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

Yi Kang[1*], Haiqin Wu[2] & Zhiping Ouyang[2]

[1]Zhongnan University of Economics and Law, Wuhan 430000, China
[2]Fuzhou Vocational and Technical College, Fuzhou 344000, China

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

development of individuals and groups in social communication. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society. With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing. More and more employees in enterprises have mental health problems, which is mainly manifested in that more and more employees show anxiety and have an important risk of developing anxiety disorder. The survey shows that the probability of middle-aged workplace employees suffering from anxiety disorders is as high as about 30%. In view of this, based on the perspective of social psychology and combined with the big data platform, this paper constructs the enterprise digital transformation model to explore the positive significance of enterprise digital transformation in solving employee anxiety.

Objective: In order to solve the anxiety psychological problems of enterprise employees, this paper constructs the enterprise digital transformation model based on social psychology and combined with the big data platform, in order to explore the positive significance of enterprise digital transformation in solving employee anxiety, so as to ensure the long-term, stable and sustainable development of the enterprise.

Subjects and methods: 400 enterprise employees were randomly divided into control group and experimental group, with 200 employees in each group. The control group implemented the traditional enterprise model, and the experimental group implemented the enterprise digital transformation model. The higher the score, the more serious the anxiety of employees in chemical enterprises. Finally, the anxiety psychological status of the two groups of enterprise employees is compared and analyzed.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the changes of anxiety psychology of employees in the two groups. Compared with the control group adopting the traditional enterprise model, the experimental group of enterprise digital transformation based on social psychology and big data platform had less anxiety psychological symptoms, and there was significant difference between the two groups ($P < 0.05$).

Table 1. Changes of anxiety psychology of employees in the two groups (n=300)

Factor	Control group (n=150)	Experience group (n=150)	P
Somatization	3.54±0.55	1.39±0.43	<0.05
Obsessive compulsive symptoms	3.36±0.41	1.45±0.56	<0.05
Interpersonal sensitivity	3.44±0.56	1.25±0.43	<0.05
Depressive status	4.29±0.42	1.43±0.57	<0.05
Anxiety state	4.75±0.61	1.28±0.43	<0.05
Hostile situation	3.54±0.55	1.39±0.43	<0.05
Psychological state of terror	3.36±0.41	1.45±0.56	<0.05
Paranoid mental state	3.44±0.56	1.25±0.43	<0.05
Psychotic	4.29±0.42	1.43±0.57	<0.05

Conclusions: The enterprise digital transformation mode based on social psychology and big data platform has an important impact on alleviating the anxiety and psychological problems of enterprise employees. It can not only help enterprise employees form correct work values, but also actively relieve the psychological pressure of enterprise employees. Therefore, it can be said that the enterprise digital transformation model based on social psychology and big data platform has high theoretical and practical value.

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RESEARCH ON THE INFLUENCE OF COMPUTER COURSE ON COLLEGE STUDENTS WITH COMMUNICATION ADAPTATION DISORDER UNDER THE BACKGROUND OF MOOC TEACHING

Jun Ma

Changsha Medical University, Changsha 410219, China

Background: Adaptation disorder is a chronic psychogenic disorder caused by long-term stressors or difficult situations, coupled with the patient's personality defects, leading to emotional disorders such as anxiety and depression, as well as maladaptive behaviors (such as withdrawal, lack of attention to health,