

**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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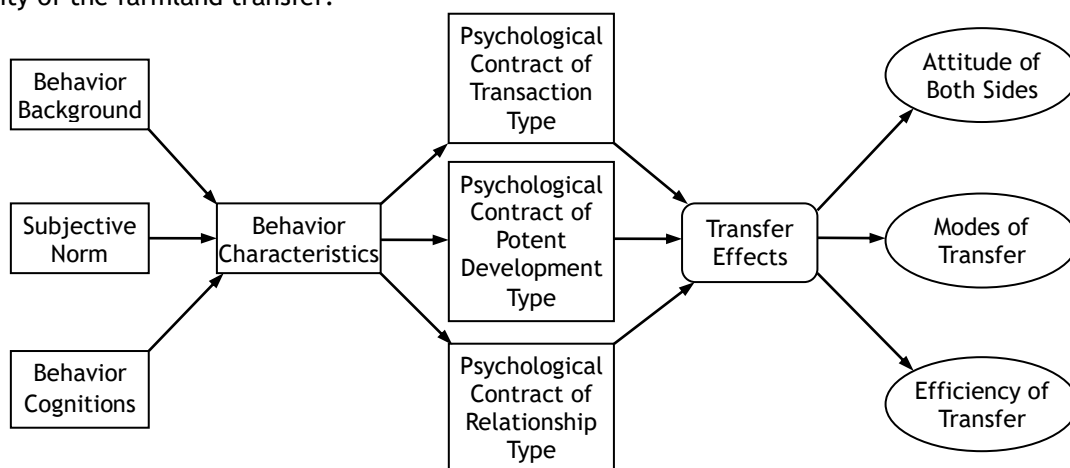
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**Background:** Presently, China is in a fast-changing period of economic society, while various ways of production and life will be adjusted and be transformed. Farmland transfer is an evolving style of utilization ways of rural important productive factors and is one of the transitional forms of the rural economic society. In China, the area of the farmland transfer was up to  $3.5 \times 10^7$  ha in 2018, accounting for 39.5% of national family-contracted land, which was only  $4.2 \times 10^6$  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,

research on the issue of behavior psychological contracts of peasant households in the process of farmland transfer has certain theory and practical significance.

**Subjects and methods:** The psychological contracts of peasant households in the process of farmland transfer are without directly formulating, both the transferor and the transferee subjective perceiving and understanding their rights and obligations by psychological suggestion, which is an implicitly contractual relationship. Nowadays, most peasant households are affected by the idea of small farmers in China, who are social beings restricted by land complex. In the village collective, they value human feelings and interpersonal relationships, which aren't a board sense of team spirit. With such restrictive conditions attached to regional economy and themselves' culture quality, their farmland transfer and exchange seldom or even not realize long-term sustainability. They aren't sure about the future developing direction and the ways of communication. Therefore, in China's typical institutional environments, the psychological contracts of the behavior of the peasant households includes transaction dimension and relationship dimension presently. Between both dimensions, there is a bridge on which the transfer is not only pursuing financial interests, but also trying to maintain a potentially interdependent relationship of common development, i.e., potent development dimension.

As shown in the figure 1, the theoretic model of behavior psychological contracts of peasant households is used to study the farmland transfer. Firstly, the peasant households' behavior background such as the experience and the goals of farmland transfer, and their degree of education influence the psychological contracts established and the types formulated. On the one hand, the peasant households who ever transferred farmland and received a high yield have more positivity than those who didn't transfer farmland, or had arguments when they were transferring. On the other hand, the goals of farmland transfer and the degree of education of the peasant households influence the type of psychological contracts formulated. For example, if the goals of farmland transfer of the peasant households are maximizing profits, they will establish psychological contracts of transaction type. However, the well-educated peasant households mostly have the capacity to handle disputes, negotiate problems and resolve conflicts. Hence they may probably establish psychological contracts of relationship type. Secondly, the subjective norm of peasant households mainly for the difference of regional folk customs will produce different communication style and the deal ways of breaching contract. Folk customs are collective experience and faith through human beings' long-term communicating accumulated, which affect their psychological contracts, and benefit increasing their behavior's prediction and decreasing the error probability to a certain extent. Lastly, the behavior cognitions of the peasant households are both sides of transfer understand their abilities of enforcing contracts, mainly about rent, i.e., the abilities of rent participated in, and decision-making level for rent and administrating rent. The behavior control and cognition ability of the peasant households is positively associated with their behavior intends. For example, having adequately accounted for the difference of general farmland and farmland with location advantages, technically improving the soil and raising the rent will enhance the positivity of peasant households participating in the farmland transfer, increasing the probability of the farmland transfer.



**Figure 1.** The theoretic model of behavior psychological contracts of peasant households.

The experience and clear goals of farmland transfer help establish psychological contracts of transaction type. Both sides of transfer have a positive attitude. The higher the education level and the stronger the social developing awareness are, the more they likely establish the psychological contracts of potent development type and that of relationship type, transfer modes diversified. The psychological contracts of potent development type and that of relationship type established are closely related to regional folk customs of subjective norm. The less the communication of both sides of transfer is, the more they likely

formulate psychological contracts of transaction type. The frequency of communication affects the transfer efficiency. The behavior psychological contracts of peasant households established have positive correlation with their behavior cognitions. The clearer both sides understand the rent information, the more probably psychological contracts formulated, and the better the effect of the transfer is.

**Results:** The psychological contracts of three dimensions influence the behavior of the peasant households in the process of farmland transfer, which is mainly represented in three aspects: (i) the farmland transfer is a multi-objective decision making of motive restricting psychological expectations, and then influencing behavioral decision making, which is commonly found in the process of the farmland transfer; (ii) the establishment of the behavior psychological contracts of peasant households and the types formulated are concerned with their behavior characteristics of the behavior background, subjective norm and behavior cognitions. Different types of psychological contracts have different effects on farmland transfer; and (iii) the experience of the farmland transfer of the peasant households has a certain effect on their current psychology and behavior of farmland transfer. Assuming the institution and the environment being steady, the behavior of the peasant households will have continuity and stability to a certain extent in the process of the farmland transfer. Therefore, the future psychology and behavior of the farmland transfer may be inferred from present behavior psychological modes.

**Conclusions:** The psychological contracts are influenced by three aspects, i.e., individuals, organizations and society. The social structure and the cultural factor affect the contents and characteristics of the psychological contracts. The national conditions determine having certain restrictions on the scale of the farmland transfer in nowadays China, which is not appropriate to be in a hurry to succeed. In order to promote orderly, steady farmland transfer, it is suggested that improving policy and system builds steady institutional environment of the farmland transfer, creating conditions of the establishment of the psychological contracts of the peasant households, and guiding their establishing psychological contracts in the relationship dimension. Perfecting market system and appropriately cultivating and developing facilitating agencies of farmland transfer decrease the probability of psychological contracts violated or broken. According to the qualities of labour and culture of the peasant households, guiding them to maintain a positive attitude promotes their behavior decision making of farmland transfer, no matter the farmland transferred in or out.

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## IMPROVEMENT OF RELATIONSHIP BETWEEN TEACHERS AND STUDENTS OF CHINA'S LOCAL COLLEGES AFTER COVID-19 PANDEMIC: FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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**Background:** Although the epidemic has eased in China, it is still raging abroad and there is a risk of a rebound. Therefore, domestic college students still have psychological problems such as fear, panic, worry, doubt, depression, anxiety and irritability, which brings tension and pressure to the teacher-student relationship. Positive psychology proposed by Seligman and Csikszentmihalyi in 2000 mainly studies human's positive psychological qualities and focuses on human's health, happiness and harmonious development. It provides guidance and substantial help to those who have inner doubts, confusion or pain, which is instructive for college students and teachers who are still worried in the post-epidemic situation.

**Purpose of study:** From the perspective of positive psychology, this paper surveys the present relationship of teachers and students of China's local colleges in post-epidemic situation, analyzes the present problems, puts forward effective coping strategies, aiming to create a happy, harmonious psychological environment, establish a relationship of equal status, mutual respect and sincere trust between teachers and students and improve the psychological happiness index of teachers and students.

**Subjects and methods:** Subjects: the present relationship between teachers and students of China's local colleges in post-epidemic situation of COVID-19. Methods: literature review, questionnaire survey, interview and discussion, statistical analysis, etc.

**Study design:** Due to the epidemic situation, it is impossible for the author to carry out large-scale experiment in other colleges. The author took 200 students and 5 teachers from one local college as observation objects. This study consists of four steps: (1) Pre-survey and problems analyzing; (2) Coping strategies proposing; (3) Experiment conducting; (4) Post-survey and result analyzing.

**Methods of statistical analysis:** Software of SPSS 23.0 is used for statistical analysis according to CSV