

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.

Acknowledgement: The research is supported by: Postgraduate Research & Practice Innovation Program of Jiangsu Province; Research on the Impact of Service Organization Strategy and the Learning Behavior on Service Quality (No. CXZZ13_0709).

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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

of residents' activities after optimized governance.

Table 1. Evaluation results of residents' activities

Index	Suitability	Feasibility	Behavior change
Types of residents' activities	8	7	4
Law of residents' activities	9	9	4
Residential activity area	9	8	4

Conclusions: The increase in the scope and frequency of human activities brought by economic development has brought great challenges to China's urban governance. How to improve the quality of urban governance is a key consideration for government and community managers. It is feasible to analyze the problems existing in urban governance from behavioral psychology and formulate corresponding governance countermeasures by using behavioral psychology. It can provide relevant opinions for the governance of urban communities in China, improve the management of urban space and personnel mobility, and help the city enhance its new attraction to foreign residents.

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RESEARCH ON TEACHING METHODS AND TEACHING DESIGN OF COLLEGE ENGLISH FLIPPED CLASSROOM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that human learning behavior is influenced by psychology under the educational situation, and advocates paying attention to students' learning habits and development space in the design of teaching methods. At present, college English education is also facing great difficulties. College students have great negative psychology in English learning, and in the face of strange language habits, college students will be afraid of difficulties in English learning. And from the current situation of English teaching, the current situation of students' English performance and the passing rate of CET-4 and CET-6 are not ideal, so it is urgent to reform English teaching. As an international common language, English is very important for college students to understand the world and expand their horizons. However, the low level of English will lead to students' inability to fully express their ideas whether in literature reading or oral communication. In recent years, the proposal of flipped classroom has brought hope to the reform of English classroom teaching. Flipped classroom represents the reversal of knowledge transfer and knowledge internalization. Culture teaching in English teaching has always been a difficulty in the classroom. For incomprehensible language classroom, teachers' lectures cannot arouse students' interest. Therefore, it is necessary to use flipped classroom to reasonably and effectively improve English teaching mode. Educational psychology, as the key theoretical support in the reform of teaching model, applies educational psychology to the formulation of college English flipped classroom teaching model, and realizes the curriculum formulation of flipped classroom through the students' learning psychology concerned in educational psychology, which can ensure that the English teaching classroom is more active and improve students' enthusiasm for learning English.

Objective: To analyze the focus of English teaching reform through educational psychology, so as to formulate college English flipping classroom curriculum content and improve students' English performance.

Research objects and methods: A questionnaire survey was conducted among college students by stratified sampling. A total of 358 valid questionnaires were collected, including 126 boys and 232 girls, aged from 18 to 21. The self-made questionnaire of college students' positive psychology in English learning is used to investigate the students' learning psychology. The questionnaire is compiled according to the standard norm, with a total of 42 items, including 5 subscales, including students' introspection, teacher-student relationship, learning pressure, teaching adaptability and emotional changes.

Research design: The design of the questionnaire contains 42 items. The evaluation adopts 0 - 7 subscales, which are divided into complete non-compliance, relative non-compliance, a little non-compliance, uncertainty, a little compliance, relative compliance and complete compliance. The