

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

the real economy through technologies such as digital enabling finance and enabling credit, so as to create conditions for the multi-scene integration of the digital economy.

Objective: At present, the digital economy has become an important engine to drive the high-quality development of our economy. Compared with digital industrialization, industrial digitalization is the key component of digital economy, occupying the dominant position of digital economy. Industrial digitization represents the infiltration of digital economy in the real economy, and has great potential for development, among which the digitization of traditional industries is the main direction. For traditional industries, digital transformation can effectively integrate existing resources, break development dilemma, and promote the conversion of old and new growth drivers. On the one hand, we shall connect social resources, break geographical space restrictions, and promote information flow, talent flow, capital flow and other interactive sharing through “cloud access”. Through data innovation and application, we shall update and upgrade the process design, production process, operation management, sales promotion and other links. On the other hand, with the support of industrial internet platforms and other new infrastructure, accelerate the promotion and extension of innovation foundation and capability, promote the industrialized application of innovation capability, and create a better ecology for the transformation and value-added of traditional industries. However, there are still a series of problems in the digital transformation of traditional industries, such as weak awareness of industrial digital development, imperfect infrastructure and lack of supporting services.

Subjects and methods: Local breakthroughs in digital transformation should have the role of promoting the digital transformation of the whole enterprise, and pursue to drive enterprises to a comprehensive digital transformation. Data has become the most important factor of production for enterprises, and digital management means will become the new infrastructure for enterprises. Therefore, to the comprehensive network, digital and intelligent, will be the common trend of all kinds, enterprise organizational transformation.

Study design: Random selection to 20 staff members of an enterprise. The questionnaire survey was used to analyze the effect of high-quality development and innovation of digital enabling enterprises based on the perspective of social psychology.

Methods: The database SPSS 13.0 statistical software was used to calculate the effect impact of digital enabling enterprises on various departments under the scope of social psychology.

Results: The results of the survey, with 1-5 grade quantitative influence value of specific factors, 1 indicates irrelevant, 2 indicates slight impact, 3 indicates general effect, 4 indicates obvious impact, 5 indicates full influence, in order to reduce the personal subjective error in the assessment, 20 enterprise financial personnel evaluation value and take the average to rounding the results. The specific statistical table is shown in Table 1.

Table 1. Effect of high-quality development and innovation of digital enabling enterprises under the perspective of social psychology

Factor	Warning effect	Control action	Decision-making role
Value	5	5	4

The investigation shows that digital empowerment has played an accurate and precise decision-making role in the data analysis and risk early warning of enterprises, which not only realizes the controllable production process, but also provides early warning for financial profits and losses, and plays an unpredictable role in the high-quality development of enterprises.

Conclusions: Based on social psychology, with the help of Internet technology, through digital management will surely become a key link of enterprise transformation and upgrading. Through digital quantitative management, enterprise management standardization, refinement, and process management goals.

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EXPLORATION OF EDUCATIONAL PSYCHOLOGY IN THE PROFESSIONAL INTERACTIVE DEVELOPMENT MODE OF ENGLISH TEACHERS IN UNIVERSITIES

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