

impairment, analyzes the correlation between the construction of China's modern marine industry system and cognitive impairment, and put forward the improvement strategies for people with cognitive impairment in the construction of China's modern marine industry system.

**Study design:** Collect the development of cognitive impairment in China's social development through literature search, analyze the correlation between consumer cognitive impairment and economic development by using association rules, find the relevant influencing factors affecting the construction of China's modern marine industrial system by using grey correlation analysis, and evaluate the changes of consumer cognitive impairment in the construction of China's modern marine industry system.

**Results:** Fifty consumers were randomly selected to analyze the impact of consumers' cognitive impairment on the construction of marine industrial system. The results of the impact of the construction of modern marine industrial system on cognitive impairment are shown in Table 1, with 0-4 indicating the degree of impact. Table 1 shows that the cognitive impairment of consumers is significantly different under the influence of the construction of marine industrial system, and the investment construction, sustainable development construction and emerging industry development construction in the construction of modern marine industrial system have different effects on different degrees of cognitive impairment.

**Table 1.** The influence of the construction of modern marine industry system on cognitive impairment

Project	Investment behavior of blue Finance	Sustainable development of marine industry system	Development of emerging industries
Mild cognitive impairment	4	4	3
Moderate cognitive impairment	4	4	4
Severe cognitive impairment	4	3	4

**Conclusions:** The development of China's marine industrial system is related to China's utilization of marine resources, but the cognitive impairment of consumers in the economic market seriously hinders economic development. How to alleviate the cognitive impairment of consumers in the construction of industrial system is of great significance. The research takes the analysis of consumer cognitive impairment as the starting point, discusses the impact of consumer cognitive impairment on the industrial development promoted by blue finance, explores the development path of modern marine industrial system, and analyzes the changes of consumer cognitive impairment in the construction of industrial system. The results show that in the construction of modern marine industry system, consumers with cognitive impairment are significantly affected by the construction of investment behavior, sustainable development and emerging industries. Therefore, in the construction of modern marine industry system, we first need to improve the cognitive impairment of consumers, put forward the improvement path of people with cognitive impairment, and alleviate the degree of cognitive impairment of consumers, so as to promote China's economic growth more comprehensively.

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## THE MOTIVATION AND RISK OF M&A OF INTERNET PLATFORM ENTERPRISES BASED ON SOCIAL PSYCHOLOGY

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**Background:** The research object of social psychology is individuals or groups to study their psychological changes, behavioral changes and related changes in social interaction. Social psychology discusses and analyzes relevant interpersonal relationships from the perspective of individuals and social groups. At the individual level, the society of social psychology studies the socialization process and communication of individuals. At the social group level, the social psychology society studies the group communication structure, group norms and so on. Social psychology is a kind of psychology, and its research

psychology is closely related to society. The research scope includes individual social psychology and social behavior, and the research direction is humanities and social sciences. The research fields of social psychology are individual process, interpersonal process and group process. In the individual process, it will study the contents of individual perception and self-consciousness, achievement behavior and individual work performance. In the interpersonal process, it includes the interaction between people, such as obedience and conformity, aggression and helping others. In the group process, it studies the relevant psychological behaviors of human beings in the group or macro-environment, such as group process and organization, racial prejudice and ethics.

According to the relevant knowledge of social psychology, starting from the group process, this paper studies the motivation and risk of M&A of Internet platform enterprises. Among them, M&A means that more than two enterprises merge and eventually become one enterprise. Generally speaking, companies with high competitiveness will absorb other enterprises. At this time, the status of legal persons of both parties will change. According to these changes, select the type of enterprise M&A, such as acquisition of holding goods, absorption and merger, etc. In the process of M&A, there will be some risks, which are mainly caused by the activities in the process of M&A. Internet platform enterprises will also have the phenomenon of enterprise M&A. the motivation of enterprise M&A is in three aspects: obtaining synergy effect, obtaining scale effect and realizing the company's development strategy. The risk of M&A of Internet platform enterprises will change due to different stages of the M&A process.

**Objective:** From the perspective of social psychology, this paper studies the motivation and risk of M&A of Internet platform enterprise managers. According to the characteristics of Internet platform M&A, this paper analyzes the motivation of managers' M&A, and finds that there are three motivations of managers' M&A of Internet enterprises, namely, obtaining synergy effect, obtaining scale effect and realizing the company's development strategy. It also puts forward the M&A risks faced in each stage of the M&A process, and carries out risk control for these M&A risks. Relevant risk control measures will change due to different stages of the M&A development process. For example, in the risk control before M&A, the probability of risk before M&A is reduced through strategic risk control and information asymmetry risk control. In addition, it can also control the risks in M&A, such as financial risk control, scientifically and reasonably evaluate the risks, and accurately understand the relevant situation of the enterprise development process.

**Research object and methods:** The research object is the leaders of Internet enterprises. 35 Internet enterprise leaders are randomly selected from two Internet enterprises to understand the personal information and professional experience of these Internet enterprise leaders and record relevant data. Through fuzzy evaluation, this paper evaluates the impact of M&A risk control measures on the M&A risk of Internet enterprise platform, and the satisfaction of college economics teachers with these risk control measures. Through the relevant data processing of SPSS software, grade 1-5 score is adopted.

**Results:** Social psychology studies not only individual activity process, but also group process and interpersonal process. Therefore, from the perspective of social psychology, this paper studies the M&A behavior of Internet platform enterprise managers, analyzes the motivation of M&A and the risks of Internet platform enterprise M&A. In the research of M&A related content, it makes a specific analysis according to the different stages of M&A, and puts forward risk control measures. Among them, leaders with graduate education think that financial risk control has a complete impact on enterprise M&A risk, and the score is 5. The specific results are shown in Table 1.

**Table 1.** The impact of risk control measures of enterprise M & A on the risk of enterprise M&A on the Internet platform

Education	Strategic risk control	Financial risk control	Negotiation risk control
Doctor	4	4	5
Master	5	5	5

**Conclusions:** With the continuous development of information technology and the increasing number of Internet platform enterprises, the competition among enterprises is becoming more and more fierce. In order to improve the market competitiveness of enterprises and realize the sustainable development of enterprises, the managers of Internet platform enterprises need to expand the development mode of their enterprises accordingly. The probability of managers' M&A behavior is increasing. In this process, there will be different degrees of M&A risks. According to different M&A characteristics, M&A risk prevention and control, so as to promote the stable development of enterprises.

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## RURAL REVITALIZATION + DEVELOPMENT OF MARINE CULTURAL TOURISM INDUSTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology studies the changes of individuals or groups in psychological behavior under the action of society and the laws of these changes. Social psychology is generally studied from the perspective of individuals and social groups. From the perspective of social groups, social psychology studies the structure of group communication and its norms. The research field of social psychology mainly includes three aspects: individual, interpersonal and group. Individual process is to study individual perception, self-consciousness and other contents. Interpersonal process is to study the interaction between people. Group process is to study human psychological behavior in group and other environments, such as group process and organizational behavior. Group indicates that people who depend on and influence each other form a collection. The number of people in this collection is more than two, and these members will have face-to-face contact or interaction. The psychological functions of groups mainly include sense of belonging, sense of identity and social support. Social support means that after the behavior and thought of the members of the group meet the requirements of the group, the group will encourage and praise these members to continue these behaviors. The high cohesion of the team can promote the stability of the team, improve the dependence of members on the group, enable members to obtain higher self-confidence and improve the work efficiency of the team. Rural revitalization strategy is a kind of group organization behavior from the perspective of social psychology. In the rural revitalization strategy, we always adhere to the standard of giving priority to the development of agriculture and rural areas. The ultimate goal of the strategy is to achieve industrial prosperity, establish a livable ecological environment, revitalize rural civilization, effectively manage rural construction, enrich the lives of rural residents, promote the process of agricultural and rural modernization, and organically integrate urban and rural areas. For coastal areas, in order to respond to the rural revitalization strategy, we can start with marine culture, develop the rural marine culture tourism industry on the basis of adhering to the harmonious coexistence between man and nature, and actively and effectively use the surrounding natural resources to enable rural residents to achieve wealth and increase income. The essence of marine culture is the relationship and product between human beings and the ocean. For example, Xiamen occupies an important position in China's coastal areas, where marine cultural resources are very rich. Among them, Xiamen fishing village has very unique local characteristics in marine geographical location, material production and culture. In response to the rural revitalization strategy, we can start with the small fishing village with characteristics in Xiamen, make a specific analysis according to the characteristics of the marine geographical location and culture of the small fishing village, and take the "three new" as the guiding ideology to develop the marine cultural tourism industry of the small fishing village, so as to open up a new pattern. Among them, "three new" means new thinking, new path and new measures.

**Objective:** To analyze the current situation of the development of marine culture industry in Xiaodui fishing village in Xiamen, understand the specific situation of marine culture in fishing village, analyze the specific causes according to the decline and decline of marine folk beliefs, traditional folk houses in Southern Fujian and fishing custom culture in Southern Fujian, and take targeted measures according to these situations. Through the development of cultural and creative products with regional characteristics, promote economic development and upgrading on the basis of cultural development, and inherit and innovate marine folk beliefs. Properly repair and protect the traditional residential buildings in Southern Fujian, and take some measures to promote the large-scale establishment of traditional residential buildings in Southern Fujian, so as to form a neat and characteristic architectural community, make the homestay tourism in the fishing village more distinctive and lasting, and then promote the development of marine cultural industry and tourism industry.

**Research objects and methods:** The research objects are tourists in coastal areas. 300 tourists are randomly selected from two tourist destinations in coastal areas to understand their tourism hobbies, personal characteristics and other relevant information, investigate the current situation of tourist destinations in coastal areas, and record relevant data, through fuzzy evaluation, tourists' satisfaction with the measures of rural revitalization + marine cultural tourism industry is evaluated. The satisfaction is divided into five grades. The scoring method adopts grades 1-5. The higher the score, the higher the satisfaction. SAS software is used for relevant data processing and analysis.

**Results:** Social psychology is a kind of psychology that studies group process and organizational behavior. From the perspective of social psychology, we can study the development of marine cultural tourism industry under the strategy of rural revitalization. By analyzing the current situation of marine culture, this