

middle and west of China. Based on relevant theories of talent mobility, the paper concluded that we should explore the motivation and function of the regional talent mobility in our country, and make full use of opportunities of globalization.

Table 1 Information entropy and weight coefficient of each index

Index	Information entropy EI	Weight coefficient WI
The share of educational input in GDP	0.04	0.66
Growth rate of educational input	0.03	0.73
The share of higher education input in GDP	0.05	0.55
Higher education input growth rate	0.04	0.56
The share of R&D input in GDP	0.05	0.71
R&D input growth rate	0.03	0.67
Ratio of talent to population	0.04	0.62
Proportion of talents in primary industry	0.02	0.77
Primary talent growth rate	0.03	0.76
Proportion of talents in secondary industry	0.04	0.67
Secondary talent growth rate	0.05	0.57
Proportion of talents in tertiary industry	0.04	0.67
Tertiary industry talent growth rate	0.02	0.77
Employed talent accounts for the ratio of talents	0.03	0.74
Structural deviation of the employees in the primary industry	0.04	0.62
Structural deviation of the employees in the second industry	0.03	0.73
Structural deviation of the employees in the tertiary industry	0.03	0.72
Patent application per 10000 people	0.07	0.32
Patented authorization per 10000 people	0.08	0.23
An increase in the amount of authorization for a patent application	0.03	0.77
Number of transaction contracts in the technical market	0.09	0.18
Amount of money of transaction contract in technology market	0.10	0.12
Productivity of social employees	0.04	0.65

* * * * *

THE APPLICATION OF CHINESE TRADITIONAL CULTURE PROMOTED BY INTERNET + MASS PSYCHOLOGY IN MODERN PRODUCT DESIGN

Yu Chen¹ & Hui Li²

¹College of Art, University of Jinan, Jinan 250002, China

²School of Design, Shandong Management University, Jinan 250357, China

Background: In the era of the Internet+, China proposed the main task for the country to develop cultural and creative industries. The government should vigorously develop cultural and creative industries from the policy level. China has made many attempts and efforts to improve the development level of cultural products. For example, major provinces hold cultural product creative competitions to promote the research and development of traditional cultural product design. Under the premise of such a big trend, China has also responded to the development of the times and has begun to create product designs related to traditional concepts, and organized cultural and creative design contests. After several years of efforts, the design of traditional Chinese cultural products has achieved great development.

Study design: As a developing country with a long history and rich cultural connotation, China has become a new favorite with the development of the Internet + era, especially with the development of traditional cultural industries in recent years. While embedding traditional cultural symbols into products and increasing the added value of the products, the promotion of China's traditional cultural status is the focus of this study.

Subjects and methods: Chinese traditional culture application of hierarchical structure model of

cultural elements in modern product design. This paper proposes to use Chinese traditional culture to choose modern product design and application. Traditional Chinese culture is an application method that evolved from the application of traditional culture in modern product design. Therefore, here we introduce the application model of Chinese traditional culture in modern product design, so as to better understand Chinese traditional culture.

Results: Analysis of application effect of Chinese traditional culture in modern product design. According to the rating level, the number of alternative modern product design methods is assumed to be 5, which are A, B, C, D, and E, respectively. We can build reviews of cultural design indicators at each level. See the following Table 1 for details, the data is random input. The actual operation should be the same as the assessment team.

Table 1. Factors affecting cultural design factors of modern products

Influencing factors	Product design A	Product design B	Product design C	Product design D	Product design E
Design mode 1	0.80	0.70	0.89	0.68	0.98
Design mode 2	0.67	0.87	0.56	0.67	0.77
Design mode 3	0.55	0.56	0.78	1.00	0.87
Design mode 4	0.67	0.89	0.76	0.78	0.98
Design mode 5	0.67	0.54	0.34	0.67	0.54
Design mode 6	0.76	0.76	0.78	0.56	0.45
Design mode 7	0.54	0.55	0.75	0.54	0.76
Design mode 8	0.67	0.89	0.87	0.96	0.67
Design mode 9	0.76	0.56	0.88	0.45	0.78

At present, Chinese enterprises still have many problems in the design choice of modern product culture. The criteria for the selection of modern product design methods are mostly focused on product quality, design flexibility, design timeliness, and design lead time for modern product design methods. A comprehensive modern product design method has integrated cultural design system. In fact, the establishment of the modern product culture design index system should be based on the location, time and object, which is a complex and challenging issue. We cannot simply set traditional cultural products in accordance with uniform standards.

Conclusions: China's unique traditional culture has a profound historical accumulation, and provides a good cultural and creative cultural design element for modern design. The idea of introducing traditional Chinese cultural design elements into modern product design will open up new perspectives and perspectives for the development of modern cultural and creative industries. We should apply traditional culture to the design of creative products, while satisfying the needs of the market and then market-oriented can develop Chinese culture, and product design will drive our country's economy, and thus stimulating a large number of culturally relevant industries. It also played a role in promoting the tourism industry, cultural industry, and production industries, and made contributions to building a harmonious socialist society.

Acknowledgements: General Project of the art of National Social Science Foundation of China: Research on Innovation and development countermeasures of Qilu Folk Handicraft non-heritage products in the context of current rural revitalization (19BG111).

* * * * *

APPLICATION OF TRADITIONAL ARTISTIC SYMBOL ELEMENTS IN MARINE ENVIRONMENT PLANNING AND DESIGN FROM THE PERSPECTIVE OF PSYCHOLOGICAL FACILITATION

Rensi Zheng

Department of Design, Xianyang Normal University, Xianyang 712000, China

Background: The traditional art of Marine ecological culture refers to all the cultural achievements formed by the protection of ecological environment and the pursuit of ecological balance in the process of human practice of utilizing marine and coastal zone resources. The essence of marine ecological culture is a culture that pays attention to the harmonious development between man and the sea. It is characterized by regionalism, times, dependence on industrial civilization, globality and historical inheritance. In a broad