



Figure 1. DSMD social function score of the two groups

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## THE INFLUENCE OF THE STANDARDIZATION OF SOCIAL MORAL STANDARDS ON PUBLIC PSYCHOLOGY FROM THE PERSPECTIVE OF LEGAL ANTHROPOLOGY

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**Background:** Legal anthropology is an interdisciplinary subject between law and anthropology. In recent years, both legal philosophy, jurisprudence and other theoretical jurisprudence, as well as departmental law research, have shown a growing interest in legal anthropology. What is incompatible with this is that many people lack sufficient and accurate understanding of legal anthropology. From the perspective of mutual understanding between different cultures, legal anthropology mainly discusses the status and role of early human legal system in different civilized individuals, as well as the dynamic research of law. For traditional jurisprudence, legal anthropology not only shows a new academic vision, but also provides a set of unique and effective thinking approaches and research methods. The normative nature of social moral standards is opposite to the formal norms. Informal norms refer to those social norms that are formed spontaneously in the process of social evolution based on people's practice in social life or based on folk consultation. The operation of these norms does not depend on the national coercive force, but the voluntary compliance or reliance of the society on the coercive force from the folk. Although after decades of development and changes after the founding of the People's Republic of China, part of the content of informal norms gradually disappeared or retired, and even melted into the national law under the promotion of external forces, informal norms still exist. In the study of informal norms, their manifestations are generally taken as the standard, which can be roughly divided into four types: taboo, custom, convention, customary law and ethics. Norms have different sources and exist in different fields. They may be laws, customs or customs, so that different norms create different orders. Groups establish order according to their own norms, and there are various and different groups in the society, so the order is pluralistic. Due to the multiplicity of order, there are multiple and possibly overlapping orders whether from different levels of society or from the same level of society. Society is constructed by different orders. For a society, the legal order created by law is only one kind of order, and it can only be one of them. If all acts were regulated by law, people would not be able to survive in this world. Therefore, when discussing social order, we should not forget other sources of order, ignore the relationship between law and other norms, and presume that the national formal system can complete the construction of order. For the society, investigating the constitution of its normative system is the only way to understand the construction of its social order.

**Objective:** From the perspective of legal anthropology, formal norms, informal norms and quasi formal norms constitute the social norm system. These pluralistic norms have different properties and have different effects on the construction of social order. Social order is the result of the joint action of these multiple norms. Therefore, whether the formal norms, informal norms and quasi formal norms in the social norm system can cooperate and interact with each other is very important for the construction of a good

social order.

**Subjects and methods:** 100 students in a university were selected as the research objects, and all students were given normative education on social moral standards from the perspective of legal anthropology. The experiment lasted for 2 months. Before and after teaching, the students were evaluated with the Index of Well-Being (IWB), which was mainly used to investigate the psychological status of happiness experienced by students before and after teaching.

The IWB scale is divided into two parts: the overall emotion index scale and the life satisfaction questionnaire. Among them, the total emotion index scale analyzes the emotional connotation from multiple perspectives, with a total of 8 items. There is only one item in the life satisfaction questionnaire, which is the score of intention satisfaction. All items of the IWB scale adopt the 7-level scoring method. The weight of the emotion index is 1, and the score is 1-7. The higher the score, the more hopeful it is. otherwise, the more hopeless it is.

**Results:** After teaching, the scores of IWB scale of the tested students were significantly higher than those before teaching ( $P < 0.05$ ). See Table 1.

**Table 1.** Comparison of total IWB scores before and after teaching

	Total score of happiness index
Before teaching	10.12±2.07
After teaching	12.35±1.92

**Conclusions:** The investigation of the current social norm system helps us to find out which norms exist in the society in addition to the national laws, and to understand the main norm resources and forces to achieve social order. After teaching, the scores of IWB scale of the tested students were significantly higher than those before teaching ( $P < 0.05$ ). It shows that the normative education of social moral standards from the perspective of legal anthropology has higher effect and application value than conventional teaching.

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## THE POSITIVE INFLUENCE OF MARX'S SOCIAL CONSCIOUSNESS THEORY ON THE IMPROVEMENT OF STUDENTS' SOCIAL CHARACTER FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Moral quality is the integration of moral behavior, moral will, moral emotion, moral cognition and other psychological components. The shaping of students' personality and the cultivation of moral quality by educational psychology are conducive to the improvement of students' quality and attitude. The cultivation of students' attitude includes three levels: cognition, emotion and behavior tendency. Attitude level refers to an individual's subjective evaluation of the existence of people, things, things and other objects. Emotional level refers to emotion and cognitive level after emotion. It is a key part of personal attitudes. The American Psychological Association believes that different attitudes lead to different emotions, such as intensity, indifference, irrationality and rationality. Behavior tendency refers to the behavior purpose of people to people, things and things, which can be regarded as the preparation stage of attitude. Moral quality is an important part of human nature. It has the meaning of moral evaluation. Morality is the research content of sociology and ethics, which can be understood as a social phenomenon. Moral quality is the research content of pedagogy and psychology, which can be understood as a psychological phenomenon.

The theoretical basis for the improvement of students' personality is Marxist human theory. The interaction principle of social existence and social consciousness in Marxist thought provides theoretical guidance for us to grasp the law of students' personality shaping. At the same time, the Marxist theory of man's all-around development has determined the direction for the shaping of personality. In addition, the Marxist theory of human subjectivity facilitates our understanding of the essential attributes of the object of personality training, and thus enhances the effectiveness of personality shaping. Based on this, the Marxist social consciousness theory has the following plans for shaping students' personality. First, under the guidance of the scientific concept of development, shaping college students' ideal personality. Second, take the construction of campus culture as the carrier to shape the sound personality of college students. Thirdly,