

who know the daily expenses.

In terms of cultural center information, the main thing that ranked first is: 191 people (54.1%) who hope to provide a variety of warehouse management options, 80 people (22.7%) explaining methods, side effects, and precautions, and 49 people (22.7%) who promptly inform regulations and forecasts (13.9%), 16 people (4.5%) know who the supervisor and service staff are.

The survey found that: 83% of the visitors to the museum can meet the requirements of the warehouse management promotion path; 6.3% of the visitors can meet the demand of the promotion path; 6.0% of the visitors can have clear regulations on the promotion path; 4.6% of the visitor's promotion path Demand can be significantly improved.

After X test, different categories of visitors have statistical differences in the improvement path of visiting environment ( $P < 0.05$ ), service quality and visiting effect ( $P < 0.01$ ). Female visitors have a higher path value for cultural center service quality improvement, while male visitors have a higher path value for cultural center environment improvement; there is no obvious difference between urban and rural visitors to cultural center improvement path. Visitors of different education levels, different ages and different household monthly incomes have no statistically significant differences in the improvement path of the cultural center's service quality. There was a difference between unmarried and married visitors to the improvement path of cultural center staff's service attitude ( $P < 0.05$ ). Married visitors have a higher value for the promotion path of the museum environment and various grades of the museum than unmarried visitors, while unmarried visitors have a higher promotion path to check and visit the advanced equipment. Visitors with different payment methods for visiting the museum have differences in the visiting environment ( $P < 0.05$ ), service quality and service level ( $P < 0.01$ ), and the improvement path of curative effect ( $P < 0.05$ ).

**Conclusions:** The purpose is to study the improvement path of visitors in the cultural center environment, service attitude, service quality, cultural center information and cultural center fees, etc., to provide reference for cultural center institutions to adjust the content and methods of cultural center services. Using self-compiled questionnaires, we investigated how the 359 visitors who stayed in a cultural center for three consecutive days improved the service quality of the cultural center. It is concluded that the highest improvement path of visitors is cultural center service attitude (37.2%), followed by service quality (29.8%), then cultural center environment, and finally reasonable fees and providing sufficient cultural center information. Visitors of different categories, different genders, different family conditions and different fee payment methods have different ways of upgrading the cultural center. For cultural centers with a certain scale and high technical level of cultural centers, the most improvement path for visitors is the service attitude and professional ethics of cultural center personnel. Different groups of people have different content on the promotion path of cultural centers.

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## RESEARCH ON THE INFLUENCE OF MOBILE SOCIAL MEDIA ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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**Background:** Mental health is a major public health and social problem that affects the development of today's society. All sectors of society are encouraged to strengthen scientific research on the mental health of college students. The study found that the incidence of mental health problems among college students, the severity of symptoms, and the utilization rate and treatment time of college psychological counseling services all have an upward trend. The increasingly serious mental health problems of college students prompt us to think: What factors are affecting the mental health of college students? Ecosystem theory assumes that human development is not the product of a single factor, but individual factors (such as emotional intelligence, mobile phone dependence) and the result of the interaction of ecological and environmental factors (such as social support). Based on this theory, to explore the factors that affect the mental health of college students, it is necessary to "start together" with the individual and the ecological environment. Therefore, it is necessary to explore the relationship between internal and external factors and the mental health of college students and their mechanism of action.

This study constructs a moderated mediating effect model, comprehensively examines the mechanism

and boundary conditions between emotional intelligence and college students' mental health, and explores the mediating role of social support in this process, and the adjustment of mobile phone dependence on this mediating path effect. The research result 495 is theoretically beneficial to reveal the influencing factors and internal mechanisms of college students' mental health, provide scientific basis for college students' mental health education and counseling, and enrich the theoretical research results in this field; in practice, it helps to deepen the psychological and psychological health of college students. Educators' awareness of the importance and necessity of improving the level of mobile phone social media and the level of social support will help to scientifically manage the use of mobile phones by college students, give full play to the positive role of mobile phones, and control their negative effects. Work together from an angle to enhance the mental health of college students.

**Subjects and methods:** Adopt cluster sampling method to select 850 college students from four provinces as the research objects, delete the questionnaires that did not answer seriously and invalid questionnaires carefully, it means that the item scores are regular and the item scores appear in multiple places. Choose two or more A total of 109 questionnaires with answers were deleted; more than 10% of the questionnaires were omitted and it was deemed invalid, and a total of 120 questionnaires were deleted; finally, 621 valid questionnaires were obtained. Among them, there are 330 boys and 291 girls; 221 freshmen, 127 sophomores, 172 juniors, and 101 seniors; 230 are only children and 391 are non-only children; the average age is  $19.86 \pm 1.56$  years old.

**Study design:** Emotional Intelligence Scale (EIS) is one of the representative scales used in domestic research on emotional intelligence. A total of 33 items, including 4 dimensions of regulating self-emotions, perceiving emotions, using emotions, and regulating the emotions of others, using a 5-point rating scale, where 1 represents "completely inconsistent" and 5 represents "completely consistent". The higher the participant's score, the higher the score, the higher the level of emotional intelligence. The Cronbach's a coefficient of this scale is 0.92 in this study. 2.2.2 Self-rating scale of psychological symptoms (SCL-90)

The scale was compiled by Derogatis and translated into Chinese by Wang Zhengyu (1984). It has been one of the most widely used scales for investigating the mental health of college students in China. There are a total of 90 questions, including 10 aspects such as somatization and obsessive-compulsive symptoms. The 5-point scale is adopted. 1 means "no" and 5 means "severe". The higher the test score, the lower the mental health of college students. The Cronbach's a coefficient of this scale is 0.98 in this study.

**Methods of statistical analysis:** The program is conducted by a rigorously trained psychology graduate student. After obtaining the informed consent of the individual, conduct group testing in each school on a class basis. The questionnaire is filled out in an anonymous manner, and it is returned on the spot after completion. It takes about 20 minutes to complete the entire questionnaire. Use SPSS21.0 and Mplus7.0 to perform statistical analysis and processing on the data.

**Results:** Tested by a mediating model with adjustments, using emotional intelligence as the independent variable (X), social support as the mediating variable (W), mobile phone dependence as the moderating variable (U), and college students' mental health as the dependent variable (Y). Construct a moderated intermediary model. First, the emotional intelligence, college students' mental health, social support, and mobile phone dependence scores are standardized, and then mobile phone dependence is multiplied by emotional intelligence (UX), and social support is multiplied by mobile phone dependence (UW) as the interaction scores. In order to test whether the direct effect of emotional intelligence on college students' mental health is regulated by mobile phone dependence, before doing the analysis of the mediation effect, it is necessary to establish the equation 1:  $Y = C_0 + C_1X + C_2U + C_3UX + et$ , test coefficients  $C_1$ ,  $C_3$  Is it significant. The result is shown in Figure 1.

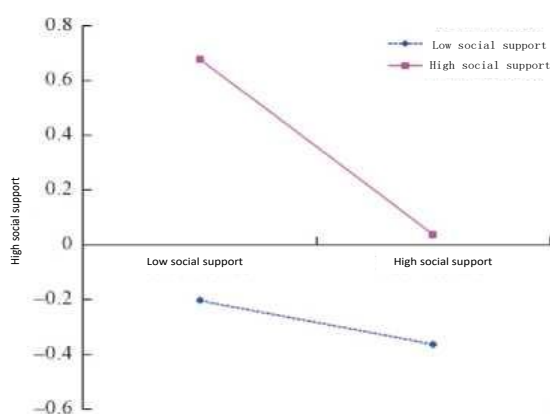


Figure 1. A regulated mediation model test.

The results show that after controlling for gender and age, emotional intelligence has a significant impact on college students' mental health ( $\beta = -0.29, < 0.001$ ), mobile phone dependence has a significant impact on college students' mental health ( $C^2 = 0.33, < 0.001$ ), mobile phone dependence and The interaction item of emotional intelligence has no significant effect on mental health ( $C^3 = -0.02, > 0.05$ ), indicating that the direct effect of emotional intelligence and college students' mental health is not regulated by mobile phone dependence.

**Conclusions:** Taking 621 college students as subjects, using emotional intelligence scale, psychological symptoms self-rating scale, adolescent social support rating scale, and mobile phone dependence index scale as research tools to explore the relationship between emotional intelligence and college students' mental health, And build a moderated mediation model on this basis to explore the mediation role of social support and the mediation role of mobile phone dependence in this mediation process. The results found that: (1) Emotional intelligence has a significant impact on the mental health of college students, and social support plays a part of the mediating role, that is, emotional intelligence can directly affect the mental health of college students, and it can also indirectly affect mental health through the mediating role of social support; (2) Mobile phone dependence regulates the latter half of the intermediary process of emotional intelligence affecting college students' mental health through social support. Compared with college students with low mobile phone dependence, social support of high mobile phone dependence has a more significant impact on college students' mental health. To pay attention to the mental health of college students, not only must pay attention to the individual influence of individual factors and ecological environment factors, but also the combined effect of these factors.

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## EVALUATION AND ANALYSIS OF THE SPREAD EFFECT OF DOMESTIC ANIMATION FILM WORKS BASED ON BEHAVIORAL PSYCHOLOGY

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**Background:** With the rise of the mobile Internet era, a series of mobile social media such as Weibo and WeChat have "stringed" people's lives into a huge social network. The socialized promotion content has become a major mainstream channel for people to obtain information about domestic animated film brands and products, and the impact on consumer decision-making should not be underestimated. In the face of such a large "influence", domestic animated films have embarked on the path of self-media transmission. Some domestically produced animated films are like gods in the way of self-media transmission effects (such as Xiaomi, Durex, nearly millions of fans, helping to promote product activities), but more domestically produced animated films have stalled. The key to the success of self-media communication is through the influence of behavioral psychology. How to effectively stimulate behavioral psychology to promote and disseminate the information of domestic animated films determines the breadth and depth of information dissemination. Existing studies have confirmed that the information promoted and disseminated by behavioral psychology has a significant impact on the attitudes and decision-making of other behavioral psychology products, but few studies have explored the pre-variables that affect the improvement of behavioral psychology information, that is, what factors affect behavioral psychology Learned information promotion behavior? This article starts with the content of self-media dissemination of information in social networks, and conducts theoretical explorations on how to promote consumers to forward the information of domestic animated films by introducing the relationship paradigm between behavioral psychology and domestic animated films.

Aiming at the two types of information dissemination stimulus methods commonly used in domestic animated films, "send discount and passion", this article mainly explores the role and mechanism of economic and emotional dissemination effect stimulus on the promotion of behavioral psychology information. This research proposes and finds that the effect of these two types of communication effect stimuli on information enhancement depends on the relationship paradigm established between behavioral psychology and domestic animated films. Through second-hand data analysis and two sets of experimental studies, it is found that economic stimuli can better trigger behavioral psychology enhancement behaviors under the transaction relationship paradigm; emotional stimuli can better trigger behavioral psychology enhancement behaviors under the mutual relationship paradigm. Consumers in the transactional relationship paradigm are based on