clarifies and demonstrates the guiding, strategic and macro nature of the conceptual system. The practical system of Ideological and political education in Colleges and universities is a specific practical deployment based on the conceptual system, which is a dynamic process. Through the concept system, clarify the direction, ideas, key tasks and main measures of Ideological and political education in Colleges and universities, and effectively improve the effectiveness of the ideological and political education system in Colleges and universities by formulating the objectives, tasks, policies and measures of the practice system. Cultivate the pillars of the country in the new era with patriotism, noble moral sentiment and correct values.

Acknowledgements: Supported by National social science foundation (Grant No.20VSZ029).

ANALYSIS ON MARKET SENTIMENT REGULATION OF DYNAMIC EVOLUTION MECHANISM OF SMART AGRICULTURAL BUSINESS MODEL — TAKING JINDONG FARM AS AN EXAMPLE

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Background: There are many studies on business model innovation and evolution in academia, but there are few studies on the specific process of business model evolution and relevant elements of business model innovation under a specific background. It is not clear how to realize the development mechanism of digital agriculture, especially in the context of intelligent agriculture. Combined with the existing literature, this paper believes that the evolution of business model begins with external and internal driving forces, and is divided into different stages according to the changes of the constituent elements of the existing business model. On this basis, the evolution mechanism of smart agriculture business model and its impact on customer emotion regulation are discussed.

Research Objects and Methods: Using the method of case study, this paper analyzes the market psychology in the development of “Jingdong farm” intelligent agricultural business model. The study found that its development has experienced three stages: preliminary exploration, brand construction and farm construction. This paper makes a psychological analysis from four aspects: value proposition, value creation, value creation and value creation. The value transfer and value acquisition in each stage are carried out in turn. In order to verify the impact of the algorithm on customer emotion, this study uses the self-efficacy scale and the abbreviated teacher self-efficacy scale compiled by Tschannen, Moran and Hoy. The scale has 12 items, including three dimensions: teaching strategy efficiency, student incentive efficiency and class management efficiency. Using Likert's 5-point evaluation method, it gives 1-5 points respectively from “completely unable” to “fully able”. The coefficients of each dimension of the original scale were 0.86, 0.81 and 0.86 respectively. In this study, the only coefficients of the three dimensions are 0.84, 0.83 and 0.81 respectively.

Results: The results show that: first, the value proposition of smart agriculture has changed from bilateral to multilateral, aiming to integrate multilateral resources and provide consumers with better products and services; Second, take “Circulation” as the center and expand to the whole industry chain management mode centered on “production”, “circulation” and “sales”; Third, intelligent agriculture breaks through the original value boundary and realizes value appreciation by improving agricultural production efficiency and consumers’ ability to meet their own value.

Conclusion: Most of the existing studies solve the production problems of agricultural industry from the perspective of digital technology, and pay less attention to the evolution mechanism of agricultural industry business model. Any technological innovation will inevitably lead to the change of its business model. For example, the birth of Internet technology has changed the traditional business model. The evolution of business model is not a one-time process, but a gradual process of constantly adjusting its own business logic. Therefore, combined with the business model theory, this paper discusses the mechanism of the evolution from traditional agriculture to intelligent agriculture. In view of this, this paper attempts to take Jingdong farm as a typical case, take its development process as a clue, answer the dynamic evolution mechanism of smart agriculture, and then put forward the overall framework of the transformation and upgrading from traditional agriculture to smart agriculture.

Acknowledgement: This study was supported by Science and Technology Research Project of Hubei Provincial Department of Education (Q20191311); Philosophy and Social Science Youth Project of Hubei Provincial Department of Education (20Q033); 2020 Open Project of Yangtze River Economic Belt Development Research Institute (Cjjy-202006); Jingzhou Science and Technology Plan Project (2020CB21-32).

RESEARCH ON SPOC ONLINE COURSE QUALITY EVALUATION BASED ON LEARNERS’ EMOTIONAL BEHAVIOR CHANGES

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Background: Covid-19, which spread all over the world in 2019, disrupted the normal teaching activities of colleges and universities. All teachers and students have not stopped teaching or learning through online courses. Improving the quality of online education is an important issue that cannot be ignored in the development of education, especially in the situation of epidemic. SPOC online course quality has attracted more and more educators’ attention. Foreign related research is relatively mature. However, China’s evaluation methods are still developing, depending on different platforms. The current evaluation lacks relevant specific curriculum evaluation basis. In order to study the view of learners based on learners’ psychological experience, it is necessary to establish an online course quality evaluation model based on SPOC. At the same time, the research on the changes of their emotional behavior is also of great significance.

Research Objects and Methods: Firstly, this paper expounds the concept of learners’ psychological experience, analyzes the influencing factors of SPOC online course evaluation from the perspective of learners’ psychological experience, and discusses learners’ views, including course content quality, course support quality, course evaluation quality, course evaluation standard, course evaluation standard, course interaction quality and course effect quality. A total of 18 secondary indicators are selected. Then unify the evaluation index unit, calculate the index weight of each index, analyze its relative contribution, establish the contribution judgment matrix, test the consistency, and calculate the influence