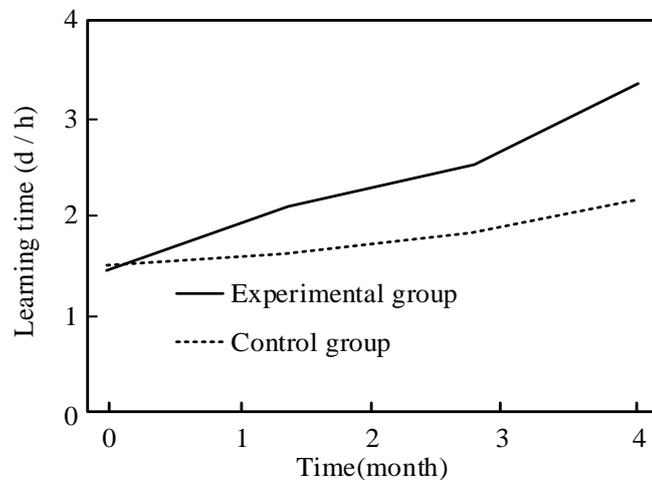


**Subjects and methods:** Through the analysis of the current situation of the cultivation of students' performance psychological adjustment ability in violin teaching, this paper discusses the problems existing in the cultivation of students' performance psychological adjustment ability in violin teaching, so as to formulate the cultivation scheme of students' performance psychological adjustment ability in violin teaching. After that, it makes an empirical analysis on students to verify the effectiveness and rationality of the scheme. Fifty violin students were randomly divided into experimental group and control group. The experimental group used the new scheme for 4 months, and the control group used the conventional scheme for 4 months. Finally, the overall violin skill level of students is counted by Excel, and the differences between the two groups are compared by SPSS 20.0.

**Research design:** The training plan of students' psychological adjustment ability in violin teaching is divided into three contents: the first is the psychological adjustment in daily training, the second is the psychological adjustment before going on stage, and the last is the on-the-spot psychological adjustment during rehearsal. Among them, the daily psychological performance of students is restrained in daily training, and the corresponding psychological control skills are temporarily taught in the psychological adjustment before going on stage. The psychological adjustment of rehearsal includes being familiar with the performance hall and the characteristics of speakers.

**Results:** Record the changes in the enthusiasm of the two groups of students in violin learning, as shown in Figure 1. Figure 1 shows that the students in the experimental group have significantly improved their enthusiasm for violin learning in the training of performance psychological adjustment ability for up to 4 months. In contrast, the students in the control group have only increased their learning enthusiasm from 1.5 h per day to 2.1 h per day in the training of performance psychological adjustment ability for up to 4 months, which is far lower than the growth rate of the students in the experimental group. There was significant difference in the enthusiasm and change rate between the two groups ( $P < 0.05$ ).



**Figure 1.** Comparison of violin learning enthusiasm between two groups of students

**Conclusions:** As a deductive art, violin needs professional playing skills and strong clinical psychological quality. Therefore, in professional teaching, in addition to imparting professional knowledge to students, teachers cannot fall behind in the cultivation of students' performance psychological adjustment ability. This paper analyzes the problems existing in the teaching of violin specialty, and puts forward the training scheme of performance psychological adjustment ability, which has obvious effect in practical application. In order to cultivate students' psychological quality, it is of great significance to students' future development.

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## RESEARCH ON THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE LOGISTICS FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** With the rapid development of the information age and the gradual realization of economic globalization, global e-commerce has developed vigorously. Under this background, cross-border

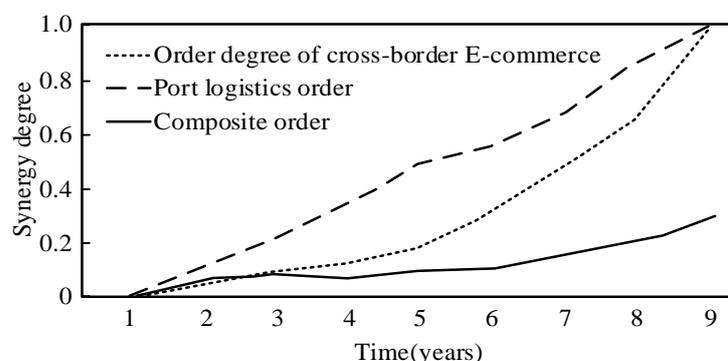
e-commerce has become an important way to promote the transformation and development of foreign trade in China. With the continuous expansion of the foreign trade market, the scale of foreign trade is also expanding. The continuous development of cross-border e-commerce has brought about the gradual frequent cultural exchanges, and the products of different cultures are more attractive to other individuals, which indirectly promotes the development of cross-border e-commerce. Cross border e-commerce is an emerging field integrating culture and material. With the improvement of its development speed, the development direction has become an issue to be discussed at present. From the perspective of psychology, cross-border e-commerce is to meet people's consumption desire and people's desire for cultural exchange. Therefore, from the perspective of psychology, the development of cross-border e-commerce can formulate the development direction according to people's psychological activities, and improve the task process of cross-border e-commerce with the main purpose of meeting people's needs. In addition, in the development of cross-border e-commerce, how to achieve coordinated development is also the focus of improving its business ability. The coordinated development of cross-border e-commerce and port logistics is the main way to meet people's desire for things. However, there are few studies on the coordinated development of cross-border e-commerce and port logistics. How to realize the coordinated development of cross-border e-commerce and port logistics under the condition of meeting people's psychological needs is both a difficult problem and an opportunity. Therefore, the research will analyze the coordinated development direction of cross-border e-commerce and port logistics from the perspective of psychology, in order to meet people's needs and drive the development of cross-border e-commerce logistics.

**Objective:** In order to promote cultural exchanges and realize people's purchase desire in cross-border e-commerce, cross-border e-commerce and port logistics should be developed together to meet psychological needs in the development of cross-border e-commerce logistics.

**Research objects and methods:** Analyze the significance of psychology to cross-border e-commerce communication, explore the collaborative status of cross-border e-commerce and port logistics, and put forward the collaborative model and collaborative evaluation model between them.

**Research design:** In the collaborative evaluation index system, cross-border e-commerce capability and port logistics status are taken as important indicators, including 8 evaluation items under cross-border e-commerce capability and 9 evaluation items under port logistics status. In order to realize standardized statistics, the evaluation items are quantified as score evaluation, and 0 - 9 subscales are used for evaluation. A questionnaire was used to evaluate the psychological feelings of 100 volunteers on the collaborative scheme, so as to analyze whether the collaborative development of cross-border e-commerce logistics meets people's psychological expectations.

**Results:** Calculate the synergy degree of coordinated development of cross-border e-commerce and port logistics, so as to preliminarily judge the synergy ability of cross-border e-commerce logistics development, as shown in Figure 1. The figure shows that the order degree of cross-border e-commerce obtained from the simulation shows a gradual upward trend, and the rising rate increases gradually with the increase of time. The order degree of port logistics shows a relatively stable growth rate in the simulation. A comprehensive analysis of the degree of synergy between the two shows that the degree of synergy between the coordinated development of cross-border e-commerce and port logistics has gradually increased from 0 at the beginning to 0.3 at the end, which shows that although the degree of synergy between the two shows certain volatility, the overall level of synergy still continues to show a growth trend.



**Figure 1.** Synergy of coordinated development of cross-border e-commerce and port logistics

**Conclusions:** With the continuous development of global cross-border e-commerce and the increase of international business communication, and with the support of information technology, cross-border e-commerce enterprises need perfect operation and management system and high-quality products to survive in the era of rapid development. Moreover, in the cross-border e-commerce business, we need to

learn to judge the direction of cross-border transactions from the perspective of psychology and people's consumption psychology. At the same time, in order to meet the buyer's demand for goods, multinational e-commerce needs to pay attention to improving the logistics level in its development. Therefore, realizing the coordinated development of port logistics is not only to improve the enterprise's operation ability, but also a means to drive the national economic growth. Therefore, it is of great significance to formulate the development direction of Transnational E-commerce logistics from the perspective of psychology.

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## RESEARCH ON PROBLEMS AND COUNTERMEASURES OF URBAN SOCIAL GOVERNANCE BASED ON BEHAVIORAL PSYCHOLOGY

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**Background:** The city is a huge comprehensive gathering place, and all kinds of communication and sharing space occupy most of the space of the city. At the same time, in the city, people from different regions gather and disperse, and different cultural exchanges are constantly taking place. However, in different cultural exchanges, the alternation of large flow will lead to different types and degrees of problems in urban management. In the current urban management, the main governance object is urban grass-roots organizations. To a large extent, the quality of urban governance ability is directly related to the external image of the city. With the institutional reform and the awakening of civic consciousness in China, the performance of urban governance gradually tends to be in a good state. However, inevitably, there are still many problems to be solved. The existence of a large number of problems seriously restricts the improvement of the level and quality of urban community governance in China, and also hinders the pace of social governance capacity and system construction. In urban governance, human behavior is the factor that has the greatest impact on the governance results. Human behavior psychology leads to the phenomenon of administrative trend in community urban governance, that is, from urban governance, human behavior will change the governance direction and results. Behavioral psychology holds that psychology is not only the study of psychological activities, but also the analysis of human behavior to explore psychological changes. With the development of society, judging the relevant problems in urban governance according to people's behavior psychology and putting forward targeted countermeasures are the key problems that need to be broken through in the research.

**Objective:** The city is not only the product of the progress of human civilization, but also the carrier for the long-term development of human civilization. Urban residents in different places and time points must have different behavioral psychology. In the prototype, by discussing the urban governance problems under behavioral psychology, this paper analyzes the impact of human behavior on urban governance, and constructs an urban governance scheme to provide a theoretical basis for urban management.

**Subjects and methods:** 1000 people were interviewed randomly in the city. The interview content included people's views on the current situation of urban governance, and the relevant urban governance systems were randomly investigated in the form of questionnaire to explore people's behavior under urban governance. In addition, according to the final survey results, excel is used for statistical analysis to obtain the changes of urban residents' behavior under urban governance, so as to formulate the corresponding governance optimization scheme. The formulated optimization scheme is subject to the second round of questionnaire return survey to obtain the results, and analyze the differences before and after the score. Spss20.00 was used for statistical analysis.

**Research design:** The design of the first round of questionnaire is divided into three parts: Residents' activity type, residents' activity law and residents' activity area. There are 14 items under the three parts, and the validity of the questionnaire is 0.853, which has reliable reliability. The design of the second round of questionnaire includes the urban governance optimization scheme, and requires the respondents to make behavior judgment under the optimization scheme.

**Results:** The suitability and feasibility of residents' behavior under different treatment schemes and the impact degree of behavior change are evaluated. The results are shown in Table 1. Table 1 shows that in the traditional governance scheme, the feasibility and suitability evaluation in the evaluation of residents' activity types are not high, while the feasibility and suitability of high evaluation are given for the changes