

Beijing is facing very big problems, which are embodied in the fact that the landscape protection and development of traditional villages cannot meet the needs, and the landscape image of traditional villages is facing a crisis. Different from ordinary cities, traditional villages are buildings that live in harmony with nature under the guidance of relevant theories and ideas in ancient China. The concept of West Beijing originated from Wanping County in Beijing, including Haidian, Fengtai, Fangshan, Shijingshan District, today's Mentougou District and other regions. Nowadays, Jingxi refers to Beijing. Broadly speaking, Jingxi refers to Fangshan, Fengtai, Mentougou, Shijingshan, Haidian and other districts. In a narrow sense, Jingxi refers to Mentougou District of Beijing. Traditional villages have different understandings for experts in different fields. At present, the academic circles have a relatively consistent view on the value of traditional villages, pointing out that they are cultural heritage including a variety of material and intangible forms, and they have important values in science and art, social economy, history and culture. The landscape elements of traditional villages include natural landscape elements and cultural landscape image elements. Natural landscape elements include plants, water bodies and mountains; Humanistic environment includes lifestyle, religious belief and customs. The physical environment includes landmarks, nodes, boundaries, areas and roads. From the perspective of social psychology, the competitiveness of the development of traditional villages in West Beijing is mainly reflected in the flexible road system, the village form adapted to local conditions, the core node of road series, and the changing skyline.

**Objective:** Analyze the impact of the development mode of traditional villages in West Beijing on residents' psychology under the background of social psychology and combined with big data technology, so as to inject new strength into the sustainable development of traditional villages in West Beijing.

**Research objects and methods:** The residents of traditional villages in West Beijing in two regions are selected as the research object. The development of traditional villages in West Beijing under the background of social psychology combined with big data technology analysis is evaluated by a learning vector quantitative cluster analysis algorithm. The number of residents in each region is 200. The evaluation contents include loneliness, interpersonal communication, gender discrimination and self-recognition. The evaluation index is good degree, and the consensus degree is set as five grades: very good, relatively good, good, generally good and not very good. The corresponding scores of the five grades are 0-2, 3-4, 5-6, 7-8 and 9-10. The research takes the average value of the evaluation results of the research object as the final result, so as to ensure the reliability and effectiveness of the results.

**Methods:** Through SASD data statistical analysis software, this paper analyzes the impact of the development of traditional villages in West Beijing on residents' mental health under the background of social psychology.

**Results:** Table 1 refers to the impact of the development model of traditional villages in West Beijing on the psychology of residents in the context of social psychology. It can be seen from Table 1 that the residents of traditional villages in West Beijing in the four regions have a high degree of well-being. Therefore, the development competitiveness of traditional villages in West Beijing needs to be combined with social psychology, which plays an important role in the sustainable development of the region.

**Table 1.** The influence of the development model of traditional villages in West Beijing on the residents' psychology of traditional villages in West Beijing under the background of social psychology

Psychological indicators	Very good	Quite good	Good	Generally good	Not very good
Lonely	43	47	47	32	31
Interpersonal communication	46	44	39	36	35
Gender discrimination	42	42	45	34	37
Self-recognition	42	43	44	35	36

**Conclusions:** Combined with the background of social psychology, the development competitiveness of traditional villages in West Beijing has a high degree of good, which plays an important role in the subsequent development and innovation of traditional villages in West Beijing.

\* \* \* \* \*

## ON THE VALUE ORIENTATION OF MARXISM AND E-COMMERCE DEVELOPMENT VIEW FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGICAL CATEGORY

Shuhua Wang

*Institute of Information Technology, Nanchang Vocational University, Nanchang 330500, China*

**Background:** Social psychology was first proposed by Irving psychologists. This discipline mainly analyzes the instincts, communication, reactions, habits and other behaviors of groups. As a new category of language marginalization, sociopsycholinguistics follows the guiding principle of human standard, and the research object is people and in society. The research content of social psychology is the behavior occurrence and change law and psychology of groups and individuals in social interaction. Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. Social psychology explores interpersonal relationships on the basis of social group level and individual level. Individual level includes the influence of school, living environment, family, partners, speech development, communication and individual socialization process on individuals. Social group level refers to culture, customs, racial prejudice, aggressive behavior, attitude, group communication structure, etc. The development process of social psychology can be divided into three stages: the germination of western social psychology, the determination of the discipline system of western social psychology, and the expansion of the research field of western social psychology. Based on the interaction between individual and society, social psychology analyzes the occurrence, development and change law of individual psychological activities under certain social living conditions. Social psychology not only attaches importance to the interaction between individual and society, but also attaches importance to the analysis of individual internal psychological factors and social situations. The research scope of social psychology involves applied psychology, group psychology, social communication psychology and behavior, individual social psychology and social behavior, including the application of social psychology, social influence, attitude and behavior, social individual, theory and method, etc.

Marxism and e-commerce development view need to make great changes under the background of social psychology, which are mainly reflected in the following aspects: the correct values under enterprise ethics, the value evaluation of economic development and government supervision. The correct values under enterprise ethics need to be maintained by enterprises, individuals and organizations. The ethical problems of enterprises are interest problems and identification of e-commerce ethical problems, which are embodied in the inability to guarantee the quality of goods, the proliferation of false information and information fraud, infringement of intellectual property rights, disclosure of personal information, logistics and distribution problems, immoral competition among peers, network crime problems, environmental problems, food safety, consumer fraud, etc. The value evaluation of economic development includes the leap-forward development of e-commerce economy to productivity, freedom and equality in e-commerce economy, fairness and efficiency in e-commerce economy. The supervision of government departments can promote the rapid development of e-commerce. Its responsibility is to increase infrastructure construction, including not only transportation infrastructure such as ports, railways and roads, but also network infrastructure such as mobile Internet. The government should strengthen supervision, especially increase the punishment for unethical competitive enterprises. Unify the construction and rules of e-commerce laws; Establish the guiding role of the government in the field of e-commerce.

**Objective:** This paper analyzes the role of the value direction of Marxism and e-commerce development concept on the social-psychological level of residents under the background of social psychology, and finds a new model for the development of e-commerce in the future.

**Research objects and methods:** The residents of two cities are selected as the research object. Through the improved Random Forest algorithm (RF), the effect of the value direction of Marxism and the e-commerce development concept on the social-psychological level of residents under the background of social psychology is studied. The number of people in each city is 200. The evaluation contents include loneliness, interpersonal communication, gender discrimination and self-recognition. The evaluation index is good degree. The consensus degree is set as five grades: very good, relatively good, good, generally good and not very good. The corresponding scores of the five grades are 0-2, 3-4, 5-6, 7-8 and 9-10. The average value of the evaluation results of all research objects is taken as the final result, so as to ensure the reliability and effectiveness of the results.

**Methods:** Through S-PLUS data statistical analysis software, this paper analyzes the role of the value orientation of Marxism and e-commerce development concept on the social-psychological level of residents.

**Results:** Table 1 refers to the effect of correct values on social-psychological level under enterprise ethics under Marxism and e-commerce development concept. It can be seen from Table 1 that the good degree of loneliness, interpersonal communication, gender discrimination and self-recognition is high. Therefore, Marxism and e-commerce development view need to be combined with social psychology, which plays an important role in the development of China's e-commerce neighborhood and the realization of globalization.

**Table 1.** The effect of correct values on social-psychological level under enterprise ethics under Marxism and e-commerce development view

Psychological factor	Very good	Quite good	Good	Generally good	Not very good
Lonely	43	46	48	32	31
Interpersonal communication	46	45	38	36	35
Sexual gender discrimination	47	43	46	30	34
Self-recognition	42	43	46	32	37
Psychological factor	41	45	43	34	37

**Conclusions:** The analysis of Marxism and e-commerce development concept has extremely important value for the improvement of residents' social psychological level, which plays an important role in the follow-up research on the development and innovation of e-commerce.

\* \* \* \* \*

## CONSTRUCTION AND EXPLORATION OF LEISURE PHYSICAL EDUCATION TEACHING MODEL BASED ON FLIPPED CLASSROOM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Zhonghua Li

*College of Physical Education, Chengdu University, Chengdu 610106, China*

**Background:** In recent years, educational psychology is closely related to psychiatry, medicine, sociology, anthropology, education and other fields. Educational psychology is a subject that studies the law and essence of students' psychological activities. Its goal is to cultivate a sound personality and health psychology. The main research content of educational psychology is the basic psychological laws of education and teaching in the context of education and teaching. It is based on psychology. The research involves teaching design, educational technology, special education and classroom management. Educational psychology can improve the level of teachers, improve the quality of education and teaching, and promote the reform of education and teaching. The characteristics of educational psychology include teachers' characteristics, students' characteristics and teaching methods. Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills under normal teaching conditions. The teaching subject of educational psychology theory is the workers engaged in education, and the purpose is to guide teachers to complete teaching work. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The application of educational psychology in school curriculum teaching has been widely valued by experts in the field of education. A large number of research reports show that the leisure physical education curriculum teaching based on flipped classroom integrating educational psychology has a good teaching effect, especially in the aspect of teaching quality.

The flipped classroom is a classic teaching mode of controlled learning in the current era of big data. This mode breaks through the traditional teaching mode and construction method, pays attention to the central position of learners, and allows learners to master the progress of learning according to their own needs. Flipped classroom needs to have the following characteristics. Students need to have high self-management ability, extracurricular autonomous learning ability, self-exploration ability in class and cooperation ability. Teachers need to change their ideas, not only to preach and get rid of doubts, but also to guide students to learn, individualize and guide students to form the habit of lifelong learning and all-round quality development. The significance of leisure sports course teaching combined with the flipped classroom is mainly as follows: leisure sports majors set up corresponding information technology courses to enable students to have corresponding information technology operation ability. Teachers have strong guidance ability and teamwork ability, and can easily deal with learning guidance, the construction of online teaching content and the application of learning resource platforms. The vast majority of leisure physical education courses are presented in the form of modularization, especially in terms of theoretical curriculum resources and sports skills. Under educational psychology, the teaching mode of leisure physical education combined with flipped classroom not only needs to innovate teaching technology and equipment, but also needs to update the theory and process in time. This model can be called the "three-two-one" leisure