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RISK ANALYSIS AND COUNTERMEASURES OF AGRICULTURAL PRODUCTS SUPPLY CHAIN UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT OF RURAL REVITALIZATION

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Background: The theory of cognitive impairment puts forward the abnormal conditions of the brain in the process of thinking and memory, which will lead to serious memory and learning disabilities. The mental status of patients with cognitive impairment is closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system. Cognitive impairment is due to the obstacles in executive ability, visual space, language, memory, orientation and other cognitive fields. The main causes of cognitive impairment are education, diet, living habits and so on. Cognitive impairment can be divided into three types: perception impairment, memory impairment and thinking impairment. Perceptual disorder includes perceptual complex disorder, hallucination, etc. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are abnormalities in emotion, spirit, creation, thinking, movement, language, memory and learning. In serious cases, it may develop into cognitive loss, apraxia and aphasia. With the prevalence of cognitive impairment, rural revitalization strategy shows many problems. rural revitalization is one of the seven strategies put forward by the 19th CPC National Congress. It is not only an important policy for the work of “agriculture, rural areas and farmers” in the new era, but also a major goal for socialist countries to achieve modernization. The main problems of rural revitalization strategy are as follows: there are deviations in practice and theory, difficulties in farmers’ own development, imperfect land system, shortage of rural talents and problems in urban-rural integration.

In the context of cognitive barriers to rural revitalization, the supply chain of aquatic products, meat, fruits, vegetables and other agricultural products faces great risks, which are as follows: the spatial and temporal conflict of agricultural products, the decentralized production place of agricultural products, too many intermediate links in the supply chain, information asymmetry, low sense of trust among supply chain members, inability to meet the diversity of customer needs. The core competence of supply chain enterprises is limited, there is no professional logistics management, and the interests of farmers cannot be guaranteed. Agricultural products supply chain shows a very serious problem of information asymmetry in production, circulation, sales and other links. To solve these problems, the agricultural product supply chain needs to be improved from the following aspects. The core of enterprises is to support each other’s development. Through diversified, multi-form and multi-channel methods, focus on the development of agricultural product processing and distribution enterprises and agricultural product production bases, take the core enterprise as the center, improve the construction of supply chain, and efficiently complete the information transmission of various organizations in the supply chain nodes. Second, improve the construction of logistics infrastructure and ensure the logistics capacity of agricultural product supply chain. Agricultural products have the characteristics of easy deterioration and short preservation time, and higher requirements are required in logistics, transportation, preservation and circulation. Relevant enterprises need to improve the standardization system of infrastructure equipment and corresponding infrastructure, such as storage facilities, logistics center, distribution center, etc. Third, improve the agricultural product information management system. The information platform can complete the accurate transmission of information among consumers, retailers and distributors. In addition, it can also provide an information supervision platform for market supervision institutions, quarantine institutions and agricultural product production supervision structure. Fourth, improve the quality and safety management level of agricultural products. Supervise the source of agricultural products through a perfect supply chain security system of agricultural products to improve the quality level of agricultural products. Fifth, protect the interests of all parties in the agricultural supply chain. The person in charge of the market not only needs to convey the channel for agricultural products to enter the market to farmers, but also needs to provide market information to processing plants and maintain close cooperation between suppliers and processing

manufacturers.

Objective: This paper analyzes the risk of agricultural product supply chain under the background of cognitive impairment of rural revitalization, puts forward the measures of agricultural product supply management, and analyzes the role of agricultural product supply management measures on cognitive impairment, in order to improve the management level of agricultural product supply chain and protect the fundamental interests of all parties in the supply chain.

Research objects and methods: Select the relevant personnel of supply chain consumers, retailers and distributors in two regions as the research object, and analyze the cognitive effect of supply chain management scheme through naive Bayesian classification algorithm. The number of respondents in each region is 100. The survey contents include language ability, attention, memory ability, memory ability and orientation. The final result is the average score of all participants. The evaluation result is the degree of improvement. There are five grades: very improvement, comparative improvement, improvement, little improvement and no improvement. The corresponding scores of the five grades are 0-20, 21-40, 41-60, 61-80 and 81-100.

Methods: This study uses Excel statistical software to analyze the impact of agricultural product supply chain risk management scheme on cognitive impairment under the background of cognitive impairment.

Results: Table 1 improvement degree of rural revitalization of agricultural products supply chain management program on group cognitive impairment. It can be seen from Table 1 that group cognitive impairment has a very high improvement rate in five aspects: language ability, attention, memory ability, memory ability and orientation.

Table 1. Improvement degree of rural revitalization agricultural products supply chain management program on group cognitive impairment

Attribute	Language ability	Attention	Memory ability	Recall ability	Directional force
Very satisfied	26	27	26	24	25
General satisfaction	24	23	24	23	22
Satisfied	21	20	23	24	21
Dissatisfied	28	22	21	18	18
Very dissatisfied	11	8	6	11	14

Conclusions: The rural revitalization agricultural products supply chain management scheme constructed by the Institute has a great improvement on cognitive impairment. The scheme has a certain promotion value in agricultural products supply chain risk management.

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LIBRARY PERSONALIZED SERVICE AND ITS FUTURE PROSPECT FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal condition of the brain in the process of thinking and memory, which will lead to the impairment of memory and learning function, and even develop into aphasia, apraxia, cognitive loss and other problems in serious cases. According to different cognitive impairment, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. Thinking disorder is embodied in delusion, thinking logic disorder, association process disorder, etc. Memory impairment can be manifested as memory loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. The thinking situation and memory function of patients with cognitive impairment are closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system. The personalized service and management of library are also facing great challenges, which are embodied in the following aspects. First, there is no perfect personalized information resources. At present, the capital and manpower of most libraries cannot meet the needs. There are many problems in