



A Study of Cognitive Strategies for the Comprehensive Realization of Common Wealth: a Cognitive Theory Perspective

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Abstract. The importance of cognitive strategies to the formation of socialist spiritual civilization is evident. Improving people's perception and actions of affluence through cognitive strategies can aid in enhancing the economic level in underdeveloped areas. Previous research has demonstrated that the strengths, weaknesses, opportunities, and threats associated with the implementation of cognitive strategies hold great significance in establishing strategic paths. This formed the foundation for the application of the Analytic Hierarchy Process (AHP) to resolve subjective bias concerns in qualitative analysis. During this study's analysis through SWOT-AHP, it was discovered that the internal strengths and weaknesses of individuals within society and external opportunities and threats formed the "strategy quadrilateral". Applying vector calculations, the WO striving strategy was identified as the key focus of cognitive strategy implementation. According to the study's findings, while implementing cognitive strategies, it is essential for the government to prioritize the recognition of external opportunities related to affluence to combat the adverse impact of internal drawbacks. This aligns with the cognitive theory of cognitive consistency.

Keywords: common wealth; cognitive strategies; cognitive theory; SWOT-AHP analysis

1 Introductory

Currently, the employment situation in most developing countries is critical, with rising numbers of unemployed and 'hidden unemployed' individuals, thus emphasizing the need to address the employment problem. Relevant research indicates a positive correlation between cognitive ability and financial knowledge and literacy [1][2]. Building upon previous research, this paper summarises the cognitive factors that impact the realization of affluence, using research methods from psychology and management operations. The paper proposes corresponding improvement measures from the strategic management perspective, which holds great theoretical significance

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for the comprehensive realization of common wealth in developing countries. Furthermore, examining the realization path and long-term mechanisms of common prosperity from the perspective of individual cognitive ability holds practical significance.

2 Methodology

The implementation framework of this study is shown in Figure 1.

2.1 SWOT-AHP

SWOT analysis is a commonly used qualitative analysis method for identifying strengths, weaknesses, opportunities and threats in projects, programs, organizations and departments, in order to develop future strategies. However, due to the subjective defects and lack of objectivity of the qualitative analysis method, this paper refers to the research method of Lee et al. By combining the AHP hierarchical analysis method, the strengths, weaknesses, opportunities and threats affecting the realization of the perception of common wealth are examined in terms of hierarchical structure, weight and consistency, so as to determine the final strategic azimuth from the perspective of prioritization, which will help the relevant governmental departments to carry out the whole society's spiritual civilization construction work.[3]

2.2 Delphi method

In order to ensure its scientific and professional nature, the author combined the expert survey method with a questionnaire survey of 20 experts to determine the priority of each element of the AHP. This time, strict criteria were set for the selection of the AHP expert samples and the snowball sampling method was used, and all the experts were experienced professors and associate professors and industrial researchers who had been involved in social surveys for many years.[4]

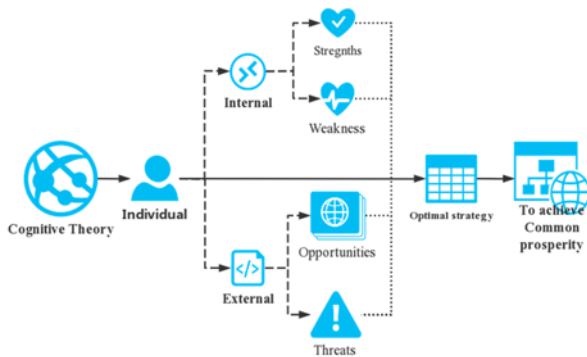


Fig. 1. Implementation Framework

3 Results

3.1 SWOT matrix

Table 1. SWOT matrix

	Strengths 1.Enhancing the mobility of individuals to participate in the realisation of shared prosperity.[5] 2.Reduce the negative effects of social class 3.Limiting individual learning inertia.The cognitive level also reflects awareness, will and action to reduce inertia. Inertia has a significant impact on people.[6] 4. Reduce complaints.	Weaknesses 1.Transcending the vanity of culture. 2.Fear of confronting the "self". 3.Reject deep learning. 4.Refusal to accept new things. 5.Blind optimism.
Opportunities 1.Access to more opportunities for social development.[7] 2.Learning quality survival skills.[8] 3.Setting the right course for yourself.	Opportunity-Strengths Strategies Make good use of external development opportunities	Opportunity-Weakness Strategies Get to know oneself and plan your route
Threats 1.Polarisation of class income inequalities.[9] 2.Financial risk.[10] 3.Biased perception of the common wealth of spiritual life.	Threats-Strengths Strategies Understanding the risks of returning to poverty	Threats-Weakness Strategies Enhancing awareness of spiritual well-being

As shown in Table1,base on cognitive theory,the analysis results of SWOT can be vividly summarized into four strategic combinations,namely SO strategy,ST strategy,WO strategy and WT strategy.

On one hand, increasing awareness regarding affluence can enhance individuals' capability to participate in achieving affluence, mitigate the adverse effects of social class, overcome learning inertia, and reduce grievances. Spontaneous and affirmative action occurs due to the interplay between internal requirements and the surrounding environment, wherein the internal needs play a determinative role. The available research findings suggest that inadequate internal needs have an impact on an individual's ability to act, hindering their capacity for self-motivation and sustained action. The elite class, who maintain a high level of quality in themselves and in their approach towards transforming the economy, are well-positioned to continue their upward mobility. However, people from the middle and lower classes have limited access to resources, thereby preventing them from obtaining a favourable position in the field of education. Additionally, it should be highlighted that there is a deficiency in social capital, which complicates upward mobility across class boundaries. It is perti-

nent to recognise that heightened cognizance of affluence is associated with both positive and negative factors pertaining to personal growth.

On the other hand, opportunities to increase awareness of personal wealth consist of gaining more social prospects, improving survival abilities, and planning for one's career. Furthermore, challenges, such as income inequality, financial risks, and cognitive biases within spiritual life, constrain the prospects for individual development within society.

3.2 Definition of the strategic centre of gravity

In this paper, the strategic azimuth θ is referenced in the SWOT AHP analysis model. As shown in Table 2 and Figure 2, the SWOT quadrilateral integrates the four major elements of total strengths, weaknesses, opportunities and threats intensities, which is a visual reflection of the intensity of influence of internal and external elements affecting the individual choice of cognitive strategies for realising common wealth. According to the magnitude of SWOT influence intensity, the author plotted the strategy quadrilateral in the plane right-angled coordinate system, in which the position where the point P is located corresponds to the focus of the combined effect of SWOT elements, in which the total intensity of advantages $S = 0.059$, the total intensity of disadvantages $W = -0.114$, the total intensity of opportunities $O = 0.156$ and the total intensity of threats $T = -0.029$. Based on the formula for calculating the point of the vector in the plane right angle coordinate system, it is found that the point of P is the focal point of the total intensity of advantages, disadvantages, opportunities and threats $T = -0.029$. According to the formula of the plane rectangular coordinate system, the coordinate of the point P is $(-0.014, 0.032)$, which is located in the second quadrant and falls within the aspirational strategy area. It can be seen that although the current cognitive strategy to realize the common wealth of external opportunities have certain advantages, but in the process of continuous development of ideology, the individual to realize the common wealth of cognitive threat is more important, so in the choice of strategy should be based on the main strategy to fight for the type of strategy.

Table 2. Inter- and intra-group weights of elements

SWOT group	Priority of groups	Prioritization of elements within groups	Overall priority of elements
S	0.236	S1	0.035
		S2	0.050
		S3	0.033
		S4	0.118
		W1	0.213
W	0.572	W2	0.021
		W3	0.070
		W4	0.077
		W5	0.191
		O1	0.069
O	0.148	O2	0.069

	O3		0.067	0.010
	T1		0.730	0.033
T	T2	0.045	0.099	0.004
	T3		0.172	0.008

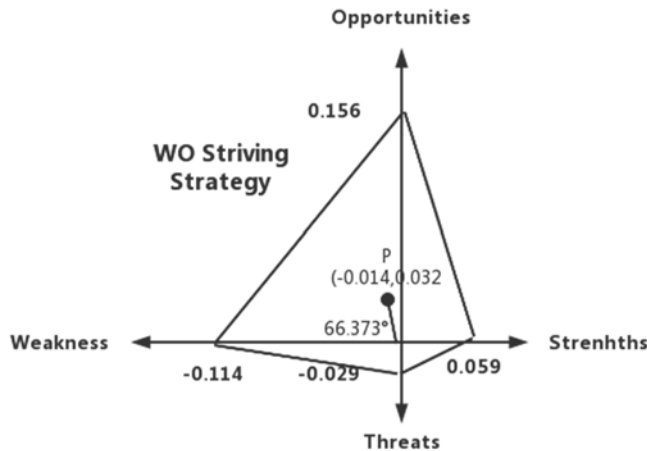


Fig. 2. Strategic focus

Understanding oneself and planning social development paths are crucial for achieving comprehensive common prosperity. Firstly, by recognising oneself, one can better understand one's strengths, interests, and values, thereby determining personal career and life goals, pursuing one's ideals more focused and motivated and improving one's sense of happiness and achievement. Secondly, recognising oneself allows for the discovery and maximisation of potential and strengths. By planning a targeted personal development path, we are able to learn and cultivate our abilities in order to enhance our competitiveness within our chosen field.

4 Conclusion

Cognitive enhancement is recognised as an important factor in achieving shared prosperity. This study provides practical insights on how to develop possible cognitive enhancement strategies for achieving shared prosperity from a cognitive theory perspective. By conducting SWOT-AHP and expert survey method, the findings of the study show that among the cognitive strategies to achieve shared prosperity, WO striving type of strategies are recommended. One should maximise the opportunity to overcome vanity and avoid blind optimism through in-depth study and objective dissection of oneself, while maximising the opportunity to develop cognitive strategies, acquire survival skills to achieve prosperity, make long-term plans and development strategies, break down the rich-poor class barriers, and improve the perception of prosperity by individuals in society. The study also suffers from the following shortcomings. First, only 20 experts were included in the AHP survey. Although this

number is acceptable in an AHP analysis, the representativeness can be considered weak. Secondly, the SWOT analysis method is still qualitative in nature and inevitably suffers from subjective flaws. [11]In the future, it is necessary to conduct a targeted survey with a specific country or region as a sample to solve the problem of subjective bias in qualitative analysis. Finally, in the future, the factors influencing the perception of common wealth also need to be based on a specific government policy as an entry point, through effective household surveys, to understand the causes of their mental poverty.

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