

professional farmers' self-directed learning.

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## STUDY ON THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ASSISTED AGRICULTURAL PRODUCTION MANAGEMENT DECISION ON THE CHANGES OF FARMERS' BEHAVIOR AND PSYCHOLOGICAL ADAPTABILITY

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**Background:** In the process of China's reform and opening up and sustained and rapid economic growth, the behavior and psychology of farmers in China have undergone unprecedented changes. However, most of the theoretical circles only pay attention to and study the problems of farmers' burden and increasing farmers' income, lack of examining farmers from the perspective of behavior and psychology, and cannot deeply perspective and grasp the adaptive changes of farmers' behavior and psychology under the background of social transformation. For this reason, this paper makes an empirical investigation and systematic analysis on the adaptive changes of farmers' behavior and psychology, and makes a brand-new research and interpretation by using relevant economic theories. Its significance mainly lies in the following three aspects: first, strengthening the research on the adaptive changes of farmers' behavior and psychology will help to provide a theoretical basis for the scientific decision-making of the party and the government, improve the level of macroeconomic decision-making, improve the results of macro-control, and promote the coordinated development of urban and rural areas. Accelerate the pace of building a well-off society with Chinese characteristics in an all-round way. Historical experience and practical research tell us that in order to ensure the rapid, stable and sustainable development of the national economy, we must attach great importance to the research on residents' behavior and psychology, especially to accurately predict and analyze farmers' psychological tolerance, psychological expectations and behaviors, so as to enhance the correctness, sensitivity and effectiveness of decision-making. Second, the change of market supply and demand and the formation of the buyer's market have shifted the focus of enterprise competition to the competition for consumer groups. In order to survive and develop in the competition, enterprises must do everything possible to explore and occupy the market, especially the largest rural market in China. Strengthening the research on the adaptive changes of farmers' behavior and psychology will help enterprises adjust their strategies in time and enhance their market competitiveness according to the changes of farmers' production and lifestyle. Third, in the process of economic system reform, farmers are faced with all kinds of confusion and confusion, the impact of foreign culture, changes in lifestyle, and huge survival pressure, which make farmers have difficult to adapt to behavior and psychology. Therefore, strengthening the guidance and adjustment of farmers' behavior and psychology will help farmers improve their quality and adapt to the process of marketization. Intelligent production management is an important part of modern fruit tree industry to realize "high yield, high quality, high efficiency and ecology". At present, China's fruit industry is entering the strategic adjustment stage of rapid development, starting to transform from "quantity expansion" to "quality benefit" and from "resource dependence" to "science and technology dependence". Take high and new technology as a fundamental measure to solve the sustainable development of the fruit industry, and take the mechanization of orchard production, information management and intelligent monitoring as means to promote the development of China's fruit industry towards a standardized, large-scale and international modern fruit industry, promote the transformation of the traditional fruit industry into a modern fruit industry with "two highs and one excellence", and narrow the gap with developed countries, It has become an important task for the development of fruit science and technology in China.

**Objective:** In this study, a knowledge model-based crop root restricted cultivation assistant system and a fuzzy neural network-based crop disease intelligent diagnosis system were constructed to explore the impact of artificial intelligence assisted agricultural production management decision-making on farmers' behavior and psychological adaptability.

**Subjects and methods:** Taking 320 farmers in several rural areas of a province as the research object, this paper collected and carefully read the relevant materials about farmers' behavior, psychology and social changes, including papers, monographs, reports, online materials, etc. The self-designed farmers' behavior and psychological adaptability change evaluation scale and psychological well-being evaluation scale were used to evaluate farmers' psychology. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

**Results:** Table 1 shows the comparison of happiness scores of farmers before and after psychological changes. The total score of well-being and the scores of each factor after psychological change were significantly higher than those before psychological change ( $P < 0.05$ ).

**Conclusions:** Chinese farmers' economic behavior and psychology in consumption, adjustment of agricultural industrial structure, population production, cooperation and other aspects have changed arbitrarily in line with the requirements of the market economy, which has expanded the psychological space of contemporary farmers, improved their psychological quality, and accelerated the process of farmers' own modernization. However, only when farmers have completed the economic, social and psychological adaptation can they fully adapt to the market economy and complete the transformation from traditional culture the adaptive change from planned economy culture to market economy culture.

**Table 1.** The results of psychological well-being evaluation scale were compared between the two groups

	Score	Experience group	Control group	P
Affective index	Before teaching	5.21	5.29	>0.05
	After teaching	5.95	5.18	<0.05
Life satisfaction	Before teaching	4.92	5.02	>0.05
	After teaching	5.88	2.22	<0.05
Total score of happiness index	Before teaching	10.23	10.73	>0.05
	After teaching	12.36	10.75	<0.05

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## RESEARCH ON THE RULES OF EMPLOYEES' REPORTING ILLEGAL ACTS OF THE COMPANY UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology is a kind of thinking pattern formed by subjective and subtle evolution. Social psychology refers to the whole social psychological state that pervades the society and its groups in a specific period of time. It is the sum of the emotional tone, consensus and value orientation of the whole society. People's universal feeling and understanding of social phenomena is a form of social consciousness. It is manifested in people's general life emotions, attitudes, speeches and habits. Social psychology is spontaneous and disordered. It is a primary and intuitive reflection of social life. People's social psychology ultimately depends on the reality of social life, which is directly formed by the stimulation of various signs of real life and people's understanding and feelings. Social psychology contributes to a certain social atmosphere. Ideological system and social psychology are two categories of social consciousness in the field of historical materialism. The former is the advanced form of social consciousness, and the latter is the primary form of social consciousness. This primary form is the basic premise for the formation of ideological system. The company's internal reporting system is a part of the company's internal control system. Its essence is an act of information disclosure. The employees who find the company's internal illegal, illegal or abnormal behavior disclose this information to the company's internal personnel who can correct the behavior, so that the company can find and take the initiative to correct the illegal and illegal behavior. Employees who disclose information to the company are called "whistleblowers" in the West. Because the behavior of "whistleblowers" can promote the promotion of social public interests, and the essence of their behavior is information disclosure, which is also called public disclosure in the West. Internal reporting is