

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	<i>P</i>
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

only a part of a complete reporting process, because a legitimate employee reporting behavior includes not only reporting within the company, but also reporting to public authorities outside the company and even to the media and the Internet. The employees of the company are within the company and have the natural advantage of obtaining information about the company's violations of laws and regulations. If the legal system makes good use of this advantage, it will have great practical value. Reporting plays an important role in corporate governance. It can exist in the company as a representative of public interests and monitor the company's behavior to protect the interests of shareholders and the public.

Objective: There are hundreds of thousands of reporting provisions in China's legal documents. If we add the reporting and disclosure system similar to the reporting function, the number of legal provisions will increase by tens of thousands. However, these provisions do not seem to play their due role in corporate governance. Based on the theory of social psychology, this study studies the company's illegal behavior reporting rules, in order to explore the impact of the rules on employees' psychology, in order to provide some reference for the improvement of relevant systems in China.

Subjects and methods: In this study, 200 employees were investigated. The employees were divided into control group and observation group, with 100 cases in each group. The observation group applied the company's illegal behavior reporting rules for training, and the control group applied the traditional management model. After the experiment, the anxiety of the two groups of employees was evaluated. The self-designed enterprise employee anxiety evaluation scale was used to evaluate the psychological status of all subjects before and after the intervention. The enterprise employee anxiety evaluation scale included a total of 7 items, each with 0-3 points, and the total score was 21 points. The final score is 15-21 points for severe anxiety, 11-14 points for moderate anxiety, 8-10 points for mild anxiety, and 0-7 points for no anxiety. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: The scores of the two groups of enterprise employees' anxiety evaluation scale are compared, as shown in Table 1. There was significant difference between the two groups ($P < 0.05$). In the later intervention process, the scores of both groups decreased gradually ($P < 0.05$).

Table 1. Two groups of enterprise employees' anxiety evaluation scale scores

Overall effect		<i>F</i>	<i>P</i>
Enterprise employee anxiety rating scale	Intervention effect	3.513	0.082
	Time effect	21.405	<0.001
	Interaction effect	3.179	0.011

Conclusions: The company's internal reporting system is an important part of the company's internal control system. Its essence is an information disclosure behavior, which encourages the company's employees to supervise the company's behavior as the representative of the public, so as to effectively protect the interests of shareholders, prevent the company's business risks, and improve the effectiveness of the internal control system. Therefore, we should pay attention to the important role of employee reporting in the company's internal control system. The legislation on private sector reporting should focus on the company's internal employees, encourage the company to establish an internal reporting system, and increase the external incentives for whistleblowers. The results of this study showed that there were significant differences in the scores of the enterprise employee anxiety evaluation scale between the two groups as a whole ($P < 0.05$). In the later intervention process, the scores of both groups decreased gradually ($P < 0.05$).

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ANALYSIS ON THE IMPACT OF CROSS-BORDER E-COMMERCE LOGISTICS MODEL INNOVATION ON SOCIAL CONSUMPTION PSYCHOLOGY

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Background: Consumer psychology is an interdisciplinary and emerging discipline, including part of personality psychology and social psychology. The research object of consumer psychology is the