

THE THEORY AND APPLICATION OF ROAD TRAFFIC SAFETY MANAGEMENT PLANNING FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: With the development of national economy, China's residents' car ownership has increased rapidly, but a considerable number of drivers have made various non-standard behaviors in road traffic driving due to fluke psychology, anger psychology, racing psychology, comparative psychology and other reasons. As a result, the number of road violations and traffic accidents in China has increased a lot in recent years. The main participants in road traffic accidents are people, and the main causes of traffic accidents are also related to people, especially drivers and pedestrians. For drivers, misjudgment and prolonged reaction time caused by fatigue and mental slack during driving are one of the important reasons for traffic accidents, followed by drivers' overconfidence in their driving skills, so they are willing to try some high-risk driving actions, which greatly increases the possibility of accident. For pedestrians, contempt for traffic rules and excessive trust in vehicle drivers are also important reasons for putting themselves in a dangerous situation. From the above analysis, it can be seen that psychological factors are of great significance for road traffic safety management planning and strategy application.

Objective: To analyze the psychological characteristics and common psychological misunderstandings of pedestrians and vehicle drivers on the road from the perspective of psychology, on this basis, combined with China's road safety management planning strategy, put forward some suggestions conducive to improving road traffic safety, and optimize and verify the reliability of the suggestions through Delphi method.

Objects and methods: Communicate with personnel of many local traffic management government agencies in China, and collect and learn the latest theoretical data of road traffic safety management planning from the open resource database. Then, based on the contact information, this paper puts forward some suggestions conducive to the implementation and application of the current traffic road safety planning theory from the psychological perspective of drivers and pedestrians. 53 experts in traffic safety management and applied psychology were found from China to form an expert group, and the suggestions were sent to the expert group. Each expert was required to evaluate the reliability of the suggestions and whether there were omissions. If there were omissions, the missing methods should be supplemented, and the impact of each method on the application of traffic safety management planning theory should be evaluated. Note that the impact degree shall be evaluated according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and shall be quantified with five integers of 1, 2, 3, 4 and 5 respectively, so as to improve the evaluation accuracy of impact degree. Integrate and adjust the opinions and information fed back by the expert group, and then return it to the expert members again and ask them to evaluate again. The consultation cycle will not be stopped until the opinions of the expert group are consistent.

Results: After the consultation, the final opinions of the expert group were sorted out and Table 1 was obtained.

Table 1. Statistics of expert group consultation results

Proposal	No effect	Slight impact	General impact	Obvious influence	Full impact
Enhance driver safety education	6	17	20	7	3
Common psychological misunderstandings prompted by road electronic signs	1	9	22	18	3
Signs remind pedestrians of psychological misunderstandings	2	5	17	23	6
Add road facilities according to the psychological characteristics of drivers	8	17	16	7	5

The values in the cells in Table 1 represent the number of expert groups who believe that the corresponding suggestions will have a corresponding level of impact on the application of road traffic safety planning theory. According to the analysis of Table 1, the expert group believes that the psychological suggestions of "signs remind pedestrians of psychological misunderstandings" and "road electronic signs remind common psychological misunderstandings" have the most significant impact on the application of road traffic safety planning theory, followed by "adding road facilities according to drivers' psychological

characteristics” and “enhancing drivers’ safety education”, Moreover, the number of experts who believe that the impact of the above opinions is greater than the “general impact” is 29, 21, 12 and 10 respectively.

Conclusion: In view of the problems that need to be improved in the implementation of China’s road safety management planning, this study analyzes the psychological characteristics and common psychological misunderstandings of pedestrians and vehicle drivers on the road from the perspective of psychology. On this basis, combined with China’s road safety management planning strategy, this study puts forward some suggestions conducive to improving road traffic safety, The Delphi method is used to optimize and verify the reliability of the suggestions. The Delphi consultation results show that the expert group believes that the two psychological suggestions of “signs remind pedestrians of psychological misunderstandings” and “road electronic signs remind common psychological misunderstandings” have the most significant impact on the application of road traffic safety planning theory. The results show that considering the psychological factors of pedestrians and drivers in the development of road traffic safety management is helpful to improve the level of road safety management and reduce the possibility of road safety accidents.

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COPING STRATEGIES OF CROSS-BORDER E-COMMERCE DEVELOPMENT INNOVATION MODEL FOR CONSUMERS WITH AFFECTIVE DISORDERS

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Background: Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The clinical manifestation of affective disorder is mainly the abnormal mood of patients, with obvious rise or fall, accompanied by a series of psychotic symptoms, such as cognitive impairment, behavioral disorder, hallucination, delusion and so on. The onset of affective disorder is repetitive, alternating and mixed. The clinical manifestations of affective disorders include depressive episode, manic episode, mixed episode, cyclic mood disorder and dysthymic disorder. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. However, the current cross-border e-commerce development model does not take into account patients with affective mental disorders. There are many products provided by e-commerce platforms, and many of them have similar functions, appearance and prices, which makes it difficult for consumers to choose and aggravate the condition of patients with mental disorders. Therefore, the innovative model of cross-border e-commerce development is of great significance.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers’ psychological activities, consumers’ personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the psychological activities of consumers with affective mental disorders in cross-border e-commerce consumption, and then puts forward strategies to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers’ affective mental disorders, reflect humanistic care and jointly build a harmonious society.

Objective: The current cross-border e-commerce development model does not take into account patients with affective mental disorders. There are many products provided by e-commerce platforms, and many of them have similar functions, appearance and price, which makes it difficult for consumers to choose and aggravate the condition of patients with mental disorders. The research proposes strategies based on consumer psychology to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers’ emotional mental disorders, reflect humanistic care and jointly build a harmonious society.