

application of knowledge. Art education is a great cause of education. The aim of Art education is to train students' ability of visual reading, expression and communication, and guide them to think and interpret classical art works and visual images in daily life. Art psychology can effectively develop and extend art knowledge and skills, meet the needs of human society, economy and spiritual culture, at the same time, improve personality, form basic art quality and promote people's all-round development.

Table 1. Influence of art psychology on art majors and teachers.

Factor	Teaching ability	Thinking ability	Classroom atmosphere
Student	3	4	3
Teacher	4	4	4

* * * * *

THE INFLUENCE OF WEAK COMMUNICATION THEORY ON READING PROMOTION IN UNIVERSITY LIBRARIES FROM THE PERSPECTIVE OF PSYCHOLOGY

Chunxia Han

Library, Nantong Institute of Technology, Nantong 226002, China

Background: According to the Weak Communication Hypothesis, the initial concept of public opinion is strength, and strength is the most important attribute and relationship of public opinion world, and thus a complete theoretical system is constructed. The weak propagation hypothesis consists of nine concepts and theories. Weak communication refers to the communication phenomenon of the advantage of the weak in the world of public opinion, sometimes also refers to the communication strategy based on the theory of weak communication. The weak world refers to the world of public opinion operating according to the law of weak propagation. The strong world refers to the real world. The weak communication theory system is simply called the weak theory, which is a philosophy about the world of public opinion. It answers the fundamental question of "what is the world of public opinion", and sums up the fundamental law of the world of public opinion, which is a theoretical system of world outlook and methodology. In addition to the natural world, the weak principle means that human beings live in the real world and the public opinion world at the same time. The public opinion world is the inverse world of the real world, and they are basically opposite in the attributes of strength and weakness, primary and secondary relations, light and light judgments and rational guidance. The world of public opinion is a world built on the surface of scrambling for attention, recognition and recognition. In the process of its competitive communication, the world of public opinion is dominated by the strong in the struggle for attention, by the weak in the struggle for recognition, and by the larger in the fight for the surface area. The weak theorem means that the world of public opinion is the world of strong meat and weak food. Its popular expression is that the strong group in reality is the weak group in the public opinion. The law of emotion is the world of public opinion. Its popular expression is that public opinion is unreasonable. Light rules for the world of public opinion is the world of communication. Its popular expression is that light things are best spread. The second theory is that the world of public opinion is a world of communication reversed. Its popular expression is that the main melody is the most difficult to spread. The four laws of the world of public opinion are summarized as follows: the advantage of the weak, the emotional strength, the light for the heavy, the secondary. Weak communication theory in a word: natural selection of public opinion, the survival of the weak.

Objective: The four laws of the world of public opinion are summarized as follows: the advantage of the weak, the emotional strength, the light for the heavy, the secondary. Weak communication theory in a word: natural selection, the survival of the weak. The popularization of reading in university libraries is conducive to raising the awareness of reading for all and promoting the improvement of cultural quality.

Subjects and methods: The advent of the information age provides more channels for the promotion of library reading. In order to improve the comprehensive reading ability of the students and lay the foundation of the students' cultural accomplishment, it is necessary to establish a more perfect strategy of library popularization. This paper mainly studies the reading situation from the influence of weak communication theory from the perspective of psychology, by consolidating the ideological basis, building talent support and improving the mechanism.

Study design: Stratified cluster random sampling method was used to investigate 600 college students, undergraduates and postgraduates. Random three schools of different grades, different genders, different majors of each 200 students of the questionnaire survey, 600 questionnaires, 574 valid questionnaires were

collected.

Methods: The Influence of Weak Communication Theory on College Students' Reading Behavior from the Perspective of Excel Statistical Psychology.

Results: The university library can provide the most effective and comprehensive reading materials for college students, and further promote the value of the library, which can not only meet the unique purpose of promotion, but also improve the comprehensive quality of college students. Through strengthening the propaganda of reading literature, construct talent support, attract more people to come to read. By perfecting the construction of library mechanism, analyzing the reading data according to the reading situation, changing and perfecting the reading promotion work by comparing the dimensions of knowledge, participation and satisfaction, we can provide more effective reading services for college students. In this survey, the influence values of specific factors of grades 0-4 are used, indicating irrelevant, 1 indicating slight influence, 2 indicating ordinary influence, 3 indicating obvious influence, and 4 indicating sufficient influence, in order to reduce the great error caused by individual subjectivity in the evaluation. The results are rounded to the average of 600 students, and the statistical table is shown in Table 1.

Table 1. Effects of weak communication theory on college students' reading behavior from the perspective of psychology.

Factor	Lay a solid ideological foundation	Build talent support	Improve mechanism construction
College student	3	4	3
Undergraduate student	4	3	3
Graduate students	4	4	4

Conclusions: In order to realize the service function of "reading and educating people", to cultivate and improve the reading interest of college students, to guide the reading direction and to impart reading skills, a series of systematic and scientific services are carried out in college libraries. Among them, "college students" refers to those who have received college education but have not yet entered the society completely, including junior college students, undergraduates and graduate students; Here "reading" not only includes the practical and academic study, but also includes the study of improving self-cultivation; The essence of university library reading promotion is the embodiment of library educational function. The effect of reading promotion is reflected in the improvement of students' reading ability, the improvement of reading atmosphere on campus and the formation of students' reading habits.

Acknowledgement: The research is supported by: Fund Project of Philosophy and Social Science Research in Universities in Jiangsu Province in 2019 "Research on the promotion of reading in university library from the perspective of weak propagation" (2019SJA1496).

* * * * *

SUSTAINABLE DEVELOPMENT STRATEGIES OF AGRICULTURAL ECOTOURISM ECONOMY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Pingheng Li

Business School, Huanggang Normal University, Huanggang 438000, China

Background: China's eco-tourism is in a period of rapid development, which has brought great convenience for human beings to better enter, contact and appreciate nature. At the same time, the vigorous development of eco-tourism has stimulated the great development of tourism economy and become a new growth point of China's economic development. Nowadays, tourism is gradually occupying a significant position in China's economic system. The development of ecotourism is not only conducive to improving the status of ecotourism. It is also conducive to attracting a large number of foreign tourists to China as a tourist destination, increase China's foreign exchange income. However, compared with foreign countries, China's eco-tourism development time is relatively short, in the development, management is still in the exploration stage, the development is not yet mature. From the management point of view, the development of scenic spots is of great importance, but at the same time, the management and maintenance of the late cannot be underestimated. In the whole process of tourism development, the lack of experience of developers and managers leads to the phenomena of loose management, lack of post setting and lack of execution. All these restrict the long-term development of ecotourism to a great extent. At the same time, developers and