

used to investigate the mental health level of students respectively. The average score of SCL-90 represents the mental health level of students, and 1 is used 000-meter running, vital capacity, standing long jump and grip strength test students' physique. All physique test items are scored by physical education teachers according to the 100-point system, and the average value represents the physical quality of individual students. In addition, in order to control irrelevant variables, the proportion of men and women in each group should be consistent.

Results: The measurement data in the experiment were displayed in the form of mean \pm standard deviation for *t*-test, and the counting data were displayed in the form of number or proportion of number for Chi-square test. The value of difference significance level was 0.05 The mental health and physical condition data of students in each group after the experiment are shown in Table 1.

Table 1. Statistical data of mental health and physical fitness of students in each group after the experiment

Statistical items	Micro exercise	Small amount of exercise	Moderate exercise	Large amount of exercise	Maximum exercise
SCL-90 single average score	2.73 \pm 0.12	2.51 \pm 0.14	2.14 \pm 0.11	1.70 \pm 0.16	1.68 \pm 0.25
Average score of individual physical fitness test	64.5 \pm 6.4	68.1 \pm 5.3	75.2 \pm 5.0	84.3 \pm 5.7	87.0 \pm 9.6

It can be seen from Table 1 that with the increase of exercise volume, the average single score of SCL-90 and the average single score of physical fitness test of students in each group show a trend of gradual decrease and gradual increase respectively. However, after the exercise volume reaches the level of "large exercise volume", the impact of increasing exercise volume on improving mental health and physical fitness becomes small.

Conclusions: In order to explore the role of leisure sports training in improving college students' physical and mental health, this study designed an experiment based on sports training. 100 college students were divided into five groups on average, and each group was required to carry out leisure sports to varying degrees. The experimental results show that with the increase of the amount of exercise, the average single score of SCL-90 and the average single score of physical fitness test of students in each group show a gradually decreasing and increasing trend respectively. The experimental results show that developing leisure sports can indeed improve students' physical and mental health.

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APPLICATION OF SOCIAL PSYCHOLOGY IN ENTERPRISE HUMAN RESOURCES DEVELOPMENT AND TRAINING

Wenli Jiang

Department of Economics and Management, Guangdong Vocational College of Post and Telecom, Guangzhou 510630, China

Background: In the face of the gradual informatization and diversification of the external market, the traditional enterprise management method is no longer applicable, and the importance of human resource management is gradually revealed. The competition between enterprises in diversified markets is no longer a simple competition of material resources and technology. The competition of human resources has become one of the main competitive links of enterprise management. As a psychological science that studies the interaction and change law between social groups and social individuals at the psychological level, social psychology not only helps people improve their comprehensive psychological quality and quality of life, but also provides an effective way for the scientific talent management of enterprises. As the first step of enterprise talent management system, the development and training of enterprise human resources combined with social psychology is mainly divided into two parts: shallow development and deep development. Shallow development takes the number, professional level and resource allocation of talents as the main content, that is, develop a sufficient number of talents, carry out professional training, and finally allocate them to their matching positions according to the characteristics of each employee. Deep development takes the follow-up training of employees as the main form of expression, and mainly takes the psychological evaluation, psychological incentive, psychological contract and emotional intelligence development of employees as the main content. Through the management of employees' psychology and the external performance behavior of employees' psychology, it can achieve the organizational goal and

ensure the positive development of employees at the same time. Psychological evaluation is generally used when employees first enter the organization to grasp the psychological state and working state of employees. Psychological motivation is mainly to establish positive organizational values by inducing employees' work motivation and rewarding work achievements, so as to make employees have a stronger desire to serve the organization. Psychological contract is used to ensure the effective transmission of organizational information to each employee in talent management and maintain the consistency of the organization from top to bottom. Emotional intelligence development is to provide training for employees' self-psychological state management, so that the influence of organization members on each other remains positive.

Objective: The purpose of this study is to provide a path for human resources development and training of enterprises through scientific and reasonable social psychology means, help enterprises show talent advantages from the management level, promote each other with employees, and jointly form a competitive group.

Subjects and methods: Based on the theory of social psychology, this study effectively connects the means of social psychology with the needs of human resource management by determining the human resource management needs of enterprises in diversified markets. On this basis, it compares the organization using social psychology for human resource management with the organization using traditional methods for human resource management, test the superiority of social psychology management methods.

Study design: This study adopts the comparative research method. In the research process, two organizations with little difference in scale and business direction are selected as the research samples. The researchers will act as consultants and be responsible for constructing the human resource development and training methods based on social psychology in the psychological group, while the non psychological group adopts the traditional human resource development and training methods, The two groups were compared and analyzed.

Methods: This study obtained the psychological state data of employees in different types of organizations through employee interviews, and summarized them into quantitative data for analysis.

Results: The comparison of economic and psychological benefits between psychological group and non-psychological group is shown in Figure 1.

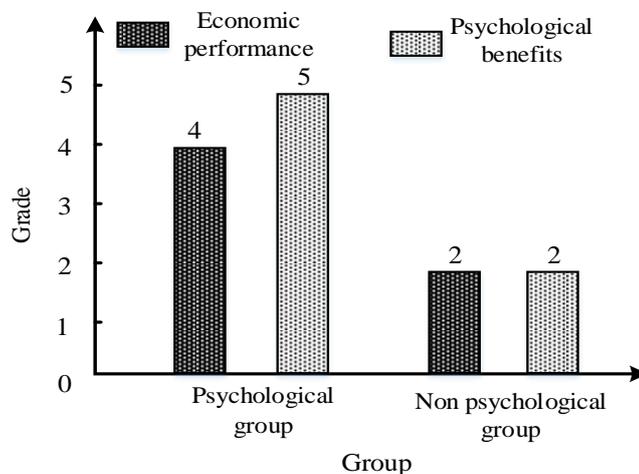


Figure 1. Inter group comparison

In Figure 1, the economic benefit of the psychological group reaches level 4 and the psychological benefit reaches level 5, while the economic benefit and psychological benefit of the non-psychological group are both level 2. It can be seen that the organization using social psychology can achieve greater benefits.

Conclusions: As an important way of modern enterprise management, human resource management needs a theory with strong consistency as management guidance, and social psychology is a discipline with strong consistency with human resource management. The mutual development of employees' psychological and psychological benefits can be realized by making full use of the relationship between employees' psychological and psychological benefits, and the mutual development of individual and psychological benefits can be realized from multiple aspects, such as human and psychological benefits. At the same time, it provides solid organizational support for enterprises to deal with various challenges in the external diversified market.

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COMPUTER SIMULATION OF SOCIAL PSYCHOLOGICAL PHENOMENA AND ITS METHODOLOGICAL SIGNIFICANCE

Yun Qian

The Electronic Engineering, Yangzhou Institute of Technology, Yangzhou 225009, China

Background: With the improvement of social material living standards, the public's demand for psychological counseling is also increasing year by year. The research of modern psychology is divorced from the traditional experimental research method, because the psychological phenomena and psychological laws of social people in the complex social environment often have clustering and particularity, which is difficult to restore through simple experiments. Computer simulation provides sufficient methods for the study of this part of social psychological phenomena. This part of the social-psychological phenomena that need computer simulation is mainly divided into two categories: one is the abnormal individual psychological phenomenon caused by the psychological influence of social environment or social group under the special social environment, and the other is the cluster psychological phenomenon caused by external or internal factors of the social group itself. In social psychology, individual psychological phenomena and group psychological phenomena are often described as the relationship of interaction and mutual influence, and this psychological relationship and psychological law are the functional relationships within small and medium-sized groups, such as the group psychological relationship in the company, which often has a certain degree of group rules, which are both material and psychological, through the external forms of obedience relationship, incentive relationship and assistance relationship. In other words, the psychological relationship in such groups is based on rules, so the peripheral conditions are sufficient in the process of speculation and experiment. However, the research on large-scale social psychological phenomena cannot adopt this method, because the speed of contemporary information transmission has accelerated rapidly, the communication frequency between social individuals has accelerated, and the psychological influence between each other has been improved. Even if there is no physical aggregation between individuals, it is still possible to produce large-scale cluster psychological phenomena. For the description of this part of psychological phenomena, computer simulation is an effective means. Computer simulation can fully simulate the functional relationship between different individual psychological elements through powerful computing power, and then simulate and predict large-scale cluster social psychological phenomena.

Objective: Starting from the social-psychological characteristics of large-scale clusters, this study takes computer simulation as research means to reveal and analyze the psychological phenomena and psychological change laws of modern people. This research can lay a foundation for individual psychological counseling of intelligent urban residents and the simulation of group psychological phenomena in crisis situations at the same time.

Subjects and methods: This study takes computer statistical simulation as the main research method. The information of individual social and psychological factors is collected in the form of a network questionnaire, and the collected data is used as the social and psychological sample of the public. Finally, the relationship between social and psychological variables is simulated and predicted by establishing a simulation model of social and psychological phenomena.

Study design: In this study, a Complex Adaptive System (CAS) and swarm platform were used to establish the simulation model of computer social psychological phenomena. The complex adaptive system is most in line with the phenomenon operation principle of social psychology phenomenon, that is, the complex social system in which the aggregation of micro individual factors affects the macro-overall factors. The swarm platform mainly provides tools for model building.

Methods: Establish different types of computer social psychological phenomenon simulation models through swarm platforms, and make quantitative statistics on the data according to different psychological elements.

Results: Under the sudden pressure environment, the curve of people's psychological stress score changing with time is shown in Figure 1.