

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

the evaluation of domestic animated films (repaying the financial contribution of domestic animated films), while the behavioral psychology under the mutual relationship paradigm is based on the self-interested evaluation of establishing and maintaining their own social networks.

Subjects and methods: In order to explore the influence of communication effect stimulus on the response of different relationship paradigm behavioral psychology on social networks, this research grabs data from online social media, and initially explores the interaction of domestic animated film self-media information on information forwarding and comments Influence. Then select 25 samples from a certain university to conduct interviews to clarify the correspondence between the relationship paradigm and fans.

Study design: 20 domestic animated movie microblogs collected in this study. The sample data includes the name of domestic animated movie Weibo, information category, number of forwarded fans, number of forwarded non-fans, number of commented fans, number of non-commented fans, and forwarded fan rate, Comment fan rate, overall fan rate. Among them: reposted fan rate = reposted fans/reposted volume; commented fan rate = commented fans/comment volume; overall fan rate = (reposted + commented fans)/(reposted volume + commented volume).

Research design: Then the researcher randomly selected 25 interviewees to conduct in-depth interviews to clarify the correspondence between fans and the relationship paradigm. In order to ensure the reliability of the research results, the researcher asked the interviewees' understanding of fans and ensured that the interview content matched the research theme. Respondents need to list 1 or 2 objects closest to fans in their lives and 1 or 2 objects close to non-fans (the researcher asked the participants to list non-fan objects not to include disgust and other factors in order to exclude negative emotions and evaluations. Impact on results). Subsequently, the researcher asked the subjects to choose words from "family, friends, and businessmen" to describe their relationship with the person they were talking about. Finally, the researcher used Aggarwal (2019) to measure the dimension of relational paradigm, and conducted in-depth exploration.

Most of the interviewees ("= 22) chose family members or friends to describe their relationship status for those close to fans; for non-fans, ("= 21) they chose merchant relationships. For the objects close to the fans, most of the subjects talked more about the interaction between themselves and the objects, such as the concern of the fan objects for themselves ("= 20), the objects close to the fans are more special ("= 18), and often Pay attention to and interact with people who are close to fans ("= 23); only some ("= 10) participants believe that products, services, and expertise are the primary reasons for their recognition of being close to fans. For non-fans, those who talk about their care for themselves ("= 5), think that those close to fans are more special ($n = 4$), and often pay attention to objects close to fans and interact ($n = 3$). There are few trials; most ($n = 24$) participants believe that products, services and expertise are the primary reasons for their recognition of non-fans.

Methods of statistical analysis: The researchers numbered the returned questionnaires, eliminated blank and incomplete questionnaires as invalid questionnaires, and used SPSS 20.0 for data management and statistical analysis.

Results: The relationship paradigm is evoked, and both the common relationship scenario and the transaction relationship scenario are successfully manipulated. The shared relationship scenario design stimulated stronger emotional connection between the subjects and the merchant (M shared relationship = 4.89, $SD = 1.11$ vs. M transaction relationship = 4.39, $SD = 1.04$; $F(1,168) = 8.96$, $P < 0.01$, Cohen's $d = 0.46$). The scenario design of the transaction relationship inspired the participants to have a stronger business relationship with the merchant (M shared relationship = 4.99, $SD = 0.94$ vs. M transaction relationship = 5.31, $SD = 1.02$; $F(1,168) = 4.47$, $P < 0.05$, Cohen's $d = -0.32$). In terms of service quality interference, behavioral psychology stimulated by different relationship paradigms has no significant difference in service quality: (M shared relationship = 5.55, $SD = 1.01$ vs. M transaction relationship = 5.33, $SD = 1.06$; $F(1,168) = 1.9$, $P = 0.17$, NS).

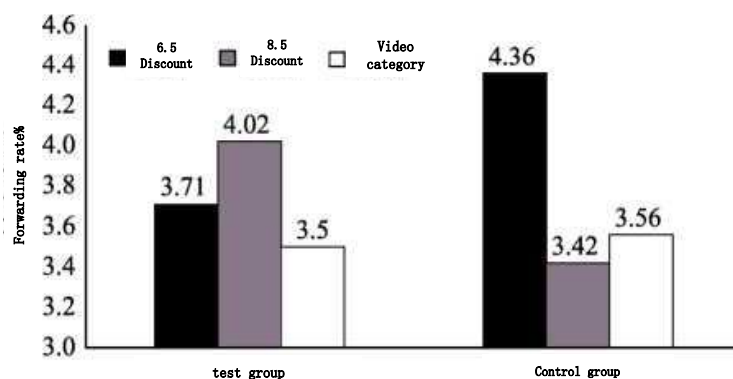


Figure 1. Transmission rate of subjects to different informational stimuli under the relational paradigm.

The moderating effect of relational paradigm on economic stimulus: This study takes forwarding willingness as the dependent variable, economical communication effect stimulus and relational paradigm as fixed factors, and single-factor F test is used to verify the moderating effect, as shown in Figure 1. The relationship paradigm x economical communication effect stimulus variable has a significant moderating effect $S^2 = 0.11$; $F(1, 168) = 4.36$, $P < 0.05$); compared with the willingness to forward film information, the willingness to forward discount stimulus information in the common relationship paradigm has no difference Not significant ($M_{6.5 \text{ fold}} = 3.71$, $M_{8.5 \text{ fold}} = 3.42$, $M_{\text{film}} = 3.5$; $F(1, 74) = 0.856$, $P = 0.43$, ns).

Conclusions: Information with higher discounts can more stimulate the willingness of participants in the transaction relationship paradigm ($M_{6.5 \text{ fold}} = 4.36$, $M_{8.5 \text{ fold}} = 3.42$, $M_{\text{film}} = 3.56$; $F(2, 94) = 4.87$, $P < 0.05$, Cohen's $d = 1.31$); the willingness of the subjects to forward the information of the half-fold spreading effect is significantly higher than that of the film information, that is, when the economic stimulus is strong enough, the behavioral psychology information forwarding willingness of the transaction relationship paradigm is stronger.

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RESEARCH ON MENTAL HEALTH MANAGEMENT OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF NETWORK GOVERNANCE THEORY

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Background: An epidemiological survey of Internet addiction found that college students are at high risk of Internet addiction due to special conditions such as excessive free time, separation from the strict control of home and school, and easy access to Internet channels. Internet addiction seriously hinders the development of college students' social adaptation, destroys their academic performance and interpersonal status, and increases the risk of other pathological psychology.

Studies have shown that group counseling is an effective way to intervene in Internet addiction. By providing emotional and social support and targeted network governance theoretical activities, group counseling can help college students with Internet addiction improve their emotional state, reduce social anxiety and loneliness, and promote their psychosocial development. However, the intervention objects in previous studies, whether recruited or recommended by relevant informants, are all voluntary participation, with high motivation and compliance for change, which is undoubtedly one of the important reasons for the success of the intervention.

Some Internet addiction college students have a certain understanding of their addiction status and desire to change, but there are also some severe Internet addicts tend to conceal or deny their addiction status, the latter tend to have a higher degree of addiction. The resulting psychological and social damage is also more serious. They hardly ask for help, have poor compliance, and have a high dropout rate. Therefore, traditional treatment methods based on the principle of autonomy and voluntariness are difficult to achieve good intervention effects for the group. For these severe Internet addicts who lack the motivation to seek help, if there is no certain external driving force and supervision mechanism, it is difficult for them to get rid of the addiction spontaneously, and it is very easy to cause academic delays or other psychological and physical damage.

In comparison, foreign universities have formed a relatively complete intervention mechanism for alcohol use. Research has also confirmed that a structured intervention plan combined with administrative management has better effects on involuntary college students than administrative punishment and compulsory drinking education. Cognitive behavior training proved to be the most important therapeutic effect factor. This study intends to refer to the mature foreign alcohol use intervention models to explore the effect of networked governance theory combining administrative management, motivational stimulation and cognitive behavior training on the mental health of serious college students.

Subjects and methods: Using clue sampling and cooperating with a college of engineering, the college counselor selected 40 students from 128 students who had accumulated failed credits of 15 or more in the previous semester according to reports from insiders. The students conducted semi-structured interviews for about 1 hour, and administered the Young's Internet Addiction Test (IAT)11. Finally, 31 IAT test scores and