

Conclusions: First, combined with the characteristics of learning, develop a learning platform. in view of Chinese actual national conditions, combined with the introduction of policies around the country, the auxiliary tools of learning management tools should be corresponding to domestic WeChat and other software, and a mobile learning platform that can transform the fragmented point knowledge structure into a more systematic and standardized network distributed knowledge structure should be developed; Second, optimize the educational process to meet different needs. The construction of special education psychology MOOC in Chinese universities needs to strengthen the individuation of research and exploration of teaching forms, and formulate targeted education and education programs for children in combination with their personalized characteristics and basic needs for development; third, increase capital investment and expand publicity. The government should actively promote the development of special education, increase the financial expenditure of special education MOOC, vigorously promote and encourage it in combination with China's current national conditions, increase public familiarity, improve public interest in special education MOOC, and comprehensively plan the related costs needed for special education MOOC.

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AN INVESTIGATION OF MEDIA LANGUAGE ON THE MENTAL HEALTH OF MAINLAND IMMIGRANTS IN HONGKONG AMID COVID-19

Shan Tang

School of Foreign Languages& Cultures, Guangdong University of Finance, Guangzhou, Guangdong 510521, China

Background: Media has long been acknowledged as a vital tool for information dissemination in the event of a global pandemic of this magnitude as Covid-19. Nevertheless, on the other hand, media encourages the spread of misinformation, Infodemics and racially framed languages, all of which can harm people's mental health by provoking increased anxiety, stress, and even suicidal thinking.

Hong Kong is particularly at the forefront of such mental health crisis because the pandemic is taking a double toll on a city already devastated by months of political chaos and violent unrest in 2019. To the author's best knowledge, this is the first study that highlighted the impact of media reports on COVID-19 especially Infodemics fueled by social media on the mental health of Mainland immigrants in Hong Kong society. Potential crisis communication solutions are also addressed here to lessen the negative effects of biased news coverage.

Subjects and Methods: Mainland immigrants in Hong Kong were chosen as the research subjects. In comparison to the general population, this particular group suffered more mental disorders, resulting from their close relationships with China where the first case of COVID-19 was exposed, and exacerbated by their years of social exclusion from mainstream society in Hong Kong. This paper adopts a mixed method combining quantitative analysis with qualitative data collection. The author collected data from online news outlets, social media as well as searching on Wiser-the largest Chinese newspaper database. Media coverage that may contain stigma or discriminatory languages was collected and analyzed; A qualitative method included in-depth online interviews with 25 Mainland immigrants in Hong Kong of diverse backgrounds to understand their perspectives about media language on mental health.

Results: The findings suggested that facilitated by stigmatized language in various media outlets, the COVID-19 pandemic has further inflamed anti-mainland Chinese xenophobia as the city's inhabitants have overtly associated Mandarin with a threat to public health. Taken together, Mainland immigrants in Hong Kong seem to be more vulnerable to the adverse psychological impacts of the pandemic, entangled with conflicting identities to shape the socio-political divide locally and widening divergence between Mainland and Hong Kong.

Conclusions: The findings of the study highlight the responsibility of the media to keep a fact-based, people-oriented and cooperative manner in covering pandemic news. It also calls for improved Infodemiology research, culturally sensitive actions on socially vulnerable or marginalized groups and integration of various stakeholders to maintain general public's emotional stability and boost their psychological resilience.

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RESEARCH ON THE COGNITIVE CORRELATION METHOD OF PRODUCT IMAGE IN THE CONTEXT OF EPIDEMIC SITUATION BASED ON COGNITIVE PSYCHOLOGY

Bin Qi¹, Bingjian Liu²; Xiaoming Sun¹, He Zhu¹, Ke Lou¹ & Yanhao Li¹

¹*School of Agricultural Engineering and Food Science, Shandong University of Technology, Zibo, Shandong 255000, China*

²*Faculty of Science and Engineering, University of Nottingham, Ningbo 315100, China*

Background: In the context of the current COVID-19 epidemic, industrial design is constrained by external environment and market factors, and the traditional bionic design process is difficult to achieve, nor can it meet the product image needs of users. The traditional bionic modelling feature extraction mostly depends on the designer's cultural background and design experience. However, most designers face difficulties in extracting design knowledge from biological information. The purpose is to explore the role of product image form design based on bio inspired design method in finding bio inspired prototypes that meet the needs and positioning of target product image, and summarize the application experience.

Subjects and Methods: The "Shape Structure Behavior Function" (SSBF) decomposition model for product image modeling and the "Function Image Shape Design Context" (FISD) description model for bio inspired prototype were established. Ten professionals in the field of industrial design participated in the eye tracking experiment of product image modeling feature recognition, and extracted the key modeling parts of the corn harvester for SSBF decomposition; Forty subjects participated in the biological morphological image cognition experiment, and used FISD description model to establish the corresponding relationship between the functional and structural attributes of biological inspiration prototype.

Results: The experiment of product image modeling feature recognition showed that different modeling features had different effects on the overall image of the product, and the header, cab and car body of the corn harvester were the most critical modeling parts; The biological morphology image cognition experiment shows that the mantis and beetles in the Insect class have the highest matching degree with the product image vocabulary, and the image modeling design of the corn harvester can select them as the prototype.

Conclusions: This paper proposes an imagery cognitive association method based on PIFD-BID, and proposes the key methods and technologies for the four stages of imagery acquisition, expression, matching and solution. The example verification of corn harvester shows that the adjectives decomposed by the eye-tracking experiment and SSBF are more targeted and representative; Through the FISD description model, the typical functions and structural features of the bio-inspired prototype in a specific situation are integrated into the bio-inspired image features to effectively avoid the interference of redundant information, and the directivity and pertinence are clearer. The product image coherent association method based on PIFD-BID can support the design activity to some extent. However, the method needs to be further developed to meet the design needs under current contexts.

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STUDY ON THE IMPACT OF INDUSTRIAL AGGLOMERATION AND DIFFUSION FACTORS ON MANUFACTURING INDUSTRY UNDER COVID-19 FROM PERSPECTIVE OF MANAGEMENT PSYCHOLOGY: BASED ON THE DATA OF CITIES IN THE PEARL RIVER DELTA

Zhigang Wang

Zhuhai College of Science and Technology, Zhuhai, Guangdong, 519041, China

Background: The COVID-19 pandemic has swept across the world, damaging the economies of all countries to different degrees, with economic growth slowed down and even under recession. China's vast territory, large population and frequent foreign exchanges make it more difficult to prevent and control COVID-19. The enterprise production and people's lives have been significantly disturbed. Manufacturing, as a pillar industry in China, cannot escape by luck.

Subjects and Methods: This paper studies the impact of manufacturing employees' psychology and emotions on enterprise productivity after the new crown epidemic from the perspective of management psychology, and collects data through questionnaire surveys and face-to-face interviews. Using Krugman specialization index, this paper analyzes specialization level of manufacturing industry in Pearl River Delta cities, thoroughly examines the spatial distribution changes of labor-intensive, capital-intensive, technology-intensive manufacturing industries in the Pearl River Delta cities to explore the key elements in manufacturing industry upgrading. Using panel data of the nine Pearl River Delta cities in 2010 - 2020 for regression analysis, the effects of agglomeration factors and diffusion factors on manufacturing growth is analyzed empirically.

Results: Affected by the epidemic, the proportion of output value of labor-intensive manufacturing in the Pearl River Delta has decreased significantly, the labor mobility in the industry is strong, the unemployment rate is high, the profit margin of low-end manufacturing enterprises is low, and the salary and welfare are poor, which makes employees unstable and work enthusiasm poor, which in turn affects product quality and production efficiency. There are obvious structural differences in the manufacturing subsectors between Guangzhou and Shenzhen, forming a good industrial division of labor. The cities on the west bank of the Pearl River Estuary (Zhuhai, Zhongshan and Jiangmen) have quite different manufacturing structures, with specialization index above 0.7. There is a strong correlation between the development of high-end manufacturing industry in each region and the investment of local R&D expenditure and