

behavior has always been the focus and difficulty of environmental psychology.

Objective: Environment, as the place of human survival and activities, affects people's psychological cognition to a great extent. At the same time, people change the environment through their behavior. Therefore, environmental art design must be based on humanistic psychology. With the development of environmental art design, more and more designers and researchers pay attention to the role of environmental psychology, and pay attention to the application of environmental psychology in design.

Subjects and methods: This paper mainly studies and analyzes the thinking ability of environmental art design under the background of humanistic psychology. It is studied from three aspects: light and shadow change, color difference and material application. Randomly select a third-tier city and issue a questionnaire to the designer.

Study design: 500 designers were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 475 were recovered, and the number of valid copies was 469.

Methods: Using Excel statistics, the thinking ability of environmental art design under the background of humanistic psychology affects the effect.

Results: The application of light and shadow in environmental art design is the impact on users' senses through visual effects. It can not only play the effect of space definition, space division, space transformation and atmosphere construction, but also integrate certain space connotation, style connotation and cultural connotation. Color application is the most intuitive part of design. In environmental art design, through the rational application of color, the whole environment or local environment will be refreshed and bring people different psychological feelings. In the design, different materials are used to render different atmosphere, style and cultural connotation in the environment, which will also bring people different psychological feelings.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 designers are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of thinking ability of environmental art design under the background of Humanistic Psychology

Factor	Light and shadow change	Color difference	Material application
Designer	4	4	4

Conclusions: Environmental art is a new comprehensive interdisciplinary subject, which is the integration of environment and art. The starting point and destination of environmental art design is human needs. Therefore, environmental art can be effectively studied through humanistic psychology. Environmental art design is a human demand for the environment. According to Maslow's hierarchy of needs theory, there are five kinds of human needs, the lowest is physiological needs, and the highest is the realization of self-worth. People's needs are endless and created by ourselves. After a demand is met, there will always be higher-level needs. Therefore, there is a demand for optimizing environmental design. This optimal design of the environment, expressed in the form of art, is environmental art design, which is a human demand for the environment. Therefore, environmental art design should take the expression of environmental psychology as the starting point and destination, and meet human demand for the environment through design. Secondly, psychology affects the expression of design. Design is the performance of behavior cognition, and the environment affects people's behavior cognition. From this point of view, what kind of environment will produce what kind of design. Therefore, in the design, we should "adjust measures to local conditions, circumstances and scenery", and carry out environmental cognition and evaluation from the perspective of the design audience. Humanistic psychology can guide designers to better understand and evaluate the environment from the theoretical level.

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ARTIFICIAL INTELLIGENCE ETHICS AND LAW IN COGNITIVE PSYCHOLOGY

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Background: The core hypothesis of cognitive psychology is that the human brain is similar to a computer, thinking is computing, and the cognitive process is like the representation and operation process of a computer. This symbolic processing model of cognitive psychology cannot reflect the flexibility of cognitive process, so it needs to be studied from two aspects of theory and practice. Artificial intelligence is the inevitable outcome of the development of modern industrial civilization. As early as the beginning of “Modernity”, Hobbes, the founder of modern political philosophy, began to conceive man and human society as the most exquisite machine at that time. In the industrial age, it has become a universal reality to replace human labor with machines. Machines in the industrial age replace only part of human physical labor. Then artificial intelligence, as an upgraded version of industrialization, is a natural extension of this process. It aims to replace part of human mental labor. Artificial intelligence can actually combine mental and physical work, perception and thinking, decision-making and execution, so it is more like a complete person. As for whether it has “human form”, it is no longer important to re-examine it. Anything about “artificial intelligence” with the artificial intelligence supported by the Internet of things, big data and cloud computing, you can obtain data thousands of miles away through its senses, use your incomparable memory to precipitate and digest data, use your computing power far better than human beings to process data, and make judgments and “decisions” on this basis.

Law is the product of man’s bounded rationality, and the legal rules themselves reflect and conform to man’s limitations. Even if a person is full of goodwill, he may cause harm to himself and others because of his limited ability. The design and implementation of legal rules will take this limited ability into account. In fact, all the rules of human society, including the rules of the game, have limitations. It is designed by people with limitations. In the agricultural society and early industrialized society with slow technological development and socio-economic structure change, the conservative tendency makes the law play a good role in maintaining social stability. However, in the era of artificial intelligence, it makes the law lag behind the development of technology and economy, and makes those who grasp the opportunity obtain huge marginal returns.

Objective: Artificial intelligence is a science and technology widely concerned by people today. Its development speed is faster than people’s imagination. We have reason to believe that the rapid development of artificial intelligence will have a profound impact on the whole society in the future. It will not only change people’s lives at the material level, but also have an impact on traditional ideas at the value level of ethics and morality, including conflicts with the law. Therefore, it is of great significance to study the ethical and legal issues of artificial intelligence through cognitive psychology.

Subjects and methods: This paper mainly studies and analyzes the thinking ability of environmental art design under the background of humanistic psychology. It is studied from three aspects: risk estimation, data collection and manufacturing. Randomly select a third-tier city and issue a questionnaire to the designer.

Study design: 500 artificial intelligence designers were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 500 were recovered, and the number of valid copies was 487.

Methods: The effect of artificial intelligence ethics and law in cognitive psychology is statistically analyzed by Excel.

Results: Scientific research is the freedom and right of citizens, which is protected by the constitutions of all countries. However, the constitution has strict limits on the freedom of scientific research and only protects those conducive to the cause of human progress. We cannot predict whether artificial intelligence meets constitutional standards. Because science and technology have strong uncertainty, it will bring great risks. The development of artificial intelligence is inseparable from the support of data. Today is not only a big data era, but also an era of data flooding, and most of these data come from individual citizens. Intelligent robot is a typical representative of artificial intelligence, and it will also play a great role in life. Under the background of industry 4.0, artificial intelligence and new generation human-computer interaction technology will participate in all key fields of manufacturing industry.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 engineering intelligent designers are adopted and averaged to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of artificial intelligence ethics and law in cognitive psychology

Factor	Risk assessment	Data collection	Manufacturing production
Artificial intelligence designer	4	4	4

Conclusions: The legal problems brought by the development of artificial intelligence have not been

highlighted at this stage, but we can't predict and judge the future, so these legal problems can't be ignored. The law always lags behind the development of society, but this does not mean that we cannot take corresponding preventive measures, such as the precautionary principle in environmental law. In order to avoid environmental damage, we should detect the risks of environment and health through comprehensive investigation and research, make forward-looking plans, and take measures before we get conclusive evidence of damage. This also has reference significance for the development of artificial intelligence. In the future of artificial intelligence, the relationship between machines and people, in the final analysis, lies in human beings. Machines are designed by human beings. The use of machines mainly affects the society by the people who design and manufacture machines. Therefore, the solution to the legal problems brought by the development of artificial intelligence lies in how to regulate the behavior of designers and manufacturers behind artificial intelligence technology. In this regard, we can strengthen the formulation of relevant legal rules, so as to strengthen the legal supervision of the development process of artificial intelligence, achieve a certain preventive effect, and make this technology move forward in the direction conducive to the cause of mankind.

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REFORM OF TEACHING MANAGEMENT IN COLLEGES AND UNIVERSITIES BASED ON EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a psychological theory put forward to serve the teaching reform. It has important theoretical and practical value in promoting the deepening reform of higher education. Teaching management in colleges and universities is of great significance to cultivate students' comprehensive quality. Take educational psychology as the basic theory to carry out teaching management. Education management staff should be fully aware of the psychological problems faced by students in their study and life, conduct in-depth investigation on students' inferiority complex, autism, poor interpersonal skills and other problems, conduct psychological counseling for students through psychological counseling, and combine educational psychology theory with teaching management to correct unscientific and unreasonable phenomena in their work, while strengthening their own teaching management ability, cultivate excellent talents with positive psychological quality. Teachers need to attach great importance to the positive significance of educational psychology to teaching work and actively learn the theoretical knowledge of educational psychology through self-study. At the same time, colleges and universities need to organize internal learning, short-term training, further education and other educational activities to help teachers master the knowledge of educational psychology, establish an application assessment system, and integrate the theory of educational psychology into teachers' teaching work through material and spiritual encouragement, so as to improve the effect of classroom teaching. Colleges and universities need to take educational psychology as the ideological guidance to provide students with good mental health education by setting up health courses and optimizing curriculum arrangement. Teachers should reasonably plan the content of mental health education, effectively enhance students' enthusiasm in combination with the common psychological problems of contemporary college students and common mental health cases in society, and actively carry out classroom innovation activities to bring attractive mental health education to students through situational display, role play, cooperative exploration and other forms. Give full play to the positive impact of educational psychology theory on college teaching management, let students develop positive psychological character in a good educational environment, promote the all-round development of students' comprehensive quality and realize their own value.

Objective: In the new educational environment, teaching management in colleges and universities not only needs to pay attention to the construction of talents' professional quality, but also cultivate students' mental health quality to better adapt to the complex changes of the environment. Therefore, we can combine educational psychology theory with college teaching management, give play to the leading role of educational psychology theory, improve the overall efficiency of college teaching management, and build a perfect psychological education system.

Subjects and methods: Educational psychology plays a positive role in guiding the reform of teaching management in colleges and universities, and can help students establish correct values and learning concepts. This paper mainly studies the self-confidence, sense of responsibility and effect of educational