

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.

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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.

It can be seen that green technology is a new type of modern technology system in harmony with ecological environment system. Green technology innovation, also called ecological technology innovation, is a kind of technology innovation. Generally, the management innovation and technology innovation aiming at environmental protection are called green technology innovation. There are two ways to define green technology innovation: starting from the characteristics of green technology innovation, to generalize the main characteristics and to systematically describe the process of green technology innovation. From the point of view of product life cycle, green technology innovation refers to the technological innovation that integrates environmental principles at each stage of the innovation process in order to minimize the total cost of product life cycle. It is the whole process of green technology from the formation of ideas to the market. This process can be summed up as a “design for the environment and the manufacturing side of the environment to the environment marketing” this green business chain. There is a certain correlation between green technology innovation and industrial economic growth. On the one hand, there is a positive correlation between the innovation and development of green technologies and the growth of regional industrial economy. on the other hand, the impact on the innovation and development of green technologies is analyzed based on the relevant data such as the GDP of the region, the R&D funds for industrial science and technology, the number of technical talents, and the number of achievements of industrial R&D technology projects, as well as the discharge of industrial water pollution and the treatment expenses for environmental pollution. At the same time, we use EViews software to empirically study the impact of multiple regression model on regional economic growth. The development of green technology innovation based on the indicators of industrial S&T R&D can promote the growth of industrial economy, but at the same time, the increase of emission of environmental pollutants and environmental treatment costs has a certain hindrance to the development of green technology and is not conducive to the sustainable growth of industrial economy.

Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology explores interpersonal relationships at the individual and social group levels. Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals are studied at the individual level. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture.

Objective: There is an interactive relationship between the development and innovation of green technology and industrial economic growth. Generally speaking, green technology has a positive relationship with economic growth. Advances in green technology capacity can drive industrial economic growth, while increasing pollution emissions and funding for environmental governance can hinder the strengthening of green technology and do not contribute to sustainable economic development. Therefore, this paper analyzes the impact of green technology innovation and industrial economic growth under the background of social psychology and studies the impact of other factors on technological innovation and economic growth.

Subjects and methods: In the past, GDP growth rate is basically used to measure industrial economic growth, without considering other factors. GDP growth rate represents the increase of GDP, which can show the degree of industrial economic growth. But not all of those industrial economies have a high awareness of green development.

Study design: In order to achieve the sustainable development of regional industrial economy, this paper analyzes the impact of water pollution discharge and environmental pollution treatment on green technology innovation and regional economic growth. Random sampling of 200 legal citizens of society to investigate. Randomly selected 4 cities, each city randomly selected 50 people, a total of 200 people to carry out a questionnaire survey, a total of 200, 189 recovered, the number of effective copies 183.

Methods of statistical analysis: The influence of Excel statistical social psychology on industrial economic growth in the case of green technology innovation.

Results: The application of social psychology to industrial economy based on green technology innovation is of great significance. Through the analysis of social psychology, green technology innovation is promoted and industrial economy is increased.

The results of this survey use 1 to 4 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating obvious influence. In order to reduce the large error caused by individual subjectivity in the assessment, the results are determined by rounding off 200 people, and the specific statistical table is shown in Table 1.

Conclusions: In order to blindly pursue the industrial economic interests, while ignoring the economic development process brought about by the harm. Therefore, promoting the continuous innovation of green technology is the top priority in the current economic development. To give play to the promoting role of green technology innovation, it is necessary to have strict and reasonable environmental control policies and measures to guarantee the healthy and sustainable development of industries under green technology

innovation, so as to make green technology innovation more suitable for the industrial economy. Promote the continuous improvement of green technology, and thus promote the continuous growth of the industrial economy. We shall establish a reasonable and scientific concept of economic development, combine the sustainable development of industrial economy with the sustainable development of economy and society, formulate effective industrial economic policies, increase investment in environmental protection, create an industrial economy led by green technology and an industrial economy with green environment, and make contributions to the sustainable development of regional industrial economy.

Table 1. Effects of green technology innovation on industrial economic growth in the context of social psychology

Factor	Industrial environment treatment expense	Technical fund for industrial research	Industrial water pollution discharge
City 1	4	3	3
City 2	4	3	4
City 3	3	4	3
City 4	3	4	4

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THE PSYCHOLOGICAL ORIENTATION OF MODERN COLLEGE STUDENTS IN TOURISM CONSUMPTION

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Background: The special campus environment makes the college students become a special consumer group in the society. College students have different consumption needs and psychology from other consumers. Contemporary College students have their own unique consumption psychology and behavior. However, with the rapid development of our country's tourism, college student tourism has gradually become an important part of our country's tourism consumption. The contemporary university student is in the society special community, they both are one of current expense main bodies, have the independent expense consciousness and the expense characteristic. To some extent, it is also the main force of consumption and the guide of consumption trend in the future in China. Their consumption view reflects their living status and value orientation. Through the analysis of the psychology of tourism consumption of college students, the psychological characteristics and coping strategies of tourism consumption of college students are studied in this paper. Tourism, a new consumption hot spot, is being accepted by more and more people. In order to understand the current situation of college students' tourism consumption, explore the law of college students' tourism consumption, study the impact of tourism on college students' growth, and how to guide college students' tourism behavior correctly, further research is needed.

Consumption psychology refers to the series of psychological activities of consumers in the whole process of purchasing behavior. It is the comprehensive response of consumers to objective consumption objects and their subjective consumption needs. According to its occurrence, psychologists have summed up it as three stages: cognitive process (feeling, perception, memory, thinking, imagination), emotional process and volitional process. Consumption psychology is a decision-making process of consumer purchase, which is not known by the consumers themselves, but can be observed and analyzed by the consumption behavior. At the same time, college students are full of physical strength, energy, active thinking, curiosity, adventurous spirit, with great interest in tourism. On the one hand, the wonderful outside world has a strong and magical attraction for college students, full of the charm and adventure color that college students yearn for. on the other hand, with the fierce competition for study, the range of activities of college students is often limited to the line of three points one, and this narrow activity space makes the study life become monotonous and boring. Tourism in the enjoyment of the United States to expand the space of life, but also to eliminate the era of knowledge-based economy is facing a variety of tensions and pressures. Therefore, they have the desire to travel, at the same time they want to travel rich and colorful content.

Objective: With the development of our country's economy, the topic of tourism is not uncommon, and college students become the important consumer group of tourism consumption because of time and other