

innovation for the development and construction of rural ecotourism, and then promotes the development of the rural economy.

Subjects and methods: This study combines structural equation method and social network analysis method to analyze rural society, economy and tourism from the perspective of tourism psychology. Structural equation model is used to model and evaluate rural ecotourism, social network analysis is helpful to confirm the action position and individual role of a single actor in the overall social and psychological motivation network.

Study design: This study uses the structural equation method to establish the attribute data model through the social action and psychological motivation of stakeholders. This part of the attribute data includes the quantitative values of individual psychological motivation, psychological attitude and actual behavior. These elements will be analyzed as individual attributes. In the process of model analysis, the social network analysis method is used to analyze the action principle and psychological motivation of individuals in the overall model network, so as to analyze the relationship and function of individuals in the network more specifically.

Methods: Amos software is used as the main analysis software in this study. The software can analyze multiple variables simultaneously in the process of processing structural equation model, and its function is consistent with the purpose of this study.

Results: The evaluation of multi-functional rural ecotourism is shown in Table 1.

Table 1. Multifunctional rural tourism evaluation

Type of function	Normalized priority	Limit matrix value
Economic function	0.6113	0.1082
Residential function	0.1146	0.0203
Environmental function	0.1117	0.0198
Psychological function	0.1624	0.0287

Table 1 evaluates the four main functions of multi-functional rural ecotourism: economic function, residential function, environmental function and psychological function. The results show that strong economic function is the most important factor in multi-functional rural ecotourism and the main support for ecotourism innovation. In addition, the good psychological function can also provide tourists with choice motivation. On the whole, economic function and psychological function are the two main functions of the development of multi-functional rural ecotourism. The economic function can expand the customer group of rural tourism to a greater extent and improve the basic customer experience, while psychological function can add cultural characteristics to the rural tourism base and enhance the tourism attraction of local villages on the basis of infrastructure construction, provide tourists with greater psychological motivation.

Conclusions: In the development and construction of rural ecotourism, the psychological factors of tourists are very important. By using tourism psychology to grasp the static and dynamic psychological factors of tourists, we can provide behavioral cues for tourists from the level of psychological motivation, and then help tourists complete their psychological choices. The application of tourists' psychological factors can be reflected through the construction of economic function, residential function, environmental function and psychological function in the construction of rural ecotourism. Through the innovation of rural ecotourism construction path, it can promote the development of rural tourism, provide jobs and promote the development of rural economy.

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THE ROLE OF URBAN ENVIRONMENTAL PLANNING IN ALLEVIATING CITIZENS' PSYCHOLOGICAL PRESSURE UNDER THE PSYCHOLOGY OF ART AND DESIGN

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Background: In the process of social and economic development, people's pace of life is faster and faster,

and their psychological pressure is greater and greater. Many people have serious psychological problems, such as anxiety, depression and so on. When these psychological problems are not solved for a long time, it will lead to psychological diseases, damage the patient's body function, and even damage the patient's cerebral cortex, which will lead to the damage of cerebral cortex, the decline of cognitive function, and finally suffer from communication adaptability disorder.

Communication adaptability disorder is that in the process of communication, patients have language cognitive impairment due to defects in one or more cognitive functions such as working memory, self-management or executive function, which leads to the decline of patients' language communication ability, unable to accurately express their thoughts and normal communication with people. The learning, memory and life of patients with communication adaptability disorder will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to the patients themselves, their families and the harmonious development of society.

Urban environmental planning can provide urban residents with space for leisure, communication, entertainment, sports and other activities. At the same time, it is also a place for residents to rest and watch the scenery. It can make residents feel relaxed, physically and mentally happy, and then alleviate the negative emotions of residents. Art design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc. it also involves perceptual texture and psychological effect. Based on design psychology, the study makes reasonable planning for the urban environment, alleviates the negative emotions of urban residents, achieves the effect of treating residents' communication adaptability obstacles, reduces the economic burden of patients' families, and promotes harmonious development of society.

Objective: People's pace of life is faster and faster, and their psychological pressure is greater and greater. Many urban residents suffer from communication adaptability barriers. Based on design psychology, the study makes reasonable planning for the urban environment, alleviates the negative emotions of urban residents, achieves the effect of treating residents' communication adaptability obstacles, reduces the economic burden of patients' families, and promotes harmonious development of society.

Research objects and methods: 80 patients with communication adaptability disorder were selected as the research objects in a hospital. The China Rehabilitation Research Center Aphasia Examination (CRRCAE) of China Rehabilitation Research Center was used to evaluate the degree of communication adaptation disorder, and the Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health status of patients.

Study design: 80 patients were randomly divided into study group and control group with 40 people in each group. In addition to routine treatment, the patients in the study group walked for half an hour in the urban environment planned by art and design psychology every day. The control group was only treated with routine treatment. Three months later, the degree of communication adaptability disorder and mental health status of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: Before the intervention, there was no significant difference in the CRRCAE score between the two groups ($P > 0.05$). After the intervention, the CRRCAE score of the study group was significantly higher than that of the control group ($P < 0.05$), as shown in Figure 1.

Conclusions: In the process of social and economic development, people's pace of life is faster and faster, and their psychological pressure is greater and greater. Many people have serious psychological problems, such as anxiety and depression, which lead to communication adaptability disorder. Based on design psychology, the study makes reasonable planning for the urban environment, alleviates the negative emotions of urban residents, achieves the effect of treating residents' communication adaptability obstacles, reduces the economic burden of patients' families, and promotes harmonious development of society. The results showed that there was no significant difference in CRRCAE score between the two groups before the intervention ($P > 0.05$). After the intervention, the CRRCAE score of the study group was significantly higher than that of the control group ($P < 0.05$).

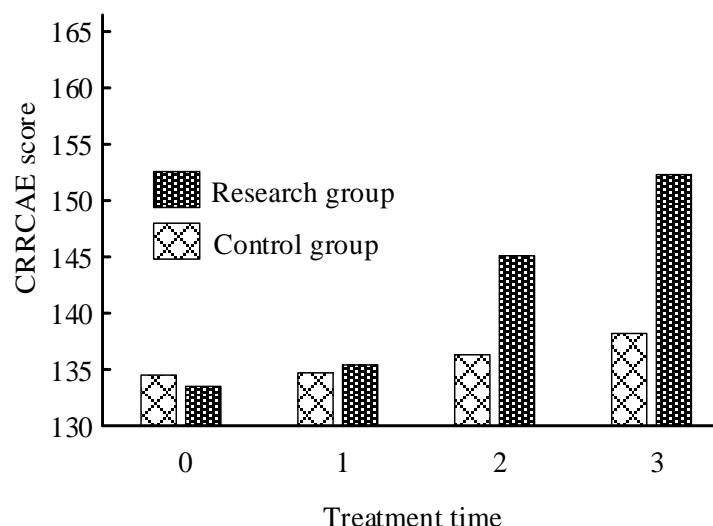


Figure 1. The degree of communication adaptability disorder between the two groups

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GOVERNANCE LOGIC ANALYSIS OF GRASS-ROOTS SUPERVISION OF “FENGQIAO EXPERIENCE” UNDER THE BACKGROUND OF SOCIAL GOVERNANCE PSYCHOLOGY

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Background: Social governance psychology is one of the most significant manifestations of the times when psychology undertakes social responsibility. In the process of social-psychological governance, the gap between the people’s yearning for a better life at the psychological level and the experience in actual social life, the bad psychological experience brought by unbalanced development and the bad social mentality caused by social injustice are all-important research contents of social governance psychology. Social behavior is the derivative of social psychology, and social environment is the collection of social behavior. Social psychology has a great impact on the social environment all the time. For the solution of social problems, only behavioral solutions are not enough, because social group psychology is often the guiding factor of social groups. Only managing behavioral factors without psychological factors cannot eradicate bad social phenomena. From the perspective of psychology, social governance psychology explores the psychological reaction and action law of social individuals and social groups under specific social governance policies. The governance process of social governance, a multi subject oriented decision-making process, must also take “governance from the heart” as the main governance means. “Fengqiao Experience” emphasizes the crime prevention mode of people-oriented, social participation and common promotion of social harmony, and this kind of social collective behavior must be supported by social collective psychology. Therefore, in the process of grass-roots supervision and governance, social-psychological governance should be taken as the main governance direction through institutionalization. The systematic psychological governance strategy promotes the formation of social stability and development factors, and provides an effective path for psychological governance and humanistic governance.

Objective: This study takes “Fengqiao Experience” as the guiding concept, starts with social governance psychology, actively uses the psychological development law of grass-roots people in grass-roots supervision and governance, reduces the burden of behavior governance through psychological governance, and looks for a more scientific, reasonable and integrated governance way for grass-roots supervision and governance.

Subjects and methods: This study combines analytic hierarchy process with empirical research method, starts from social governance psychology, takes “Fengqiao Experience” as the guiding ideology of grass-roots psychological governance, and sorts out a set of psychological supervision suitable for grass-roots people by analyzing the importance and focus of different governance strategies. The governance logic and strategy of grass-roots people’s psychological governance, and verify its feasibility and effectiveness through empirical analysis.

Study design: Based on the psychology of social governance, this study analyzes the psychological