

scholars research has strong effect, did not think of humanistic psychology, scholars have no role on sports humanities and sociology research and the promoting function of low, verify the feasibility of this study.

Table 1. Evaluation results.

Group	Score
Group 1	83
Group 2	82
Group 3	75
Group 4	90
Group 5	94
Group 6	79
Group 7	91
Group 8	92
Group 9	78
Group 10	86

Conclusions: The place on put together is narrated, the present stage is at the stage of rapid economic and social development, at the same time also is in a stage of deepening reform, under the background of the students' sports humanistic spirit is an extreme lack of phase, so this article apply humanistic psychology in the study of sports sociology and humanities, and analyses its role to promote in the study of sports sociology and humanities, and through the questionnaire survey to verify the feasibility of this study.

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THE ECOLOGICAL ENVIRONMENTAL PROTECTION CONSCIOUSNESS OF URBAN AND RURAL GRASSROOTS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Xiaohui Wang^{1*} & Kewei Lei²

¹*College of Humanities and Languages, Xi'an University of Posts and Telecommunications, Xi'an 710121, China*

²*College of Business Administration, Xi'an Eurasia University, Xi'an 710065, China*

Background: With the deepening of urbanization and industrialization in China, as well as the operation of management city, garden city construction and international city system construction, the interaction between city and countryside in society, economy and environment has caused serious damage to the ecological environment. From the perspective of ecology, because urban and rural social economy and nature are an interactive and indivisible whole, the inharmonious ecological relationship between urban and rural social and economic development and environmental protection systems is the root of urban and rural ecological environment contradiction. Urban and rural research and management practice have proved that the solution to the contradiction between urban and rural areas can not only be obtained from the city or the countryside itself, but also from the perspective of social psychology to analyze the causes of ecological environmental damage, find solutions, and take the road of urban and rural grass-roots ecological protection.

Social psychology can guide people in daily life, gradually forming ecological behavior, environmental behavior, friendly behavior, responsible behavior, protection behavior, etc., can be more effectively committed to the protection of the ecological environment. Positive social psychology can make individuals consciously reduce behavior that has a negative impact on the environment, and actively change the practical behavior of materials, energy or ecological system, so as to minimize the negative impact of their own activities on the ecological environment.

Objective: Reviewing the development of China's urbanization road, China is not taking a steady and gradual road, but "slow step - stagnation - sudden" pace. In recent years, the development of ecological environment has become more and more important. We can take advantage of the historical opportunity of the coordinated development of urban and rural ecology and make use of the positive communication effect of social psychology to identify our respective advantages and development positioning in the process of environmental protection, thus promoting the sustainable development of the economy and environment.

Subjects and methods: Social psychology can guide social groups to make rational use of natural

resources and green consumption through various forms. Rational treatment of domestic sewage and domestic garbage; Correct and scientific use of pesticides, fertilizers and straw; Take the initiative to participate in environmental protection actions, pay attention to environmental related issues such as petitions. This paper mainly studies the impact of social psychology on the effective and reasonable use of natural resources, green consumption, household waste disposal and other three aspects.

Study design: Using stratified cluster random sampling method, 600 groups of different social classes in our city were investigated. A total of 200 villagers, residents and environmental protection workers in each city, county and town were randomly selected to conduct a questionnaire survey. 587 questionnaires were distributed and 564 were effectively collected.

Methods: Excel was used to make statistics on the change of consciousness of different social classes through social psychology, so as to influence their own behavior of ecological environmental protection.

Results: In order to promote ecological environmental protection at the grass-roots level in urban and rural areas and create a good living environment, we must first form environmental awareness, implement the concept of environmental protection in daily study, life and work, establish humanistic environmental values, and commit ourselves to the sustainable development of urban and rural areas.

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, taking 600 groups to assess value and averaging, obtained results determine rounded way. The specific statistical table is shown in Table 1.

Table 1. Environmental protection behaviors of different social classes.

Factors	Rational use of natural resources	Green Consumption	Domestic Waste Treatment
Rural farmers	3	2	3
Urban residents	4	3	3
Grass-roots ecological environment staff	4	4	4

Conclusions: At the present stage, the overall environmental ecological standard of our country has been improving along with economic growth. China's overall environment for development has entered a new stage of ecological economic development in which industry promotes agriculture and urban areas lead rural areas. The overall planning and construction of urban and rural ecological environment not only promotes the all-round development of various environmental undertakings in rural areas, but also enhances the awareness of urban and rural grass-roots ecological environmental protection. The construction of the urban and rural ecological environments is one of the important measures to solve the imbalance of development. Therefore, social psychology can promote the formation of urban and rural grass-roots ecological environmental protection consciousness, effectively alleviate urban and rural ecological environmental problems, and have a far-reaching impact on the urban and rural grass-roots ecological environment.

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REFORM OF VISUAL COMMUNICATION EFFECT OF NETWORK TEACHING PLATFORM BASED ON SOCIAL PSYCHOLOGY

Xuan Qu

Art College, Shandong University (Weihai), Weihai 264200, China

Background: Social psychology refers to the study of the psychological and behavioral occurrence and change laws of individuals and groups in social interaction. Social psychology explores interpersonal relationships at the individual level and social group level. The contents of research on the individual level