

Subjects and methods: It is found that the employees who receive positive psychological cues will be more positive and active in their work performance, and their own abilities will be improved. Thus, in the enterprise human resources management process needs to pay attention to the use of social psychology, especially positive psychology. Positive psychology plays a vital role in the development and management of human resources. Based on the four factors of positive psychology, this paper mainly from the positive psychology of work emotion, personality characteristics, health state, work experience four aspects of research. Six large, medium and small enterprises in the city were chosen as the subjects of the study, and questionnaires were distributed to their employees to calculate their work efficiency and impact on enterprise development under different positive mental states.

Study design: A total of 500 employees from six companies were asked to complete the questionnaire at one time. The time for each person to complete the questionnaire was about 15 to 20 minutes. A total of 500 issued, 490 recovered, the number of effective copies of 479.

Methods: Using Excel to Count the Employee's Development in Different Positive Mental State

Results: Employees in different positive attitude will enhance the overall development of the company's capacity. In terms of human resources management, the more positive psychological construction of employees, the greater the effectiveness. Employees' positive work mood, experience, personal health and personality all play a decisive role in the development of the enterprise.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 500 employees shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

Table 1. Influence of Different Positive Psychology of Employees on Enterprise Development.

Factor	Work Enthusiasm	Personality Trait	Health State	Work Experience
Large Enterprises	4	4	3	3
Medium-sized Enterprise	4	3	3	4
Small Enterprise	4	3	3	4

Conclusions: In the process of industrialization to modernization, the role of people is more and more important, so how to know a person, how to maximize the ability of a person, managers should constantly think. People-centered and application-oriented social psychology research provides extensive and scientific theoretical support for managers to realize the optimal management of employees. Therefore, managers should be fully aware of the importance of social psychology for human resources management, and continue to choose the appropriate social psychology results to maintain and innovate.

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PSYCHOLOGICAL INCENTIVE METHOD OF IMPROVING EMPLOYEE MOTIVATION UNDER THE BACKGROUND OF MODERN ENTERPRISE MANAGEMENT

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Background: Along with the development of the social economies, the environment of market economic enterprise structure constantly adjusts and changes, contemporary society. Human resources have become an important subject of enterprise development, the innovation of information technology and change is at an unprecedented rate changing the structure of the organization, the competition between the enterprises in the final analysis is the talent competition. In the process of development, the enterprise is always committed to motivating the maximum potential of employees and realizing the reasonable allocation of resources in all aspects of enterprise operation and management. To give full play to the role of employees

in the process of organization operation, it is necessary to implement the assistance of positive psychological incentive policies and methods under the people-oriented management concept, so as to realize the reasonable allocation of talents and ultimately improve the operation efficiency of enterprises. In the process of employees' work, the positive psychological incentive method can fully stimulate the potential of employees, make them take the initiative to undertake work responsibility, and realize the pursuit of the value of a happy life.

Objective: In modern enterprise management, the most common indicator to measure the development level of an enterprise is whether the enterprise is full of vitality and whether the employees in the enterprise are in a state of constant development. The development of an enterprise cannot be separated from the platform of market economy, and the establishment of a harmonious modern enterprise must realize the vitality of enterprise operation and the driving force of continuous development, and maintain the core competitiveness of the company. That is to say, the positive psychological incentive policy is an essential link in the process of enterprise development. Enterprises must adhere to the use of positive psychological incentive method to promote corporate system innovation, eliminate all possible obstacles to the benign operation and development of enterprises and bottlenecks. Eliminate the enterprise management obstacles that may restrain employees' creativity and enthusiasm, strive to establish and perfect the positive psychological incentive system suitable for the development of the enterprise, and create a harmonious and positive atmosphere in the enterprise management.

Subjects and methods: In the process of working in the enterprise, the performance of the employees with positive emotions is 88 percent higher than that of the employees with negative emotions. It can be seen that the positive psychological state of employees plays a positive role in improving the production efficiency of enterprises and helping enterprises to organize production with better performance. Based on the three factors of positive psychological incentive method, this paper mainly discusses three aspects of positive emotional experience, positive personality and construction of a positive working environment. Three large, medium and small enterprises in this city were selected as the research objects. Questionnaires were sent to their employees to analyze the influence of different factors on their positive psychology.

Study design: The questionnaire was distributed to 300 employees, and 100 employees of the three companies were selected for the test. The questionnaire was required to be completed at one time, and it took about 10-20min for each person to fill in the questionnaire. A total of 300 copies were issued and 289 copies were recovered, leaving 284 copies valid.

Methods: Excel was used to analyze the influence of different factors on the positive psychology of employees.

Results: The positive emotional experience of employees is not only about what to do and how much money to earn, but also about the realization of self-worth and the sense of happiness gained from work. Each employee has his own understanding of the position of work. They associate work with social value. Once they feel the bottleneck of promotion subjectively, they will have negative emotions, which has the greatest impact on the psychological state of employees. However, in the aspects of personality construction and working environment, it has little influence on the positive psychology of enterprise employees.

The survey results use a scale of 0-4 quantitative value of the influence of specific factors, five grade 0, 1, slightly 2 said influence, 3 say, obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take each company's 100 employees take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The influence of different factors on positive psychology of employees.

Factors	Emotional Experience	Personality Construct	Work Environment
A Enterprise	4	3	3
B Enterprise	4	3	2
C Enterprise	4	2	3

Conclusions: To sum up, the positive psychological incentive method advocates enterprise managers to take employees as the management center and make employees gain positive emotional experience from work by affirming them and cultivating their positive psychological qualities. Enterprise positive psychological incentive method is the current market economy. Enterprise management has attracted attention because of a kind of management method, both intrinsic motivation and extrinsic motivation. Its starting point and the foothold is to motivate employees, improve their work performance, cultivate the ability to work, improve enterprise's core competitiveness. Therefore, in the process of developing positive psychological incentive policies, enterprises should not only balance the forms of expression, but also

consider the rationality and comprehensiveness of incentives, so as to ensure the fairness and openness of incentives. Only in this way can the continuity and effectiveness of incentives be maintained. Finally, through the implementation of the positive psychology incentive method, we realize the innovation of enterprise management features, improve the organization of the process flow, increase the profit of the enterprise management, broaden the employee career development space, improve staff work enthusiasm and initiative, strengthen employee self management ability, enhance employee contribution to the enterprise, eventually make the enterprise gain greater success.

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AUDIENCE PSYCHOLOGY AND MEDIA GUIDANCE IN SOCIAL MEDIA ENVIRONMENT

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Background: With the vigorous development of social media, online news communication is showing a new development trend. And the audience of online news communication is also changing, there is a new trend. Macroscopically, news communication may have a positive or negative impact on audience psychology. The nature of social problems, the cognitive level of the audience and the speech atmosphere in the environment of public opinion will affect the audience's understanding of social problems. When the audience is facing social problems, they often form two kinds of psychological reactions: one is driven by the homeopathy, that is, the desire to understand the society, and the hope that the media can give full play to its role of monitoring the environment; the other is an adverse repulsive reaction, namely, the exposure and analysis of the "problem" of the news media, the formation of reverse psychology, the worry about the social situation, and the doubt about the government's ability to solve social problems. Although the audience's media literacy is improving day by day, their ability to identify and evaluate problems is gradually increasing, it should be admitted that it is difficult for the audience's ideology to present a consistent structure, which contains emotional involvement and irrational elements. Therefore, the media should have a clear understanding of the social dilemma, adjust the appropriate posture to guide social psychology, and build a platform for social culture and social cognition.

Subjects and methods: This study selects a number of institutions of higher learning and social enterprises, aged between 20 and 60 years old, involving management, economics, agriculture, language, journalism, education, administration, sociology, medicine, computer, architecture and other professional or enterprise technology directions. Totally 600 questionnaires were sent out, 587 were collected. Excluding the unqualified ones, 552 were valid, with a response rate of 97.8% and an effective rate of 92%. Collect and sort out the questionnaires and establish database. After all the questionnaires are collected, the unqualified questionnaires, the incomplete questionnaires and the two unqualified questionnaires with the same answers are eliminated, and the original questionnaires can be found at any time. Then, the contents of the questionnaires are coded and the database is established by SPSS15.0 statistical software package. The reliability and validity of the questionnaire were tested. After verifying all the data in the database, factor analysis and correlation analysis were carried out to test the reliability and validity of the questionnaire. Carries on each statistical analysis separately to the investigation result, and carries on the explanation.

Results: Based on the questionnaire survey, most of the participants indicated that there were problems in news communication that affected the psychological acceptance of the audience (Figure 1) when there were problems in news communication.

Reporting structure imbalance Reported Structural Unbalance.

(1) In the early news reports, there were such biases as paying too much attention to the achievements and neglecting the "problems", believing that exposing the problems was tantamount to exposing the "dark side" of the society, and was tantamount to denying the good situation, causing the public to have an incomplete understanding of the society and not paying enough attention to the existing problems. But through the research, it is found that the current situation of news communication is still insufficient in the total amount of public opinions, the attention to the "problems" is insufficient, the attention of the society is insufficient, and the proportion of reports reflecting the "problems" and "situations" is relatively large.

(2) Inadequate understanding of social problems and lack of early-warning ability

Social problems are the result of the imbalance of social relations, the result of the gradual weakening, alienation and anomie of social control, as well as the result of the long-term accumulation of negative energy. But sometimes it is difficult for the media to understand "in place", or even understand the