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RESEARCH ON GROUP BEHAVIOR MODEL OF COGNITIVE IMPAIRMENT IN COMMERCIAL PUBLIC SPACE DESIGN UNDER HUMANISTIC THOUGHT

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Background: Public space refers to the outdoor and indoor space for the public use of residents' daily life and social life. Outdoor public space includes parks, squares, streets and other places. There are hospitals, schools, libraries, restaurants and other venues in the indoor public space. Commercial public space is a relatively broad concept. Small spaces such as specialty stores and small supermarkets for food sales and clothing sales, as well as large spaces such as department stores and large shopping malls can be called commercial public space. The design of commercial public space is conducive to improving the utilization rate of space and the beauty of commercial space, so as to make consumers in commercial public space have a pleasant psychology, promote consumers to make purchase decisions, and then increase the business quota and stimulate consumption. The specific design projects include spatial structure planning, hydropower design, lighting design, decoration, decoration and props design. Space design has gradually attracted everyone's attention in commercial display activities, such as clothing display, automobile display, etc. dynamic display makes the display vivid and makes the display space have a vitality, such as visual impact and auditory appeal, so as to attract consumers' attention and improve consumers' memory of exhibits. Commercial display activities generally have the following forms for dynamic display, that is, the combination of specimen and living body, indoor display and outdoor display, the combination of dynamic and static, and the combination of physical object and electronic information.

Humanism was put forward by American psychologists after World War II. Its core content includes four levels: emphasizing human responsibility, emphasizing "here and now", looking at individuals from a phenomenological perspective, and emphasizing human growth. Humanism mainly studies human value and personality development, advocates the goodness of human nature, cares for vulnerable groups and so on. Cognitive impairment group is a special vulnerable group. Cognitive impairment is a kind of mental disease which is difficult to diagnose and treat. Patients' cognitive function will be damaged, specifically manifested as perception impairment, memory impairment and thinking logic impairment. Combined with humanism, this study discusses the behavior mode of cognitive impairment groups, and designs commercial public space on this basis. The design of commercial public space according to the group behavior mode of cognitive impairment can highlight humanistic care and promote the harmonious development of society.

Objective: The cognitive function of people with cognitive impairment will be damaged, which is manifested in perceptual impairment, memory impairment and thinking logic impairment. Therefore, we need to pay special attention to spatial design. Combined with humanistic thought, this study discusses the behavior mode of cognitive impairment groups, and on this basis, carries out the design of commercial public space, highlights the humanistic care for cognitive impairment groups, and promotes the harmonious development of society.

Research objects and methods: 20 cognitive impairment experts and 40 cognitive patients were selected as the research objects, a questionnaire was developed, and the research objects were investigated to explore the effect of commercial public space design based on humanistic thought and cognitive impairment group behavior model.

Research design: Delete the items of the questionnaire according to the expert evaluation, evaluate the validity of the questionnaire by orthogonal rotation method, KMO measure and Bartley sphere test, and then evaluate the reliability of the questionnaire results.

Methods: The relevant data were processed and analyzed by IBM SPSS software.

Results: The significance test of the questionnaire was $P < 0.001$ and the DF value was 345, indicating that the reliability of the questionnaire was good and the questionnaire results had high reliability, as shown in Table 1.

Conclusion: The design of commercial public space is conducive to improve the utilization rate of space and the beauty of commercial space, so as to make consumers in commercial public space have a pleasant psychology, promote consumers to make purchase decisions, and then increase the business quota and stimulate consumption. The cognitive function of people with cognitive impairment will be damaged to some extent, specifically manifested as perception impairment, memory impairment and thinking logic

impairment. Therefore, we need to pay special attention to spatial design. Combined with humanistic thought, this study discusses the behavior mode of cognitive impairment groups, and on this basis, carries out the design of commercial public space, highlights the humanistic care for cognitive impairment groups, and promotes the harmonious development of society.

Table 1. Reliability test of questionnaire survey

Factor	Measurement sampling appropriateness	Approximate chi square	df	Significance
Value	0.965	8211.781	345	0

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PSYCHOLOGICAL PROBLEMS AND COUNTERMEASURES OF MIDDLE SCHOOL STUDENTS IN THE TEACHING OF MEDICAL IMMUNOLOGY AND MICROBIOLOGY IN THE NEW ERA

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Background: Medical immunology and medical microbiology is the main basic medical courses that medical students first contact when they enter school. They are very important for students' future learning and success. In the face of strange learning environment and new learning methods, they have many psychological problems that affect the learning effect, which is a serious obstacle on their way to success. By means of observation, investigation and discussion, the author carefully analyzes and studies students' psychological problems, and improves the teaching method of this subject with a scientific attitude and effective methods, so as to make students quickly adapt to university life and lay a good foundation for learning and peace in the future.

Subjects and methods: Medical immunology and microbiology is one of the main basic courses in medical colleges. It is the first course for freshmen after entering the school. In the face of unfamiliar environment and study, students are prone to many psychological problems related to learning. In many years of teaching practice, we have made a preliminary analysis of these problems by means of observation, investigation and discussion, and then adopted a teaching method on the premise of overcoming psychological obstacles, for the purpose of serving clinical and scientific research, and by means of a variety of teaching methods, in order to achieve good results.

Study design: This paper aims to explore and study many psychological problems existing among students in the teaching process of medical immunology and microbiology, so that teachers can improve the teaching and learning of this course with scientific attitude and methods on the basis of full understanding of students' psychology, so as to improve the teaching quality.

Methods of statistical analysis: Distress caused by failure to adapt to the teaching mode of the University as soon as possible. At present, the teaching of universities is still a "Kell off" closed teaching framework centered on teachers. The complicated content and boring sermon make the students feel like chewing wax and have no interest. In addition, the subject involves many cutting-edge sciences such as molecular biology, genetics and biochemistry. Students often feel unable to understand and learn, and then appear unable to do what they want, resulting in anxiety and distress. Individual students even feel frustrated, resulting in a vicious circle between psychological problems and poor learning effect.

Results: Run through the teaching process with interest. Interest is the premise of human learning and research. In order to arouse students' interest in learning, in the teaching process, the author abandons the traditional didactic teaching, adopts advanced computer-aided multimedia teaching, and visualizes the obscure theoretical knowledge, reaction process, structure and characteristics by means of downloading, scanning and making animation, such as antigen antibody reaction and complement activation, Make the complex process simple and easy to understand through multimedia, and run through the teaching process with examples, clever metaphors and suspense. For example, when talking about the importance of immunology, the importance of this discipline is illustrated by the wide application of various vaccines in real life. For another example, when teaching monoclonal antibodies, the upcoming clone is used as the introduction, so that students can understand the concept of cloning through the discussion of hot topics, and then visualize the preparation process of hybridoma cells and the production, development and application of monoclonal antibodies in the form of multimedia. Such explanation shows the profound and difficult theories in front of the students with vivid and realistic real-life examples. The students not only broaden their horizons, but also cultivate their strong interest in the subject, and make good psychological