

subscale of EPQ showed that all the above items were significantly positively correlated with the scores of *N*, *P* scale, and negatively correlated with the scores of *E* scale.

**Conclusions:** The scores of 8 factors of SCL-90 by introducing educational psychology into the teaching work of college students majoring in physical education are significantly lower than the norm, which indicates that the mental health level of the teaching staff of college students majoring in physical education is higher than that of the domestic population. Through the analysis of the reasons, it is found that the teaching mode of P.E. major is determined by more physical activities than teachers of other majors, which improves the level of mental health to a certain extent.

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## PSYCHOLOGICAL VALUE ORIENTATION OF SOCIAL SPORTS TEAMS UNDER THE INFLUENCE OF SPORTS HUMANISTIC SPIRIT

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**Background:** Sports humanistic spirit can promote the development of socialist harmonious society. The core idea of harmonious society and humanistic spirit is consistent and unified. As the concrete embodiment and carrier of sports humanistic spirit, athletes can pass the dual aesthetic feeling of human body and spirit, such as active struggle, never give up, teamwork and attention to people, through competitive competition. The process shows, so that the spectators can feel the enlightenment and infection through the competition, so as to enhance the spectators' spiritual realm, extend the competitive humanistic spirit to the whole society, and then provide a strong driving force and social foundation for the rapid and effective development of the socialist harmonious society. Sports humanistic spirit is the core driving force for athletes to continuously improve their competitive ability and competitive performance. With the gradual establishment of the socialist market competitive physique and the deepening of the reform of competitive sports physique, the value orientation of athletes is increasingly diversified. In addition, with the continuous development of market competition, the rationality and legitimacy of individual interests have been recognized and affirmed. The psychological values of athletes with collective interests as the core are constantly challenged, which makes the psychological values of many athletes no longer a single dominant value with a certain value as the core, but diversified development. The level of athletes in the competition is determined by their own competitive ability. Competitive ability refers to the ability of athletes to compete, which is composed of physical ability, skills, tactical ability, psychological ability and knowledge ability. Among them, psychological ability and knowledge ability are the recessive parts which can't be perceived directly, but they can have a direct impact on physical fitness, skills, tactical ability and other appearance quality, and thus affect sports performance. However, sports humanistic spirit can effectively promote the psychological values of athletes, and then promote the healthy development of athletes' psychological health.

**Subjects and methods:** First of all, eight experts of sports psychology were consulted on the six-conception temperature and operational definition of the questionnaire, and the overall approval rate reached 95%. First, according to the data collected from the open survey of coaches, athletes and sports experts in the early stage of the study, the evaluation items of the psychological value orientation of the sports team are compiled systematically. This study interviewed 15 coaches, 7 managers, 12 sports scholars and 10 athletes. The second is to refer to the value orientation items contained in the existing measurement tools of psychological value orientation of sports teams at home and abroad. Through interviews with coaches, athletes and sports experts. Through the open-ended survey, the data collected in the early stage are listed as the entries of the value orientation of the sports team one by one, and the subjects are asked to choose the entries of the psychological value orientation of the sports team they approve, and then the subjects are asked to say how to evaluate their selected psychological value orientation as much as possible.

**Study design:** The main purpose of the test is to analyze the items and exploratory factors of the initial questionnaire of psychological value orientation of sports teams, and to investigate the rationality of the items of the questionnaire. A total of 18 valid questionnaires were obtained, and the effective rate was 98%. There are 23 male athletes and 31 female athletes in the 20 groups. The athletes are engaged in track and field, wrestling, aerobics and so on.

**Methods of statistical analysis:** The collected questionnaire data were analyzed and processed by

SPSS22.0 statistical software and AMOS4.0 on computer.

**Results:** The analysis of the psychological value orientation of social sports teams under the influence of sports humanistic spirit based on the analysis of the three dimensions of the psychological value orientation questionnaire of sports, the analysis is mainly carried out from the three aspects of sports, sports level and competition level.

From Table 1, the average score of each dimension is divided into: patriotism, game, fitness, family, utility, cooperative initiative, acceptance, altruism, evasion, patriotism and cooperative enterprising in the questionnaire.

**Table 1.** Average (standard deviation) of each dimension of exercise on psychological value orientation questionnaire (standard deviation).

	Average	Standard deviation
Playfulness	3.8234	0.8032
Fitness	3.2673	0.7923
Familial	3.1389	0.8374
Utilitarianism	3.1242	0.9241
Patriotism	4.2813	0.7056
Acceptability	3.8452	0.7342
Cooperation and enterprising	4.3722	0.6745
Escapism	2.3451	1.1723
Altruism	3.4562	0.5463

From Table 2, it can be seen that there are significant main effects of sports events in the two dimensions of cooperative enterprising and evasive; there are significant main effects of sports level in family, utility and evasion; and there is significant main effect of competition level in the dimension of evasion.

**Table 2.** Analysis of variance of sports items, sports grades and competition grades in the psychological value orientation of sports teams

	Sport event	Sport level	Competition level	Sport event+Sport level	Sport event+Competition level	Sport level+Competition level	Sport level+Sport event+Competition level
Playfulness	1.3234	0.3212	0.2243	0.8342	0.4320	1.3841	9.3522
Fitness	2.1231	0.8741	0.0843	1.2341	1.5362	2.1721	0.1231
Familial	2.3718	4.3821*	0.2311	1.4382	1.4392	0.5362	0.2831
Utilitarianism	2.1212	3.0381*	1.2732	1.4356	0.9372	0.3241	0.8453
Patriotism	2.2312	2.6374	1.0536	1.6473	1.7382	2.8394	2.5362
Acceptability	1.1732	0.8324	1.3928	0.1928	1.0043	0.2039	0.2341
Cooperation and enterprising	3.4251*	0.8812	2.2312	0.2342	0.4827	1.1983	1.0945
Escapism	4.8394**	3.6472*	3.0928*	0.9234	1.7263	0.2435	0.5623
Altruism	2.3132	3.2718	1.2319	1.3526	1.3382	0.0241	0.7263

**Conclusions:** Through the above analysis and exploration, it can be seen that under the influence of sports humanistic spirit, the psychological value orientation of sports teams has changed, sports teams pay more attention to patriotism and cooperation and enterprising, and the psychological value orientation has obvious differences in several dimensions, and there are also great differences in the sports level. Different levels of sports teams have obvious differences in the dimension of evasion, and the overall performance of sports teams is better the psychological value orientation is positive, which can be used as a tool to measure the psychological value orientation of sports teams.

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## APPLICATION OF FILM ART'S VISUAL PSYCHOLOGY IN FILM PRODUCTION

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**Background:** Video images are not only an objective reflection of material reality, they are also the result of the creator's understanding and thinking of the objective world. It is the unity of subjective and objective, perceptual and rational. The image frame is not a complete natural record of the objective world, but is based on selection and arrangement. It uses a variety of expression methods to strengthen the penetration and appeal of the picture, and has a direct and indirect impact on the audience's emotions and behavior. Video images not only convey information, but also convey certain emotions. The visual psychology is based on the basic characteristics of the image screen, and it is the direct and general reflection of the creator's image consciousness to objective things. The transformation of visual psychology from images is mainly dependent on specific non-verbal signs, and the rich environmental elements are usually sorted and analyzed with the help of pictures, and the essence and laws of things that cannot be directly perceived are revealed with the specific picture language. In the creation of film works, we must not only consider its content and significance, but also pay attention to its artistic appeal. Therefore, the application of film art visual psychology in film production should be studied.

**Objective:** The aesthetic value model of film art is more complicated, describing profound psychological connotations in a wider field, and the project is vast. It is necessary to refer to a wide range of disciplines and extensive investigations and experiments to determine the film itself within a series of parameters. The visual content of the fine arts can stimulate the audience's visual psychology, and control the audience's visual psychology in multiple dimensions according to certain internal laws. At present, research on the application of visual psychology of film art in film production is still rare. In order to enhance the appeal of film works and enhance the visual effect of film, the application of visual psychology of film art in film production is studied.

**Subjects and methods:** Randomly select 10 movies under preparation, including 2 comedies, 3 action, 1 suspense, 2 ethics, and 2 science fiction. During the film production process, five of the films were subjected to film art visual psychological intervention, and the visual psychology was fully integrated in the film color, brightness, and screen composition. It was the experimental group. The other 5 were filmed using traditional shooting methods, which served as the control group.

**Study design:** Use SPSS17.0 software to test the experimental data of *t*-test and one-way analysis of variance, and use ( $\bar{x}\pm s$ ) to represent the statistical results.

**Results:** Table 1 shows the evaluation results of movie visual effects of the experimental group and the control group. There is no significant difference between the control group and the experimental group before the experiment in the visual effect evaluation results of movies ( $P>0.05$ ), so it is not statistically significant. The visual effect evaluation results of the film before and after the experiment in the experimental group are significantly different ( $P<0.01$ ), indicating that the difference between the two is obvious and statistically significant, indicating that the visual psychology of film art can help improve the quality of film production.

**Table 1.** Film visual effect evaluation results ( $\bar{x}\pm s$ ).

Group	Before the experiment	After the experiment
Test group	140.66±17.43	145.95±15.01
Control group	142.31±16.98	182.64±13.66

**Table 2.** Comparison of visual elements ( $\bar{x}\pm s$ ).

Group	Element	Score
Test group	Cinematic colors	77.01±2.06
	Brightness	76.87±1.92
	Screen composition	75.64±1.21
Control group	Cinematic colors	51.11±1.64
	Brightness	63.78±1.84
	Screen composition	70.56±1.92

Table 2 shows the comparison results of the experimental group and the control group in terms of various movie visual elements. The scores of each element of the experimental group are higher than those of the