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

Beijing is facing very big problems, which are embodied in the fact that the landscape protection and development of traditional villages cannot meet the needs, and the landscape image of traditional villages is facing a crisis. Different from ordinary cities, traditional villages are buildings that live in harmony with nature under the guidance of relevant theories and ideas in ancient China. The concept of West Beijing originated from Wanping County in Beijing, including Haidian, Fengtai, Fangshan, Shijingshan District, today's Mentougou District and other regions. Nowadays, Jingxi refers to Beijing. Broadly speaking, Jingxi refers to Fangshan, Fengtai, Mentougou, Shijingshan, Haidian and other districts. In a narrow sense, Jingxi refers to Mentougou District of Beijing. Traditional villages have different understandings for experts in different fields. At present, the academic circles have a relatively consistent view on the value of traditional villages, pointing out that they are cultural heritage including a variety of material and intangible forms, and they have important values in science and art, social economy, history and culture. The landscape elements of traditional villages include natural landscape elements and cultural landscape image elements. Natural landscape elements include plants, water bodies and mountains; Humanistic environment includes lifestyle, religious belief and customs. The physical environment includes landmarks, nodes, boundaries, areas and roads. From the perspective of social psychology, the competitiveness of the development of traditional villages in West Beijing is mainly reflected in the flexible road system, the village form adapted to local conditions, the core node of road series, and the changing skyline.

Objective: Analyze the impact of the development mode of traditional villages in West Beijing on residents' psychology under the background of social psychology and combined with big data technology, so as to inject new strength into the sustainable development of traditional villages in West Beijing.

Research objects and methods: The residents of traditional villages in West Beijing in two regions are selected as the research object. The development of traditional villages in West Beijing under the background of social psychology combined with big data technology analysis is evaluated by a learning vector quantitative cluster analysis algorithm. The number of residents in each region is 200. The evaluation contents include loneliness, interpersonal communication, gender discrimination and self-recognition. The evaluation index is good degree, and the consensus degree is set as five grades: very good, relatively good, good, generally good and not very good. The corresponding scores of the five grades are 0-2, 3-4, 5-6, 7-8 and 9-10. The research takes the average value of the evaluation results of the research object as the final result, so as to ensure the reliability and effectiveness of the results.

Methods: Through SASD data statistical analysis software, this paper analyzes the impact of the development of traditional villages in West Beijing on residents' mental health under the background of social psychology.

Results: Table 1 refers to the impact of the development model of traditional villages in West Beijing on the psychology of residents in the context of social psychology. It can be seen from Table 1 that the residents of traditional villages in West Beijing in the four regions have a high degree of well-being. Therefore, the development competitiveness of traditional villages in West Beijing needs to be combined with social psychology, which plays an important role in the sustainable development of the region.

Table 1. The influence of the development model of traditional villages in West Beijing on the residents' psychology of traditional villages in West Beijing under the background of social psychology

Psychological indicators	Very good	Quite good	Good	Generally good	Not very good
Lonely	43	47	47	32	31
Interpersonal communication	46	44	39	36	35
Gender discrimination	42	42	45	34	37
Self-recognition	42	43	44	35	36

Conclusions: Combined with the background of social psychology, the development competitiveness of traditional villages in West Beijing has a high degree of good, which plays an important role in the subsequent development and innovation of traditional villages in West Beijing.

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ON THE VALUE ORIENTATION OF MARXISM AND E-COMMERCE DEVELOPMENT VIEW FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGICAL CATEGORY

Shuhua Wang