

## RESEARCH ON THE CONSTRUCTION PATH OF DIGITAL GOVERNMENT UNDER THE BACKGROUND OF PUBLIC MANAGEMENT PSYCHOLOGY

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**Background:** At present, the research of public management psychology is quite weak in China. From the development of public management practice and management psychology, it is necessary to strengthen the research of public management psychology. With the rapid development of the new generation of information technology, the global economy and society are in a period of great change. Our country and local governments at all levels have deeply realized that digitization and informatization are important driving forces for economic and social development. The outline of the 13th Five Year plan clearly upgraded the big data strategy to a national strategy, opened an unprecedented development space for the development of the big data industry, and promoted the sharing, opening, development and application of big data. It can be said that digital construction has become a booster for the government's own reform, sustainable social development and economic transformation and upgrading. Provinces have carried out provincial digital development one after another, such as the proposal of digital Shandong, digital Guangdong and digital Zhejiang, which reflects the determination and direction of local digital construction. With the overall digital transformation of economy and society, it is increasingly urgent to speed up the construction of digital government. Research and put forward suggestions on accelerating the construction of digital government infrastructure system. Guided by the needs of serving the public and the development of digital economy, it is proposed to give priority to application innovation in four aspects: government service, business environment, integrity system and the development and utilization of government data, so as to systematically improve the intelligent level of digital government.

**Subjects and methods:** The new generation of information technology represented by big data is developing rapidly, and great changes are taking place in the economy and society. In recent years, in order to meet the requirements of the new situation and new development, local governments have put forward digital construction and development plans to varying degrees and put them into action. However, in the actual construction process, it is found that there are some problems, such as incompatible information systems, inconsistent data definition specifications, blocked data use, and uncoordinated data business. It is urgent to solve them with the help of standardized and unified working methods.

**Study design:** The historical development of psychology, management and management psychology makes us clearly realize that we must strengthen the research of public management psychology. There are urgent needs in both theory and practice. Strengthening the research of public management psychology also has theoretical and practical significance. The rich achievements of public management psychology research will certainly help to promote psychology, management. The further development of management psychology and other disciplines also has strong practical guiding significance for promoting the construction of psychology, management and public management, and promoting the development of public management practice.

**Methods of statistical analysis:** (1) The government's digital supply capacity is poor. Although China has made some achievements in the construction of digital government, the objectives and development strategies of digital government construction are not clear at the national level, and the management norms and promotion mechanism of digital government are not clear enough.

(2) The publicity and sharing efficiency of effective government information is not high. There are some problems in the information database published by Chinese government departments, such as limited data, single format and outdated data.

(3) The government lacks digital government management talents. The lack of introduction and capital investment of high-tech innovation and high-level talents makes the current government talent team lack of relevant personnel, unable to mine high-value data information to promote the modernization of government governance, and unable to timely and effectively apply the analyzed data information to government governance and public services.

**Results:** Improve the digital supply capacity of government services. The construction of digital government is a complex and systematic project, which requires the government to first determine the construction goal of a digital government from the national level, establish a strong promotion mechanism, strengthen the overall planning, overall allocation of resources and clarify the promotion rhythm. Secondly, we should focus on key areas of people's livelihood, accelerate the creation of a number of high-quality projects of digital government, increase financial support for big data application platforms, and further promote the digitization of digital government.

Improve the utilization of resources and information in government services. First, we should improve the content quality of government information resources and strive to provide accurate, accessible and

secure data and content. Secondly, we should integrate resources and improve the government's ability to use existing data. Integrate the fragmentary data of various departments, classify them uniformly according to the data directory, merge and process the previous similarity database, and reduce the repeated construction of the database.

Focus on strengthening the training and training of digital government talents. It can cooperate with advanced university laboratories for the development of big data technology for a long time, train data development and management talents needed by government departments, and transfer them to government departments for internship.

**Conclusions:** To sum up, affected by the rapid popularization of network technology, science and technology, the era of exponential explosion of data and information has come. Facing the opportunities brought by the rapid growth of data resources to national and social development, government departments should actively establish and improve digital government, boldly use big data technology and resources, and do a good job in the innovation of government public management mode, so as to improve the efficiency of government public management.

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## RESEARCH ON THE INFLUENCE OF MODERN JEWELRY DESIGN MODE ON STUDENTS' COMMUNICATION AND ADAPTATION BARRIERS

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**Background:** Educational activities are the mutual activities between teachers and students, and the process of mutual influence and interaction between teachers. The communication between teachers and students includes not only academic communication, but also emotional communication between teachers and students, including values communication, emotional communication and daily life communication. Through communication and exchange, teachers can understand students' learning, psychological status and political ideals, so as to better formulate teaching strategies, effectively improve students' achievements, help students establish correct outlook on life and values, and cultivate high-quality and high-energy talents for the society. Therefore, communication is an important part of teaching content and an important way for teachers to understand students and improve students' interest in learning. However, some students have communication and adaptation barriers. Communication disorder is that in the process of communication, patients have language cognitive impairment due to defects in one or more cognitive functions such as working memory, self-management or executive function, which leads to the decline of patients' language communication ability, unable to accurately express their thoughts and normal communication with people. Or because of autism and inferiority, students are unwilling or afraid to communicate with others. This kind of students usually have a strong sense of inferiority, and they can't open their hearts to emotional communication with teachers. Finding a way to solve students' communication adaptation obstacles and improve the communication frequency with students is of great significance to improve students' academic performance and healthy development in the future.

Jewelry is an important part of clothing culture and the embodiment of human aesthetic consciousness. China's jewelry culture is one of the traditional cultures. To study the changes of jewelry culture can study the historical changes of Chinese society to a certain extent. The evolution of jewelry can reflect the evolution of human civilization. Therefore, the study of jewelry culture is not only helpful to improve the artistic aesthetic level, but also of great significance to the study of the process of historical civilization. With the development of the times and the improvement of manufacturing technology, people's lifestyle is also changing, and the function and meaning of jewelry have also changed. Nowadays, jewelry not only has decorative functions, but also has certain art attributes, which can reflect society, express culture and emotion. Therefore, when designing modern jewelry, designers pay more attention to the emotional interaction between consumers and jewelry, awaken consumers' past or current cognition and memory, stimulate emotional feedback, so as to meet consumers' emotional needs and create more value. Applying modern jewelry design mode to solve students' communication and adaptation obstacles can enable students to express their emotions with the help of jewelry design, provide a new way for teachers and students' emotional communication, and then effectively improve students' mental health and promote students' healthy development.