

an important link in marketing. Because the first thing people see when buying goods is the outer packaging of products, which is the first impression to consumers, they pay special attention to the outer packaging of products in marketing. As the teaching or practice of packaging design specialty, we should start from reflecting the quality and quality of products and pay attention to the high quality of design. In design, the designer's design psychology determines the aesthetics of packaging. Design psychology plays an inestimable role in design practice.

**Subjects and methods:** A questionnaire are distributed to 500 adults. The questionnaire is required to be completed at one time. It takes about 15 - 30 min for each person to fill in the questionnaire. A total of 500 copies were distributed, 457 copies were recovered, and the number of valid copies was 413. The questionnaire mainly focuses on exploring the packaging visual factors that affect consumers' purchase of products, understanding consumers' psychological reaction, as well as the demand for product performance and aesthetics, and mainly explores consumers' psychological state of factors such as product appearance, texture and color. The survey results were analyzed by Excel and SPSS 20.0 software.

**Results:** As for the survey contents of the main elements of product packaging concerned by people, the statistical results are shown in Table 1, which can reflect people's aesthetic needs to a certain extent.

In the past, when people chose products, they paid more attention to the quality and function of products. With the continuous development of China's economy, the people's aesthetic level and aesthetic needs have been qualitatively improved. In the process of selecting products, they will not only pay attention to the quality and function of products, but also pay attention to the aesthetic design of products. In this regard, designers need to comprehensively understand the real needs of users for products, and carry out product design on this basis. However, in the actual user demand survey and research, it is vulnerable to many internal and external factors, such as the unwillingness of the surveyed users to cooperate. To solve this problem, it is necessary to conduct different research according to the characteristics of different users in the actual research of product design, and apply more targeted research methods to lay a solid foundation for improving the market adaptability of product design.

**Table 1.** Survey results of elements concerned about aesthetic needs

	Appearance form	Color	Texture	Visual stimulation
Select number of people	343	326	205	304

**Conclusions:** As a product, its external form is transmitted to the human brain before its function. Consumers respond to the external form of the product through vision, so as to trigger psychological feelings. A good product should not only have its due use value, but also have a beautiful form, so as to let consumers wake up the beauty of the product through vision, so as to produce a pleasant psychology and stimulate consumers' purchase desire. Therefore, in the product design stage, designers must make a detailed analysis and Research on consumers' aesthetic psychology, and design products with more aesthetic value by applying laws such as color and proportion, contrast and echo, focus and priority.

Design psychology is closely related to product design. At the same time, product design is bound to be subject to the subjective influence of the designer, and his personal thinking or will directly affect the final form of the product. Design psychology can help designers establish a more scientific design concept and help designers design products more in line with the needs of users. Therefore, it is necessary for relevant personnel to apply scientific strategies to better integrate design psychology into product design in combination with the actual situation of design psychology and product design.

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## ON THE INTEGRATION PATH OF SOCIAL PSYCHOLOGY AND COMMUNITY PUBLIC GOVERNANCE STRUCTURE

**Xiaolan Chen**

*Law and Administration College, The Open University of Guangdong, Guangzhou 510091, China*

**Background:** Psychological researchers believe that health psychology is a comprehensive discipline, which mainly provides services for people how to maintain a healthy body and mind. With the progress of society and the development of the times, healthy psychology will play a more and more important role in people's daily life and work. Although the psychological circles have two views on the future development trend of psychology: One is an optimistic view that psychology will be valued by millions of people, even religious worship. The other is a pessimistic view that "psychology has a long-term past, a short history and a confused future", and that psychology will not become a real science even in another 10 years. But one thing that cannot be ignored is that modern people must master some necessary knowledge of health psychology in order to improve the quality of life. It can be said that mastering the necessary knowledge of health psychology is not only an inevitable requirement for people in today's era, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting the success or failure of people's career.

Based on social psychology, public psychological service is a necessary link to intervene the community public governance structure. The construction of public psychological service system is an important link in the construction of "co construction, co governance and sharing" social governance system. It is the concentrated embodiment of the current social governance ability and the modernization of governance system. Since the transition period, China has always attached great importance to the construction of social psychological service integrated into the governance structure and mechanism of grass-roots communities. The report of the 19th National Congress of the Communist Party of China clearly puts forward the following requirements "Strengthen the construction of social psychological service system and cultivate self-esteem, self-confidence, rationality, peace and positive social mentality". Especially during the epidemic this year, the integration of social psychological services into the basic community governance structure is particularly important, and the community people's demand for social psychological services has increased significantly. How can the government proceed from reality and strengthen the construction of the mechanism for the integration of social psychological services into the grass-roots community governance structure, so as to lay a solid foundation for improving the governance capacity of the basic community and realizing the modernization of social governance?

**Objective:** With the spread of novel coronavirus pneumonia, the public's psychological needs are doubling. The focus of our current party and government is how to do well in the process of community-based prevention and control, how to integrate social psychology into the basic community governance structure. In the process of integrating social psychological services into community governance, the community not only meets the people's psychological service needs, enhances the community cohesion, but also improves the level of community governance.

**Subjects and methods:** In the process of integrating social psychology into community public governance, it still faces difficulties, mainly in the following aspects: 1. The initiative of integrating social psychological services into community governance is poor. 2. The supply of psychosocial services and the demand of residents are unbalanced. 3. The system of integrating psychosocial services into community governance is not perfect. 4. The specialization level of social psychological services is not high, and there is a shortage of employees. This study investigated the community service staff and people from four aspects: Initiative, balance, perfection and professionalism, and counted the impact of the integration of social psychology into the community public governance structure.

**Study design:** Using the interview analysis method, 20 community service staff and 50 mass personnel were interviewed to analyze the reflection of community staff and mass personnel on the impact of the integration of social psychology knowledge and community public governance structure. The visit time is about 15min-25min.

**Methods:** Excel is used to count the impact of the integration of social psychology and community public governance structure.

**Results:** To improve the community public governance structure, improve the level of community governance, enhance community cohesion and meet the people's psychological service needs, the integration of social psychology and community public governance institutions is imperative.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

**Conclusions:** Through the application of social psychology knowledge, it has changed the concept of community workers, clarified the positioning of community workers, and psychologically changed the idea of community workers that "they are service providers rather than leaders". Strengthen the input of social psychology knowledge of community staff, absorb professionals and improve the quality of staff, so as to

quickly establish the function of mental health service in grass-roots communities. At the same time, it can also optimize the community public governance mechanism, making the integration process of social psychology more standardized, more scientific and more efficient into the process of grass-roots social governance. With the joint participation of multiple subjects, this paper analyzes the problems and reasons of the integration of social psychological services into grass-roots community governance. Therefore, according to the existing problems, this paper puts forward effective measures to finally improve the mechanism of the integration of social psychological services into grass-roots community governance and improve the level of grass-roots community governance.

**Table 1.** Impact of integration of social psychology and community public governance structure

Factor	Initiative	Balance	Perfection	Specialty
Working personnel	4	3	3	4
Mass personnel	3	3	4	4

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## ANALYSIS OF TOURISTS' TOURISM BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

Long Jin

*School of Economics and Management, Liaoning Finance Vocational College, Shenyang 110122, China*

**Background:** Psychological researchers believe that health psychology is a comprehensive discipline, which mainly provides services for people how to maintain a healthy body and mind. With the progress of society and the development of the times, healthy psychology will play a more and more important role in people's daily life and work. It can be said that mastering the necessary knowledge of health psychology is not only an inevitable requirement for people in today's era, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting the success or failure of people's career. As a complex multi-disciplinary phenomenon, tourism is concerned by different fields of Social Sciences, including psychology. In the field of psychological research, tourism phenomena mostly focus on social psychology and environmental psychology, including tourists' tourism behavior, tourism motivation, tourism destination residents' attitude, host guest relationship, tourists' or residents' local attachment and community attachment, etc. In the process of tourism at home and abroad, Chinese tourists often have more immoral and low-quality behaviors, which not only damage the interests of scenic spots and other tourists, but also tarnish China's image, which has become a problem of common concern in the society. On the one hand, the non-ecotourism behavior of tourists comes from the independent behavior under the civilized and moral norms of tourists themselves, on the other hand, it comes from the environmental behavior caused by the mistakes and inducements of managers. This view holds that tourism behavior that does not conform to ecological ethics is non ecological tourism behavior. Although no one has defined ecotourism behavior, it has been more understood as tourist behavior in the process of ecotourism. However, real ecotourism is rare in China. Protecting the environment is not a sufficient condition for ecotourism, but a necessary condition. It can be seen that ecotourism behavior should be rare, and more tourists' behavior belongs to non-ecotourism behavior. In view of the concept confusion between non ecotourism behavior and ecotourism behavior, uncivilized tourism behavior and tourism immoral behavior, it is more appropriate to define tourists' immoral behavior of destroying or damaging the landscape environment in the tourism area (such as graffiti, littering, etc.) as tourists' autonomous non ecological behavior. This paper classifies the non-ecological behaviors of tourists' autonomy, and analyzes the psychological and external factors of tourists' making such behaviors by using the theories and methods of psychology and behavior.

**Objective:** Since the implementation of the "Golden Week" system, the number of domestic tourists has increased day by day, and the proportion of domestic tourism in tourism has accounted for 2 / 3. The sharp increase in the number of tourists makes the management of some scenic spots inadequate. In the face of many independent non ecological behaviors of some low-quality tourists that destroy the environment in the process of sightseeing, such as random inscription and littering, although the competent department of