

frequency of words. Compared with brown corpus and lob corpus, JDEST corpus has higher academic English richness and plays a greater role in promoting college students' cognitive function.

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RESEARCH ON THE DEVELOPMENT STATUS OF CONTEMPORARY CHINESE NETWORK LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Network literature is not produced in disputes, but developed in disputes. When people argue about network literature, network literature still develops along its own track. Reviewing people's discussion of network literature, combing the development history of network literature, and understanding the value and research status of network literature are the starting point of network literature research. With the increasing influence of network literature, there are more and more research articles and works of network literature. The emergence and popularization of the Internet has created a new development platform and literary system for literature. Generally speaking, the Internet has brought great changes to Literature and endowed it with rich spiritual connotation, mainly as follows: freedom, equality, non-utilitarian and authenticity. Freedom on the Internet also brings free style of writing, freedom of form, often without scruples; Ridicule is bold and unrestrained. It is gorgeous and diverse in forms. It breaks away from the shackles of traditional literature and soars in a free country. Some literary newcomers post on the forum at the beginning of their creation. The replies, comments and incentives of enthusiastic netizens will give spiritual comfort to the newcomers and encourage them to continue to walk on the road of literary creation. It can be seen that network literature does not focus on the ideological content in traditional literature as the core evaluation standard, but relies on wit, humor and entertainment to attract the majority of netizens and readers. The network has created an open development platform for literature and created the coexistence of network and traditional literature. Literary research from the perspective of social psychology should find theoretical basis outside psychoanalysis. They began to pay attention to the relationship between psychological theories outside psychoanalysis and literature, and explore the application of psychological theories outside psychoanalysis to literary research. Combine personality psychology, family system psychology, developmental psychology, neuropsychology and literary research. Psychology obviously embodies more dimensions, and its contrast is easier to help literary researchers understand the diversity of psychology. When narrative therapy brings literature into psychotherapy and gives psychotherapy a new narrative dimension, we can also look back at literature itself from this perspective and explore the therapeutic nature of literature.

Objective: Social psychology discusses the development of Chinese contemporary network literature at the individual level and social group level. Through the process of individual socialization, communication, speech development, partners, family and living environment, network literature is influenced. Therefore, the development of Chinese contemporary network literature can be discussed based on social psychology.

Subjects and methods: The emergence of network media has further expanded the communication channels of literature, resulting in the emergence of literary works carrying out publishing activities with the network as the carrier. The formation and development of network literature has been controversial and concerned by a wide range of people, and the concept of network literature has also been valued by people. With the increasing popularity of network literature and the gradual expansion of reader market, the research and analysis of social psychology can effectively improve the development of contemporary Chinese network literature.

Study design: This paper uses the method of investigation and analysis to evaluate the contemporary network literature works, selects the network literature with different contents, and analyzes the psychological situation of readers. The higher the influence value, it proves that the audience likes reading. 1000 people of different ages and genders are randomly selected to evaluate the literature works.

Methods: Use Excel to count the influence of social psychology on network literature.

Results: After entering the 20th century, the mainstream of the development of Chinese literature often maintains close contact with social politics. Chinese contemporary literature carries the traditional thought of "carrying the Tao and passing the country" in classical literature. The emergence of network literature has made great contributions to breaking the rigid literary system and promoting the development of popular culture. Network writing promotes the expansion of writing groups to a certain extent. Network writing has the nature of low threshold. It can integrate more writers into it and continuously expand the

writing team, which is conducive to improving the creative atmosphere of network literature and continuously promoting and deepening the reform and development of cultural system. Most of the authors of network literature rely on their own life experience, rely on the phenomenal power of unconstrained nature, and then catch the attention of readers. The rich imagination shown by the authors of network literature is what Chinese contemporary literature lacks. Network literature contributes to the rich development of literary styles, truly realizes the progress of Chinese contemporary literature, and introduces Chinese diversified contemporary literature into the reader population. It is an important product to meet the development needs of modern society.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Influence of social psychology on network literature

Factor	Popular cultural development	Literature constitution reform	Improvement of writing experience
Romantic novel	3	4	4
Inferential novel	4	3	3
Science fiction	3	4	4
Martial arts novel	4	3	3
Time travel fiction	3	4	3

Conclusions: Social psychology provides new and extremely valuable ideas and methods for literary research. When social psychology continues to learn from and emulate the important resources in network literature, literary research should also continue to do similar things. When we look at the relationship between literature and psychology again, we will find that although psychoanalysis has given literary criticism extremely innovative new ideas, the more and broader intellectual resources of psychology are the hope to revitalize literary criticism from the perspective of psychology.

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RESEARCH ON THE DEVELOPMENT COMPETITIVENESS OF TRADITIONAL VILLAGES IN WEST BEIJING BASED ON BIG DATA ANALYSIS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: In terms of discipline attribute, social psychology is neither a branch of sociology nor a branch of psychology. It is a comprehensive science combining management, economics, politics, behavioral science, cultural anthropology, culturology, psychology and sociology. The main research fields of social psychology are individual process, interpersonal process and group process. Individual process includes achievement behavior and individual work performance, attitude and attitude change, attribution problems, personal perception and self-consciousness, personality and social development, stress and emotional problems. Interpersonal processes include aggression and helping behavior, interpersonal attraction and love, conformity and obedience, gender roles and gender differences, nonverbal communication, social exchange and social influence. Group process includes health psychology, racial prejudice and ethical issues, group process and organizational behavior, crowding and environmental psychology, and cross-cultural comparative research. Social psychology can be divided into behaviorism school, cognitive school and psychoanalysis school. Among behaviorists, imitation theory, social exchange theory, social learning theory and stimulus-response theory are common and perfect theories. For the field theory and the group theory, the field theory is consistent with the cognitive theory and the group theory. For the psychoanalytic school, the three-dimensional theory of interpersonal behavior, the sociological school of new psychoanalysis and psychoanalytic theory are the most common theories.

At present, under the background of big data analysis, the development of traditional villages in West