

First of all, like body feeling dance does not mean like suffering, but “bitter” and dance is directly proportional, with the first bitter then sweet these four words to describe the body feeling dance is the most appropriate. Students majoring in somatosensory dance hold different attitudes towards hardship, some students are willing to endure hardship, some students are afraid of hardship, how teachers of somatosensory dance should change their attitude towards dance learning is the key to the problem. Attitude change theory belongs to the category of social psychology. If we want to make students interested in learning motion dance and motivate them to succeed, we need to help them develop a positive attitude towards learning motion dance.

Secondly, improve students’ metacognition ability. With the passage of time, I believe that the teaching task of the specific movement choreography education of somatosensory dance should not be limited to teaching students dance knowledge and dance skills, but more importantly, to teach students how to learn. The point of view of cognitive psychology holds that: student’s learning is an information processing process, that is, the information processing process of the computer is intended to be used in student’s learning. Metacognition appears in the process of attention, perception and memory after sensory memory, which occupies a special position in the whole information processing and is a key element to guide learning.

Finally, as is known to all, due to the particularity of somatosensory dance major, the requirements on the comprehensive quality of somatosensory dancers are too high, and the number of people who can really become somatosensory dancers is small, so sometimes people will use the pyramid to describe dance. In fact, it is the most appropriate to interpret dance with the iceberg theory. Every student of the dance major of personal perception has to experience the marathon of the life of physical perception dance. They cannot relax or turn back, and they have to stick to the end, which is the hidden cultivation under the water: moral education. In dance education and teaching, paying attention to the cultivation of human nature is the sublimation of somatosensory dance. This kind of intangible human nature cultivation needs the cultivation of emotion, and should adhere to the principles of cooperation, respect and accumulation.

**Methods of statistical analysis:** Two methods were used to detect the recognition effect of specific movements in somatosensory dance. A total of 100 recognition experiments were conducted to calculate the recognition accuracy of specific movements in somatosensory dance by different methods.

**Results:** In order to verify the effect of this method on the arrangement of students’ physical dance movements, the audience satisfaction degree of physical dance movements was analyzed and compared with the traditional methods. The number of participants was 100. According to the analysis in Table 1, the audience satisfaction level of the traditional method is 86%, while the audience satisfaction level of the method is 97%. For the lower back dance, the audience satisfaction with the traditional method is 85%, and the audience satisfaction with the method is 91%. The comprehensive analysis results show that this method can achieve a high degree of audience satisfaction.

**Table 1.** The degree of audience satisfaction with a particular movement in dancing.

Sensory dance movements	The degree of audience satisfaction with a particular movement in dancing/%	
	Method of this paper	Traditional method
Raise one’s hand	97	86
Back bend	91	85
Look up	97	89
Takeoff	94	72

**Conclusions:** In order to improve the effect of the arrangement of specific movements, this paper analyzes the problem from the angle of social psychology, and puts forward some strategies to improve the students’ concrete movements arrangement. The results show that this method can effectively enhance the audience’s satisfaction with certain movements of the dance, and has certain application significance.

\* \* \* \* \*

## DEVELOPMENT AND PROMOTION PATH OF EDUCATIONAL CULTURE INDUSTRY FROM THE PERSPECTIVE OF CULTURAL PSYCHOLOGY

**Maosong Xiong**

*Institute of Public Administration, Chongqing Three Gorges University, Chongqing 404020, China*

**Background:** The arrival of the knowledge economy is an opportunity and challenge for all countries in

the world. To keep up with the progress of the times, the most important thing is to develop education, learn the new knowledge and knowledge economy to give education with updated connotation and Status, education has become the overall foundation of the entire economic development. It is almost closely related to economic operation and development. It can be described as “moving one by one and moving the whole body”. Education is no longer just an early link in the industrial chain, but also related to various industries. The cornerstone of the smooth development of the chain, it is no longer a unilateral influence, but an all-round radial restriction of economic development. Knowledge innovation requires education, talent cultivation requires education, information transmission and demonstration also requires education, and various operating techniques and management innovations also require education. However, the current development of the education and culture industry is facing many difficulties. How to further deepen the development of the education and culture industry is a hot topic of current research. For this reason, the development and promotion path of the education and culture industry from the perspective of cultural psychology is proposed. The research object of cultural psychology is not behavioral science-style behavior, but actors in culture, or cultural subjectivity. Through the analysis of the psychological products of collective life such as language, mythology and customs, certain psychological motives can be inferred. Cultural psychology is a discipline that studies the interaction between individuals, society and culture. From the perspective of cultural psychology, the meaning of various things or phenomena is given by people, which is the process of information processing by individuals using culture as a medium. Things or phenomena are given different meanings by individuals with different cultures, and individuals respond and adjust their behavior accordingly. The process of education is the process by which people teach the processed culture. Therefore, it is meaningful to study the development path of the education and cultural industry from the perspective of cultural psychology.

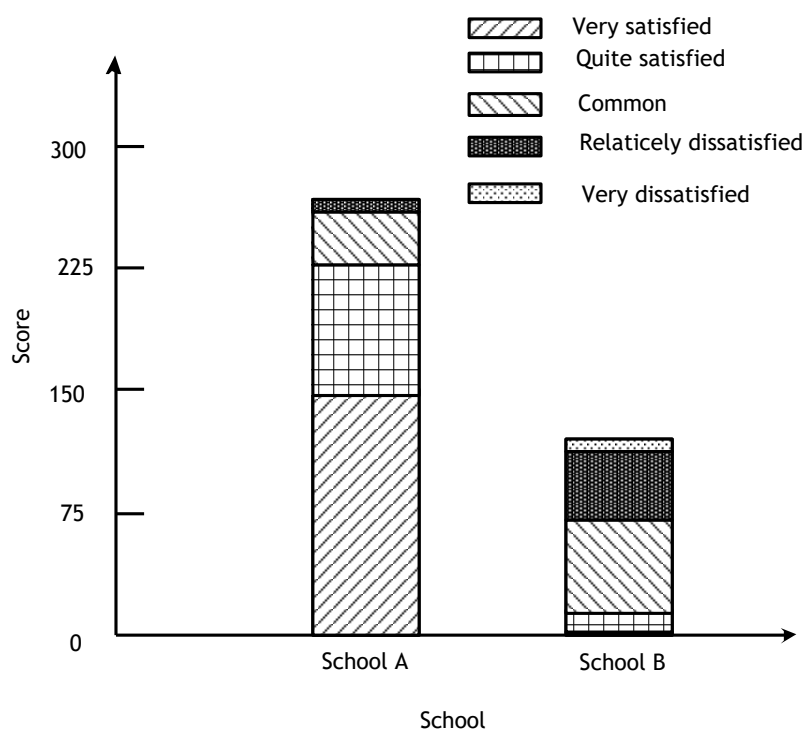
**Objective:** For a long time, people have mainly attributed the cause of education poverty to insufficient capital investment. In fact, this is only the surface of the problem. More in-depth analysis is not difficult to find that the root cause of education poverty lies in the defects of the operating mechanism of the industry and the educational system including investment, school running and management. It is the non-universal nature of the education market and the non-completeness of competition that make today’s discussion of the development path dependence of the education industry a major topic of theoretical and practical significance. For this reason, this paper discusses the development of the education and cultural industry from the perspective of cultural psychology. Research on the path is expected to provide a certain reference basis for the reform of the education and cultural industry.

**Subjects and methods:** As an industry, education is no longer a management in the traditional sense, but also needs to be managed. In the education industry, schools are both operators and producers of consumer goods that directly provide services, and the direct beneficiaries of education consumption are students. Therefore, students can be surveyed through questionnaires to analyze their satisfaction with the school-running organization and Related opinions. Select students from two classes in two schools as the experimental objects. Among them, a school has carried out education and cultural industry reform, while B school still adopts the traditional education model.

**Study design:** 120 students from two classes in two schools were randomly selected as experimental subjects. The class selected in School A is an experimental class, and the class selected in School B is a control class. Through the form of questionnaire survey, their attitude towards the school can be obtained. Analyzing the results of the survey, students’ attitudes were divided into 5 levels: 5 very satisfied, 4 Quite satisfied, 3 commons, 2 Relatively dissatisfied, and 1 very dissatisfied. Taking their attitudes into quantitative statistics, the party with a higher value is regarded as higher satisfaction.

**Methods:** One month after the construction of the teaching and cultural industry in School A, a questionnaire survey was conducted among two groups of students. The two groups of scores are used to determine the students’ satisfaction with the two schools. Compare the scores of the two schools as a basis for evaluating the effects of educational and cultural reforms.

**Results:** It can be seen from Figure 1 that after the reform of A school, its comprehensive score is significantly higher than that of B school. The overall score of school A is 266, while school B is only 129. In school A, 58% of students are very satisfied with its educational and cultural industry model. Secondly, 28% of the students are relatively satisfied with the model. 11% of students think the effect is average. Only a small number of students think the effect is not satisfactory. Only 5% of the number of people in school B who are very satisfied with the education model. The number of students who think the model is more satisfactory accounts for only 13%. 43% of students think that the teaching effect of this model is average. And 31% of students expressed dissatisfaction with it. It can be proved that the proposed path will help the development of education and cultural industry and improve students’ satisfaction with the education provided by the school.



**Figure 1.** Students' satisfaction with both schools.

**Conclusions:** With the rapid arrival of the era of knowledge economy, the basic contradiction between the rapid development of my country's economy and the shortage of talents has not been effectively resolved. The speed of talent training in our country is far from meeting the needs of rapid economic development. Researching the development and promotion path of the education and cultural industry from the perspective of cultural psychology will help enrich the methods of running schools, improve the efficiency of running schools, and provide better education services.

\* \* \* \* \*

## CONSUMPTION BEHAVIOR AND INFLUENCING FACTORS OF RURAL RESIDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Huabei Yin

*College of Business, Central south University of Forestry and Technology, Changsha 410004, China*

**Background:** People's consumption behavior will be affected by their own psychological factors and show a phenomenon of differentiation. Therefore, it is necessary to analyze the consumption behavior and its influencing factors of rural residents from the psychological perspective. Nowadays, most urban residents' consumption units or families are only basic units of consumption activities, not production and operation activities. However, the dual economic functions of rural residents make their accumulation behavior and consumption behavior mixed together, so that their income is no longer the choice between saving and consumption, but between consumption and accumulation. On the surface, there seems to be no difference in this choice, but in fact, the consumption behavior of rural residents will be affected by their own dual attributes and show obvious psychological characteristics. It mainly shows that the rural residents' own economic ability is limited, and their psychology is influenced by their own economic level, and they show relatively conservative consumption behavior. For example, although we think that a large part of rural residents' accumulation belongs to funds with strong liquidity, such as bank deposits, rural residents will not use all their savings for future consumption, but will make choices based on the comprehensive consideration of the cost of multiple lives. The reason of this phenomenon is closely related to the psychology of rural residents. Therefore, this paper analyzes consumption behavior and its influencing factors from the psychological perspective, in order to accurately grasp the psychological factors of rural residents' consumption behavior, and thus to have a deeper understanding of the consumption behavior of