

practical ability of the photographer, but also educates the photographer in aesthetic appreciation and creation as well.

\* \* \* \* \*

## APPLIED RESEARCH ON EDUCATIONAL PSYCHOLOGY IN PHYSICAL EDUCATION TEACHING MODEL REFORM

Li Shang

*Physical Culture Institute, Xianyang Normal University, Xianyang 712000, China*

**Background:** With the development of education, especially the rapid development and change of knowledge, science, and technology as well as the economic and social situation, the social demand for talents has changed from a single knowledge-based talent to a comprehensive talent, especially for the talents with special skills. The social demand is increasing. In traditional physical education teaching, the proportion of punishment and criticism to students is much higher than that of praise and encouragement according to the teaching methods in accordance with the teaching materials, which leads to the lack of motivation of students to learn and the phenomenon that students prefer sports to physical education. Regular criticism and education not only dampen students' learning enthusiasm, but also directly reduces students' interest in physical education, and affects the effect and quality of physical education. Educational psychology from the students' psychological starting point, the students affirmed more than negative, encourage more than criticism, so that students can establish self-confidence, enhance interest in learning. Therefore, in today's college education, in the face of the lack of interest in traditional physical education, the relevant parties should integrate educational psychology into college physical education to stimulate college students' interest in physical education.

**Objective:** From the point of view of educational psychology, people's psychological need for encouragement and support is far greater than that of whipping and criticism when confronted with difficulties and adversity. This is especially true for college students. College students' psychology is in the key period of transition from a simple and easily irritable period to a sound and mature period, which will be influenced by the guidance or criticism. The essence of psychology of encouraging education is to promote growth by stimulation, to promote improvement by emotion, and to educate children by love and life so that they can cultivate tenacious faith in understanding and tolerance, and find the correct way of growth through patience and appreciation.

**Subjects and methods:** Along with the continuous deepening of PE curriculum reform, many excellent teaching ideas, new content, reasonable countermeasures and comprehensive evaluation forms have been applied to PE teaching, and achieved excellent results. The rise of educational psychology abroad provides a new teaching idea and method for the reform of physical education curriculum in our country, and brings great inspiration to physical education teachers. Combining educational psychology with PE teaching, we can excavate students' positive personality quality, increase students' positive emotional experience, construct positive organization and environment, urge students to develop themselves consciously and actively, lay a foundation for themselves to experience a happier life, and cultivate the consciousness of lifelong PE.

**Study design:** Interest in learning plays a direct role in students' participation and enthusiasm in sports activities, which determines the speed of students' mastering knowledge and skills. The main objective of this study is to enhance students' interest in sports activities through specific teaching models, to create a positive concept of sports, and to create a positive attitude towards learning and life. **Methods:** 200 students were randomly selected, 100 students were randomly selected as the experimental group, 100 students as the control group, and the two groups had no gender limitation. The experiment period is 1 month. The experimental group combined the knowledge of educational psychology with the reform of PE teaching, while the control group only adopted the normal PE teaching reform mode. The purpose of this study is to explore the effect of educational psychology on the cultivation of students' interest in P. E. learning, and to give P. E. teachers a way of thinking and operation. Questionnaire survey was used in this study. The questionnaire was given out during the first class and the last class, and all of them were given out, filled in and retrieved on the spot. In order to ensure the validity of the experimental data and information, the pre-test of students' corresponding interest in physical education is carried out through the pre-experiment questionnaire. After the experiment, the students' interest in learning PE was tested again with the scale. A total of 200 questionnaires were distributed, 189 questionnaires were retrieved and 182 were valid.

**Methods:** The experimental data were statistically processed by SPSS.

**Results:** The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 200 students are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

**Table 1.** Application of educational psychology in physical education teaching model reform

Content	Learning interest promotion	Physical enhancement	Mode of education
Control group	2	4	2
Experimental group	5	4	5

Through investigation, the experimental group of students obviously felt the intervention based on educational psychology, the reform of physical education teaching model is more acceptable.

**Conclusions:** Educational psychology can promote the cultivation of individual characteristics and the formation of positive emotions. The application of educational psychology to the reform of physical education can not only promote the physical and mental health of students but also shorten the relationship between teachers and students. Today's high school promotion rate has added many obstacles to the design of physical education curriculum. Primary and secondary schools are the best time to cultivate students' habits of lifelong exercise. Therefore, school leaders should be aware of the importance of physical education, re-change their minds, attach equal importance to physical education and strive to cultivate students with comprehensive physical and mental health.

**Acknowledgment:** The research is supported by: "2019 Shaanxi Provincial Sports Bureau project" The new era of Shaanxi Province competitive gymnastics investment and benefit interaction research (No. 2019117).

\* \* \* \* \*

## EXPLORE THE SHORT-VIDEO MEDIA INTEGRATION OF NEW MEDIA AND TV NEWS UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

Lijun Hou<sup>1,2</sup>, Enjie Qiao<sup>2</sup> & Wenpei Zhuang<sup>2</sup>

<sup>1</sup>College of Marxism, Harbin Normal University, Harbin 150025, China

<sup>2</sup>College of Marxism, Northeast Forestry University, Harbin 150040, China

**Background:** Relying on the popularization and development of new media technology and modern and digital electronic information technology, a new media platform gradually forms a more rapid and convenient way of news and information transmission under the background of the new era. Compared with the traditional means of television, radio, newspapers and periodicals and other media, the new media technology has unlimited development potential and becomes the most widely used means of information transmission in the world today. The extensive application of new media technology provides the opportunity for the public to pay attention to the society and express their opinions freely.

In the period of transition from a traditional society to a modern society, the diversification of interest structure, the expansion of interest difference and the dominance of interest antagonism have become the typical characteristics of individual interest contradiction and group interest contradiction in this period, and people's cognitive structure, psychological demands, ideas and emotions have also undergone fundamental changes. Especially in recent years, "social mentality", "national mentality", "group psychology", "public opinion", "social violence" and so on, has become the media and the public frequently mentioned and hot words. Obviously, the populace more and more realizes the social psychology, the social psychology including individual psychology and the group psychology to the individual, the society and the national influence.

**Objective:** The development of modern network technology has brought about changes in various fields of society, which has also profoundly affected the environment for the development of media. The development of new media is in full swing, and has brought about great challenges to traditional media. Therefore, under such circumstances, traditional media have begun to explore the road of integration with new media. As for television media, they have been exploring the mode of integration of traditional media and new media in the process of development. Facing the rapid development of the Internet in China, it is an urgent problem that how traditional media can maintain its communication, credibility and influence in the new media environment.