

enthusiasm and professional recognition, evaluates the changes of various indicators of teachers under the intervention of the new scheme, and analyzes the changes of teachers' work performance, as shown in Table 1. Table 1 shows that the enthusiasm, professional recognition and work performance of all teachers before and after the intervention increased from 3.73, 3.92 and 4.01 points to 7.24, 7.68 and 7.91 points respectively after the intervention. The data difference before and after the intervention was statistically significant.

**Table 1.** Changes of teachers' professional identity psychology and job performance before and after the intervention of promotion program

Index	Enthusiasm	Professional recognition	Job performance
Before intervention	3.73	3.92	4.01
After intervention	7.24	7.68	7.91
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** The changes of students' psychological activities in college teaching can reflect the quality of curriculum teaching, and the psychological changes of teachers will directly affect the quality of curriculum teaching. Therefore, it is of great significance to explore teachers' psychology in the process of teaching. This paper studies and analyzes the current situation of teachers' identity psychology in college teaching, and reflects the impact of identity psychology on teaching quality through job performance evaluation. The results show that teachers' identity psychology can improve teachers' job performance, and teachers' identity psychology can significantly affect their negative emotions such as anxiety, which has a significant impact on curriculum development. Therefore, in college teaching, colleges and universities need to formulate professional identity psychological training strategies starting from teachers' psychology, so as to promote the development of colleges and universities.

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## PSYCHOLOGICAL CAUSES AND IMPROVEMENT MEASURES OF SPORTS INJURY IN SPORTS

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**Background:** With the gradual emphasis on sports in China and the continuous emphasis of national leaders on promoting the coordinated and healthy development of teenagers, colleges and universities have also strengthened physical training. It is undeniable that in college sports, due to the differences in physical fitness between different students, some students will have sports injury more or less in the same sports training environment. The emergence of sports injury is the discomfort of students' body in sports, which leads to the injury of muscles and bones. From the existing research, it can be found that most sports injuries are caused by collisions and accidents caused by athletes' uncoordinated body in the process of sports. At the same time, it is not only in the degree of sports training, but also in the physical and mental ability of athletes. In recent years, with the renewal of training facilities and equipment, the incidence of athletes' sports injury has been significantly reduced, and most college sports teachers also have a certain psychological counseling ability. However, it is undeniable that sports injury under high-intensity training is inevitable, and there are still a large number of sports injury events.

In sports, athletes will have great differences in psychological changes. Generally speaking, in sports, athletes' psychological emotions include timidity, inferiority, self cognition and social psychology. Psychology believes that timidity will lead to individuals' lack of adventure spirit, unwilling to participate in high-load sports training, poor athletes' sports skills, and then lead to sports injury in sports. Previous studies also believe that inferiority complex will lead to negative hints in sports training, lack of self-confidence in sports training, psychological obstacles and sports injury. At the same time, some studies believe that athletes' self-cognitive psychology and social psychology are important psychological qualities necessary in sports. When athletes lack self cognition and social psychology, they will not be able to have a deep understanding of the current sports in sports. And some studies believe that self cognitive bias will lead to serious individual self psychology, lack of social ability, communication barriers in sports, and then form psychological and behavioral confrontation, leading to sports injuries in sports. Therefore, in order to

reduce the frequency of sports injury in sports, the research starts with the analysis of athletes' psychological factors, discusses the psychological causes of sports injury, and finally puts forward improvement measures.

**Objective:** To understand the current situation of sports training in colleges and universities, count the current situation of sports injury in sports training, analyze the changes of athletes' psychological emotion in sports, and put forward the influence of athletes' psychological emotion on sports injury.

**Subjects and methods:** Taking a university as an example, 200 students participating in sports were randomly selected to count the sports injuries of all students in sports. At the same time, the self-made psychological emotion survey scale was used to understand the changes of students' psychological mood in sports. This paper puts forward the sports training scheme based on students' psychological factors, applies the new sports scheme to students' sports training, and analyzes the students' sports injury and their psychological and emotional changes under the scheme. SPSS23.0 to statistically analyze the students' Sports loss change data and psychological and emotional scores, and the difference is statistically significant ( $P < 0.05$ ).

**Results:** The differences in the frequency of sports injuries and the changes of timidity, inferiority, self cognition and social psychology of all students before and after the implementation of the new sports program are shown in Table 1. The evaluation of psychological emotion adopts 0-10 points to indicate poor (serious) to very good (slight).

**Table 1.** Sports injury and psychological changes of students before and after intervention

Index	Frequency of sports injury	Timidity	Inferiority complex	Self-cognitive psychology	Social psychology
Before intervention	17.5 person / day	2.7	2.6	2.8	3.0
After intervention	7.2 person / day	7.2	7.5	7.8	7.1
<i>P</i>	< 0.05	<0.05	<0.05	<0.05	<0.05

**Conclusions:** College sports is the basic teaching content to improve students' physical and mental quality, but students' sports injury in sports does great harm to students. It is of great significance to analyze the influencing factors of students' sports injury and put forward solutions. This paper analyzes the psychological causes of sports injury in sports, and puts forward a new sports plan to reduce the frequency of sports injury from the relief of students' psychological emotion. The results show that the frequency of sports injuries of students under the new scheme has been significantly reduced, and students' psychological mood has also been significantly improved. Therefore, in order to improve the quality of sports training in colleges and universities and reduce the incidence of sports injuries, it is necessary to adjust students' psychological emotions, improve students' own negative emotions and enhance students' enthusiasm to participate in sports.

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## THE COLLECTIVE CONSCIOUSNESS GUIDANCE AND BEHAVIOR DEVIATION IMPROVEMENT MECHANISM OF THE NEW RURAL TOURISM DEVELOPMENT MODEL FOR THE MAIN BODY OF AGRICULTURAL MATERIALS MANAGEMENT

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**Background:** Social development is a collective behavior. In social development, there are two important psychological factors: collective consciousness and behavior deviation. In psychological research, it is considered that collective consciousness is the unified consciousness produced by the interaction and