

AN ANALYSIS OF THE CREATION CONCEPT OF ANIMATION FILMS BASED ON AUDIENCE PSYCHOLOGY

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Background: Creation is a cognitive process. The concept of creation is the individual's ability to generate novel, peculiar, and valuable viewpoints or animated films, including a series of skills, such as fluency, flexibility, and originality. Research shows that individuals who do not obey and do things out of the ordinary have more creative ideas than those who obey norms and are cautious. Individuals with strong creative ideas generally have the characteristics of individualism and free will. Individuals who analyze the psychological concepts of audiences have the characteristics of individualism, disobedience and free will, and will put more emphasis on goal achievement. Individuals who analyze audience psychology are willing to choose an extraordinary way when completing the target task, will not completely obey the opinions or evaluations of others, and may even act contrary to the suggestions of others. In addition, some studies also directly show that audience psychology is helpful to improve individual creative ideas. Individuals who analyze audience psychology are more likely to produce some novel and unique ideas. Analyzing audience psychology can improve individual cognitive flexibility, for example, it becomes more flexible when looking for commonalities between things. It can be seen that analyzing audience psychology makes individuals more flexible, and their ideas are more unique and novel. Based on this, hypothesis one is proposed, that the psychological concept of the audience has a positive impact on the creative concept of animated films.

The self-efficacy development model points out that the individual's perception of owning resources is conducive to obtaining creative self-efficacy. Audience psychology can be a symbol of different types of resources, such as safety, self-confidence, freedom, power and so on. Analyzing audience psychology can allow individuals to obtain the perception of having resources. For example, audience psychology allows individuals to be in a self-sufficient state that has nothing to do with personal characteristics.

Audience psychology can be regarded as a kind of social resource. Having this social resource can enhance the individual's sense of strength. Individuals who analyze the audience's psychological concept will perceive that they have this social resource, which can replace social support and become more independent and tolerable. Social exclusion, more able to persist in difficult tasks, and more confidence in the completion of tasks. These studies can show that audience psychology as a resource, analyzing audience psychology can increase the ability and confidence of individuals to deal with decision-making problems, generate strong creative self-efficacy, and improve creative ideas. Based on this, hypothesis two is proposed, that creative self-efficacy plays a mediating role in the influence of audience psychology on creative ideas.

Subjects and methods: factor design between groups (audience psychology group vs. control group). 112 third-year undergraduates from a business school of a university in Wuhan participated in the experiment, and the subjects were randomly arranged in any group. There are 56 people in the audience psychology group (38 girls, accounting for 67.86%), and the average age $M=20.89$ ($SD = 1.15$); 56 people in the control group (40 girls, accounting for 71.43%), and the average age $M=20.51$ ($SD = 0.87$).

Study design: This article encodes the participants' suggestions and opinions and converts them into comparable index values. First, the creative fluency index value is reflected by the number of creatives. Secondly, the originality index of creativity, inviting three experts (1 pedagogy and 2 PhDs in psychology) to evaluate the originality of each idea, and score based on the characteristics of originality-rare, innovative and novel (1 = very no originality, 7 = very originality), the statistical results show that the score consensus between raters is satisfactory, the intraclass correlation coefficient (in traiclass correlation coefficient, ICC) is 0.81, and all scores are aggregated as originality Sexual index value. Finally, the cognitive flexibility index mainly measures the direction of the subjects' creativity. According to the categories set by De dreu, the creative direction is divided into 7 aspects: shooting environment, shooting facilities, film quality, shooting information, and animation design Teacher, animation format and other aspects. If the creativity generated by the subjects contains more of these categories, the higher the cognitive flexibility. The three experts were classified separately, and the statistical results showed that the intra-group correlation coefficient of the three experts' scores was $ICC=0.82$, and the scores between the experts were consistent. Similarly, all the scores were aggregated as the cognitive flexibility index value.

Methods of statistical analysis: Audience psychology analysis: Use audience psychology terms to analyze. Selection of experimental animation films: The selection of war educational films as experimental subjects is mainly based on the following considerations: first, war educational films are popular films, and basically everyone has watched war educational films; second, you can control the educational/watching of animated films The impact of sex on the psychological psychology of audiences. When studying the educational and viewing attributes of animated films, the measurement of war educational films is: the average educational value of war educational films is 4.26 (7-point scale), and the average value of viewing is 3.90. There is no

significant difference between the two. It is believed that war educational films are relatively neutral animation films, which are neither biased towards educational animation films nor towards viewing animated films.

Results: Data analysis showed that there was no significant difference in the income levels of the three groups: M control group = 5344.19, M natural group = 4982.76, M audience psychology group = 5142.86, $F(2,187) = 1.51, P > 0.05$.

Then analyze the viewing/educational properties of animated films. Data analysis shows that there is no significant difference in the viewing/educational properties of the three groups: M control group = 4.19, $SD = 1.61$; M natural group = 4.28, $SD = 1.35$; M Audience Psychology Group = 4.23, $SD = 1.74, F(2,187) = 0.04, P > 0.05$, and the average value perceived by all subjects is 4.23, which is similar to the average value measured by Zhao Zhanbo et al. 4.26 (education (Sex) and 3.90 (Appreciation) are very close, and war education films can be regarded as neutral animation films.

Then the three groups of subjects perceive the novelty of the animated film without significant difference: M control group = 5.55, $SD = 1.75$; M natural group = 5.14, $SD = 1.39$; M audience psychology group = 5.31, $SD = 1.42, F(2,187) = 1.09, P > 0.05$, but what all the subjects feel the novelty score is much higher than the measured median value (the median value of the 7-point scale is 4, $t(190) = 12.04, P < 0.05$), that is, the 6-degree war education film is more than the 8-degree war education film It is novel.

Finally, the proportion of the experimental group receiving new animated films (77.14% [54/70]) was significantly higher than the control group (58.06% [36/62]) ($\chi^2(1) = 5.52, P < 0.05$) and the natural group (58.62% [34/58]) ($\chi^2(1) = 5.06, P < 0.05$), there is no significant difference between the control group and the natural group ($\chi^2(1) = 0.00, P > 0.05$), indicating that it is relative to the control group and the natural group. Participants who analyze audience psychology are more willing to choose new animated films. The statistical results are shown in Figure 1.

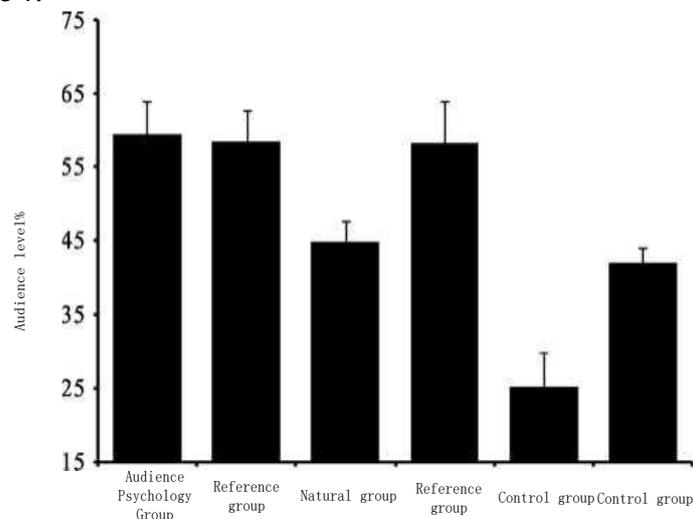


Figure 1. Color-point expression rate.

Conclusions: Secondly, this research expands the study of audience psychology on individual behavior. The previous audience psychology research mainly focused on the social field. The analysis of audience psychology will reduce the individual's pro-social behavior, including sharing, cooperation, helping, comfort, and donation Wait. This article focuses on the influence of audience psychology on self-behavior. When Vohs and others proposed audience psychology, they have verified that audience psychology can promote the realization of self-goals. Individuals who analyze audience psychology have better persistence and Patience. This article further validates the influence of audience psychology on other aspects of individuals. Audience psychology can improve individuals' cognitive flexibility, have more ideas and originality when solving problems, and be more able to accept new animated films released by film studios.

Based on the theory of self-sufficiency, this article provides an explanation mechanism for the influence of audience psychology on creative ideas. Early studies have shown that the individual's creative self-efficacy is the pre-variable of the creative concept. This article also verifies the mediating role of creative self-efficacy. After analyzing the audience's psychological concepts, individuals have stronger creative self-efficacy, more flexible cognition, and more unique ideas when faced with the problems that need to be solved.

Based on the positive influence of audience psychology on creative ideas, this article further verifies that audience psychology can increase the acceptance of animated films to new animated films. This conclusion is consistent with Zhao Jianbin that individuals who analyze the psychological concepts of

audiences are more willing to choose unique animation films.

Conclusion: To study the influence of audience psychology on the creative concept of animated films and the mediating role of creative self-efficacy. Analyze audience psychology using audience psychological stimuli or audience psychological clues, and then use creative concept measurement tools to directly or indirectly test the creative concept of animated films. Analyzing audience psychology can effectively improve the fluency, originality and cognitive flexibility of animated films when solving problems; the influence of audience psychology on creative concepts is through the mediating effect of creative self-efficacy; audience psychology positively affects the animation films Willingness to accept new animated films. Audience psychology improves the concept of animation film creation by creating self-efficacy.

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CHINA'S SMART LOGISTICS SUPPLY CHAIN INNOVATION BASED ON CONSUMER PSYCHOLOGY

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Background: China's smart logistics supply chain innovation refers to the process mode and performance of individuals in the process of continuous knowledge sharing and transfer, in order to gain their own competitive advantages, maintain their own core competitiveness, and then obtain continuous growth momentum and constantly shift the focus of knowledge. It emphasizes that individuals consciously use some innovative ideas, processes or methods in order to effectively improve the results of innovation. On the basis of predecessors' "individual innovation behavior path model", Janssen constructs China's smart logistics supply chain innovation measurement tool composed of three dimensions: "innovative thinking generation", "innovative thinking promotion" and "innovative thinking realization". In the research on the impact of learning goal orientation on the innovation of China's smart logistics supply chain, the innovation of China's smart logistics supply chain was investigated from four aspects: innovation desire, innovative actions, innovative applications and innovation results. As far as the influencing factors of innovation performance are concerned, existing studies have found that factors such as motivation, leadership behavior, teamwork, and resources all play a key role and are affected by the organization's task environment. Among them, innovation, as an implicit motivation mechanism and an important factor to promote employee innovation, has a significant correlation with the innovation of China's smart logistics supply chain.

The inclusion of consumer psychology can enable individuals to have psychological cognition and experience of organizational situations that affect the cultivation, development and application of their innovative abilities. As the consistent cognition and explanation of consumer psychology orientation, innovation characteristics and innovation support, consumer psychology has an important link function between the individual and consumer psychology behavior. From the perspective of research on the structure of consumer psychology and its measurement tools, the accumulation of Western research results has been relatively mature. At present, domestic research in this area needs to be improved. The consumer psychology measurement tools used by some researchers in their research are mostly translation revisions of foreign scales. In a recent study on consumer psychology measurement, scholars based on the Chinese cultural background and socio-economic development characteristics, compiled a COIC (Chinese Organizational Innovation Climate) questionnaire with good measurement technology characteristics called to compare the structure of other relevant questionnaires. The questionnaire includes the "leadership" factors that reflect the uniqueness of Chinese culture. Consumer psychology has an important positive predictive influence on the innovation of China's smart logistics supply chain, and has an important motivational effect on the individual's innovative behavior. In other words, the individual's innovation performance in the organization will have positive changes due to the stimulation of innovation-on-innovation behavior. The impact may include several effective process stages and composition results of China's smart logistics supply chain innovation. At present, domestic empirical research in this area is still highly lacking. To this end, this research aims to investigate the predictive effect of consumer psychology on the innovation of China's smart logistics supply chain in the context of Chinese culture.

Subjects and methods: The study distributed 500 questionnaires to 10 companies, including 413 valid data, with an effective rate of 82.6%. The age range is 21-58 years old, with an average age of 29.84 years; the average service life in this unit is 6.53 years (1 to 35 years); the average annual income is RMB 28,100. Among them, there are 229 males and 184 females; 306 general employees, 69 middle-level managers, and 38 senior managers; 24 people with education level below high school, 113 junior colleges (including higher