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

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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

include: individual socialization process, communication, speech development, partners, family and living environment, and the impact of schools on individuals. Psychological effect is a common psychological phenomenon and law in social life. It is a causal reaction or chain reaction caused by the behavior or function of a certain person or thing and the corresponding changes of other people or things. Like anything else, it has both positive and negative meanings. Therefore, correctly understanding, mastering and using the social psychological effect has a very important role and significance in students' daily study and life. The network education platform adheres to the student-centered teaching concept, and learners adopt the way of individualized autonomous learning, which requires distance education institutions to provide more thoughtful teaching services and humanistic care. Therefore, the network education platform should adhere to and practice the student-centered teaching concept.

One of the basic ways for distance education to practice the concept of student-centered teaching is to optimize the professional design and cultivate students' social adaptability. Second, optimize teaching resources, and strive to improve students' learning efficiency. The third is to optimize the teaching methods and strive to strengthen students' learning autonomy. The fourth is to optimize the support services, and strive to mobilize students' learning enthusiasm. Fifth, optimize the teaching management, and strive to enhance students' self-control. Sixth, optimize the network environment, and strive to ensure the convenience of students' learning.

Communication is the need of communication. There are two kinds of communication, one is active intake, the other is passive acceptance. Communication exists in the form of interaction, which makes the value of communication worth highlighting. With the change of society, its field expands constantly. At present, the main fields include printing design, that is, design packaging design with printing as the center to achieve the purpose of communication, that is, design of product packaging, display design, that is, design of exhibition and display, image design, that is, design using film and television to achieve the purpose of communication, visual communication environment design, that is, public living space. This is a new field of collaborative design which is related to other visual media.

Research objects and methods: 48 students were randomly selected from a college, including 46 (95.8%) effective subjects, 12 boys and 34 girls, with an average age of 21.2 (standard deviation of 0.8 years).

The students in the network multimedia classroom were randomly selected and tested collectively. Before the formal experiment, the students were explained with the unified guide language, and the visual communication memory checklist pre-test and exercise sequence were completed. The formal experiment did not begin until they fully understood the experimental task and mastered the operation method. All stimulus materials were presented automatically by PPT software, and the content was located in the center of the screen. In presenting information sequence, the subjects are required to remember the target information as soon as possible.

SPSS15.0 for windows was used to process data statistics.

Result: In order to test the effect of content and orientation variables in dynamic visual communication, repeated measurement ANOVA was conducted. It can be seen from Table 1 that the main effect of orientation in dynamic visual communication should be extremely significant ($P<0.01$), and it has a significant effect with the content variable ($P<0.001$). In addition, the mean multiple comparison showed that the upper and lower visual information recognition scores were higher than the left and right visual information recognition scores ($M_{upper}=1.776$, $M_{lower}=1.658$, $M_{left}=1.382$, $M_{right}=1.408$, $P<0.01$), but there was no significant difference between the upper and lower visual information and the left and right visual information recognition scores ($P>0.05$). There was no statistical significance ($M_{person}=1.539$, $M_{product}=1.572$, $P=0.529$).

Table 1. Variance analysis results of dynamic visual communication effect.

Source	Type Ⅲ SS	df	MS	F	P
Position	8.457	3	2.819	8.835	0.000
Content	0.082	1	0.082	0.043	0.529
Position×Content	3.589	3	1.196	4.113	0.008

In order to test the effect of content and orientation variables in static visual communication, repeated measurement ANOVA was conducted. Analysis of the results in Table 2 shows that the main effects of content and orientation in static visual communication are significant ($P≤0.001$), but the interaction between them is not significant. In addition, the mean multiple comparison showed that the recognition performance of right visual information was poor ($M_{right}=0.850$), which was significantly lower than that of other parts ($M_{left}=1.138$, $M_{upper}=1.163$, $M_{lower}=1.275$, $P≤0.01$); the recognition performance of person information was significantly higher than that of product information ($M_{person}=1.231$, $M_{product}=0.981$, $P=0.01$).

Table 2. Results of variance analysis of static visual communication effect.

Source	Type Ⅲ SS	df	MS	F	P
Position	7.863	3	2.621	6.403	0.000
Content	5.000	1	5.000	014.182	0.001
Position×Content	2.225	3	0.742	2.017	0.115

Conclusion: In terms of content, it is easier for learners to remember people's information than objects, which indicates that people's information has a higher degree of acceptance, and students who show dynamic presentation have a larger amount of information to remember. However, with the acceleration of "moving" speed and the increase of frequency, there is a negative effect. In the "up and down" direction of content presentation, the "up" side has a higher degree of information acceptance, which is consistent with static and dynamic. From the way of presentation, the correlation between dynamic and static is not significant, but there are some differences.

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THE EFFECT OF ONLINE ADVERSE COMMENTS ON CONSUMERS' PERCEIVED RISKS AND SELLERS' REACTION IN THE CONTEXT OF BIG DATA

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Background: Adverse online comments as an important part of online shopping market and have created a new model for e-commerce. In particular, adverse online comments provide a reliable basis for consumers to perceive risks and make purchase decisions, and promote enterprises to explore more accurate customer needs, formulate more precise marketing strategies and promote products when shaping IWOM (Internet Word of Mouth), then achieve the purpose of maintaining customer satisfaction and establish quality IWOM in the context of big data.

This study has integrated the SOR theory, risk perception theory, and purchase intention theory to analyze the impact of adverse online comments factors and individual factors on consumer perceived risk in order to enrich the study on adverse online comments and provide advice to consumers and sellers.

In order to achieve the goal of research, this study proposed hypotheses below:

H1: The quantity of adverse online comments has positive impact on consumer social perceived risks;
H2: The quality of adverse online comments has positive impact on consumer social perceived risks;
H3: The intensity of adverse online comments has positive impact on consumer social perceived risks;
H4: Consumer personality traits have positive impact on consumer psychological perceived risks;
H5: Subjective norms have adverse impact on consumer psychological perceived risks;
H6: Consumers social perceived risks have adverse influence on purchase intention;
H7: Consumers psychological perceived risks have adverse influence on purchase intention.

Subjects and methods: To verify the hypotheses above, a conceptual model of risky impact of online comments was designed in the research.

Based on adverse online comments, consumer personality traits and subjective norms, this paper constructed a model of the impact of adverse online comments on consumers' perceived risks, and conducted empirical analysis by designing questionnaires and collecting data, as the Figure 1 shown. In the design of the scale, this article employed a five-level Likert scale to test 8 research variables, which are the quantity of adverse online comments, the quality of adverse comments, the intensity of adverse comments, consumer personality traits, subjective norms, social perceived risks, psychological perceived risks, and purchase intentions, respectively.

Study design: The questionnaire was designed through the Chinese questionnaire website juanxing Wen. The questionnaire includes a total of 30 questions. The questionnaire was randomly sent to the users in online communities such as Weibo, Tieba, and Zhihu, etc. A total of 500 questionnaires were sent and 341 were received from them eventually. After sorting out the collected questionnaires, there are 312 valid questionnaires remaining.