

A STUDY ON THE PSYCHOLOGICAL TYPOLOGY OF “PEOPLE SUING OFFICIALS”

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Background: Can the administrative litigation system work well in China? A few administrative litigation cases have confirmed the existence of this advantage from one aspect. For people’s unwillingness to file administrative litigation, many scholars often look for reasons from China’s history, culture and tradition. Few people specially study the specific psychological type of “people suing officials”. The psychological reasons why farmers do not file administrative litigation may be that they are “afraid to sue”, “unwilling to sue” and “don’t know how to sue”. Among them, “don’t know how to sue” is the main reason, not what people usually think of as “afraid to sue”. Why do you have this psychological type? This psychological factor must be found out from the complex political, economic and cultural aspects of most farmers’ lives.

Economic reasons for psychological typology: China’s rural economy has been dominated by agriculture since ancient times, which is a self-sufficient natural economy. This self-sufficient natural economy usually exists in the family. It is easy to imprison farmers on the land, leading to attachment to the land and family. At this time, when there is a dispute between villagers, they often turn to their parents or moral people in their families rather than bring a lawsuit to the government. It takes too much time and money to file a lawsuit, and the poor family economy can’t afford the high litigation cost. Therefore, ancient Chinese farmers generally had the psychology of being tired of litigation, which continues to this day.

Political reasons for psychological typology: China, is a country with thousands of years of feudal autocratic rule. There is a patriarchal hierarchy. The idea of “officials are important and the people are inferior” is very serious. In order to meet the needs of feudal rule, the rulers advocated the so-called “morality first, punishment second” and “the combination of etiquette and law”. In a society based on officials, the political structure must be based on obligations. Farmers are not used to suing the government. Under this “political system”, the prosecution is an “act of treason”. This shows that China lacks the political and ideological soil that breeds “people’s sovereignty”, “separation of powers and checks and balances” and “limited government” like the west, which is the basis of administrative litigation.

Cultural reasons for psychological typology: Chinese traditional culture is a “no litigation” culture. The Confucian culture, which has long occupied the ruling thought of feudal society, advocates “no litigation”. This is the Confucian pursuit of “no litigation” to stabilize social order. Similarly, feudal rulers regarded “no lawsuit” as one of their political achievements. Pay attention to mediation when handling cases and try to stop litigation. In the long run, the Chinese people have formed a mentality of “peace is precious” and “fierce litigation”. In ancient China, litigants were often called “litigants”, which profoundly showed the disgust of the whole society to litigation. Although people’s legal awareness and culture have changed greatly compared with the past due to economic development and social changes, this thought is still deeply rooted in the hearts of many farmers.

In order to verify the three psychological types of “people suing officials”, this paper makes a multidimensional perspective on the “three noes” psychology of “people suing officials”, so as to find a solution for better implementing the administrative litigation system in rural areas.

Objective: To explore the reasons why the rural administrative litigation system encounters the psychological obstacles of “three noes”, in order to verify the psychological type of “people suing officials”, so as to find appropriate solutions and better implement the administrative litigation system in rural areas.

Research objects and methods: 400 villagers were randomly selected from a township in our city as the research object. The questionnaire survey method was used to investigate the specific situation of “people suing officials”. The questionnaire has 20 questions, mainly including three contents: Do farmers dare to sue? What are the psychological reasons? Why farmers do not file administrative litigation? How much do farmers trust the impartiality of the court?

Methods: Excel software was used for statistical data analysis.

Results: Table 1 shows the survey results of the psychological type of “people suing officials”. It can be seen from Table 1 that in the “Do farmers dare to sue?” Level, a total of 53.5% chose to find the government to resolve disputes, and 11.5% chose to swallow it. What are the psychological reasons why farmers do not file administrative litigation at the level of, villagers believe that their legitimate rights and interests have been violated and do not sue, mainly because they do not understand the relevant laws, accounting for 56.6%? In “the degree of farmers’ trust in the impartiality of the court?” At level of, farmers’ lack of trust and complete distrust of the court accounted for 53%.

Conclusions: There are many reasons why the rural administrative litigation system encounters litigation psychological obstacles. Through the research on the psychological classification of “people suing officials” farmers, it will help us see the essence of some problems and find appropriate methods to better implement the administrative litigation system in rural areas.

Table 1. Survey results of psychological types of “people suing officials” [n (%)]

Psychological type: question 1	Reason with the government at that level (%)	Find a superior government to solve or petition (%)	Go to the people’s court and sue the government (%)	Swallow one’s breath and admit bad luck (%)
Dare farmers Sue?	80 (20)	154 (33.5)	120 (30)	43 (11.5)
Psychological type: question 2	No time and energy	Fear of government retaliation	Worried about the protection of officials	Because I don’t know the law
Psychological reasons why farmers do not file administrative litigation	44 (11)	32 (8)	98 (24.5)	226 (56.6)
Psychological type: question 3	Complete trust	More trust	Lack of trust	Total distrust
Farmers’ trust in the impartiality of the court	88 (22)	100 (25)	160 (40)	52 (13)

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THE INFLUENCE OF ANXIETY ON CONSUMER BEHAVIOR IN THE E-COMMERCE ENVIRONMENT

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Background: Since entering modern society, anxiety has become a common problem in daily life due to the gradual aggravation of social competition. The so-called anxiety belongs to the category of psychological diseases. The tension and fear caused by the inability to achieve their own goals or overcome external threats will not only frustrate people’s self-esteem and self-confidence but also distract people’s energy and attention, thus affecting people’s healthy life. From the physiological level, the increase of anxiety value is the result of disturbing brain memory and thinking, making people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction, mental illness, or abnormal anxiety. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will bring great inconvenience to people’s body and mind, work or study. It can be said that anxiety is not only a psychological disease, but also affects people’s judgment and form. That is to say, people in a state of anxiety will not be able to deviate from the normal track of daily life, but fall into an uncontrollable self-depression, so it is difficult to practice their own goals and linger in place in depression. Relevant studies have pointed out that anxiety will also have an impact on people’s consumption behavior, mainly manifested in extreme or irrational consumption, and produce depression and pessimism after consumption. In short, anxiety has spread to all areas of people’s daily life, which should be paid attention to.

During the 12th Five-Year Plan period, China’s e-commerce development has made remarkable achievements and achieved rapid development. E-commerce is developing fastest in the field of circulation. With the advantage of scale, it has won three world firsts: the first online shopping transaction volume, the first number of online shopping users and the first daily online shopping volume. While making remarkable achievements, China’s e-commerce development still has different regional development steps, the market development level is not high, and the market order needs to be further standardized. This is not only a major challenge for the development of the 13th Five-Year Plan, but also an important development focus. In recent years, online shopping has become a new way of life for more than 1 billion college students,