

number of theoretical elaborations, agreed that physical education can have a positive impact on personality. However, why does it have a positive impact? How to interpret and explain the personality molding function of physical education? But few people explore. It is of great theoretical and practical significance to explore the essence of the phenomenon from the perspective of psychology for correctly understanding and grasping the personality shaping function of physical education and guiding its practice.

**Objective:** In the new era, physical education has become the most significant part of college education, which has a great impact on the quality education in colleges and universities. In order to build up a sound personality, we should not only combine the characteristics of physical education with the students' psychology, but also help the students to form a good psychological quality. Firstly, this paper expounds the significance of college physical education in shaping students' personality from the perspective of psychology, and then analyzes the specific strategies of personality molding.

**Subjects and methods:** Totally 300 college students were randomly divided into experimental group and control group. Each group of 150 people. The experimental group paid attention to the personality molding function of college physical education in the field of psychology in physical education, including:(1) The colleges and universities shall clarify the students' sports training norms and methods, and guide the students to strictly observe the rules;(2) Cultivating students' sense of justice and responsibility in the physical education in colleges and universities;(3) Make great efforts to promote and cultivate the students' independent personality;(4) cultivating students' spirit of solidarity and cooperation;(5) Constantly cultivate students' correct outlook on life and values in the physical education campaign in colleges and universities. The control group only had daily learning. The experiment lasted for 3 months. Questionnaires were distributed to the students before and after the experiment to test their personality traits. The questionnaires included basic information and some questions about behavior and thinking, 36 sub questions in total SPSS20.0 and Excel were used to count the questionnaire data.

**Results:** In the process of social development, sports have become a unique cultural existence, with its own unique social intercourse. The content of sports is rich and varied. Students can choose the items that suit their own interests and physical conditions according to their actual situation. Through the participation of sports, students can not only find the significance of their existence in sports, but also find the corresponding fun, so as to achieve their awareness of participation and ability. But after 3 months of teaching, the students in the experimental group are not easy to be impulsive, like challenging difficult things, have long-term and short-term goal planning, and are more attentive. The students in the control group were easy to shrink back from difficulties, easily angry and irritable when disagreeing with others. Some students had short-term planning goals. But only a few students have a long-term goal of planning, and most students do careless, easy to ignore the details.

**Conclusions:** In the process of college physical education, in addition to helping students master the basic skills, the most important thing is to help students learn the corresponding tactical thinking. Because in the process of sports needs to quickly and accurately judge the actual situation, and these constantly changing circumstances can help students to become more flexible thinking activities. Through rapid thinking, adjustment and change, the improvement of students' self-creative spirit and ability is closely related to the shaping and cultivation of personality. To understand the relationship between the two, as students receiving physical education, it is necessary to be deeply aware of the positive and far-reaching impact of physical education on the shaping of personality, and teachers should focus on the students' future. In the process of education, we should take various means and ways to cultivate students' healthy, noble and perfect personality, and excavate the shaping function of physical education to personality, so that students can receive far-reaching and lasting personality education at the same time, laying the foundation stone for the future life.

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## SPORTS PSYCHOLOGICAL ANALYSIS AND TEACHING COUNTERMEASURES IN COLLEGE PHYSICAL EDUCATION

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**Background:** Physical education, just as its name implies, refers to the purposeful, planned and organized educational process carried out through physical activities and other auxiliary means. The ultimate goal of physical education is to achieve students' health through teaching. With the rapid development and progress of today's society, society on the overall quality of contemporary college students

and the expected level of a higher, more challenging new requirements. Society in the face of college students, no longer the same as in the past, simply require college students to have scientific and cultural knowledge, but more hope that college students into the community when they can have the courage to innovate and forge ahead spirit and better physical quality and psychological endurance. As early as in the 1980s, the World Health Organization of the United Nations (WHO) put forward the following view: "Health is not simply the absence of disease or other ailments, but the total state of our individual physical, mental, and even social tranquility." This requires that we must integrate our physical and mental health closely with society as a whole. But when we look at the physical education in colleges and universities, it is not difficult to see that the existing physical education model is often only a very simple focus on students' physical fitness and other links, and always take grades as our top priority in class, take simple physical exercise, improve the physical quality of students as the center of teaching classes, thus often ignoring the students' psychological status and physical exercise for students' psychological impact, lack of awareness of lifelong sports guidance and education.

**Objective:** PE teaching mode is a kind of special activity form in the whole process of education and teaching. Because of the combination of students' physical strength and mental work, PE teaching mode is inseparable from students' mental health. But this kind of mutual promotion relations, regarding the student itself, even vigorously raises the comprehensive development talented person to have the inestimable vital significance.

**Subjects and methods:** In this paper, 50 students in a university were interviewed one-on-one for 40-90 minutes. The content of the interview was the motivation for students to learn PE, the evaluation of teaching methods and PE teachers, whether they have sports habits, why they study PE courses and the significance of studying PE courses. The interview results were analyzed with SPSS 15.0 and Excel software.

**Results:** The result of statistical interview shows that students' sports psychology is shown in Table 1.

**Table 1.** Statistical results of sports psychology of students.

Sports psychology	Psychology of seeking knowledge	Helpless mentality	Communicative psychology	Mental health
Numbers	36	20	42	46

(1) Thirst for knowledge. For the new college students, they are all very strange and full of novelty for college life, so for college physical education teaching will be full of curiosity and knowledge of the psychology. In addition, because their thinking ability is more developed, college students will think more carefully and deeply when they think about problems, and they will link up the knowledge they have learned to study in the future. Although students are extremely curious when they are new to college sports, long-term study can seriously reduce their enthusiasm for sports. At the same time, because the university curriculum is too busy and complex, students' interest in physical education and their thirst for knowledge will completely disappear.

(2) Helplessness. Many college students for the true meaning of sports and sports some sports cannot really understand and grasp. This also makes them unable to learn the sports knowledge and the skill suitable application in the life in the physical training. This has led to the physical exercise in their lives will not get the effect it deserves. In addition, for college physical education, there is little communication between teachers and students, which results in the helplessness of students in physical exercise, and psychological resistance to physical exercise. Finally, there are some freshmen who are curious about everything and don't understand it, so they feel helpless in an unfamiliar environment of physical education.

(3) Communicative psychology. Every college student has the desire to communicate, because the expansion of interpersonal relationship can not only add some good friends or useful information for students, but also bring many conveniences for their later development and work. The students' communicative psychology is obviously embodied in college PE teaching, because sports is a good way of communication. We carry on the human relations in the physical training, not only may cause the sports study more relaxed interesting, moreover may also harvest the sincere friendship and enhances own physical quality gradually.

(4) Keeping fit and healthy mind. In order to release the pressure of study and life effectively, college students can improve their physical and mental health through proper physical activities, and then turn the pressure into new power of study and life.

**Conclusions:** The aim of college P. E. teaching is to cultivate professional talents with good physical and mental health. Then through some necessary physical activity to let the students develop a good habit of physical exercise, and in the process of sports activities in a comprehensive relax their mood and psychological state. College PE teachers should adopt effective scientific teaching methods, pay attention to the cultivation of students' psychological quality and make a comprehensive understanding and analysis of students' psychological problems, and then perfect the integration of psychological education and college

PE teaching, so as to continuously strengthen students' physical quality and good psychological conditions, and thus greatly enhance the effect of college PE teaching and the quality of PE teaching.

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## CONFLICT OF PUBLIC MANAGEMENT AND ITS INFLUENCE ON GOVERNANCE IN PSYCHOLOGICAL PERSPECTIVE

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**Background:** After more than 30 years of sustained and rapid development, the international situation facing China has undergone profound changes, economic development has entered a new normal, and the building of a law-based China has begun to advance in an all-round way, which constitutes the macro background of the current public administration. The sharp social transformation highlights the extreme importance of public policy. China is in a period of rapid social transformation, in which various social problems and contradictions interweave with each other and erupt intensively. As the fundamental means for the government to solve social problems, govern social contradictions and manage social public affairs, the importance of public management is beyond doubt. The reform and opening up that began in the early 1980s is the most comprehensive, profound and rapid social transformation in modern Chinese history, and is a comprehensive change in China's socioeconomic, political, cultural and social fields. The concrete manifestation is: The economic system transformation, namely by the directive planned economy system to the socialist market economy system transformation; The transformation of political system, that is, from the traditional centralized political system to the socialist democratic political system; The transformation of social structure is from traditional agricultural society to industrial society, from ethical society to legal society, from homogeneous society to heterogeneous society, and from closed and semi-closed society to open society. The transformation of society means the change of people's life style, value idea, thinking mode and behavior mode, and also means the breeding of a large number of social problems. In the long process of social transformation, the public policy environment has undergone a fundamental change, which has brought about changes in the mode of government policy behavior, governance.

Psychological research is the study of the psychology of human behavior, but it is generally believed that only people's psychological problems need to be studied, to find out how to deal with these problems is beneficial to human development. However, these problems should be paid more attention to, such as the positive behavior of human beings and the cultivation of the positive behavior ability.

**Objective:** In the process of China's social transformation, the government faces more and more public conflicts. The real problem for governments is not just the increase in the number of conflicts, but the shift in how they are managed. Facing the new situation, governments at all levels are exploring effective ways and means of public conflict governance. Therefore, it is of great practical significance to study the impact of public management conflict and its governance.

**Subjects and methods:** People are in a state of psychological harmony, including interpersonal harmony, to promote social harmony and the rapid development of social economy. Starting with psychology, this paper studies and analyzes the effectiveness of psychology on public management conflict and its governance.

**Study design:** Stratified cluster random sampling was used to investigate 1000 members of the public, including students, working groups and retirees. A total of 1000 questionnaires on the positive significance of psychology were distributed, and 987 valid questionnaires were collected.

**Methods:** The effect of Excel statistical psychology on public management conflict and its governance.

**Results:** The atmosphere of psychological safety affects the harmony of social interpersonal relationship, human safety behavior and individual mental health. Positive psychological factors can affect the efficiency and productivity of social production, and a good atmosphere of psychological safety can promote the social consumption of the people and alleviate the conflict of public management.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

**Conclusions:** Understanding and grasping the conflict of public management and its governance from the angle of psychology, measuring the potential power of human beings, discovering the fine quality of human beings, can make human beings better exert the governance ability of public management and live better.