

epidemic period through the implementation of mental health education courses to help college students grow up healthily.

Table 1. Effects of psychological courses on college students' psychological status from the perspective of psychological education.

Factor	Psychological condition	Mental state	Emotional state
Scoring	5	5	4

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OBJECTIVE CONNOTATION AND LEVEL ORIENTATION OF ANCIENT LITERATURE TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: As the name implies, the core content of “ancient Chinese literature” is “literature”, and “literary attribute” is the essential attribute. The aim of teaching the course of ancient Chinese literature is to make students understand systematically the literature knowledge of various historical periods in ancient China, to enhance students' basic ability to read, analyze and appreciate ancient Chinese literary works, and to improve their literary accomplishment and aesthetic taste. Otherwise, it may turn the course of literature into a “hodgepodge” of knowledge of history, philosophy, sociology and even politics, but ignore the original teaching content and teaching goal of the course. In fact, only when teachers impart the basic knowledge of literature to the students and show the charm of various literary genres such as poetry, lyrics, songs, prose and novels to the students, can the students understand the national characteristics of Chinese literature and inspire their love for Chinese classical literature. Only when they are willing to devote themselves to the cause of inheriting Chinese traditional culture can the ideological and political goals of the course of Chinese ancient literature be realized.

Education is an important symbol of a country's development. The degree of education of future generations and the country's future development has a direct link. Among them, literature education is the focus of education. In ancient times, when other education had not been fully developed, literary education played an irreplaceable role. Thought in ancient literature has been handed down for 5000 years and is immortal. Even now, the thought and educational idea still affect the growth and development of Chinese people. Therefore, we should re-analyze the value of literature education in ancient China, in order to draw lessons from today's literature education.

Objective: Ancient literature teaching is a public elective course for all college students. At present, the existing literary accomplishment of college students and their desire to improve their literary accomplishment, as well as the teaching staff and the orientation of quality education, make it possible to set up public elective courses of ancient literature for all college students. An open course system of ancient literature with rich connotation, clear level, definite goal and broad extension is established for different types of students to choose freely according to different needs. And the ancient literature course should not only break through the limitation of the specialty, but also make the ancient literature permeate into the basic teaching of literature. The aim of the two breakthroughs is to enlarge the teaching object of the course of ancient literature and make the course of ancient literature get rid of the limitation of the course of literary theory and become a popular course of college students' humanistic quality. Students can choose their own courses freely, so that every college student has the opportunity to receive the cultivation and nourishment of excellent ancient literature and cultural heritage.

Subjects and methods: Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. The focus of educational psychology is the application of psychological theories or research to education. Educational psychology can be used to design courses, improve teaching methods, stimulate learning motivation and help students to face the difficulties and challenges in the process of growth. Therefore, applying the knowledge of educational psychology to the teaching of ancient literature not only strengthens students' patriotic consciousness, but also shapes their character of meeting difficulties without fear of setbacks, but also educates them in affection, friendship and love. This research mainly embarks from the ancient times literature teaching goal connotation and the level localization, studies under the educational psychology intervention influence. Mainly carries on the investigation analysis from the cultural connotation, the explanation value and the thought culture value three aspects.

Study design: Random selection of 500 college students for investigation, age is not limited, gender is

not limited, professional is not limited. Questionnaire survey was conducted, 500 questionnaires were distributed and 484 questionnaires were retrieved, of which 471 were valid.

Methods: All the data were collected, summarized and analyzed by SPSS 3.0 statistical software.

Results: The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large 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. Influence of objective connotation and level orientation of ancient literature teaching from the perspective of educational psychology

Content	Cultural connotation	Explanatory value	Ideological and cultural value
University student	5	4	4

The investigation shows that in the field of educational psychology, the education of ancient literature clarifies the target connotation of ancient literature and promotes the level orientation of ancient literature.

Conclusions: Ancient Chinese literature is not only the history, experience, emotion, tradition, religion, but also the silhouette of the development of the times. It is the thought of philosophers, the theory of militarists and the research results of sociologists. It is an indispensable survival textbook for modern people and the essence of the Chinese nation. Therefore, the significance and value of the education of ancient Chinese literature not only embody in letting the students master the history of Chinese history literature, but also infiltrating the positive energy and the essence of the country, which are all the important significance and far-reaching influence of the ancient Chinese literature.

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RESEARCH ON HIGH QUALITY DEVELOPMENT AND INNOVATION SYSTEM OF DIGITAL EMPOWERMENT ENTERPRISES: BASED ON THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: The digital economy is becoming the driving force driving high-quality development. Helping enterprises to speed up the development of digital, intelligent, digital transformation, we must become a good answer to complete the topic. The enterprise will build a new digital service capability which is led by digital transformation planning, focused on data governance, and integrates construction and transportation. In recent years, the digital economy is becoming the engine of high-quality development.

The key to the digital transformation of traditional industries based on social psychology lies in the digital thinking of enterprises to actively adapt to the role change of information technology from “tool”, “assistant” to “leading” and “guide” in the process of economic and social development, and to carry out “self-revolution” in view of the bottleneck in the transformation development. In terms of the choice of ways to promote digitization, firstly, it is necessary to build an ecosystem for the integration of the digital economy and traditional industries, focus on the development of core enterprises of digital technologies, and promote the virtuous circle of elements of digital development such as core enterprises, research and development, and financial services. Secondly, government departments may, through special subsidies, strengthening the supply of public services for digitization transformation, and improving new infrastructure, guide and help enterprises make progress in digitization transformation, so as to enable traditional industries to truly feel the strong driving force of digital development. Finally, attention shall be paid to the development of the media between digital technologies and the real economy, namely, intermediary organizations and technologies, and strengthen the risk identification and risk dispersion of