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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.

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

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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

managers lack the corresponding experience, and tourists are only keen to enjoy the nature, while ignoring the relationship between man and nature, resulting in pollution and damage to the environment. Obviously, the development of China's eco-tourism is still in the primary stage of development, and did not enter the deep stage of development. In the view of social psychology, it advocates the harmony between man and nature, guides the development of ecotourism in China with the thought of ecological economy, harmonizes the environment with development, and conforms to the general trend of the development of ecotourism.

Social psychology is not only a basic subject, but also an applied subject. On the one hand, social psychologists use scientific methods to study the basic psychological processes and laws such as self, attitude, decision-making, values, interpersonal relationships, group relationships, and group dynamics. On the other hand, the extensive application of the principles and research results of social psychology in the fields of public opinion, happiness and dignity, inter-group conflict and reconciliation, anti-corruption and social justice, social early warning, advertising and consumption have made important contributions to the sustainable development of society. Therefore, in the field of social psychology, scientific research and solving social problems have been organically integrated. The phenomenon of social psychology is very complicated, which involves both social culture and individual level. It involves both the consciousness level of group and individual and the unconsciousness level of group and individual. Therefore, social psychology does not exclude any existing psychological research methods, nor does it give a particular priority to a particular research method. On the contrary, it emphasizes the problem-centered methodology orientation and the mutual verification of multiple methods for the same research problem.

Objective: In the present stage of tourism development, China is gradually changing the concept of pollution treatment after the past. Through the theory of social psychology, we should cultivate the correct value orientation, carry out the view of sustainable development, discard the traditional behavior pattern, advocate the equal emphasis on development and protection, the equal emphasis on development and protection, guide the human practice with the ecological balance of nature, human beings and society as the starting point and the foothold, build a complete management system, and strengthen the enforcement and supervision, so as to guide the rational development of ecotourism in China.

Subjects and methods: In the ecotourism economic practice, because each subject pursues the different goal, there is certain conflict among the subjects. Developers only pay attention to how much revenue they can get. Tourists often only pay attention to the pleasant experience of their own body and mind, and seldom think of protecting the ecological environment. Therefore, from the perspective of social psychology, this paper focuses on the harmonious development of human and nature, the harmony of natural ecological relationship and social economic relationship, and the cultivation of ecological concept, so as to improve the mechanism of ecological ethics and morality and promote the sustainable development of agricultural eco-tourism economy.

Study design: Stratified cluster random sampling method was used to investigate 600 tourists. Randomly selected tourists of different places, different sexes, different ages of tourists to carry out a questionnaire survey, 600 questionnaires, 554 valid questionnaires were collected.

Methods: The influence of Excel statistical social psychology on the sustainable development of agricultural ecotourism economy.

Results: Analyze the economic, social and cultural development of the tourist destination, and make a scientific plan for the development of eco-tourism. Exchange and cooperation with internationally renowned eco-tourism certification bodies, and vigorously popularize and actively publicize eco-tourism certification knowledge. Actively coordinate the relationship between all parties, balance the interests of all parties, strengthen exchanges and cooperation between various departments, so as to achieve long-term development of eco-tourism. We should popularize the knowledge of ecotourism to the tourists through various effective ways so as to make them know more clearly about the problems that should be paid attention to in the process of ecotourism, so as to respect and protect the local residents' various customs more consciously and avoid damaging the local ecological environment and cultural customs.

In this survey, the influence values of specific factors are 0-4, which are irrelevant, 1, 2, average, 3, obvious and 4. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 600 tourists are rounded off and the results are obtained. The specific statistical table is shown in Table 1.

Table 1. Effects of social psychology on sustainable development of agricultural ecotourism economy.

Factor	Harmonious development of man and nature	Harmonize the relationship between natural ecology and social economy	Cultivate ecological concepts
Tourists	4	4	4

Conclusions: From the perspective of social psychology, we should strengthen the publicity and

education of ecotourism in China, popularize knowledge about ecotourism to tourists through various effective ways, and make tourists more clearly understand the relevant issues that should be paid attention to in the process of ecotourism, so as to respect and protect local residents' various customs more consciously and avoid damage to local ecological environment and cultural customs. In a word, social psychology can effectively improve the sustainable development of agro-ecotourism economy, enhance tourists' eco-environmental awareness, establish ecological civilization concept, form good social atmosphere and value concept, and promote the sustainable development of ecotourism in China. Through social psychology, we can change the human-centered individualism mode of thinking, urge people to learn to respect and protect nature, use rationality and morality to undertake the social responsibility of protecting tourism resources and maintaining ecological balance in tourism development and construction and tourism activities, and promote the harmonious development between human and nature.

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PRACTICE ON THOUGHT AND POLITICS OF ENVIRONMENTAL PROFESSIONAL COURSES BASED ON PSYCHOLOGY ONLINE COLLABORATION PBL

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Background: Teaching mode is a relatively stable teaching structure and procedure to achieve a certain teaching goal. It can provide a relatively stable operating framework for specific teaching activities, and help improve teaching work and teaching quality. The Problem Based Learning (PBL) teaching mode differs from the traditional teaching mode in that it emphasizes learning in meaningful problem situations. Under the overall grasp and guidance of the teacher, students learn the knowledge and skills behind the problems by analyzing the real problems. In the PBL teaching model, the students are transformed from the receivers in the traditional teaching model into autonomous learners, collaborators and researchers, and the teachers are transformed from the center in the traditional teaching model into the providers of teaching resources, the organizers of teaching activities, the instructors of teaching process and the promoters of students' ability. Therefore, PBL teaching model can stimulate students' interest in learning, cultivate students' autonomous learning ability, and enhance students' thinking ability. According to the essence of ideological and political research and practical teaching of environmental specialty, it is educational, creative and practical. It takes students' main activities as its main form, stimulates students' active participation, thinking and exploration as its basic characteristics, and aims at promoting students' overall quality development. It is in high agreement with the PBL teaching mode.

Objective: Any learning is a process from perceptual to rational, and then from rational to practice. PBL teaching model requires the creation of the problem with practical operation, and can be linked with the actual life of students, so that students in solving their own problems in the process of the actual ability to be improved. Practice without theoretical guidance is blind, while theory without practical verification is empty. Theoretical knowledge and practical operation affect and restrict each other. PBL teaching mode emphasizes that the teaching content should be based on the reality of life, so that students can consolidate knowledge through their own understanding, and then use knowledge in practice. The traditional teaching mode takes teacher as the center, pays great attention to teacher's knowledge inculcation, student's main body status in the study is neglected. PBL teaching mode emphasizes the guiding role of teachers in teaching, stimulating students' interest in learning by creating problems and setting situations, attracting students' attention, enabling students to study flexibly, and effectively cultivating students' innovation ability. The cognitive law of students is from simple to complex, from phenomenon to essence. According to the cognitive law, PBL teaching mode requires that the difficulty coefficient should be moderate, and the annotation and interpretation of problems can not only reflect the knowledge points of the syllabus, but also improve the students' ability to solve practical problems.

Subjects and methods: Through the PBL teaching model, this paper analyzes the ideological and political research and practice of environmental professional courses, and studies the students' autonomous learning