

Promoting the process of “rural revitalization” is of great practical significance. In the development of coastal villages, it is effective to use social psychology to find the development of marine leisure, sports, culture and tourism industry, which can significantly accelerate the “rural revitalization” efficiency of coastal villages and drive the development of regional economy. Therefore, on the basis of “rural revitalization” strategy, implementers need to make full use of the social and psychological activities of regional development participants and determine the development direction in order to ensure the normal development of “rural revitalization”.

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## A STUDY ON THE INFLUENCE OF FEMALE CONSCIOUSNESS IN VICTORIAN BRITISH FEMALE NOVELS ON WOMEN’S POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology pays attention to the psychological changes of individuals and groups in social activities, and is committed to summarizing some universal laws, and advocates the application of these methods and models to deal with social relations and social problems. Compared with traditional psychology, social psychology pays more attention to the psychological patterns of groups in society, such as group subconscious thinking mode, group cultural habits, group initiation and group bias, etc., but paying attention to groups does not mean that social psychology society despises the influence of individual psychology. Therefore, social psychology is more suitable than traditional psychology to analyze the social problems obviously affected by the social environment and the psychological related problems of individual members in the society. From the perspective of research methods, social psychology attaches importance to case study on the basis of using traditional psychological research methods. Therefore, sociological research methods such as questionnaire survey, expert consultation, comparative experiment and interview are often used in the research of social psychology. Female consciousness is gender consciousness, which is the understanding of women’s role and status, and the experience of women’s value as human beings. Female consciousness exists in female literature and changes with the development of the times. Female consciousness is prominent in British women’s literary works, and has played an important role in enlightening and leading British women’s female consciousness. The female consciousness in female literary works is not suitable for separate analysis. It should be analyzed in combination with the social environment and female group psychology at that time. Therefore, this study uses the method of social psychology to study the female consciousness in Victorian British female novels, hoping to provide some reference and inspiration for China to stimulate and improve women’s positive psychology through literary works.

**Objective:** By analyzing the female consciousness in Victorian British female novels, to find out the elements of female consciousness affecting the positive psychology of female groups in female novels at that time, so as to provide some references for guiding the development of female consciousness through literary works in China.

**Objects and methods:** Collect several famous Victorian British female novels, such as the tragedy of mares, virginity, pride and prejudice, and study these novels to extract the female consciousness that may have an impact on the positive psychology of female groups at that time. Then 35 female consciousness experts and social psychology experts from home and abroad are selected to form an expert group, and these elements are sent to the expert group. Members are required to judge and supplement whether the influencing elements are accurate and whether there are omissions. At the same time, the degree of influence of various factors on the extreme psychology of British women at that time is evaluated. The evaluation is divided into five levels: no influence, slight influence, general influence, obvious influence full impact.

**Results:** After the members of the expert group reached an agreement, stop the feedback cycle, sort out the final opinions of the expert group, and get Table 1.

**Table 1.** Statistical results of final opinions of the expert group

| Reason  | No effect | Slight impact | General impact | Obvious influence | Full impact |
|---|-----------|---------------|----------------|-------------------|-------------|
| Their own inaction is also the cause of tragedy | 1         | 5             | 6              | 13                | 10          |
| Economic status can affect social status        | 5         | 8             | 10             | 7                 | 5           |
| You can change your destiny                     | 0         | 3             | 8              | 13                | 11          |
| You don't have to rely on men                   | 9         | 15            | 6              | 3                 | 2           |
| Social customs are not necessarily right        | 2         | 7             | 10             | 10                | 6           |

The figures in Table 1 represent the number of expert groups who believe that the corresponding female consciousness factors will have a corresponding hierarchical impact on the positive psychology of Victorian British women. It can be seen from Table 1 that the expert group believes that “you can change your destiny” and “your inaction is also the cause of tragedy” have the most significant impact on the positive psychology of Victorian British women, and “you cannot rely on men” has the least impact.

**Conclusions:** From the perspective of social psychology, this study analyzes the elements of female consciousness in British female novels that affect the positive psychology of Victorian British female groups. In the study, firstly, several famous Victorian British women's novels were collected. After reading, the elements that may have an impact on the positive psychology of women at that time were extracted and sent to the expert group for adjustment. The expert consultation results show that the expert group believes that “you can change your destiny” and “your inaction is also the cause of tragedy” female consciousness have the most significant positive psychological impact on Victorian British women. This is because in the context of the Renaissance and the era of great navigation, the concept of “changing fate depends on self-struggle” spread more and more widely, and also affected the female groups at that time. Repeated publicity of these concepts through popular media works such as novels will further stimulate the positive psychology of the majority of female groups to change the treatment of themselves and their social groups.

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## AN EMPIRICAL STUDY ON THE CORRELATION EFFECT BETWEEN PRIVATE EQUITY FUNDS AND REGIONAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology is a subject that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it focuses on language, friends, family, living environment While the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent irrelevant variables affecting the results from being introduced into case study. Private Equity fund (PE) refers to the fund investment in the non-public trading equity of non-listed companies or listed companies through the non-public offering. It is observed that the local economy with more private equity funds in China is developing faster than the whole country. Financial experts have conducted a lot of research on this phenomenon, but they are basically carried out from the economic perspective. However, the private equity funds are operated by people, and the investment objects (i.e., companies) are also managed by people. Their psychological factors will greatly affect their decision-making and judgment. Therefore, it is necessary to study the relationship between private equity funds and regional economy from the perspective of social psychology.

**Objective:** To analyze the correlation between private fund investment and regional economic development in China, and investigate the social psychology principles that produce this correlation, so as to put forward some suggestions to help develop the economy of backward areas in China.