

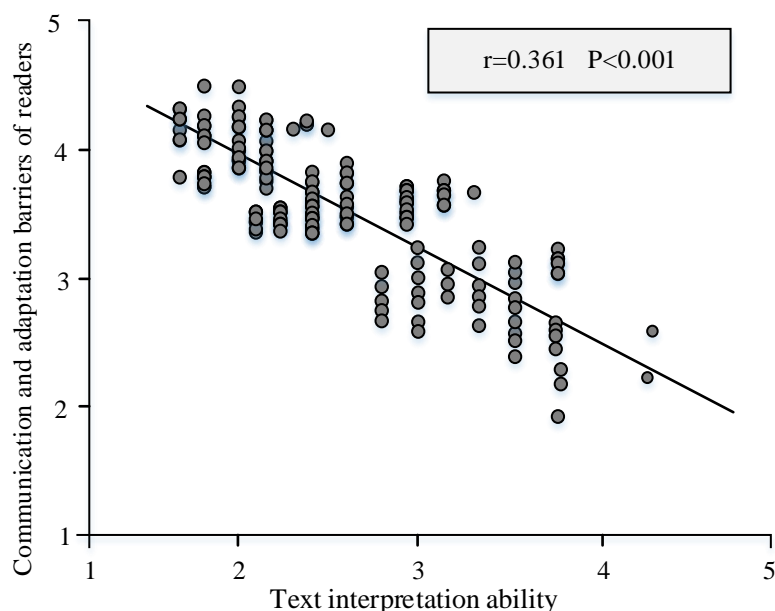
barriers.

**Objective:** In order to clarify the connection mechanism between text interpretation ability and readers' communication barriers, this study carried out a correlation analysis between them, in order to provide a clinical perspective and strategy for overcoming readers' communication adaptation barriers.

**Subjects and methods:** 500 readers from three university libraries in our city were randomly selected as the research objects, and the text interpretation ability and communication adaptation obstacles of 500 readers were evaluated. Both of them adopted the five-level scoring method. Then, the correlation between 500 readers' text interpretation ability and communication adaptation disorder was evaluated as a whole.

**Methods:** Use Excel software to complete data analysis.

**Results:** Figure 1 shows the correlation between text interpretation ability and readers' communication adaptation barriers. It can be seen from Figure 1 that the text interpretation ability is negatively correlated with the communication adaptation disorder of readers, and the higher the text interpretation ability of readers, the smaller the symptoms of communication adaptation disorder.



**Figure 1.** Correlation between text interpretation ability and readers' communication adaptation barriers

**Conclusions:** In order to clarify the connection mechanism between text interpretation ability and readers' communication barriers, this study carried out a correlation analysis between them. The results show that text interpretation ability is negatively correlated with readers' communication adaptation barriers, and the higher the readers' text interpretation ability, the smaller the symptoms of communication adaptation barriers. This shows that improving readers' text interpretation ability can effectively reduce readers' communication and adaptation barriers. Therefore, the problem of communication and adaptation obstacles can be alleviated by strengthening readers' text interpretation ability.

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## RESEARCH ON THE CONSTRUCTION OF PRACTICAL TEACHING SYSTEM OF DIGITAL MEDIA ART SPECIALTY UNDER PSYCHOLOGICAL ANALYSIS

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**Background:** Psychology includes basic applied science and applied psychology. The research object is human. The research content includes three aspects: human psychological phenomenon, spiritual function

and behavior. The research content of basic psychology is very wide, involving perception, cognition, interpersonal relationship, education, etc. When psychologists conduct psychological research, they will describe, explain and predict human behavior, and use the research results to improve the quality of human life. In applied psychology, human behavior and psychological mechanism are explained through brain operation, and the role of human psychological function in social behavior and social motivation is analyzed. Psychology can be divided into five sub fields: neuroscience, clinical psychology, cognitive psychology, developmental psychology and social psychology. In the process of human development, such as learning. Cognitive psychology is the study of related psychology with the help of computer methods. In social psychology, the research object is human communication and other group behaviors. Early psychology belongs to the category of philosophy. Therefore, psychology at this time can be called philosophical psychology. Its research content is the discussion of the relationship between body and mind, free will and determinism. In education and teaching, we can analyze the students' psychology and behavior through the relevant knowledge of psychology, and reasonably adjust the education and teaching content according to the students' psychology and behavior, so as to improve the teaching effect and achieve the purpose of educating people.

Digital media specialty is an interdisciplinary subject, which can represent the development trend of the current art field. Digital media art involves many disciplines, such as film and television animation, network multimedia and so on. Practical teaching plays an important role in the professional education of digital media art in colleges and universities. The current practical teaching of digital media art specialty cannot meet the needs of social development. It is necessary to innovate and improve the previous practical teaching mode. In digital media art education, the curriculum focuses on cultivating and improving students' innovative ability. In the relevant teaching process, the interaction between teachers and students should be strengthened. Teachers should patiently teach students to collect and process information, so as to improve students' learning enthusiasm. According to the actual situation of students, design the relevant practical courses, and construct the practical teaching system of quality media art specialty. In the process of practical teaching, gradually improve their practical ability, performance ability and innovation ability.

**Objective:** To understand the current teaching situation of digital media art major in colleges and universities and students' views on the courses of this major, and to analyze the reasons why students' learning enthusiasm is not high. On this basis, firstly, improve the professional knowledge system of digital art and digital media art, cultivate students' artistic literacy and cultivate students' ability to develop network database, which is conducive to improving students' comprehensive practical application ability. Then construct the practice system of digital media art specialty, and divide the practice teaching into five stages: curriculum experiment stage, curriculum design stage, professional practice stage, enterprise practice stage and graduation design stage. In practical teaching, we should use psychological knowledge to stimulate students' learning enthusiasm, improve students' learning initiative, create a good learning atmosphere and improve the quality of practical teaching.

**Subjects and methods:** The research objects are college students majoring in digital media art. 261 students majoring in digital media art are randomly selected. These students come from different majors and family backgrounds. Understand the learning status of these students and their views on digital media art major, and carry out the reformed practical teaching of digital media art major for these students. The teaching time is 2 semesters, during which relevant data are recorded. Through statistical analysis software, study the changes of students' ability before and after the reform of teaching, quantify the relevant influencing factors, and adopt grade 1-5 score. The higher the score, the greater the impact.

**Results:** With the continuous development of information technology, the development prospect of digital media art specialty is getting better and better. At present, there are still many problems in the education of this major. The discipline concept of digital media art cannot keep up with the pace of the times, the teaching content cannot meet the needs of the society, and the students' operation ability is relatively low. By improving the relevant knowledge system and constructing the practical teaching system of digital media art specialty, students' innovation ability and operation ability are continuously improved in the step-by-step practical teaching. Among them, the operational ability score of junior students is 4.76, and the results are shown in Table 1.

**Table 1.** Ability scores of students majoring in digital media art in different grades

Grade	Innovation ability	Operational capability	Expressive ability
Sophomore	3.05	3.35	3.26
Junior	4.15	4.56	4.54
Senior	4.76	4.87	4.62

**Conclusions:** At present, the major of digital and media art is a popular major, and its development prospect is very good. The current practical teaching of digital media art specialty cannot meet the needs of social development, the conditions of teachers cannot meet the requirements of development, and the technical ability lags behind the reality. The previous practical teaching mode is innovated and improved. Starting from pedagogy, psychology and other disciplines, we will reform the major of digital media art. Properly adjust the teaching organization form and teaching evaluation to improve students' professional skills and practical ability.

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## RESEARCH ON HOW TO USE BIG DATA PLATFORM TO PROMOTE ENTERPRISE DIGITAL TRANSFORMATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Modern medicine believes that anxiety is related to genetic factors. Anxiety disorder can be found in the families of patients with anxiety disorder. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. On the whole, the physiological changes of anxiety disorder are the overactivity of neural activities, but these physiological changes are not unique to anxiety disorder, so they may also be the result of the disease rather than the cause. Anxiety disorder mainly occurs in young and middle-aged groups, and the inducing factors are mainly related to people's personality and environment. The former is more common in introverted, shy and overly neurotic people, while the latter is often closely related to fierce competition, overwork, long-term mental work and interpersonal tension. Some patients also have atypical incentives. Clinically, doctors usually divide anxiety disorders into acute anxiety and chronic anxiety. (1) Acute anxiety disorder: mainly manifested as panic attack, often occurs in night sleep and has a sense of death. The patient has a violent heartbeat, chest suffocation, throat blockage and dyspnea. Excessive breathing caused by panic will lead to respiratory alkalosis (excessive exhalation of carbon dioxide will lead to alkaline blood), limb numbness, perioral numbness, pale face, abdominal distension, etc., which will further aggravate the fear of patients. Such patients are often emotional and nervous when they see a doctor, which often makes doctors have the illusion of cardiovascular disease attack. Usually, acute anxiety attacks last for a few minutes or hours. After attack or appropriate treatment, the symptoms can be relieved or disappeared. (2) Chronic anxiety disorder: acute anxiety often occurs in the context of chronic anxiety, but more patients are mainly manifested in the symptoms of chronic anxiety. Generally speaking, the typical manifestations of chronic anxiety disorder have five main symptoms, namely panic, fatigue, tension, shortness of breath and chest pain. In addition, there are tension, cold sweat, syncope, hiccups, nausea, abdominal distension, constipation, impotence, frequent urination, etc., which are sometimes difficult to distinguish from neurasthenia or other special diseases. Therefore, doctors need to have a comprehensive and detailed understanding of the disease in order to avoid misdiagnosis.

Social psychology is committed to understanding and explaining how individual thoughts, emotions and behaviors are affected by reality, imagination and implicit social existence. Social psychology is an experimental study on social promotion or social encouragement. Only by introducing the experimental process into the research of human social psychology and social behavior can it mark the formal birth of modern social psychology. The core topic of social psychology is the relationship between attitude and behavior. The main variables of its theoretical framework include: behavior attitude, subjective norms, perceived behavior control and behavior intention. According to the theory of planned behavior, the more positive attitude and subjective norms are, the stronger perceived behavior control is, and the stronger the individual's intention to consider executive behavior is. Social psychology mainly studies people's social support and personality traits. It is a discipline that emphasizes research to make life more valuable and meaningful. In short, social psychology is a subject that studies the psychological and behavioral