

performance, and it studies how culture affects people’s psychology in a critical and comparative way.

**Objective:** With the gradual expansion of China’s cross-border e-commerce scale, Chinese cross-border e-commerce sellers need to understand the differences between different countries and cultures. They need to understand not only the language differences, religious differences, differences in consumption ability, customs and habits and other obvious differences, but also the psychological and cultural hidden differences of the objects of communication, and form a correct social cognition view by using the theoretical results of cross-cultural psychology to carry out pioneer examination of different cultures of different countries, and do a good job in psychological preparation before cross-border e-commerce communication, so as to provide inspiration and action guide for cross-border e-commerce communication practice. Communicators’ language behaviors are closely related to their own social and cultural backgrounds. The process of communication between two parties in different cultural backgrounds is cross-cultural communication. The application of cross-cultural psychological knowledge in cross-border e-commerce communication can promote cross-border e-commerce communication to be smoother and more effective.

**Subjects and methods:** In the new media environment, cross-border e-commerce sellers communicate with buyers via in-site mail, email or instant messaging software, making buyers and sellers more vulnerable to inefficient information sharing. This requires that cross-border e-commerce communication practitioners fully recognize all kinds of communication strategies and e-commerce language skills used for different purposes in different contexts, and adopt appropriate communication strategies and skills to achieve clarity, responsiveness and appropriateness of communication.

**Study design:** Cross-cultural psychological research attempts to shorten the distance between people, reduce psychological alienation, enable cross-border e-commerce practitioners to learn more about different psychological conditions, business customs, ways of thinking and behavioral habits due to cultural differences, and master psychological knowledge related to interpersonal interaction under different cultural backgrounds of countries and regions along the “One Belt, One Road”, so as to carry out targeted pre-sale, in-sale and after-sale communication with customers or consumers from countries along the “One Belt, One Road”, so as to avoid unnecessary misunderstanding and conflict due to cultural differences, help eliminate communication barriers, improve communication effects, and facilitate the smooth progress of cross-border e-commerce trade. This research carries on the analysis through the following three aspects, the communication clarity, the responsiveness, the appropriateness.

**Methods:** Randomly selected 200 consumers to conduct a questionnaire survey, a total of 200 questionnaires, 188 questionnaires back, 183 effective questionnaires.

**Results:** Because consumers, cross-border e-commerce sellers and enterprises in different countries have different interests, and in the pursuit of their own interests at the same time, they will have differences or contradictions. These differences or contradictions in essence have the same psychological elements, and the way to resolve these differences or contradictions is communication. Successful cross-border e-commerce communication, both buyers and sellers will be partially satisfied.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

**Table 1.** Impact of cross-cultural psychology on cross-border e-commerce communication

Factor	Clarity n	Influence	Comfort
Consumer	4	4	3

**Conclusions:** With the sustainable development of global cross-border e-commerce and the arrival of the new media era of international business communication, cross-border e-commerce enterprises and sellers need not only high-quality products, services and high level of operational skills, but also strong cross-border e-commerce communication capabilities. From the perspective of cross-cultural psychology, learn to conduct comprehensive and in-depth insight into the cultural differences, communication styles, communication strategies, individual identity differences and cultural values at the micro level, such as power distance, collectivism and individualism, and avoidance of uncertainty, and properly apply communication strategies to make the communication process more clear, timely and comfortable, which create more common interests for both parties to the transaction and promote the prosperity and development of the cross-border e-commerce industry.

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## COMPUTER NETWORK FIREWALL TECHNOLOGY BASED ON SECURITY

## PSYCHOLOGY AND ITS IMPLEMENTATION

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**Background:** At present, the continuous development of science and technology and the Internet makes people's daily production and life become more convenient and efficient. Computer and Internet can make the processing of data and information more quickly, and people depend on Computer and Internet more and more heavily in their daily life. Computer and Internet have become indispensable things. From the perspective of firewall security psychology, the current design ideas of firewalls are to determine whether they are legitimate users after being attacked. If they are found to have attack characteristics, they can only be allowed to enter the system and use "blocking" methods. This approach is understandable, but on the other hand, it cannot satisfy the attacker's above two psychologies, and greatly stimulates the attacker's desire to attack, which causes constant attacks until the breach. In this case, the network is obviously insecure, or at least under threat of attack. From the current situation of computer and Internet in our country, computer and Internet have been attacked by hackers, and malicious intrusion has been destroying network security and stability. The emergence and use of the firewall, make our country's network security has been greatly improved. In view of the whole development environment of network security in our country, firewall technology is of great importance.

**Objective:** There are many hidden security problems in computer network, which is caused by the open characteristic of computer network, and cannot avoid the invasion of lawbreakers, especially in all kinds of public places. Although the rapid development of computer networks, but there are still imperfections, especially in network security, is the most need to pay attention to the problem. Generally speaking, the existence of security vulnerabilities in computer networks will lead to security risks such as virus infection, many criminals will use computer viruses to invade users' computer networks, but with the application of firewall technology, computer viruses have been alleviated. For the users of computer network, the aim is to record data and bring convenience for daily life and work, but because of the low security awareness of users, they may face the security risks such as computer network virus. So, we should make full use of firewall technology to protect personal data in computer network, which is also the function and value of firewall technology. After testing, we can eliminate the hidden trouble and provide more security for users.

**Subjects and methods:** Firewall technology is more like a security barrier, not only to play a role in protection, but also in the use of computer networks, the relevant information and data for screening, so as to fully filter out the browsing data in the security risks or insecurity factors, and intercept the processing outside the computer network. Secondly, we can find out the hidden trouble of computer network, so as to improve the safety performance of computer network and protect the information and data of users. For many enterprises, the value of information data is often higher, must be fully protected information data, so through firewall technology, set the relevant password, information access level restrictions and other measures to improve the security of information data, so can also avoid suffering from viruses and other security problems, so that firewall technology has become the key to the development of relevant enterprises, can ensure the operation in a safe environment.

**Study design:** Randomly selected 500 subjects, regardless of sex, age or occupation, for a period of one month. The network firewall technology based on security psychology is applied to the computer of the experimenter. During the experiment, the operation of the experimenter is not restricted. The experimenter can operate normally and experience the security of the computer after the application of security psychology firewall technology. At the end of the experiment, 500 questionnaires were distributed, 482 questionnaires were retrieved and 476 valid questionnaires were valid. Questionnaire content from the following aspects of its application to explore the effectiveness of satisfaction. First, security configuration protection applications. Second, the practice application of gateway firewall. Third, virus database update control application. Fourthly, computer generated detection applications.

**Methods:** The software SPSS 20.0 was used to calculate the satisfaction of the application of computer network firewall technology in security psychology.

**Results:** The results of this survey use the influence values of 1 to 5 grades and quantitative specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 audiences are adopted and the average values are obtained by rounding off the results. The specific statistical tables obtained are shown in Table 1.

**Conclusions:** Due to the popularity of computer network, many people begin to pay attention to the security problems in the application process. Accurately speaking, computer network itself has some security risks, and improper operation of users, will lead to more serious consequences. Therefore, China is

also committed to network security protection technology research, firewall technology is a more effective security measures, is currently being more widely used, whether individuals or enterprises can use this technology to protect their own information and data security, to avoid property information or personal information disclosure. Firewall technology does have many application advantages, compared with other security protection technology is more significant, the computer network can form a protection, so the future to increase the firewall technology research, provide users with better security protection.

**Table 1.** Influence of computer network firewall technology under security psychology

Content	Security configuration protection app	Gateway firewall practice application	Virus library update control application	Application of computer deep detection
Audience	5	3	4	5

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## RESEARCH ON THE MODEL OF LITERATURE EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** The main body of college literature education is college students. Therefore, college literature education must comply with the psychological law of college students in order to promote college students to focus on learning content and achieve educational objectives. In the process of literature education in colleges and universities, scientific and reasonable stimulating factors should be arranged according to the learning psychology of college students to deepen students' understanding of the subject. Although learning itself is a student-centered behavior, educational psychology attaches great importance to the stimulating effect of the external environment on individual behavior. Scientific and reasonable stimulation can stimulate students' learning motivation and improve students' learning ability and learning level. Secondly, we should appropriately strengthen students' learning behavior. Strengthening is a means to increase individual spontaneous behavior under the action of external conditions. It is usually manifested in setting appropriate after-school exercises to consolidate students' knowledge, create a platform for students to exercise their own ability and accumulate professional knowledge, and finally achieve the effect of qualitative change through continuous quantitative exercises. In addition, students' stream of consciousness can also be shaped. This shaping is usually expressed in psychology as using the strengthened dependency relationship to promote individuals to make complex actions that they would not have done. In the actual education process, literature courses should be arranged step by step to strengthen the learning experience of college students and create a learning environment with literary atmosphere. Through the above teaching mode, college literature education can use educational psychology to affect students from different dimensions. In terms of knowledge and ability, college literature education can improve students' knowledge reserve and learning ability in the field of literature by stimulating and strengthening means; In terms of process and method, college literature education can make students have subjective initiative in the learning process and actively seek more efficient learning methods; In terms of emotional attitude, college literature education can imperceptibly change students' Outlook on life and values, develop good moral concepts and improve students' comprehensive quality through literature education.

**Objective:** The college literature education model combined with educational psychology can greatly enhance students' interest and enthusiasm in literature learning, and then give full play to their subjective initiative, join the interaction of literature teaching and independently improve their learning ability. By studying the different effects of educational psychology on students from various angles, we can lay a foundation for the choice of literary education mode in colleges and universities.

**Subjects and methods:** Based on the theory of educational psychology, this study designs a questionnaire, studies the impact of educational psychology on college literature education mode by issuing a questionnaire to students who have selected literature courses, and finally recommends different types of teaching modes through different degrees of influence.

**Study design:** The questionnaire designed in this study mainly focuses on the students' experience and expected learning mode in the learning process of literature courses. In the experiment, 300 questionnaires were distributed to the students who chose literature courses, and 287 questionnaires were successfully recovered, including 281 valid questionnaires and 6 invalid questionnaires.

**Methods:** In this study, excel was used as an analysis tool to sort out the survey results, and the influence