

from active learning, knowing the law to abiding by the law. Thus, it can be seen that college students can enrich their life connotations through legal knowledge, so as to obtain a happy life. This article mainly studies legal knowledge university student's outlook on life, the world outlook, the values three aspects influence. Through the distribution of questionnaires, statistical analysis of the impact of law on its three perspectives.

Study design: Questionnaires were distributed to 600 college students. Among them, 300 college students who had received legal knowledge study and 300 college students who had not received legal knowledge study were required to complete the questionnaires at one time. Each student took about 10 to 15 minutes to complete the questionnaires. A total of 600 issued, 579 recovered, the number of effective copies of 564.

Methods: The influence of learning statistical legal knowledge with excel on college students' three views.

Results: Through the study of legal knowledge can indirectly affect college students' outlook on life, world outlook, values, for the future of life to make a correct decision. But the university student who has not experienced law study, needs to set up three views depending on own consciousness, in the formation process, has the possibility to form the deviation.

The survey results, use a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, taking 300 students evaluation value and average respectively, obtained results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. Influence of Legal Knowledge Learning on College Students' Three Views.

Factor	Life Outlook	World Outlook	Value Outlook
Learned about law	4	3	4
Unlearned knowledge of law	1	2	2

Conclusions: College students are in their youth, which is a period of individual independence and maturity, and also a period of rapid changes in physical and mental development. At the same time, colleges and universities should improve the teaching methods and content of the basic courses, and create a good legal environment on campus. With the cooperation of a good social and legal environment, college students' legal consciousness can be effectively enhanced, crime can be prevented and mental health can be promoted.

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APPLICATION OF POSITIVE PSYCHOLOGY IN CULTURAL COMMUNICATION IN THE NEW MEDIA ERA

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Background: With the rapid development of information technology, people's work, study, life, communication and other ways have undergone profound changes which have greatly changed people's lives and communication behavior. In the era of new media, the application of positive psychology has brought different degrees of change to various groups in the whole society. The ways of information exchange in the era of new media can meet the needs of different groups in society. While the new media has the advantage of convenient and fast information transmission, it has also produced has a series of negative effects, hindering social progress. In recent years, a large number of negative and decadent lifestyles have been spread, the spread of extravagance and comparison, and the prevalence of Internet flaunt wealth, has caused a bad negative impact on people's thoughts and behavior. These factors will cause different degrees of psychological damage to people.

Objective: In the era of new media, all kinds of resources and information are mixed, which the absorption of negative information will have a bad impact on people's thoughts and behavior. Therefore, strengthening the application of positive psychology in the context of new media is crucial to the development of today's society. In the process of social development and progress, it is necessary to increase the promotion and derivation of positive psychology with the help of new media communication methods, so that all groups in society can embrace life and work with a positive mental outlook.

Subjects and methods: Positive psychology can effectively relieve the study pressure and work pressure of social groups, conduct correct psychological counseling to them, and promote people to form a healthy state of mind and lifestyle. This paper mainly investigates and analyzes the application effect of new media communication from the perspective of positive psychology. By issuing questionnaires, the effects of positive psychology on different ways of new media communication were statistically analyzed.

Study design: A questionnaire was distributed to 500 new media workers of different types, and the questionnaire was required to be completed at one time, with each person taking about 15-20 minutes to fill in the questionnaire. A total of 500 copies were issued and 464 copies were recovered, leaving 423 copies valid.

Methods: Excel was used to calculate the application effects of positive psychology on different types of new media communication.

Results: New media can rely on digitalization, multimedia, network and other latest technologies to promote the development of positive psychology, and at the same time, positive psychology can also counteract the communication content and form of new media. Through the study of positive psychology, no matter individuals or groups, they can maintain a good psychological state, release information with authenticity and accuracy, eliminate the generation of bad information, and maintain the stable development of society.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 employees take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The application effect of positive psychology on new media communication.

Factors	Authenticity	Accuracy	Timeliness
Micro video	4	4	4
Subscription	3	3	3
Advertising	3	3	2

Conclusions: Each social group and individual are the successors of national socialism construction and the pillar of national development and progress. Their values and ideological quality are extremely important. The individual development of each individual will directly determine the future development process of the country. Therefore, in the era of new media, the importance of strengthening the dissemination of positive psychology is self-evident. The wide application of information technology has a profound impact on us. Under the background of new media, the impact of all kinds of negative information on society cannot be ignored. To do a good job in the construction of positive psychology in the whole society is conducive to the establishment of the frontier position of advanced thoughts in the whole society and the establishment of the correct value orientation. It can solve the problems of positive psychology construction in the context of new media and play a good role in improving our psychological state.

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THE PSYCHOLOGICAL CONTRACTS OF PEASANT HOUSEHOLDS FOR FARMLAND TRANSFER

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Background: Presently, China is in a fast-changing period of economic society, while various ways of production and life will be adjusted and be transformed. Farmland transfer is an evolving style of utilization ways of rural important productive factors and is one of the transitional forms of the rural economic society. In China, the area of the farmland transfer was up to 3.5×10^7 ha in 2018, accounting for 39.5% of national family-contracted land, which was only 4.2×10^6 ha in 2007, increasing 733%. The farmland transfer has been going through a long-term, dynamic, progressive process. In this process, it is important to respect the farmers' willingness, to concern about their psychology and to guide their behaviors. There is only a minority of farmland transfer of peasant households signed written agreements for both a spontaneous type and a collective one, mostly oral agreements, within certain limits, which are self-enforcing in some degree. The peasant households' diversified objectives, awareness, willingness and psychological agreement affect the results of contracts enforced and farmland transfer. Therefore,