development level, health problems begin to receive more and more attention. More and more people realize that if a country wants to develop in an everlasting way, it needs groups of healthy and quality people as its backing. China put forward to implement healthy China as a national strategy in 2016, and general secretary xi jinping has put forward a series of policies. This paper analyzes the current situation of China's national economy, and finds that China's economic development in recent years has been stable, but there are some health problems. Then I studied the content and requirements of healthy China, analyzed general secretary xi jinping's concept of health, and studied the internal mechanism of the national health and healthy China, and concluded that the process of healthy China needs the joint participation of the government and individuals.

**Acknowledgment:** Sponsored by the scientific research foundation for the introduced talented personnel of Guizhou University of Finance and Economics (No.2020YJ009).

**Table 1.** Key health indicators of the “healthy China” strategy

Field	Project	2015	2020	2030
Level of health	Life expectancy at birth	76.34	77.3	79
	Infant mortality rate(%)	8.1	7.5	5.0
	Child mortality under 5 years of age(%)	10.7	9.5	6.0
	Maternal mortality(1/10million)	20.1	12.0	18.0
	System determination standard above the proportion of qualified people(%)	89.6	90.6	92.2
Healthy life	Health quality level of residents	10	20	30
	Regular participation in physical exercise (hundreds of millions of people)	3.6	4.35	5.3
	Premature mortality of major chronic diseases(%)	19.1	Lower by 10% than in 2015	Lower by 30% than in 2015
Health service	Number of practicing physicians per thousand permanent residents	2.2	2.5	3.0
	The proportion of personal health expenditure to total health expenses(%)	29.3	28	25
	Ratio of high air quality to urban and above cities(%)	76.7	>80	Continuous improvement
Health environment	The quality of surface water is up to or better than the proportion of class iii water(%)	66	>70	Continuous improvement
	The total size of the health service (trillion yuan)	-	>8	16

\* \* \* \* \*

## APPLICATION OF COLLABORATIVE FILTERING ALGORITHM BASED ON USER BEHAVIOR DISORDER IN INDUSTRIAL AND COMMERCIAL SYSTEM

Yongqiang Zhang

*School of Digital Commerce, Nanjing Vocational College of Information Technology, Nanjing 210023, China*

**Background:** As a psychological disease, behavior disorder is often manifested as a destructive behavior disorder, which is mainly characterized by aggressive and antisocial behavior. Patients often show a “self” spiritual tendency and behavior that does not conform to social standards in terms of emotional regulation and code of conduct, which is prone to violence, and do not give much consideration to the views and suggestions of others. On the contrary, there is a “rebellious psychology” of “doing the opposite”. Patients with behavioral disorders have more behavioral preferences and are controlled by their own will. In the face of the rapid expansion of information resources on the Internet, people have to spend a lot of time searching for the information they need, and the information is often accompanied by “noise”. To solve this problem, people propose to use personalized promotion system to help users quickly find interesting content in a large amount of information. The application of this technology in website construction can fully improve the service quality and access efficiency of the site, so as to attract more visitors. Collaborative filtering (CF) is the most successful recommendation technology at present, it generates recommendations for target users based on the scoring data items of nearest neighbors with similar scores. The target user’s eye-catching score for the non-rated item can be achieved by constructing the user’s preference data for the item through the weighted average value of the nearest neighbor’s score for the item. Collaboration refers to using the data of multiple users to train the model, and avoiding the lack of information on the data of a single user with the help of group intelligence. Filtering refers to reducing billions of goods to hundreds or even less to solve the problem of information overload.

With the continuous in-depth development of the market economy, industrial and commercial administration departments are undertaking more and more important tasks. Industrial and commercial administration shoulders the important functions of the government in charge of market supervision and administrative law enforcement in the organization and supervision of the social management system. As a function in charge of market supervision and management and maintaining market order, business administration is an important part of the national macro-control system, which is reflected in cultivating the market and ensuring the construction of a complete market system. We will control market access and