2nd International Conference on Social Science, Public Health and Education (SSPHE 2018)

Advances in Social Science, Education and Humanities Research Volume 196

Sanya, China 25 – 27 November 2018

Editor:

Shuo Zhao

ISBN: 978-1-5108-7933-1

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.

This work is licensed under a Creative Commons Attribution 4.0 International Licence. Licence details: http://creativecommons.org/licenses/by/4.0/. Conference Website: http://www.atlantis-press.com/php/pub.php?publication=ssphe-18

Printed by Curran Associates, Inc. (2019)

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Additional copies of this publication are available from:

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

Phone: 845-758-0400 Fax: 845-758-2633

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

TABLE OF CONTENTS

SESSION: LINGUISTICS, LITERATURE AND ART

RELATIONSHIP RESEARCH BETWEEN CHINESE-CHARACTER CONTINUATION AND LANGUAGE DIFFICULTY LEVEL IN CHINESE TEXT	1
Zezhi Zheng, Dongjie Zhou	1
A STUDY ON THE DEMOTIVATORS IN ENGLISH LEARNING OF CHINESE NON-ENGLISH	
MAJORS	9
Jingjing Zeng, Wei Zhang, Wenxia Sun	
RESEARCH ON ARTISTIC VALUES AND COMPREHENSIVE DEVELOPMENT OF PAN YU	
WATER COLOR ART	13
Pei Cai, Huimin Qu, Fulan Chen	
JACK LONDON'S WRITING MOTIVATION FOR THE CALL OF THE WILD	17
Yifeng Liu	
AN ANALYSIS OF THE MULTI-ROLES THE MISSISSIPPI RIVER PLAYS IN THE	20
ADVENTURES OF HUCKLEBERRY FINN	20
STANDARD FONT SCREENING METHOD FOR REPLICATING ANCIENT MONGOLIAN	
KANJUR FONTS	23
Wurihan, Biligebatu	23
REPRESSION AND REDEMPTION: ADORNO ON NATURAL BEAUTY	26
Feng Tao	20
ON THE NATURAL AESTHETICS OF WORDSWORTH'S POETRY	30
Xiuye Zeng	
THE EMBODIMENT OF SYMBOLISM, REALISM AND NATURALISM IN THE GRAPES OF	
WRATH	33
Xinyu Zhang	
ON DOMESTIC VIOLENCE IN RICHARD WRIGHT'S WORKS	36
Yuan Fang	
THE INFLUENCES OF EFL GRADUATE STUDENTS' GENDER, MAJOR AND ENGLISH	
PROFICIENCY ON FLA	40
Mailing Tang, Jianrong Tian	
APPLICATION OF DIY CORPORA TO TRANSLATOR EDUCATION: A PRACTICE-BASED	4.4
STUDY	44
Hongmet Hun, Enqing Li	
SESSION: EDUCATION INNOVATION	
TEENAGERS' STEM-BASED INNOVATIVE COURSES DESIGN	48
Jun He, Xiaocui Yu, Xiaoming Zhu, Bo Sun, Qingmei Cheng, Junchao Gui	
REGIONAL EDUCATION INEQUALITY IN CHINA UNDER MARX'S VIEW OF JUSTICE	51
Yingqin Zhang, Meng Wang	
APPLICATION RESEARCH ON THE FLIPPED CLASS MODE IN THE COURSE OF	
'PRINCIPLE AND TECHNOLOGY OF EARLY WARNING SATELLITE'	55
Yan Ouyang, Peiqi Deng, Tingxin Xu, Xiaobin Huang, Li Lu, Shuwen Wang	
RESEARCH ON TEACHING DEVELOPMENT PATH OF CLINICAL TEACHERS UNDER THE	5 0
BACKGROUND OF SYNERGY MEDICAL EDUCATION	59
Chunmiao Liu THE EFFECTIVE STRATEGIES OF IMPLEMENTING CHINESE ELECTIVE COURSES IN	
SENIOR HIGH SCHOOLSSENIOR HIGH SCHOOLS	62
Wenqing Chen, Huajian Yang	02
RESEARCH ON CHINESE COLLEGE STUDENTS' USING BEHAVIOR TOWARDS E-	
LEARNING SERVICES BASED ON IMPROVED TAM MODEL	68
7e Liu Zhonhua Wei	

RESEARCH ON INFLUENCE EVALUATION AND APPLICATION OF UNIVERSITY WEIBO USERS	72
Tong Li, Guang Yu, Yongtian Yu	
THE DIFFERENCE BETWEEN CHINESE AND AMERICAN PRIMARY SCHOOL SCIENCE	
TEXTBOOKS IN ARRANGEMENT OF KNOWLEDGE Zezhi Zheng, Lu Zhou, Miao Zhao	77
PRE-SERVICE TEACHERS' CONCEPTUALIZATION OF "CRITICAL THINKING": A CROSS-	
CULTURAL CASE STUDY	84
Lei Chen, Huijing Wen	
QUANTITATIVE ANALYSIS AND EVALUATION FOR ACHIEVEMENT OF TRAINING OBJECTIVES IN GRADUATION REQUIREMENTS OF PHARMACEUTICAL ENGINEERING	89
Shun Yao, Ziyuan Li, Wencai Huang, Alula Yohannes, Lincai Peng, Hang Song	
RESEARCH ON THE DESIGN PROBLEM OF UNIVERSITY RUNNING CHARACTERISTICS BASED ON STRATEGIC MANAGEMENT THOUGHT	94
Xinghua Lu, Xiaona Zhang, Zhixin Ma	
REFORM OF MANAGEMENT INFORMATION SYSTEM COURSE TEACHING MODEL	102
Guixian Zhou	
TEACHING REFORM IN HEALTH-LAW COURSE FOR CHINESE PUBLIC HEALTH STUDENTS: VIDEO-BASED DESIGN FOR IMPROVING STUDENTS CAPABILITY	107
Yi Wei	
A STUDY ON THE EDUCATION MODE OF E-BUSINESS MAJOR IN WUHAN APPLICATION-ORIENTED UNIVERSITY	110
Shihua Zhang, Sheng Cao, Wendi Zhang	110
RESEARCH ON REFORM OF GRAPHIC TECHNIQUES FOR CIVIL ENGINEERING COURSES BASED ON OUTCOME BASED EDUCATION	115
Ying Li	
RESEARCH ON THE COURSE OF CNC PRACTICE BASED ON PROJECT TEACHING IN APPLICATION-ORIENTED COLLEGE	110
Hongmei Fan	119
THE CULTIVATION STRATEGY OF HIGH-LEVEL ENGINEERING MANAGEMENT TALENTS IN NEW ENERGY INDUSTRIES	122
Hong Chen, Daoyan Guo, Ruyin Long	
TEACHERS AT THE BEGINNING OF THEIR PROFESSIONAL WORK-ASSESSMENT OF THE LEVEL OF PEDAGOGICAL COMPETENCE OF GRADUATES OF TEACHING FACULTIES	127
Joanna M. Lukasik, Katarzyna Jagielska, Anna K. Duda, Paulina Koperna, Anna Mróz, Kinga Sobieszczanska	
RESEARCH ON TEACHING REFORM OF BIOPHARMACEUTICAL SPECIALTY IN HIGHER ENGINEERING INSTITUTE	134
Hongli Zhou, Chengbai Men	
DESIGN AND EVALUATION OF BLENDED TEACHING MODE BASED ON MOOC	137
REFORM OF ELECTRONIC TECHNOLOGY EXPERIMENT TEACHING BASED ON	
ENGINEERING EDUCATION PROFESSIONAL CERTIFICATION Ying Yang	141
CAN BLENDED TEACHING BASED ON SPOC IMPROVE TEACHING EFFECTIVENESS?	1 15
Jingjing Zhao	143
A WEB-BASED TEACHING CASE IN BASIC MECHANICAL EXPERIMENTS: DESIGN,	
APPLICATION AND EVALUATION Jingmei Zhai, Xiao Xu, Xianwen Zeng	149
THE WESTERN MUSIC EDUCATIONAL TRAINING MODE TO CHINA - TAKE ITALY AS AN	
EXAMPLE	153
PRACTICE OF UNDERGRADUATE "PRACTICAL TRAINING PROGRAM" PROJECT IN THE	
BACKGROUND OF "EXCELLENT ENGINEER EDUCATION AND TRAINING PROGRAM"	157
Ziqiao Sun, Shuhui Xu	1.00
APPLICATION OF REVERSE INSTRUCTIONAL DESIGN IN INVESTMENT	
STUDY ON THE INTEGRATION OF CURRICULUM	164
Qiuzhong Ou THE FLIPPED CLASSROOM APPROACH IN CALCULUS TEACHING WITH MATHEMATICS	
SOFTWARE Linghui Jin	168

A DEFENCE OF UTILITARIAN PEDAGOGY: WHETHER EDUCATION SHOULD FOCUS	171
MORE ON HUMAN UTILITARIANISM	171
Jiayin Qu	
CAUSES AND COUNTERMEASURES ON THE UNBALANCED DEVELOPMENT OF	175
Chao Zang, Jianggang Giy	1/5
Chao Zeng, Jianguang Qiu	
A STUDY ON THE CAUSES AND COUNTERMEASURES OF THE IMBALANCE IN THE FLOW	170
OF COMPULSORY EDUCATION TEACHERS IN URBAN AND RURAL AREAS IN CHINA	1/9
Hong Ji, Jianguang Qiu	
SESSION: PUBLIC HEALTH	
INTERACTIVE EFFECT OF LIFESTYLE, SLEEP QUALITY AND DEPRESSIVE SYMPTOMS:	
A QUESTIONNAIRE STUDY OF RETIRED WORKERS IN A MEDIUM-SIZED CITY OF	
NORTHEASTERN CHINA	182
Shi-Chen Zhang, Li-Jun Yu, Jun Wang, Atsushi Ueda, Chang-Nian Wei, Jun Fang	
THE STUDY ON THE INFLUENCE OF LIVING CONDITIONS TO HEALTH	187
Li Li, Siyue Chen	
EVALUATION OF THE CONCENTRATION INDEX OF THE FAIRNESS OF HEALTH	
RESOURCES ALLOCATION IN CHINA	193
Xianzhi Fu, Jin Li, Nan Sun, Xiangjie Mao, Changqing Sun	
THE ANONYMOUS MEMORY OF THE LIVING PAST	196
Lyubomir Krastev	
PROGRESS IN MECHANISM OF E. COLI K1 CROSSING THE BLOOD-BRAIN BARRIER	201
Xiao Yang, Huiwen Tian, Shaoyi Lin, Jie Li, Shenghe Huang, Hong Cao	
ANALYSIS OF USERS' HEALTH KNOWLEDGE REQUIREMENT AND HEALTH	
PERCEPTION IN SENIOR ONLINE COMMUNITY BASED ON WEB TEXT MINING	206
Yuxing Qian, Huayang Zhou, Hao Li, Meiling Ren, Wenxuan Gui, Liqin Zhou	
COMPARATIVE STUDY OF DOMESTIC AND FOREIGN HEALTH CARE PLATFORM	210
Xiaoyue Li, Ling Zhang, Huairong Zhang, Ya Wen, Dou Luo, Ruixin He	
QUALITY ASSESSMENT AND KNOWLEDGE DISCOVERY FOR CHINESE SYSTEMATIC	
REVIEW/META-ANALYSIS OF HYPERTENSION PREVENTION AND CONTROL	214
Jing Wang, Yuxing Qian	
THE IMPACT OF INFORMAL CARE ON ELDERLY PEOPLE'S PHYSICAL HEALTH	• 4.0
OUTCOMES	218
Peng Ouyang, Wenjun Sun	
THE EFFECT OF HOME CARE ON CHEST PAIN, BODY PAIN AND FALL: AN EMPIRICAL	224
STUDY FROM CHARLS DATA USING PROPENSITY SCORE MATCHING	224
Peng Ouyang, Wenjun Sun CEREBRAL MICROBLEEDS DETECTION VIA DISCRETE WAVELET TRANSFORM AND	
BACK PROPAGATION NEURAL NETWORK	228
Jin Hong, Zhihai Lu	220
BLOCKCHAIN APPLICATION WITH HEALTH TOKEN IN MEDICAL & HEALTH	
INDUSTRIALS	233
Chi Kin Lee	233
EVALUATION OF HEALTH RESOURCE ALLOCATION EFFICIENCY OF CHINESE	
MEDICINE HOSPITAL BASED ON DATA ENVELOPMENT ANALYSIS	237
Pan Zhang, Wenping Deng, Shusong Mao, Kai Chang	231
RESEARCH ON USER MENTAL MODEL BASED ON WEBSITE CLASSIFICATION SYSTEM	241
Yuntao Yang, Jinbing Ha	
RESEARCH PROGRESS OF PATHOGENESIS OF GOUT AND CORRESPONDING	
TREATMENT BY CHINESE HERBS	246
Mei Zhong	
CLINICAL OBSERVATION ON THE EFFICACY OF ELECTRIC ACUPUNCTURE POINTS	
WITH MOXIBUSTION IN MILD COGNITIVE IMPAIRMENT	249
Yue Liu, Weiwei Du	
CONSTRUCTION AND PRACTICE OF ALL-OPENING SHARED PLATFORM FOR POCKET	
LABORATORY	252
Changbo Hou, Chaozhu Zhang, Weijian Si, Yan Hong, Lin Lin, Zhiyu Qu	
RESEARCH ON COMPLICATIONS OF GOUT AND PREVENTION	255
Mei Zhong	

SESSION: FINANCE, LAW AND POLITICS

LABOUR PRODUCTIVITY AT RUSSIAN ENTERPRISES REVISITED	258
Alexander Vnutskikh, Dmitriy Pishchalnikov, Lidia Sokruta, Natalia Rudnova, Vladimir Tolochek	
EXPLORATION OF GENDER EQUALITY CONSCIOUSNESS IN LAW EDUCATION	261
SUBJECTIVE ASPECTS IN THE PROCESS OF ADMINISTRATIVE PENALTY	265
Jiajie Dai, Shuixing Yu ANALYSIS ON HOW TO REALIZE THE CHINESE DREAM OF NATIONAL REJUVENATION	269
Lijuan Xiong, Bo Zhou	20)
THE PREDICTION OF GOLD PRICE USING ARIMA MODEL Xiaohui Yang	273
FINANCIAL LITERACY POSITION IN DEVELOPING ECONOMIES: A REVIEW OF STUDIES	
AND OPEN ISSUES	277
Juma Buhimila Mabula, Han Dong Ping ANALYSIS OF CHINA WESTERN LISTED COMPANIES COMPETITIVENESS UNDER BIG	
EXPLOITING STRATEGY	282
Feiliang Niu, Qinghua Huang RESEARCH ON FAMILY FINANCIAL PORTFOLIO STRATEGY	297
Jun Wang	201
THE IDENTIFICATION OF RAPE IN THE GENDER PERSPECTIVE	291
Jiehui Yang, Sheng Lv	
GEGGION, OUI WIDE AND MANAGEMENT	
SESSION: CULTURE AND MANAGEMENT	
RESEARCH ON THE IMPROVEMENT PATHS OF SHAANXI CULTURAL INDUSTRY	
COMPETITIVENESS BASED ON SWOT ANALYSIS	297
ACUTE EFFECTS OF A SINGLE BOUT OF HIGH-INTENSITY TRAINING ON THE MOOD OF	
ADOLESCENT ATHLETES	301
Long Xue, Lin Zhai, Chen Guo, Shan Ma, Bingzhi Wan, Xueting Li, Jiaojiao Li, Gongbing Shan, Bingjun Wan RESEARCH ON BRAND CONSTRUCTION OF CHARACTERISTIC AGRICULTURAL	
PRODUCTS IN WUHAN CITY, HUBEI PROVINCE UNDER THE BACKGROUND OF	
"INTERNET PLUS"	304
Bing Xu, Sheng Cao, Shiying Ye VALUE OF SCIENCE AND TECHNOLOGY ON DESIGN	309
Zhizhong Ding, Chaode Li, Deke Li	
REVIEWER ASSIGNMENT STRATEGY OF PEER ASSESSMENT: TOWARDS MANAGING COLLUSION IN SELF-ASSIGNMENT	212
Yanqing Wang, Bingyu Liu, Kun Zhang, Yushan Jiang, Fuquan Sun	
AN EMPIRICAL STUDY ON THE INFLUENCE OF SCHOOL LOYALTY ON SCHOOL	210
BELONGING BY TAKING CLASS PARTICIPATION AS A MEDIATOR	318
FEATURE ANALYSIS OF SUPPRESSED SELF-CITATION JOURNALS BASED ON JCR	326
Weibin Wang, Tian Yu, Guang Yu THE STRUCTURAL MODEL AND COMPLEXITY ANALYSIS OF THE HIGHER EDUCATION	
RESOURCE SUPPLY SIDE SYSTEM	331
Jing Bai, Bing Xiao, Shuilian He	225
THE EVOLUTION AND ADJUSTMENT OF CHINESE TRADITIONAL CORE VALUES Dan Lin, Gaohua Chen	33/
TURNOVER HOUSE'S SUBLET SITUATION AT UNIVERSITIES AND IT'S	
COUNTERMEASURES	341
FOOD SAFETY SATISFACTION AND INFLUENCING FACTORS AMONG RESIDENTS IN	
WUHAN, CHINA	345
Xiaosheng Lei, Fang Wang INVESTIGATING SPIRALLING CAUSALITY BETWEEN FDI AND LSAS: THE CASE OF	
KENYA	349
Antoine Matemane Mahirwe, Wei Long LACQUER DECORATION TECHNOLOGY IN BAG DESIGN	255
Xiaohua Lin	333

A STRATEGIC OVERVIEW OF BLOCKCHAIN APPLICATIONS IN THE HEALTHCARE	359
De-Long Tang, Si-Ai Liao, Kun Ding, Joseph Z. Shyu	
CHINESE AUDIO BOOK PLATFORM DESIGN BASED ON TIME DOMAIN ANALYSIS	262
TECHNOLOGY	303
FARMERS' POVERTY MOTIVATION IDENTIFICATION AND SATISFACTION OF	272
ACCURATE POVERTY ALLEVIATION SURVEY IN QINBA MOUNTAIN AREA	312
ANALYSIS OF FACTORS INFLUENCING THE GROWTH OF HI-TECH INDUSTRIES BASED	
ON INDUSTRY TECHNOLOGY INNOVATION STRATEGIC ALLIANCE	377
NNOVATION AND DEVELOPMENT STRATEGY OF CHINA'S SPORTS INDUSTRY UNDER	
THE NEW ECONOMIC ECOLOGY	382
Yanbin Wang, Weiguo Fang	
MAJOR COMMITMENT AND LEARNING BURNOUT AMONG UNDERGRADUATES IN	200
CHINA	389
Hung-Wei Feng, Meng-Xin Zhang, Chuan-Yu Mo	20.7
SELF-ORGANIZATION OF SOCIETY AND THE MECHANISMS OF ITS FUNCTIONINGIrina L. Pervova, Vyacheslav Kelasev	395
THE RELATIONSHIP BETWEEN THE DEGREE OF URBAN DEVELOPMENT AND HUMAN HAPPINESS	399
Yiling Zhang, Ping Wang	
NCOME IMPACT ON HEALTH AND HETEROGENEOUS ENVIRONMENTAL WILLINGNESS	
TO PAY	403
Zhengge Tu, Tianyang Hu, Maoyu Zhang	
THE IMPACT OF LIFE MEANING ON LIFE SATISFACTION OF LEFT-BEHIND ELDERS IN	400
RURAL CHINA: MEDIATING EFFECT OF NEGATIVE EMOTION	409
Xiaoli Ni, Ran Qu, Xiaoyi Shao, Yangwen Geng	
EMPLOYMENT IN THE GULF COOPERATION COUNCIL (GCC) COUNTRIES - CURRENT	410
SSUES AND FUTURE TRENDS	412
M. Hazem Shayah, Zehou Sun	416
CHINESE JOURNALIST PROFESSIONAL IDENTITY IN NEWSPAPERS TRANSITION	416
THE SOCIOCULTURAL FEATURES OF CHINESE COLLEGE STUDENTS' PRIOR CHOICES	
N LIFE	419
Juan Fang, A. S. Ognev, Wenxuan Li	117
RESEARCH ON GENDER EQUALITY AND EQUITY PROTECTION	424
Quanhong Jiang, Qixin Wang	т2-т
THE ASSOCIATION WITH ONLINE SOCIAL MEDIA USE: "SELF" AND SUBJECTIVE WELL-	
BEING OF TEENAGERS	427
Xiaoli Ni, Xiaoyi Shao, Ran Qu, Dong Zheng, Rui Jia	
AN EMPIRICAL STUDY ON TWO-CHILD POLICY IN CHINA BASED ON STATISTICAL	
ANALYSIS AND MACHINE LEARNING	430
Yizhou Chi, Xingyue Huang, Yu Zhou	
Tighow One, hingywe Twang, Tu Zhou	