

* * * * *

THE COLOR MATCHING DESIGN METHOD OF CROSS-BORDER E-COMMERCE WEBSITE UNDER THE GUIDANCE OF COGNITIVE PSYCHOLOGY

Yida Wang

Information Engineering School, Hangzhou Dianzi University, Hangzhou 311305, China

Background: Face the colorful world, the color of the conspicuous sex than other visual elements is strong, so the color not only has a strong recognition, but also creates a psychological reaction in people's mind, this is what people in judging whether beautiful site, if you can catch our eyes, even if the direct factors can leave deep impression. However, chronology is a profound course, which has been studied by many professionals since ancient times. Every era has different popular colors and aesthetic standards. Therefore, in order to better use color design websites, cognitive psychology can be effectively guided to obtain some simple color matching skills.

Cognitive psychology, a psychological trend of thought and research direction in the west in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Narrow sense is equivalent to contemporary information processing psychology. It is the mainstream of modern cognitive psychology to study the cognitive process from the viewpoint of information processing. It regards human as an information processing system, and considers cognition as information processing, including the whole process of encoding, storing and extracting sensory input. In this view, cognition can be broken down into a series of stages, each of which is a unit that performs certain operations on input information, and reaction is the product of this series of stages and operations. The components of an information processing system are all related to each other in some way.

Objective: Website color matching technology is one of the key technologies in website design and the most important means of expression of modeling language. Guided by cognitive psychology, the use of adjacent colors, similar colors, and contrast color matching as the main color matching scheme can effectively solve the actual problem of color incoordination in the current website color matching, which is practical for the color matching design of cross-border e-commerce websites significance.

Study design: Using a stratified cluster random sampling method, a survey of 1,000 website audiences was conducted. Randomly select 3 cross-border e-commerce websites, and post information about the psychological impact of colors on the audience and the selection of consumption. A total of 1,000 questionnaires were distributed, and 973 valid questionnaires were returned.

Methods: Use Excel to count the large audience's color matching of cross-border e-commerce websites.

Results: In color science, the adjacent two colors are called adjacent colors, and the brightness and purity are changed in the design to give people a comfortable, natural, and soft color effect. Contrasting colors and complementary colors can quickly deliver visual effects. The application of cold and warm contrast usually appears on leisure and entertainment websites and food websites. At the same time, in order to make the website achieve the effect of order, unity and harmony, colors can be used to reconcile it. The specific statistical table is shown in Table 1.

Table 1. The audience's color matching of cross-border e-commerce websites.

Factor	Adjacent color, similar color matching	Contrasting color matching	Complementary color matching	Warm and cold collocation	Color harmony
Audience	4	3	3	3	4

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off.

Conclusions: The charm of color is infinite, it can make things that are very plain and tasteless, and they can become beautiful and beautiful in an instant. With the rapid advent of the information age, the Internet has also begun to become more colorful. People are no longer limited to simple text and pictures; they require web pages to look beautiful and comfortable. Therefore, contemporary designers not only need to master the basic website production technology, but also need to master the website style, color matching and other design art. Among them, color occupies a very important position in website design. When

choosing colors, we should generally consider the following factors: 1. Clearly define what purpose we want to achieve with colors. Analyze the group of viewers, as well as the effect of the cross-border e-commerce website to promote, the main idea of the business and the CI design. 2. Choose the main color that reflects the design needs. Select the overall tone after analyzing the cross-border e-commerce website. 3. After selecting the central solid color, arrange the color matching design. 4. Focus on the characteristics of the design or human feelings, and make the available color choices more perfect. Therefore, when selecting colors for cross-border e-commerce websites, neither a single color can be selected, nor can it be too fancy, generally no more than three basic hues.

Acknowledgement: The research is supported by: Natural Science Foundation of Zhejiang Province, Research on Successful Model of the “Internet +Agriculture Products” Cross-border E-business (NO. LQY18G020001).

* * * * *

AN ANALYSIS OF THREE WOMEN’S CULTURAL EDUCATION MOVEMENTS IN MODERN CHINESE HISTORY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Yue Wang

Institute of Marxism, Beijing Technology and Business University, Beijing 100037, China

Background: Engels pointed out: “In every society, the degree of women’s liberation is the natural measure of general liberation.” Women’s cultural education movement is an important part of the women’s liberation movement. There have been three women’s cultural education movements in the modern history of our country: the women’s cultural education movement during the Taiping Heavenly Kingdom period, the women’s cultural education movement during the Wuxu Reform period, and the women’s cultural education movement during the Xinhai Revolution to the May Fourth Movement. The Revolution of the Taiping Heavenly Kingdom used armed forces to overthrow the Qing dynasty and seize power, enabling all people to enjoy the four equal rights of politics, economy, ethnicity, and men and women. According to the principle of equality between men and women advocated by the Taiping Heavenly Kingdom, women have equal rights to receive cultural education. Through education, women have clarified the purpose and significance of the revolution and cultivated women’s revolutionary consciousness. After the Opium War, China gradually became a semi-feudal and semi-colonial society. The Sino-Japanese War of Sino-Japanese War in 1894 ended with the failure of China. The imperialist powers’ aggressive activities in China have intensified. The bourgeois reformers represented by Kang Youwei and Liang Qichao, in order to achieve the political goal of saving the nation and improving society, put forward a series of ideas in the field of culture and education that are compatible with their political goals. This is the idea of advocating and attaching importance to women’s cultural education. Reflection. Bourgeois democrats represented by Sun Yat-sen have stepped onto the stage of history. In terms of women’s cultural education, it is stipulated that elementary and elementary schools can be co-educational, and various schools such as secondary schools, normal schools and vocational schools can be established for women, reflecting the bourgeois democracy. The progressive requirements and democracy of the school in women’s cultural education.

The attitude change theory in social psychology provides a theoretical basis for studying the three women’s cultural education movements in modern Chinese history. Attitude change theory refers to the theory of scientific laws in the search for attitude change. There is mainly consistency theory, self-perception theory, harmony theory, attribution theory, functional theory, stimulus response theory and cognitive dissonance theory. Consistency theory believes that individuals modify their attitudes and behaviors to maintain the greatest degree of harmony within the belief system and with external behaviors. By changing the verbal attitude, the external behavior can be changed.

Objective: Cultural education is conducive to promoting social progress and development. Therefore, through in-depth research and analysis of women’s cultural and educational movements that have occurred in history, especially in modern history, the evolution of women’s social status and the influence of ancient and modern thinkers, writers, and politicians on the road to women’s liberation can be explored. Exploration and thinking can effectively promote the creation of social productive forces.

Study design: Using stratified cluster random sampling method, 1,000 female college students were surveyed. Randomly select 10 universities, randomly select 100 female students from different majors and different grades, and issue questionnaires about cultural education. A total of 1,000 questionnaires were distributed, and 974 questionnaires were effectively returned.

Methods: Use Excel to count female college students’ views on cultural education.