

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.

* * * * *

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

Ran Hu¹ & Xi Zhao²

¹*College of Economics & Management, Hefei Normal University, Hefei 230601, China*

²*School of Economics and Management, Hefei University, Hefei 230601, China*

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.

Objects and methods: Purchase the economic development data of China’s private equity funds and their investment regions in recent 10 years from a data service provider. Clean the data set, and then analyze the correlation between the investment amount of private equity funds in the region and the average annual economic growth rate in the region since private equity investment. Then, 38 heads of relevant government departments and financial experts in the investment area of private equity funds were consulted, combined with the theoretical methods of social psychology, to summarize the psychological reasons for this correlation, and let them evaluate the impact of each psychological reason on this correlation. The degree of impact was expressed in five categories: no impact, slight impact, general impact, obvious impact and full impact, and assigned 1, 2, 3, 4 and 5 respectively. In addition, in the correlation model, the significance level is set to 0.05.

Results: The experimental results of correlation analysis show that there is a positive correlation between the investment amount of private equity funds in the region and the average annual economic growth rate of the region since private equity investment. The fitting effect of linear regression model is the best. At this time, the output correlation coefficient is 0.527, and the *P* value is 0.031, which is less than the significance level. The results obtained by consulting experts are shown in Table 1.

Table 1. Expert consultation results

Reason	Average score of influence degree	Overall impact level interval	Standard deviation of impact rating
Profit seeking psychology	3.79	General impact – obvious impact	0.25
Group psychology	4.16	Obvious influence – full influence	0.27
Halo effect	4.58	Obvious influence – full influence	0.33

The “overall impact level interval” in Table 1 represents the two impact levels closest to the average of the impact level scores of experts. According to Table 1, experts believe that the psychological reasons leading to the positive correlation between private equity funds and economic development mainly include “profit seeking psychology”, “herd psychology” and “halo effect”.

Conclusions: In order to explore the relationship between private equity fund investment and the economic development of the invested region, this study purchased the economic development data of China’s private equity fund and its investment region in recent 10 years from a data service provider, analyzed the correlation between the investment amount of private equity fund in the region and the average annual economic growth rate of the region since private equity investment, and the analysis results showed that there was a positive correlation between the two. Analyzing the mechanism of these reasons from the perspective of social psychology, it can be seen that private fund investment enables the invested enterprises to provide better treatment for talents, which greatly mobilizes the subjective initiative and positive psychology of talents, improves the external impression of enterprises, attracts more investment (halo effect and conformity psychology), and contributes to the better development of enterprises. In addition, after the overall treatment of relevant personnel of the enterprise is improved, they will have greater psychological motivation to consume, so as to drive the development of surrounding consumption and related industries, and continue to attract more people who are eager to change their living conditions to gather in these areas, which will further promote local economic development (profit-seeking psychology) and form a virtuous circle.

Acknowledgement: The research is supported by: Research on the Operation Mode of Guiding Fund of Hefei State-Owned Government, Special Cooperation Project of Hefei Xingtai Financial Holding (Group) Co., Ltd. in 2021 (No. XTZXZD03); Talent Research Fund Project of Hefei University “Research on Gender Differences in Employment Quality from the Perspective of Social Capital” (No. 20RC55).

* * * * *

RESEARCH ON THE TEACHING REFORM OF ECONOMIC LAW COURSE IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Wenbo Wang