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## EXPLORATION AND PRACTICAL APPLICATION OF HIGHER EDUCATION INTERNATIONALIZATION INDICATORS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY -- SWOT ANALYSIS OF HIGHER EDUCATION INTERNATIONALIZATION IN CHONGQING

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**Background:** Social psychology is a subject that studies the generation and change law of individual and group psychology and behavior in social communication. Social psychology analyzes interpersonal relationships at the individual and group organization levels. The research carried out at the individual level mainly includes: the law of individual socialization process, interpersonal communication, speech analysis, and the impact of friends, family and living environment on individuals. The research carried out at the group organization level includes: group communication mode, organizational ideas customs and culture of the economy. The letters in SWOT analysis represent strengths, weaknesses, opportunities and threats respectively. It is a situation analysis tool based on the information of the object's internal and external competitive environment. Its analysis process is to list the internal strengths and weaknesses of the research object in the research topic and the opportunities and threats of the external environment, Then, through systematic analysis, these factors are connected in series for comprehensive analysis, so as to draw a conclusion. Social psychology believes that with the increasing requirements of modern society for professional talents, the internationalization demand of China's higher education has become increasingly prominent, which makes universities become a highly complex social organization. Using SWOT analysis method to construct high-level education internationalization indicators closely related to teaching practice will help to improve the education quality of colleges and Universities and promote the cultivation of students' comprehensive quality. Optimize the allocation structure of educational resources.

**Objective:** To collect the relevant literature on the internationalization of higher education, sort it out and construct the index system of the internationalization of higher education by using the literature analysis method and SWOT method, so as to improve the internationalization level of China's colleges and universities, improve the teaching quality and scientific research strength of colleges and Universities, and output more high-level professionals for the society.

**Participants and methods:** An index system for the internationalization of higher education was constructed by using SWOT method and cognitive psychology theory, and a questionnaire was designed according to the index system. Four colleges and universities in Chongqing were randomly selected, from which 100 teaching professors and 100 college students of various majors were randomly selected as the survey objects, to understand the group's satisfaction and opinions on the internationalization index system of higher education.

**Results:** The statistical results of the questionnaire are shown in Table 1.

As shown in Table 1, on the whole, teachers and students in Chongqing's higher education system are highly satisfied with the index system. The proportion of teachers and students who choose positive satisfaction evaluation (i.e., "more satisfied" and "satisfied") is 62.1% and 51.4% respectively. Specifically, the satisfaction level of the index system among teachers and students is: the proportion of dissatisfied, less satisfied, average, more satisfied and satisfied is 2.2%, 11.6%, 24.1%, 54.3%, 7.8% and 4.7%, 15.2%, 28.7%, 36.5% and 14.9% respectively. It can be seen that teachers' satisfaction evaluation is more concentrated, while students' satisfaction evaluation is more scattered, and there is no obvious mainstream opinion.

**Conclusions:** Based on the theoretical knowledge of social psychology and SWOT analysis, if it is necessary to increase the degree of internationalization of higher education, a scientific and reasonable evaluation index system of internationalization of higher education should be constructed. The following points need to be done. First, in terms of top-level design, the government needs to improve policy support and improve the policy system of higher education internationalization. The practice of internationalization of higher education needs policy guidance and standardization. The vast majority of colleges and universities in Chongqing are municipal colleges and universities, and their internationalization development of higher education depends on the internationalization policy of higher education in the region. The lack of policy support is the disadvantage of the internationalization of higher education in Chongqing. Moreover, strengthening the top-level design and timely establishing a policy system covering the evaluation, incentive and supervision of the internationalization of higher education are the internal requirements and inevitable choice for the internationalization of higher education in Chongqing under the

background of “double first-class” construction. Secondly, colleges and universities need to give full play to their subjective initiative and carry out high-quality transnational educational cooperation and activities. Chongqing municipal government should guide colleges and universities to give play to their subjective initiative in the process of internationalization of higher education in China, support colleges and universities to adhere to the combination of “bringing in” and “going out”, benchmark world-class universities, and carry out high-quality and substantive international cooperation with internationally renowned universities, so as to improve their professional strength and international competitiveness. The third point is to reduce the threshold of exchanges between Chinese universities and foreign universities, such as establishing a special international student service center and building a perfect socialized service system. Optimizing the study abroad environment by constructing a socialized service system is an effective measure to enhance the attraction of colleges and universities to foreign students and improve the educational competitiveness of domestic colleges and universities.

**Table 1.** Statistical results of satisfaction questionnaire

Survey object	Satisfaction level	Proportion of people (%)
Professor	Dissatisfied	2.2
	Less satisfied	11.6
	Commonly	24.1
	Relatively satisfied	54.3
	Satisfied	7.8
Student	Dissatisfied	4.7
	Less satisfied	15.2
	Commonly	28.7
	Relatively satisfied	36.5
	Satisfied	14.9

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## WAYS TO ALLEVIATE EMPLOYEES’ COMMUNICATION ADAPTATION BARRIERS IN HUMAN RESOURCE MANAGEMENT

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**Background:** With the rapid development of knowledge economy in China, People gradually find themselves in the ocean of information. Whether a country’s political, economic and other social activities can be carried out orderly depends on a good communication environment to a certain extent same. Enterprises as participants in market economy. Its survival and development are also inseparable from a good communication system. However, the actual situation of enterprise internal communication environment is not satisfactory. The internal communication of enterprises has always been one of the difficult problems for company managers. At present, the internal communication status of many domestic small and medium-sized enterprises is not satisfactory. There are many types of obstacles that affect effective internal communication. The main points are: First, the decision-making of the senior organization cannot reach the grass-roots level smoothly. The company lacks top-down communication channels. Second, the opinions of grass-roots employees are not easy to transmit. The middle level of the enterprise has become the “frozen soil” of information, and the company lacks channels to transmit information to the highest level, such as employee suggestion box, manager reception day and other organizations. Fourth, there are too many internal management levels in large and medium-sized enterprises. In the process of information transmission along the management, there is serious distortion. Fifth, when employees communicate with managers. Deliberately concealing information unfavorable to itself. Sixth, some managers lack trust in employees. Even intended to convey false information to employees. Seventh, there is malicious competition among employees. The information beneficial to the whole team cannot be shared