

subsidy (sub), tax preference (ETR) and credit loan (DLT), and select the intermediate variables to construct the action mechanism test model to verify the impact of industrial policies on technological innovation in digital economy industry. The control variables are age, size, ALR, bit and Bi.

**Methods:** The related data were processed and analyzed by software SPSS 17.0.

**Results:** From the perspective of social psychology, the impact of industrial policy on technological innovation in digital economy industry has industry heterogeneity, as shown in Table 1.

**Table 1.** Industry heterogeneity test

Variable	Industry 1		Industry 2		Industry 3	
	Ln patents	Ln patentf	Ln patents	Ln patentf	Ln patents	Ln patentf
SUB	2.62e-09 (1.30)	2.39e-09** (2.83)	3.38e-09 (0.89)	1.34e-09 (0.32)	3.10e-09** (1.97)	4.05e-09*** (2.85)
ETR	0.2842 (0.19)	-0.4990 (-0.25)	-0.1973 (-1.06)	-0.1296 (-0.80)	-0.0287 (-0.37)	-0.0212 (-0.21)
DLT	0.0939 (0.03)	-0.8792 (0.19)	-1.0203 (-0.51)	-0.0539 (-0.03)	-1.5920 (-1.08)	-1.1504 (-0.72)
R2	0.1757	0.1394	0.1146	0.0572	0.1518	0.1590
OBS	88	78	239	198	849	787

**Conclusions:** From the perspective of social psychology, there is industry heterogeneity in the impact of industrial policy on technological innovation in digital economy industry. When formulating industrial policy, local governments need to consider industry differentiation and formulate a and differentiated industrial policy, so as to effectively improve the level of technological innovation in digital economy industry.

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## EXPLORATION AND ANALYSIS OF THE TALENT TRAINING MODEL OF RESEARCH TUTORS IN THE MODERN APPRENTICESHIP CONCEPT FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Since the reform and opening up, China's economy has been developing continuously, and the level of science and technology and technology are also improving. Now, China has become a large manufacturing country. However, due to the late start of China's manufacturing industry, the lack of management experience and apprenticeship, there is still a certain distance between China and becoming a manufacturing power. In order to become a manufacturing power as soon as possible, the Chinese government has issued many policies to promote technological innovation in the manufacturing industry and realize industrial optimization and industrial upgrading of the manufacturing industry. Among these policies, the craftsman spirit has been put forward many times, emphasizing the craftsman culture, encouraging manufacturing enterprises to customize and produce personalized and flexible high-quality products, so as to improve product quality and product reputation, optimize user experience, strive to create an internationally famous brand and realize brand marketing. In the context of economic globalization, China's manufacturing enterprises are in the middle and lower reaches of the industrial value chain for a long time due to the lack of competitive products and services. They are unable to open the high-end market of the international market and obtain the income of high value-added products in the high-end market.

With the continuous development of economy and the continuous improvement of people's quality of life, people also have higher requirements for product treatment and services. If the manufacturing industry wants to develop, it must carry out higher standard product manufacturing, so as to realize industrial upgrading. To realize the improvement of product quality and industrial upgrading, we must pay attention to the cultivation of high-quality and high-tech talents. Modern apprenticeship is an advanced vocational education model, which is characterized by double tutor teaching of school teachers and enterprise masters, so as to improve students' practical ability. Based on the perspective of educational psychology, this paper analyzes the talent training mode of graduate tutors based on the concept of modern apprenticeship, hoping to find an effective method to improve students' literacy.

**Objective:** To explore the application value of the talent training mode of graduate tutors under the concept of modern apprenticeship from the perspective of educational psychology, improve students'

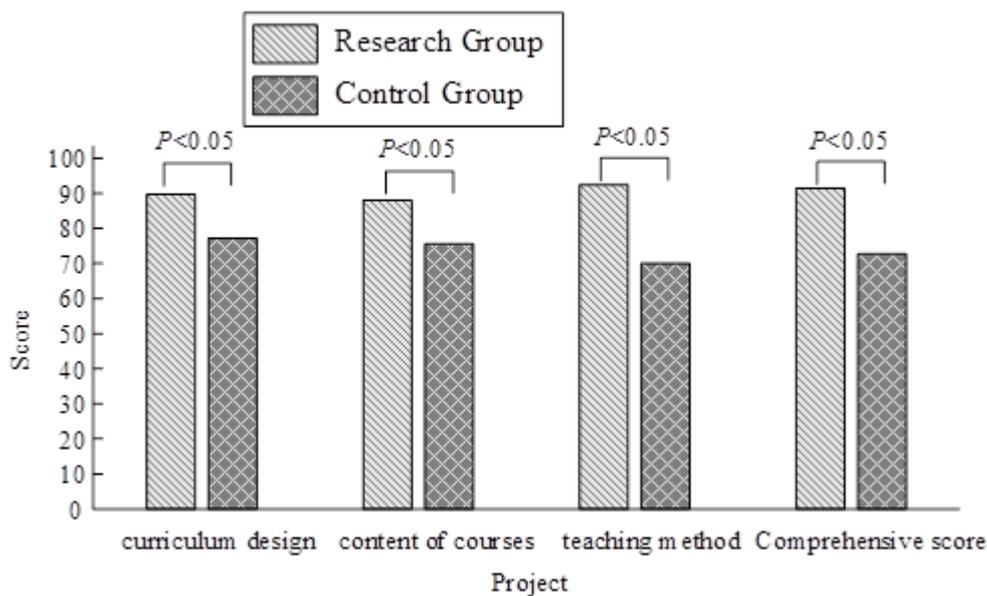
literacy and practical ability, so as to provide high-quality talents for the society and promote the development of economy and society.

**Research objects and methods:** 200 students were randomly selected from a vocational school. Make a questionnaire to investigate the students, and evaluate the students' ability by using the students' ability self-assessment scale and examination results.

**Study design:** 200 students were randomly divided into study group and control group by random number method. There were 100 students in each group. Among them, the students in the research group adopt the modern apprenticeship teaching model based on the perspective of educational psychology. The students in the control group adopted the traditional teaching mode. After six months of teaching, the students' ability was evaluated by the students' ability self-assessment scale and examination results, and the teaching effect of the teaching model was evaluated by the students' satisfaction score.

**Methods:** SPSS 17.0 and Excel software were used to comprehensively analyze and sort out the survey data by means of comparison, induction and summary.

**Results:** After 6 months of teaching, the course satisfaction, self-assessment score and examination scores of the students in the research group were significantly better than those in the control group ( $P < 0.05$ ). Among them, the score of course satisfaction is shown in Figure 1.



**Figure 1.** Satisfaction of two groups of students

**Conclusions:** Compared with the traditional teaching mode, the modern apprenticeship teaching mode based on the perspective of educational psychology can better attract students' interest and improve students' practical ability, so as to provide high-quality talents for the society and promote the development of economy and society. Therefore, the modern apprenticeship teaching model based on the perspective of educational psychology is a talent training model worthy of popularization.

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## RESEARCH ON THE FUNCTION OF COLOR PSYCHOLOGY IN ART DESIGN SPECIALTY

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**Background:** In Chinese traditional culture, various colors have their own specific symbolic meanings. For example, yellow represents dignity, which is generally used in the clothing and decoration of ancient emperors; White represents sadness, which is generally used in funerals; Green represents vitality and hope