

Methods of statistical analysis: Using Excel statistics tourism shopping psychology and tourism commodity development research between the influence degree.

Results: With the psychological analysis of tourist shopping, find out the direct reasons that affect the shopping, point to adjust and improve the tourist goods, to increase the proportion of tourist shopping in the tourist consumption, and recommend the development of tourist shopping.

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 relatively large error caused by individual subjective evaluation, the evaluation value of 500 consumers shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

Table 1. Influence degree between tourism shopping psychology and tourism commodity development

Factor	Commodity Features and Innovations	Commodity practicability	Commodity quality	Commodity price
Consumer	4	4	4	4

Conclusions: Shopping is an important part of tourists' consumption behavior. Doing a good job of this service can not only bring huge economic income to the tourism industry, but also promote the development of tourism. Therefore, the salesman should deeply understand the tourists' shopping psychology, actively take effective strategies, create a good soft environment for tourism services, provide tourists with high quality and efficient tourism shopping services, make the tourists come with pleasure and return with satisfaction, promote the sale of tourism commodities and promote the development of tourism economy.

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APPLIED TRANSLATION TEACHING AND TALENT TRAINING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. Educational psychology helps to improve the level of teachers, the focus of the construction of teachers is teachers, and teachers' quality includes both professional quality and education quality. Educational psychology is an important part of educational theory and technology. It not only helps to improve teachers' theoretical accomplishment, but also helps to improve teachers' ability to solve practical problems. Educational psychology helps teachers understand students more deeply and improve the pertinence of education and teaching. By studying educational psychology, we can understand the psychological basis of teaching measures more deeply, so as to control teaching methods and means more actively and scientifically, enrich our teaching art and improve teaching quality comprehensively.

With the increasingly close global economic ties, English translation plays a more and more significant role in the world economic exchanges. However, language is only the cloak of thinking, and the behavior is also accomplished under the control of psychological activities. It is obviously difficult to reveal the law of translation process if we only focus on the study of the appearance of psychological activities such as language and translation behavior. Based on the market demand and professional translation ability, this paper analyzes the problems in the training of translation talents in independent colleges, and puts forward some suggestions. At present, enterprises, colleges and universities are generally concerned about a problem that employers need practical talents, while many college students pay more attention to theory than practice, knowledge is too narrow, and practical ability is poor. Therefore, after the transformation, local universities should guide students to practice more in real translation scenes and improve their practical translation ability on the basis of maintaining their characteristics. Taking the translation of English majors in a university as the main research object, this paper constructs an employment-oriented talent training model of translation, and how to use this model to cultivate more application-oriented translation talents in line with social and market demands.

Objective: Modern translation teaching aims at cultivating students' comprehensive translation competence, which is also the ultimate goal of foreign language teaching. Modern translation teaching keeps pace with the times, and employment-oriented translation teaching is also conducive to training

application-oriented translation talents for vocational training. The traditional translation teaching mode has been summed up vividly at home and abroad. According to Jean Delisle, it is a “Teaching Translation”, a tool for foreign language teaching, attached to and serving the teaching of foreign languages. Traditional translation teaching model has been recognized by many scholars in the past, but with the shift of focus of foreign communication and the shift of translation study from the result to the process, the traditional translation teaching model has been criticized by more and more people. First, it cannot mobilize students’ subjective initiative.

Subjects and methods: In this study, 300 students were randomly divided into experimental group and control group. There was no significant difference between the two groups in terms of average academic achievement and learning habits. In the experimental group, the teachers used the same course, taught the same English translation course, and used two different teaching modes. In the experimental group, the teachers used the knowledge of educational psychology to teach at different levels. In the control group, only the ordinary teaching was carried out, and the two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. Let the students with good grades do some difficult exercises in order to improve their performance, let the middle students do some assured exercises to protect their enthusiasm for learning, and let the students with poor grades do some easy exercises to enhance their self-esteem and confidence. So, every student has a chance to practice. In extra-curricular tutoring and homework requirements, should also be based on the different levels of students and different requirements, above the medium students, to do some extra-curricular exercises to expand knowledge. In teaching, teachers should give priority to praise and encouragement, and should not damage students’ self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the results of two groups of students.

Results: The average scores of the two groups before and after the experiment are shown in Table 1.

Table 1. Statistical form of academic performance

Groups	Before experiment	After the experiment
Experimental group	80.76	92.74
Control group	78.98	81.26

The results of Table 1 show that the students in the experimental group have improved significantly after a certain period of time, which shows that the use of educational psychology in practical translation teaching can effectively improve the students’ learning performance and contribute to the cultivation of talents.

Conclusions: Educational psychology plays an important role in the study of applied translation teaching and personnel training. Teachers should have a comprehensive understanding of and in-depth study of students so as to fully grasp the psychological laws of students, so as to educate students correctly and effectively and achieve the goal of training applied translators.

Acknowledgement: The research is supported by: Humanities and Social Science Project of Education Department of Henan Province, “Research on the Applied Translation Teaching and Talent Cultivation in the Context of One Belt One Road Policy” (NO. 2020-ZZJH-193).

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THE IMPACT OF GREEN TECHNOLOGY INNOVATION ON INDUSTRIAL ECONOMIC GROWTH UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: Green technology refers to the technologies, techniques and products that follow the ecological principles and economic laws, save resources and energy, avoid, eliminate or reduce the pollution and destruction of the ecological environment, and have the least negative ecological effects. Its contents mainly include: pollution control and prevention technology, source reduction technology, waste minimization technology, recycling technology, ecological process, green products, purification technology.