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## ANALYSIS AND EXPLORATION OF FARMERS' PSYCHOLOGY IN AGRICULTURAL SCIENCE AND TECHNOLOGY EXTENSION ACTIVITIES

Jianhan He, Yuhua Wu & Zengyu Gao

*Institute of Cereal and Oil Crops, Hebei Academy of Agriculture and Forestry Sciences, Shijiazhuang 050000, China*

**Background:** With the development of science and technology in China, more and more scientific and technological products and applications are being applied in the field of agriculture. However, due to the overall low level of education, the deep influence of traditional ideas and the poor ability to accept and adapt to new things, the popularization of agricultural science and technology in some agricultural areas of China is greatly hindered. The root cause of these phenomena is a variety of bad psychology of farmers, among which the more typical psychological states are conformity psychology, conservative psychology, stability seeking psychology and contradictory psychology. The influence way of conformity psychology is that if most residents around farmers do not use scientific and technological products, they will probably choose not to apply. The influence mode of conservative psychology is that even if technicians have explained the application mode of scientific and technological products, farmers are reluctant to believe in the reliability of new technologies if they do not see successful use and economic benefits. It refers to the fear of using new technologies to reduce the yield of new products or reduce the quality of cultivation. Ambivalence means that although they want to adopt new technologies, they are skeptical about the effectiveness of new technologies and hesitate to take action. These psychological phenomena of farmers have certain objective rationality, but the extension personnel of agricultural science and technology products can also use psychology to improve the success rate of product promotion, which is the focus of this research.

**Objective:** To explore the common psychology of farmers in the promotion of agricultural science and technology products and services and its impact on the promotion work, so as to put forward some countermeasures to improve the service promotion efficiency of agricultural science and technology products, so as to provide some useful decision-making basis for improving the level of agricultural science and technology and the output and quality of agricultural products in China.

**Objects and methods:** Select a town with serious obstacles in the promotion of agricultural science and technology products, and then select two villages with roughly the same promotion level of agricultural science and technology products, farmers' living habits, living environment, overall economic level, farmland area and the distribution of planted crop varieties. Select 100 villagers from each of the two villages to form an intervention group and a conventional group. Firstly, the relevant data statistics of the two groups are carried out, including the income level, gender, age, education level, family population, marriage, etc. After confirming that the differences of these data between the two groups are not statistically significant. The agricultural science and technology extension personnel shall be trained on the psychological status of farmers, so that the extension personnel can know the common psychological status of farmers in the face of these new technology products, and introduce some effective coping methods. After one year, the settlement rate of agricultural science and technology products and the annual output value of agricultural products of the two groups of farmers in recent two years (i.e., one year before and one year after training) were collected from the relevant departments of the local government.

**Results:** The characteristics of all measurement types in the study were displayed by means of mean  $\pm$  standard deviation, and *t*-test was conducted. The significance level of difference was set to 0.05. One year after the training, the settlement rate and annual output value of agricultural science and technology products of the two groups of farmers are listed in Table 1.

**Table 1.** Statistical results of experimental data of two groups of farmers

Statistical indicators	Within one year before training		Within one year after training	
	Settlement rate (%)	Annual output value/¥	Settlement rate (%)	Annual output value/¥
Intervention group	6	26541 $\pm$ 1254	85	43116 $\pm$ 1762
General group	7	26262 $\pm$ 1466	53	27245 $\pm$ 1537
<i>t</i>	-	0.648	-	0.127
<i>P</i>	-	0.952	-	0.001

“Annual output value” in Table 1 specifically refers to the average single household farmland output value of farmers in the corresponding group in the corresponding time period, “settlement rate” refers to the proportion of the number of farmers in the corresponding group who decide to use the promoted agricultural science and technology products in the corresponding time period in the number of farmers in the group. It can be seen from Table 1 that there is little difference in the settlement rate of agricultural science and technology products between the two groups before the training, and there is no significant difference in the data of annual average output value of farmland. After the training, the average settlement rate of farmers and the annual average output value of farmland in the intervention group are 85% and 43116, 32% and 58.25% higher than those in the control group respectively.

**Conclusions:** Aiming at the problem that the promotion of agricultural science and technology products is blocked due to various psychological reasons of farmers, this study designs and implements a comparative experiment after understanding the current psychology and promotion mode of farmers when they are promoted. The experimental results show that the average settlement rate of farmers and the average annual output value of farmland in the intervention group after training are 85% and 43116, which are 32 percentage points and 58.25% higher than those in the control group respectively. The data show that considering the psychological situation of farmers in the promotion of agricultural science and technology products can effectively improve the success rate of product promotion. After the interview, it is found that the main reason for this result is that farmers feel the concerns of extension personnel and their own concerns, and give effective responses and countermeasures, so that they can use the promotion products without worries.

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## CURRENT SITUATION AND COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Weibo Qiu<sup>1</sup>, Yitong Shen<sup>2</sup>, Xi Zhou<sup>3</sup>, Guoan Ruan<sup>4</sup> & Lin Li<sup>5</sup>

<sup>1</sup>*School of Applied Law and Public Service, Guangdong Nanhua Vocational College of Industry and Commerce, Guangzhou 510507, China*

<sup>2</sup>*Department of Food and Biological Engineering, Guangdong Polytechnic of Science and Trade, Guangzhou 510430, China*

<sup>3</sup>*Party and Administration Office, Guangdong Polytechnic of Science and Trade, Guangzhou 510430, China*

<sup>4</sup>*Department of Student Affairs, Guangdong Polytechnic of Science and Trade, Guangzhou 510430, China*

<sup>5</sup>*School of Marxism, Guangdong Polytechnic of Science and Trade, Guangzhou 510430, China*

**Background:** Educational psychology is the combination of psychology and pedagogy. Psychological theory divides individual psychology into two main categories: psychological process and personality psychology. Among them, psychological process is the main research type in educational psychology. In the process of education, the psychological activities of students and teachers will affect each other, In the teaching environment, these psychological activities have unique psychological laws. Psychological process refers to the reflection process of the brain to external things and phenomena, which is divided into three main categories: cognitive process, emotional process and will process. Among them, cognitive process refers to the reaction process of the human brain to objective phenomena in the process of individual contact with the outside world. In the process of education, this is the most basic psychological phenomenon of students, that is, the change of individual psychological cognition and the law of related activities in the face of new knowledge. Individuals will have a variety of subjective attitudes and emotional experiences in the process of understanding external things. Driven by individual attitudes and experiences, people's behavior will change accordingly with the emotional experience. In the process of education, students' emotions and attitudes towards learning and the classroom determine whether they have motivation in the learning process, which is one of the main factors that directly affect the final learning effect. Will process refers to the process in which an individual achieves his goal by overcoming difficulties when he encounters difficulties in the objective world. This process determines whether students have enough toughness in the learning process, whether they can overcome various difficulties in the learning process and finally achieve the learning goal. By using educational psychology to study college ideological and political education, we can explore the psychological needs of students in the process of Ideological and political learning, and then take the psychological needs as the starting point, establish a more ideological and political education mode with ideological guidance, shape students' positive mentality in the process of