# International Symposium on Humanities and Social Sciences, Management and Education Engineering (HSSMEE 2018)

Advances in Social Science, Education and Humanities Research Volume 266

Dalian, China 28 - 29 September 2018

# **Editors:**

K.J. Yu P. Wang Y.N. Su

ISBN: 978-1-5108-9883-7

### Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2018) by Atlantis Press All rights reserved. Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: http://www.atlantis-press.com/php/pub.php?publication=hssmee-18

Printed with permission by Curran Associates, Inc. (2020)

### Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400

Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

## TABLE OF CONTENTS

EXPLORATION AND PRACTICE OF TEACHING REFORM OF COMPUTER PUBLIC COURSES IN COLLEGES AND UNIVERSITIES UNDER BIG DATA ENVIRONMENT	1
Xiangbin Gao STRATEGY STUDY ON PRIMARY SCHOOL ENGLISH GAME TEACHING	6
Yong Wang	
INQUIRY INTO THE PERMEATION OF MORAL EDUCATION IN PRIMARY ENGLISH TEACHING	11
STUDY ON THE VIRTUAL VALUE CHAIN OF CIVIL AVIATION TRANSPORTATION	
INDUSTRY UNDER E-COMMERCE ENVIRONMENT	16
Dong Lu	
EXPLORATION OF THE REDEVELOPMENT STRATEGY OF TRADITIONAL HANDICRAFT	
INDUSTRY UNDER THE BACKGROUND OF "INTANGIBLE CULTURAL HERITAGE"	
PROTECTION	20
AN EXPLORATION OF THE 'ECO MUSEUM IDEAL' FOR LIVING HERITAGE	
MANAGEMENT UNDER THE CONTEXT OF RURAL REVITALIZATION IN CHINA	27
Jie Han, Corsane Gerard, Liangliang Wang, Xiao Cheng, Yufeng You, Yali Gao	
DESIGN OF CRIME SPATIO-TEMPORAL ANALYSIS SYSTEM BASED ON THE POLICE	
WORKFLOW	39
Dong Cai, Man Lin	
EMPIRICAL STUDY OF THE INFLUENCE FACTORS OF THE SERVITIZATION STRATEGY	
PERFORMANCE OF HIGH-TECH MANUFACTURING ENTERPRISES BASED ON INDUSTRY	
CLASSIFICATION DATA	44
Li Wei, Huijun Chen STUDY ON ACCOUNTING INTERNAL CONTROL IN OILFIELD ENTERPRISES	50
Oingbin Wang	
RESEARCH ON QUANTITATIVE INDEX OF MOOC QUALITY BASED ON DATA	54
Guochang Zhou, Jianping Li, Zheng Xie	
THE INFLUENCE OF SCIENCE AND TECHNOLOGY REVOLUTION ON THE	
DEVELOPMENT OF MODERN CHINESE HISTORIOGRAPHY	60
Sanfeng Di	
RESEARCH AND REVIEW ON THE PUBLIC POLICY PROCESS OF INTERNET FINANCIAL	
SUPERVISION—TAKING P2P ONLINE LENDING PLATFORM AS AN EXAMPLE	65
Zihao Ye	
THE INFLUENCING FACTORS OF LABOR FORCE WAGES IN CHINA-BASED ON	
EMPIRICAL ANALYSIS OF MINCER WAGE EQUATION	75
Yuyang Zhu	
RESEARCH ON THE INFLUENCE OF EXCHANGE RATE AND MONETARY POLICY ON	0.5
RMB INTERNATIONALIZATION  Han Liu	83
HOW TODAY'S LIBRARIES CAN HELP TO ADDRESS INFORMATION GAPS FOR SMALL-	
AND MEDIUM-SIZED ENTERPRISES: LI KA SHING LIBRARY AS AN EXAMPLE	92
Yi Zhou, Xiaozhu Ma	
STRUGGLING FOR IDENTIFICATION: FEMALE IDENTITY AND QUEER	
REPRESENTATION IN LI YU'S FILMS	100
Yinan Li	
PLASTICITY CULTIVATION AND RISK AVERSION IN CHILDREN'S DEVELOPMENT	
PROCESS	104
Jiaxin Rang	
STUDY ON THE CONSTRUCTION OF GU CHENG'S ISOLATED CITY FIELD	108
Tingting Zhou	
KNOWLEDGE MANAGEMENT IN PHD STUDENTS' INFORMATION SEEKING BEHAVIORS	111
Yi Zhou, Siyi Chen, Mengshi Xu	
RESEARCH ON THE RELATIONSHIP BETWEEN WORK BEHAVIOR, PERSONALITY TRAITS AND TEAM PERFORMANCE	120
Yongdong Chen, Yongxia Bao	120

RESEARCH ON THE SUSTAINABLE DEVELOPMENT OF FAMILY ENTERPRISES IN CHINA	
FROM THE PERSPECTIVE OF "HOME CULTURE"	124
Yuan Zhang, Yongjun Guan	120
WHOLE PROCESS ENGINEERING CONSULTING	128
Shumin Li	
RESEARCH ON THE SATISFACTION OF THE ELDERLY OF THE PUBLIC TRANSPORT	122
SYSTEM	132
Yuzhao Du, Zhuangzhuang Shao, Wenqi Lu	
APPLICATION OF FACTOR ANALYSIS METHOD ON TEACHING QUALITY SATISFACTION	137
Jixia Cao, Yuanda Hou, Qinzhen Li	
STUDY ON SOCIAL PSYCHOLOGICAL FACTORS OF PROPERTY AND VIOLENT	
CRIMINALS BASED ON THE INVESTIGATION AND ANALYSIS OF CRIMINALS IN CITY A	141
Guan Wang	
RISK EVALUATION OF FRESH PRODUCTS SUPPLY CHAIN UNDER NEW RETAIL MODE	148
Hua Gao, Xiaopeng Wang	
EXPLORATION OF INDUSTRIALIZATION ROAD OF FOLK DANCE FANSHANJIAOZI	153
Zaidong Wang	
FOOT PRESSURE AND GAIT ANALYSIS OF CHILDREN'S SHOES	159
Cong Li, Yanzhen Wang, Daomiao Zhang	
POSTCOLONIAL UNCANNY NARRATIVE IN HEART OF DARKNESS	167
Yang Yang	
COST-EFFECTIVENESS ANALYSIS OF MILITARY AND CIVILIAN INTEGRATION	
EQUIPMENT MAINTENANCE SUPPORT TASK DISTINCTION	171
Xianming Shi, Dunxiang Zhu, Xing Song, Rudong Zhao	
THE RESEARCH OF RAILWAY TRANSPORTATION BUSINESS INTELLIGENCE BASED ON	
ONTOLOGY	182
Shangyan Jiang, Lei Huang	
QUANTITATIVE RESEARCH ON THE IMPACT OF INQUIRY LEARNING ON ENGLISH	
TEACHING EFFECTIVENESS	188
Ying Lu	
REVIEW ON OPERATION MANAGEMENT MODE OF URBAN UNDERGROUND UTILITY	
TUNNEL	192
Huixuan Liu, Dongfu Zhao, Guohua Li, Jun Dong	
SUPPLY CHAIN QUALITY CONTROL MODEL UNDER SYMMETRIC INFORMATION	196
Haibin Kang, Peiyu Zhu, Jinling Sun, Hongbin Wang	
INDUSTRIAL DECOMPOSITION OF REGIONAL ECONOMIC DIFFERENCES IN BEIJING,	
TIANJIN AND HEBEI METROPOLITAN AREA	202
Songlin Li	202
ON THE FATHER-SON CONFRONTATION IN HENDERSON THE RAIN KING	206
Aoshuang Yang	200
ANALYSIS OF EPR POLICY EFFECT UNDER DIFFERENT CHARGING MODES	210
Yanyan Shao	∠10
·	
RESEARCH ON THE RELATIONSHIP BETWEEN FINANCIAL INSURANCE AND THE REAL	214
ECONOMY DEVELOPMENT	
Changcheng Zheng	
CHILDREN'S RELATIVE APPELLATIONS ACQUISITION IN THE FRAMEWORK OF	221
PROTOTYPE THEORY	221
Liusheng Shi	227
UTILITY FUNCTION-BASED CONSUMPTION MODEL UNDER CONTINUOUS TIME	221
Huawei Zhao	
STUDY ON THE NATIONAL SUPPLY-SIDE STRUCTURAL REFORM BASED ON IMPROVING	6.11
THE QUALITY OF PETROLEUM AND PETROCHEMICAL EQUIPMENT	241
Zhuohang Lv	
STUDY ON THE INFLUENCING FACTORS OF URBAN RESIDENTS' INCOME IN CHINA	245
Guoran Zhang	
FAMILY FUNCTION DEFICIENCY AND THE SUBSTITUTION MODEL FOR THE UNDERAGE	
CHILDREN OF FEMALE PRISONERS—AN EXPLORATION OF 100 EXAMPLE CASES OF	
WOMEN'S PRISON IN L PROVINCE	250
Xizheng Shan	
EXPLORING THE WAY FORWARD FOR CHINESE CREATIVE DESIGN FROM THE	
VIEWPOINT OF CYBERNETICS	259
Ojanyu Wu	

RESEARCH REVIEW ON THE BASIC SYSTEM OF REAL ESTATE REGISTRATION	263
Mengdi Wang STUDY ON CHINESE CARE SERVICE SUPPORT SYSTEM BY OECD DATABASE OF	
CHILDREN AGED 0 - 6	276
Xiaoju Shen, Shangchun Wu	
INTELLIGENT EVALUATION SYSTEM FOR CROSS-CULTURE COMMUNICATIONS	•
COMPETENCE	281
LIBRARY BOOK RECOMMENDATION SYSTEM OF TIANJIN UNIVERSITY OF	
TECHNOLOGY	287
Zishuai Yang, Yingchun Wang, Yanquan Liu	
THE WEIGHTING ALGORITHMS FOR THE LANDWEBER METHOD IN	•••
ELECTROMAGNETIC TOMOGRAPHY Guanghui Han, Gangrong Qu, Ze Liu, Pengfei Zhao	291
RESEARCH ON THE IMPACT OF DIFFERENT AMOUNT OF SUBSIDY WITH REGARD TO	
OVERCAPACITY: EVIDENCE FROM STEEL CO. IN CHINA	295
Xinxiang Mei, Xi Peng	
THE IMPACT OF TECHNOLOGICAL INNOVATION ON CHINA'S ECONOMIC LEVEL	307
Yue Shan INVESTIGATION AND RESEARCH ON THE SELECTION OF ENVIRONMENTALLY	
FRIENDLY AND RECYCLABLE INTELLIGENT EXPRESS DELIVERY BOXES	317
Hua Gao, Lele Zheng	
VR TECHNOLOGY AND ITS APPLICATION AND PROSPECT IN THE FIELD OF	
UNIVERSITY EDUCATION TECHNOLOGY  Huanxin Yang	323
METAPHORS IN ENGLISH NEWS HEADLINES	327
Bei Chen	
RESEARCH ON THE CORPORATE STRATEGY'S INFLUENCE ON ENTERPRISE	
DEVELOPMENT	331
Maike Zhou CHALLENGE AND COUNTERMEASURES ON APPLICATION OF BLOCK CHAIN	
TECHNOLOGY IN LIBRARY DECENTRALIZATION PROBLEM	336
Junbo Zhu	
APPLICATION OF VALUE FOR MONEY IN ENGINEERING CONSULTATION IN THE	244
WHOLE PROCESS OF CONSTRUCTION PROJECT	341
PREDICTION OF THE NUMBER OF SPEAKERS OF WORLD LANGUAGES BY SVR	346
Shengqi Yuan	
INVESTIGATION AND RESEARCH OF SMART NO-SMOKING REMINDER	350
Tong Li NEWSPRINTERS: TRANSFORMATION AMPLIFIES THE ORIGINAL ADVANTAGES	254
Yuxi Yang	334
HAINAN'S ALL-FOR-ONE RURAL TOURISM DEVELOPMENT PATH ANALYSIS UNDER	
PUBLIC POLICY VIEW — TAKING THREE VILLAGES IN QIONGHAI, HAINAN AS AN	
EXAMPLE	361
Hongyu Su, Cheng Wang, Di Zhang STUDY ON THE THRESHOLD EFFECT OF CHINA'S MANUFACTURING AGGLOMERATION	
ON ENERGY INTENSITY	366
Shan He, Jing Dang	
FUTURE HOME EXPLORATION BASED ON ARTIFICIAL INTELLIGENCE	371
Tong Li THE PROBLEM OF UNBALANCE AND INADEQUACY OF SCIENTIFIC RESEARCH	
EVALUATION IN CHINA'S UNIVERSITIES	374
Jianli Wang	
EXPLORATION ON THE TRANSFORMATION PATH OF FINANCING PLATFORM	
COMPANY UNDER RISK PREVENTION	379
RESEARCH ON THE INNOVATIVE TEACHING METHOD OF CHINESE LANGUAGE AND	
LITERATURE MAJOR UNDER THE OPEN EDUCATION MODE	387
Hui Zheng	
APPLICATION THINKING OF ASSOCIATED DATA IN LIBRARY	392
Jiliang Wang	

COMPREHENSIVE EVALUATION MODEL OF GARAGE DESIGN BASED ON ANALYTIC HIERARCHY PROCESS	398
Wenjue Zou	
CULTURAL GLOBALIZATION FROM THE PERSPECTIVE OF POST-COLONIALISM	403
RESEARCH ON THE BALANCE OF LOCAL CULTURAL IMPRINT AND WESTERN	
CENTRALISM IN FILMS IN THE BACKGROUND OF INTERCULTURAL COMMUNICATION:	
A CASE ANALYSIS OF A WORLD CINEMA BARAKA	408
Wenjia Tang	
RESEARCH ON COLLEGE PHYSICAL EDUCATION CURRICULUM REFORM BASED ON	
COLLEGE STUDENTS' HEALTH-RELATED PHYSICAL FITNESS IMPROVEMENT	412
Yongjun Zhao	
AN EMPIRICAL STUDY ON VOCABULARY MEMORIZING METHOD BASED ON THE	417
PROCESSING LEVEL THEORY IN COLLEGE ENGLISH VOCABULARY TEACHING	41/
SEQUENTIAL AND TONAL MARKEDNESS IN ZIJIN HAKKA TONE SANDHI	428
**	
DISCUSSION AND RESEARCH ON THE PROFESSIONAL ENGLISH REFORM OF	444
AUTOMOTIVE MAJOR IN VOCATIONAL COLLEGES BASED ON ABILITY	444
INNOVATIVE DESIGN AND RESEARCH INTO THE TALENT CULTIVATION MODE OF	
"LEVEL CERTIFICATION" UNDER SCHOOL-ENTERPRISE COOPERATION	449
Yong Wang, Jun Zhou	
INTERNET OPERATORS DOMINATE THE TREATMENT OF FOOD AND DRUG RUMORS	
TAKING WECHAT AS AN EXAMPLE	455
Huimin Yu, Xiaoya Wang, Han Sun, Shuangyan Yu	
UNCONDITIONAL BASIC INCOME'S PROSPECTS IN CHINA	460
Yuexin Pang, Chi Zhang	
SOCIAL ANTI-CORRUPTION A NEW IDEA OF ANTI-CORRUPTION GOVERNANCE IN	
CHINA	467
Yuhao Feng	
IMAGE EXPRESSION AND AESTHETIC THEORY IN HOGARTH 'S SATIRICAL	
MORALIZING SERIES	472
Liwen Wei	
A FOUNDATION OF TRUST: THE KEY TO CHINA'S DOMESTIC COSMETIC COMPANIES	
EARNING THEIR SHARE OF THE RAPIDLY EXPANDING CHINESE COSMETICS INDUSTRY	481
Xinyue Zhang	
RESEARCH ON OPTIMIZATION DESIGN MODEL OF COMPUTER CLASSROOM TEACHING	
MODEL BASED ON MOTIVATION THEORY IN COLLEGES AND UNIVERSITIES	486
Yixin Chen	
RESEARCH ON CORE COMPETENCE CONSTRUCTION AND EVALUATION INDEX	
SYSTEM FOR UNIVERSITY TEACHERS BASED ON MODERN EDUCATION	493
Xuelian Lu	
DUAL-CHANNEL SUPPLY CHAIN INTEGRATION MODEL BASED ON DOUBLE-HELIX	
STABILITY STRUCTURE OF DNA MOLECULES	497
Hui Ye, Mei-e Xie, Xiaolan Hu	
EXPLORATION OF PRIVATE INFORMATION PRICING STRUCTURE	502
Wenjun Zhang	
RESEARCH ON THE INFLUENCE OF SELF-CONSCIOUSNESS ON COLLEGE STUDENTS'	
INTERPERSONAL RELATIONSHIP	506
Zhimei Yang, Wen Li	2 2 2
APPLICATION OF LAYOUT DESIGN THEORY IN THE NEW MEDIA ERA	511
Jinxia Wang	
OIL PAINTING CREATION BASED ON THE SUBJECT MATTER OF MIAO NATIONALITY	
SETTLEMENTS IN GUIZHOU	517
Xuemei Zhang	
EXPLORATION OF PRIVATE INFORMATION MARKET MECHANISM	522
Wenjun Zhang	
ROLE OF POLITICAL TRUST IN THE RISE OF POPULISM	526
Angi Ii	

ANALYSIS OF REGIONAL ECONOMIC DEVELOPMENT DIFFERENCES AND CAUSES IN	
GUANGDONG PROVINCE	531
Juntao Song	
THE POLITICAL REPRESENTATION OF TIME IN MUSEUM	538
Yan Jiang	
THE RESEARCH ON THE RELATIONSHIP BETWEEN UNIVERSITY STUDENTS'	
EMPLOYMENT ABILITIES AND SOCIAL DEMANDS IN JIANGSU PROVINCE	542
Chunyan Wang	
STATES FRAGILITY ASSESSMENT MODEL BASED ON CLIMATE CHANGE	549
Yixuan Liang, Hailei Lan, Yan Zhan	
THE QUALITY ANALYSIS AND EXPLORATION OF THE EXAMINATION PAPERS OF	
OCCUPATIONAL SAFETY AND HEALTH FROM THE PERSPECTIVE OF EMPIRICAL	
ANALYSIS	555
Dongping Shi, Chengyu Xie, Hao Lu	
EXPLORATION AND PRACTICE OF TEACHING REFORM OF FIRE ENGINEERING	
COURSE UNDER THE NEW FORM OF COLLEGE TEACHING REFORM	560
Chengyu Xie, Hao Lu, Dongping Shi, Xinfeng Wang, Xiaoqiang Zhang, Guojun Liu	
DISCUSSION ON FINANCIAL ANALYSIS SERVICE BASED ON BIG DATA	564
Yixin Zhang	
A STUDY ON PRAGMATIC FAILURES IN VERBAL COMMUNICATION OF NON-ENGLISH	
MAJORS	570
Jia Kou	
Author Index	