

# A Study on Children's Crying Behavior

Xifei Shi, Meiyue Lu, Liduan Chen, Yihan Ye

Fuzhou University of International Studies and Trade, Fuzhou 350000, Fujian

**Abstract:** Crying is a common way for children to express and vent their personal emotions, but this way will not only affect the normal development of children's emotions, but also affect the emotional stability of parents, the smooth development of kindergarten teacher education activities and other children's emotions. To be exact, crying is a way for children to express their self-awareness, which is their nature. Forcing children to suppress their crying behavior will not only not stop them from crying, but also affect their normal physical and mental development. This study analyzes the crying behavior of children aged 3-6 years old, looking for the causes of children's crying behavior from multiple perspectives, and then guiding parents to scientifically respond to children's crying behavior.

**Keywords:** children; Crying behavior; Two children; family

With the comprehensive implementation of the two child policy and the gradual development of the three child policy, more and more families have joined the army of having two and three children. In addition, in this context, parents have begun to gradually attach importance to children's education. How to scientifically deal with the crying behavior of children is one of the important issues concerned by parents. This research attempts to analyze the types and influencing factors of family sibling relations, parental rearing behaviors and other aspects from a multi-dimensional perspective in the perspective of phenomenology, so that parents can face up to children's crying behavior, and use positive attitude and scientific methods to deal with it, so as to promote the harmonious development of children's physical and mental health.

## 1. Object and method

### 1.1 Object

In this study, children aged 3-6 and their parents were the main subjects. Children in a broad sense refer to children aged 1 to 6, but this study focuses on children aged 3-6. Parents are the caregivers of children, including their parents, grandparents, etc. This study investigates the crying situation of children from three dimensions: gender, age and whether they are only children. The survey distributed 150 questionnaires, and 135 valid questionnaires were collected. In this questionnaire, the proportion of boys and girls in young children was 53.3% and 46.7% respectively, of which 26.7% were children aged 3-4, 20% were children aged 4-5, and 53.3% were children aged 5-6; The proportion of children who are only children is 57.8%, and the proportion of non only children is 42.2%. From the summary of the above questionnaire data, it can be seen that the distribution of children participating in the questionnaire is relatively uniform in terms of gender and whether they are only children. Relevant data can be used as an important basis for this study.

In order to fully understand and analyze the causes of children's crying behavior, the main caregivers of children were taken as the main subjects in this questionnaire survey, and the frequency of children's negative emotions and their emotional management were investigated. Based on the above data, this paper analyzes the crying behavior of children.

### 1.2 Methods

Through a questionnaire survey on the main caregivers of children aged 3-6 years, and a return visit after the questionnaire survey, we can further understand the real situation of children. Finally, based on the comprehensive data, classification statistics, SPSS analysis and cross analysis were used to analyze the crying behavior of children.

## 2. Results

### 2.1 The influence of children's crying behavior and family type

The traditional family type is the backbone family, which has a relatively rich composition of family members and complicated interpersonal relationships among family members. With the change of social environment, every generation's education concept for children has developed and changed, which easily leads to conflicts between two generations in the backbone family on children's education. With the rapid development of economy and the change of people's concept of family, the family type of our country has gradually changed from the main family with three generations to the core family composed of parents and unmarried children.

In the traditional family education, the main family has a typical educational weakness, which is mainly manifested in the problem of doting between grandparents and grandchildren. Compared with the core family upbringing model in which parents raise children alone, there are more grandparents in the intergenerational upbringing in the backbone family. When faced with similar children's needs or material needs, grandparents tend to try to meet the needs of children, which is easy to spoil children. In the nuclear family, parents tend to cultivate children more in favor of "education", they will pay more attention to children's physical and mental health, and the way parents teach children in the nuclear family affects children's initiative and dependence most directly and at the earliest stage, thus forming children's personality first. According to Wu Fenggang's research, children from the core family are better than those from the trunk family in independence, self-control, sociability, intelligence, courage, emotional characteristics, self-esteem and other aspects.

Based on the research in this paper, it is found that the emotional stability of children under the care of different caregivers will also be different. Through interviews with parents, it is concluded that grandparents mostly communicate with children in a more gentle and loving

way, while parents will adhere to principles and rationality when talking with children. According to the differences in the communication methods between the two generations (parents and grandparents) and children, it can be found that the two generations also have different attitudes towards children's education, which easily leads to conflicts between the two generations in terms of childcare concepts. Based on the research of Li Yonghui from Northwest Normal University, it can be found that there is a significant positive correlation between the changes in family conflicts and children's emotions, character defects, and withdrawal behavior. It shows that the greater the family conflict is, the easier it is for children to form bad emotions, character defects and withdrawal behaviors. In the nuclear family, the single structure, simple personnel, fewer contradictions, and the relatively consistent attitude of parents towards children's education can have a positive impact on children's emotional management and emotional stability.

## 2.2 The influence of parents' rearing style on children's crying behavior

Some empirical studies show that warm and inclusive parental education can have an important positive impact on preschool and school-age children's emotional management ability, and have a significant predictive effect on their later emotional management level; On the contrary, parents' negative rearing style has a negative impact on children's emotional control. Children's lower emotional control ability is significantly related to parents' strict and authoritarian rearing style. Parents with high meta emotional cognitive ability will recognize children's emotions and help children develop their emotional management ability. This kind of parents will consciously communicate with children at a higher frequency in the process of helping children manage their emotions, and the tendency of parents and children to discuss emotions has a significant positive effect on the dynamic development of children's emotional representation. If the child is in a strong emotional state, parents should first listen to and understand the child's emotional response, rather than directly deny the child's emotion with a tough tone. After children's emotions are relieved, they will slowly try to communicate with children to help them reflect on their emotions, so as to further develop their emotional management ability.

Therefore, the positive emotional education of parents is conducive to the harmonious development of parent-child relationship and lays a solid foundation for children's good emotional management. Under this education mode, most children will have more self-conscious emotions and emotional understanding ability, thus further forming better emotion regulation and control ability.

## 2.3 The influence of family fertility on children's crying behavior

### 2.3.1 Only child family

In the 1970s, China began to carry out family planning in urban and rural areas. Until the 1980s, only children had gradually become the main body in primary schools, middle schools and universities. Most of China's family structures changed from complex to single. In more one-child families, grandparents and parents hope to give all good things to children, but if they do not grasp the balance, they are prone to spoil. However, children who grow up in the doting environment of their families are more likely to have deviations in habits and personality. In the Research on Psychological Problems of Only Children, it was also mentioned that "a child who is spoiled by the doting family is not cowardly, withdrawn, timid, and has poor independent living ability, but is also insolent, selfish, self-willed, greedy, lazy, brave and desperate". To sum up, children who are overindulged in one-child families are more likely to cry when they are dissatisfied or their needs are not met.

### 2.3.2 Multi child family

After the implementation of the "comprehensive two child" policy, the proportion of two children born in China is increasing, and the competition for favor in the infancy of families often occurs. According to Zhong Huiping's questionnaire, 63.2% of the only sons are resistant to the possible second child siblings, and the exclusive psychology of their families accounts for 70.7%. Young children may have the anxiety of "falling out of favor" due to the arrival of "pet contenders", and in the process of growing up, they constantly project this anxiety to the outside, trying to attract parents' attention and get more attention through crying. Freud also described this situation, "If the mother is absent or does not love her child, the baby will not be sure that his needs can be met, and may be exposed to extremely painful tension." When parents ignore the emotional and psychological changes of the first child because of the second child for many times, or refuse the request of the first child, the first child is likely to have a sense of distrust of the parents, and unilaterally produce the illusion that the parents do not pay attention to and do not love themselves. If parents do pay attention to them many times through strong behaviors such as crying, this "benefit from illness" result will also lead to an increase in the frequency of crying.

There are some problems in parents' consciousness, which are mainly shown as follows: First, parents have high expectations for the first child; Second, parents lack a certain sense of learning about family education. After the birth of the second child, parents often neglect the emotional and psychological changes of the first child because they do not change the family education mode in time. In addition, they need to spend more time to take care of the second child, so the frequency of communication with the first child will be less than before (before the birth of the second child), which leads to their sensitivity. In addition, some parents do not pay enough attention to educational news, and they do not pay enough attention to the general phenomenon of social and family education in the context of China's comprehensive two child policy, which is the reason why they do not know enough about the crying behavior of the first child.

The parents' allocation of time and energy is not reasonable, which is mainly reflected in: because the young children do not have the ability to live independently and cannot live without the care of adults, most parents can only choose to reduce the time for taking care of the first child in this case, and spend more time and energy on the young children, although this "preference" may not be the subjective will of parents, It is due to the uneven distribution of time and energy of parents in caring for children, but these objective factors are also the main reasons for the psychological imbalance of the first born children.

### 3. Discussion

#### 3.1 Suggestions on coping with children's crying behavior in family education

##### 3.1.1 Parents should improve their self-cultivation

Parents are not only the initiators of children, but also the implementers of family education. As parents, they should constantly learn to improve their self-cultivation, so that children can be better educated. The words and deeds from parents play a vital role in the growth of children.

Family education is initial and lifelong. Children's learning is mainly based on direct experience, and imitation is the main way of children's learning. As the most direct imitation object, parents themselves need to have good psychological quality, so as to better influence and educate children imperceptibly. When parents face children's crying and other negative emotions, if they have low tolerance to emotions and are afraid of losing control, children's crying will cause parents with poor emotional stability to fall into an emotional state and can not pacify children well, and may also cause adverse effects on children's physical and mental health due to excessive reactions. Therefore, parents need to have good psychological quality and good emotional tolerance for children. When children cry, they can first stabilize their emotions, and then find appropriate solutions according to the specific factors that cause children to cry. Parents hope that children's physical and mental health, all-round development, in their own aspects should pay more attention to the subjectivity and demonstration of education, to create favorable conditions for children's growth and development in all aspects.

##### 3.1.2 Parents should establish a correct outlook on education

The crying behavior of children mainly comes from themselves, which is embodied in the stage of children's internal psychological development and their own growth and development. Parents need to master the characteristics of physical and mental development of children at all ages, so as to better discover and analyze the problems in the growth process of children, and carry out education according to the growth and development laws of children .

With the growth of age, children's individual consciousness is gradually enhanced, and their resistance behaviors are increased. The content and form of crying are also very different. Parents should find out and adjust their children's problems in time if you think your children are young and indulge their crying behavior in many things, children will benefit from crying, which may lead to their crying becoming normal. Once the crying behavior forms a habit, it takes a lot of time to adjust, which is not conducive to the smooth development of children. For children's crying behavior, parents should intervene in a timely manner, and use scientific and reasonable methods to guide children to correctly understand the world, find and solve problems, so that children's cognitive and emotional intelligence can be well developed.

##### 3.1.3 Parents' love should be moderate

In China's "Warring States Policy - Touching the Dragon and Saying about Empress Dowager Zhao", it is said that "parents' love for their children is far-reaching". Parents should take a long-term consideration in the process of educating children. If children are overindulged in their growth, parents will blindly meet their current needs. In this case, children's willful psychology will not be corrected for a long time, which will hinder the development of children's physical and mental health, and develop the habit of crying. Therefore, parents should love children moderately .

In the multi child family education, because most parents have vague educational ideas, they focus most of their energy on the newborn when the family newborn appears, and lack of attention to the "first child". A piece of news about the second child was picked up in the Guilin Daily: an 11 year old girl who should have gone to school at the beginning of school went out with a schoolbag and has not returned yet, leaving home because she did not like her brother ; It can be seen that the open and comprehensive two child policy will bring a series of challenges to other family members' life in the family. Therefore, in a family with many children, parents should pay attention to the newborn while not forgetting to fully care for the "first child", so as to avoid the feelings of loss caused by the "first child" not receiving full attention. In an only child family, the accompanying of parents is not only the guarantee for children to form safe psychology during their infancy, but also the basis for the healthy development of children's socialization.

In an only child family, the highest level of high-quality company is spiritual interdependence, emotional integration, and both parties feel each other's needs. The accompanying of parents is not only the guarantee for children to form safe psychology during their infancy, but also the basis for the healthy development of children's socialization. Therefore, in an only child family, the high-quality accompanying of parents is extremely important for the healthy growth of children.

To sum up, whether it is in the family type, parents' parenting style or family fertility, children's crying behavior will be affected. Therefore, parents need to improve their self-cultivation, establish a correct education concept and learn to use the correct methods to let children grow up healthily in a loving environment.

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# Research on the Brand Marketing of the Enterprise under the New Media Era

Yijing Huang

Jiangsu Maritime Institute, Nanjing, Jiangsu 210000

**Abstract:** In the continuous transformation and development of China's e-commerce industry, it has been in the forefront of the world, but also brings great competitive pressure. In the face of the market environment where the cost of online traffic is soaring and the traffic conversion rate is declining, how to seize a place in the limited traffic has become a problem faced by every enterprise. With the arrival of the new media era, online celebrities with their own traffic have given enterprises new opportunities, so more and more enterprises are seeking to cooperate with online celebrities. Based on this, this paper focuses on the impact of online celebrity on enterprise brand marketing, expounds the problems in the process of brand marketing with online celebrity and puts forward corresponding solutions, so as to help enterprises better use the power of online celebrity to create a new model of brand marketing.

**Keywords:** New media; Brand marketing; Online celebrities

## 1. Introduction

With the promotion of the Internet and the development of information technology, the rapid rise of new media marketing has shifted the business logic from traditional demand generated purchase to personal influence generated purchase. Online celebrities are exactly the groups that become popular relying on the new media platform. They play the role of opinion leaders in various vertical fields. They have the characteristics of wide social scope, large amount of information dissemination, and strong personal influence. They can transmit their own tendencies and attitudes towards products to fans and affect the purchase decision of pink silk. The liquidity and commercial potential highlighted by online celebrity has led more and more enterprises to seek cooperation with online celebrity to layout their own brand marketing strategies.

## 2. Online celebrity marketing mode in the new media era

### 2.1 New media marketing advantages

First, with the upgrading of consumers' consumption, the disadvantages of poor shopping experience of traditional e-commerce are becoming more prominent. With the support of Internet technology and digital technology, the communication form of the new media platform has developed from the original graphic to the current short video and live broadcast. With the help of short videos and live broadcasts, the product can become more three-dimensional, better capture consumers' attention and stimulate transformation. Second, the audience of new media is very large. All consumers can use the new media platform to publish content and show their strengths. Users can become content creators from the original content receivers, and everyone can join the ranks of online celebrities. All ordinary people, online celebrities, stars and enterprises can use the new media platform to spread and interact information, enhancing the user's sense of participation, More conducive to emotional resonance. Third, with the help of big data and cloud computing, the current well-known social media platforms can accurately target the target consumer groups, and enterprises can more accurately market users through crowd portraits. Let accurate users see accurate content, let accurate buyers buy accurate products, improve marketing effect and reduce marketing costs. Under the influence of new media, recommendation traffic tends to catch up with search traffic, especially for young consumers, the world has ushered in a dividend period of short video social traffic.

### 2.2 Online celebrity marketing methods

Online popularity is the carrier of online popularity economy. The network anchor is a popular group in the mobile Internet because of its continuous display of certain characteristics and active performance. Relying on the social platform, online celebrity has gathered a large number of fans and popularity, and turned the fan effect into purchasing power. The marketing mode of online celebrity is

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