will be optimized accordingly.

Subjects and methods: From the perspective of educational psychology, we should innovate the teaching mode, that is, we should change the teaching idea of educators under the existing objective environment, change the teaching goal from correcting students' behavior deviation to guiding students' positive psychological quality, change the focus of attention from a few problem students to all students, change the teaching method from full classroom teaching to experiential teaching, and combine and supplement the three classes from the main channel of class to the first class theory teaching, practical teaching group tutoring and psychological activities carried out by association, so as to cultivate international talents, accelerate the development of southwest China, and optimize the resource allocation and overall structure of Sino-foreign cooperation and exchange in higher education. Through the questionnaire, statistical analysis of the significance of the development of southwest area and ASEAN higher education exchange and cooperation under the perspective of educational psychology.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 25 classes of students to carry out a questionnaire survey, a total of 500, 479 recovered, the number of effective 462.

This paper makes use of the double influence of the development of southwest area and ASEAN higher education exchange and cooperation under the perspective of Excel statistical educational psychology.

Results: Through the analysis of the application of educational psychology, it strengthens the cooperation of higher education between Southwest China and ASEAN countries, promotes the development of Southwest China, and lays a foundation for exporting more compound talents, which is of far-reaching significance for promoting the cultural exchange and economic development between the two countries.

In this survey, the influence values of specific factors are 0-4, which are irrelevant, 1 is slightly influential, 2 is ordinary, 3 is obvious, and 4 is sufficient. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 500 college students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Impact of educational psychology on development of southwest region and Asian higher education exchange and cooperation

Factor	Volition	Exertion property	Exertion property
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

Conclusions: In today's world, cultural pluralism is becoming more and more obvious, and different cultures are constantly confronting and colliding. Only by understanding and tolerating these pluralistic cultures can we truly realize the great fusion of world cultures in the perspective of international understanding. At present, cultural exchanges and cooperation between China and ASEAN in the field of higher education have made great progress, but it is necessary to further broaden and deepen cultural exchanges and cooperation between China and ASEAN in the field of higher education in order to truly realize the mutual understanding between China and ASEAN and to establish a China-ASEAN family featuring good-neighborliness, mutual trust, friendship, dialogue and consultation. Based on educational psychology, strengthening the cooperation of higher education between Southwest China and ASEAN countries is conducive to exporting more compound talents for the development of Southwest China, and is of far-reaching significance for promoting the cultural exchange and economic development between the two countries.

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DIVERSIFICATION OF ENGLISH TRANSLATION CRITERIA FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

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Background: Humanistic psychology is relative to the study of psychology by means of statistics. More attention to human subjectivity is not objectivity. Humanistic psychology has subjective color. The shift in psychoanalysis, for example, is the problem of the relationship between the analyst and the analyst, the problem between the two subjects. Psychoanalytic theory is an idea of unconscious existence or a method of investigation or a method of treatment. It belongs to the typical humanistic psychology. Humanistic psychology includes psychoanalysis. The history of psychoanalysis dates back to the late 19th century, from Freud's discovery of the unconscious, to his understanding of dreams and symptoms, to the development of psychodynamics. With the increasingly close global economic ties, English translation plays a more and more significant role in the world economic exchanges. The study of translation process is an important part of translation studies, which focuses on the translation behavior and the rules of translation process. At present, the study of translation process is mainly carried out from the perspective of linguistics, aiming at translation behavior. However, language is only the cloak of thinking, and behavior is also under the control of psychological activities. It is difficult to reveal the law of translation process if we only focus on the study of language and translation behavior. To truly understand the law of translation behavior and translation process, it is necessary to break through the psychological factors that dominate these activities. Therefore, English translation needs a pluralistic standard, through which English can be divided reasonably and the characteristics and functions of English can be embodied. The research from the perspective of humanistic psychology will provide a unique way to solve the problems in the process of pluralization of translation criteria. In view of the special influence of cultural background on translation, this paper makes a study of English translation strategies under the guidance of humanistic psychology theory.

Objective: Since the formation of thanatology as a discipline, people have not only defined the process of translation itself from a theoretical point of view, but also studied the nature and steps of the process itself and the psychological laws of the translator, which has produced rich achievements and formed a variety of theoretical systems. In order to grasp people's psychology, make sure that the language is concise, vivid and attractive, make people understand the content of the text directly and arouse readers' interest when they watch it. The translation of headlines needs to be appropriately worded to ensure that it meets the aesthetic standards of the majority and catches their attention. When applying humanistic psychology to English translation, we need to be creative and creative in translating headlines into short sentences so as to make them have distinctive linguistic features.

Subjects and methods: From the perspective of humanistic psychology, we should innovate the translation model, that is, to change the translator's translation ideas and methods under the existing objective translation environment. Thus, the translated language is easy to understand, vivid and attractive, and at the same time, the readers can grasp the central idea of the text and arouse their interest in reading. Based on the questionnaire, this paper analyzes the significance of the study of the diversity of English translation criteria from the perspective of humanistic psychology.

Study design: A survey was conducted among 600 English majors. Random sampling of 20 universities, each grade random sampling of 20 students, a total of 30 classes of students to carry out a questionnaire survey, a total of 600 questionnaires, 583 questionnaires received back, the number of effective copies is 576. Among them, 7 questionnaires were considered invalid if they were not answered 50%.

Methods of statistical analysis: The purpose of this paper is to make a statistical study of the significance of the diversification of English translation standards from the perspective of humanistic psychology.

Results: The application of humanistic psychology plays an important role in the diversification of English translation standards. Through the analysis of the application of humanistic psychology, college students' achievements in English translation tend to rise and their interest in English translation is enhanced.

Table 1. Significance of the application of humanistic psychology in English translation

Factor	Volition	Exertion property	Persistence
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation results of 600 college English majors are rounded off by means of rounding off the average number of the evaluation results, which is obtained by means of: 0 indicates nothing, 1 indicates slight effect, 2 indicates general effect, 3 indicates obvious effect, and 4 indicates outstanding effect.

Conclusions: With the continuous development of global economic integration, international business

activities are more frequent, and the demand for English translation is increasing day by day. In practical English translation, the translator should follow the pluralistic criteria of English translation, fully consider the cultural differences, and translate reasonably, so as to provide a good guarantee for business activities. Based on the analysis and study of the pluralistic standards of English translation in the field of humanistic psychology, this paper fully understands the characteristics of different types of business texts, and then determines different translation principles and strategies according to the functional types, stylistic features and language styles of each text, so as to take appropriate and effective translation methods to better realize the expected functions of the translated text, analyze the pluralistic standards of English translation, and investigate college students' views and suggestions on the pluralistic application of humanistic psychology in English translation standards, so as to effectively improve the level of English translation.

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COLLEGE COMPUTER TEACHING STRATEGIES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is a psychological concept pioneered by the American psychologist Martin Seligman et al., and has led to a wave of research into positive psychology. Positive psychology is based on humanistic psychology, which mainly studies the latent positive qualities of human beings and the effective methods of stimulation. By stimulating the positive factors of individuals, we can release the vitality of individuals and make them obtain happiness. Positive psychology, as its name implies, is the study of psychology from a positive point of view. Applying this idea to the reform of computer teaching in colleges and universities can not only provide impetus for the reform, but also fully mobilize the enthusiasm of students for computer learning and promote the effective development of students' comprehensive quality while satisfying the quality of computer teaching in colleges and universities. Positive psychology emphasizes the excavation of students' inner potential, stimulates students' initiative in learning, and has important guiding significance for improving the computer teaching situation. Therefore, in the actual teaching process, the computer teachers should realize the drawbacks of the current computer teaching process, and actively promote effective teaching reform strategies. Based on the perspective of positive psychology, this paper studies the strategies of computer teaching reform in colleges and universities. Positive psychological studies have shown that people with positive attitudes have better social morals and better social adaptability than the general population. With the adjustment of national economic structure, the acceleration of industrial upgrading and the implementation of innovation-driven development strategy, the reform in the field of teaching in colleges and universities has gradually entered the "deep water zone". It is essential to establish a stable and efficient contingent of teachers to meet the needs of reform and development, to stimulate teachers' positive mentality and to enhance teachers' professional psychological quality. It is of great practical significance to explore the influencing factors of teachers' teaching efficacy and put forward some strategies for improving teaching quality in colleges and universities.

In recent years, the state has paid more and more attention to the reform of higher vocational education, and has given detailed guidance to the reform and development of higher education. Positive psychology is to study the students' psychological factors in the process of computer learning from the angle of educational psychology, and to improve the efficiency and effect of computer learning by looking for the methods to stimulate the positive factors. At present, the research results of positive psychology have been attached importance to the reform of computer teaching in colleges and universities, and some research results have been applied to actual teaching activities. However, from the actual implementation of the teaching reform, it is difficult to make substantive changes in a short time because of the deep- rooted traditional teaching ideas and methods. Therefore, it is necessary to study a set of better strategies to apply positive psychology to the computer teaching in colleges and universities, and popularize it.

Objective: Computer teaching plays an important role in college teaching. Therefore, in the process of carrying out computer teaching reform, teachers should design more scientific and reasonable teaching mode for college students according to their physical and mental development characteristics and computer basic ability, so as to let students really fall in love with computers from the bottom of their hearts and improve their computer scores.

Subjects and methods: From the perspective of positive psychology, it arouses the interest of college