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THE IMPACT OF CURRICULUM TEACHING MODEL REFORM ON STUDENTS' LEARNING PSYCHOLOGY UNDER THE NEW MEDIA ENVIRONMENT

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Background: According to the theory of educational psychology, the psychological state of middle school students is closely related to their learning behavior, and the psychological elements further affect students' learning results through behavioral elements. Therefore, in educational psychology, the concern about students' learning results and personal comprehensive growth is transformed into the concern about individual psychological status and incentive psychological factors. Contemporary college students have unique characteristics in line with the current situation of contemporary development. Firstly, contemporary college students were born in the era of rapid national economic development and the application of scientific and technological level to people's livelihood. They have the characteristics of radical and avant-garde thinking, self-confidence and optimism in psychology. Secondly, in the external information environment, contemporary college students are affected by a large amount of external information in their early adulthood, with a high level of self-awareness development and strong personality. Therefore, there are often obvious conflicts between individuals and groups, and improper integration between individuals and groups. Finally, the competitive environment in the growth process of contemporary college students has resulted in their strong competitive psychology. With the gradual opening of the era's attitude towards individualism, some individuals have gradually accepted the psychological preference and value orientation deviating from the mainstream at the psychological level. In the process of education, these psychological conditions and psychological growth of contemporary college students cannot be ignored. In view of the above psychological characteristics of college students in the process of education, the traditional offline classroom teaching has been unable to provide students with a teaching environment more suitable for their psychological state. We should adopt the way of integrating online teaching and offline teaching to provide students with a new teaching mode combining theory and experience. Under the new teaching mode, teaching is mainly based on experiential teaching and basic teaching, which helps students lay a good knowledge foundation, help students generate full interest in learning in experiential teaching, and help students form incentive psychology. Online teaching is more personalized teaching auxiliary means. Through students' free allocation of self-time and space to complete learning tasks, help students form a psychological sense of learning dominance, and then cultivate their psychological enthusiasm.

Objective: In order to improve the quality of contemporary teaching, this study analyzes the psychological state and personal psychological characteristics of middle school students in the process of education, reforms the old teaching mode, and designs more modern and personalized teaching methods to help students achieve better learning results.

Subjects and methods: This study provides college students with a combination of online and offline teaching methods by means of classroom experiments, and collects and analyzes data in the teaching process. In this process, the factor analysis method is used to analyze the impact of the reformed teaching methods on students and students' psychological experience.

Study design: The research selected sophomores under the mental health course of a university as the research object, and distributed the designed online teaching platform app in the form of two-dimensional code. In the teaching process, students can reflect their learning situation and psychological experience in the online teaching platform in real-time. The researchers took this as the experimental basis. The factor analysis method is used to analyze the correlation degree and influence degree between different factors.

Methods: The results obtained in this study will be generated through app background sorting, and further manual sorting and summary analysis will be carried out after export.

Results: The statistics of students' satisfaction with different modules in online and offline teaching mode are shown in Table 1.

Table 1 middle school students have the highest satisfaction with the interactive learning platform, accounting for 47% of the total, followed by the students of online Q & A courses, accounting for 43% of the total. The proportion of students dissatisfied with each module is relatively small, which is maintained at about 10%.

Table 1. Student satisfaction evaluation form

Degree of satisfaction	Perfect contentment (%)	Relatively satisfied (%)	Commonly (%)	Dissatisfied (%)
Online Q & A course	43	27	21	9
Offline experience course	38	35	16	11
Curriculum evaluation system	29	31	34	6
Interactive learning platform	47	24	19	10

Conclusions: The rapid development of the Internet and new media technology provides a new path for information-based teaching reform. The traditional teaching form of the offline classroom is no longer suitable for contemporary college students. The combination of online and offline is more suitable for students' daily learning, life and psychological state, and it is easier to form a student-centered teaching mode. Through the information-based teaching reform, we can effectively improve the comprehensive physical and mental quality of students and improve the teaching quality, so that students do not have to worry about many disadvantages of the big classroom. At the same time, it is also conducive for teachers to understand the learning status of students from all angles anytime and anywhere, grasp the teaching progress, and achieve the effect of coordination between teachers and students.

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THE INFLUENCE OF FARMERS' SOCIAL PSYCHOLOGICAL TRANSFORMATION FACING GREEN CONCEPT ON RURAL ECONOMIC DEVELOPMENT

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Background: As an important branch of psychology, social psychology mainly studies the psychological law of the interaction between individuals or groups in the social environment. Starting from the interaction between society and individual, social psychology emphasizes individual psychological phenomena and social psychological problems in specific social situations. Just because there are two thinking systems in social psychology, there have always been two directions in the research. One is the research direction with sociology as the main body, using psychological theory as the auxiliary of sociological research. The second is the research direction with psychology as the main body, and the research content is mainly the individual or group psychological phenomena in the social environment. With the popularization of the times, the two disciplines gradually become one, but with the development of psychology. In social psychology, the psychological theory of collective action can be divided into three orientations: instrumental rationality, social identity psychology and collective anger psychology. Instrumental rationality theory holds that each individual's participation in collective action is an opportunity to change the current situation of the group above the affordable cost. In the case of collective motivation and social motivation, the cost of participating in collective action matches the expected income. As a group motivation before collective action, social psychological identity theory believes that all individual self-evaluation can be divided into two kinds: one is personal identity psychology and the other is social identity psychology. Under the definition of group membership, this sense of identity can be transformed into the power of action. Another motivation for collective action is the group anger psychology, which often takes the deprivation of certain resources or unequal distribution as the main source. Therefore, from the perspective of social psychology, the psychological concept of rural residents as a collective action community on the social element of rural green ecological effect will have a certain impact on rural economic development. The attitude and psychological effect of rural residents towards the development of rural green economy are largely affected by collective action factors. Based on the specific social environment of rural ecological economic development, this study analyzes the impact of green ecological effect and concept on rural economic development from the psychological perspective of rural residents. Through the study of relevant factors, we can explore the relevance and find the action point, so as to provide assistance for rural economic development.

Objective: By analyzing the social psychology behind the collective actions of rural residents, this study explores whether the concept of green social psychology can promote farmers' actions, and further analyzes whether actions can affect the situation of rural economic development.