

specific factors. However, college students as a special consumer group, the education received by college students in the campus environment, the age characteristics of college students and other factors are very special. Therefore, the university student and other social groups have the completely different expense demand and the expense psychology.

Subjects and methods: Motivation is the subjective factor to motivate people's behavior and the form of expression of need, while tourism motivation is the internal motivation for people to travel. Through a series of analysis of the psychological status quo of college students' traveling consumption, their motives of traveling consumption and their traveling behavior, this paper explores the law of college students' traveling consumption, studies the influence of traveling on college students' growth and how to guide college students' traveling consumption behavior correctly. Using the method of questionnaire survey, statistics of modern college students' psychological orientation of tourism consumption.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 25 classes of students to conduct a questionnaire survey. A total of 500 questionnaires were distributed, with a recovery rate of 97.8% and 489 recovered, of which 477 were effective and 95.4% were effective. In this survey, the proportion of male and female college students surveyed is basically the same, the age is about 20 years old. The content of the questionnaire involves the factors of knowledge seeking, curiosity, extrication, obedience, fashion, comparison and visiting friends.

Methods of statistical analysis: Using Excel statistics of modern college students' tourism consumption psychological orientation results.

Results: The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective errors in the evaluation, 500 college students were evaluated and the results were rounded off. The statistical table is shown in Table 1.

Table 1. Investigation and research on the psychological orientation of tourism consumption of modern college students

Factor	Psychology of seeking knowledge	Curiosity	Liberating mind	Submissive mind	Fashionable mind	Comparison's psychology	Psychology of visiting friends
Male undergraduate	2	3	1	1	2	1	1
Female undergraduate	3	3	1	1	1	1	1

Conclusions: Grasped the contemporary university student traveling expense psychology tendency and the present situation basically, university student's basic traveling expense psychology is generally realistic, reasonable. But the discrete tendency is obvious, the individual difference is big, this mainly comes from the national each place, because the family situation and so on different and the traveling expense custom difference creates. Therefore, it is very important to cultivate the independent ability of self-reliance, accurate judgment, scientific concept of value and credit, and healthy and positive psychology of tourism consumption.

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THE ANIMATED FILM CREATION CONCEPT BASED ON THE PERSPECTIVE OF AUDIENCE PSYCHOLOGY

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Background: Audiences are the basis of the survival and development of the animation film industry. A good ecological environment for audiences is the basic premise of the artistic value, social value and market value of animation film. Since 2010, three consecutive years, the output of Chinese animation films than the United States, Japan, South Korea and other animation powers and firmly ranked first. But behind this

halo, there are many problems, such as poor quality, low production value and so on. Domestic animated films as a whole do not seem to have much impact in the world. An important criterion to measure the creation quality of animated films is the acceptability of the audience, which is the basic starting point and final destination of the animated films and their derivatives. The fundamental foothold of the animation film industry prosperity is the stability and development of the audience groups, and improve the acceptability of the audience. Based on the analysis of the current situation of the animation audience from the perspective of audience psychology, this paper studies the psychological demand characteristics of the animation appreciation of the domestic audience and the changes of aesthetic trend in the background of the times, and analyzes the creative concept of the animation film from the angle of the audience in terms of the integration of the entertainment elements of the film, the choice of the subject matter of creation and the design of the animation image. With the progress and development of the society, animation art, which is closely related to social life, applied economy and rapid development of new media technology, appears in the new media in the form of innovation. Provides the spiritual aspect unceasingly for the populace the nutrient and the cultural aspect edification. Animation creators should have profound knowledge, in-depth views, need to natural things, social culture, outlook on life, mainstream cultural values and other aspects of their own unique life experience and life perception, to create good works. Animation art is a kind of dispersive and creative thinking activity, which is interpreted from a new visual angle with modern consciousness instead of traditional one-sided thinking.

Objective: In recent years, the image of domestic animation with the progressive progress of cultural exchange will be constantly changing. First, the use of cultural symbols in the heart, aesthetic weariness will follow. Second, with the development of cultural industries, the accumulation of the formation of stereotypes are gradually weakened. Animation creators will use these vivid images to express their own freestyle and the depth of advancing with the times, it will burst out more extensible thinking, inclusive and open, far-reaching and other diverse forms and animation encounter a wonderful spark.

Subjects and methods: In order to break through the current predicament, domestic animated films must change their ideas and gain more audience's approval, and must realize the change from animated cartoon to audiences. The acceptability of the market and audience is an important criterion to test the success of an animated film. Using the method of questionnaire, this paper investigates and analyzes the creative concept of animated films based on audience psychology from psychological needs and aesthetic characteristics.

Study design: Stratified cluster random sampling method was used to investigate 300 groups of different ages, different genders and different occupations. Randomly selected 3 cities, each city randomly selected 100 people, a total of 300 people to carry out a questionnaire survey, a total of 300 questionnaires, 294 questionnaires back, the number of valid questionnaires 287.

Methods of statistical analysis: Excel statistics are used to analyze the concept of animation film creation based on the perspective of audience psychology.

Results: It is of great significance for audience psychology to be applied to the creation concept of animated films. Through the analysis of audience psychology, the cognitive psychology of the audience is studied, relying on the aesthetic characteristics of the audience in the new era, and creating excellent animated films that all the audience can accept. The results of this survey use 1 to 4 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating obvious influence. In order to reduce the large error caused by individual subjectivity in the assessment, the results are determined by rounding off 200 people, and the specific statistical table is shown in Table 1.

Table 1. Analysis of the animation film creation concept based on the perspective of audience psychology

Factor	Psychological need	Aesthetic characteristics
City1	4	3
City2	4	4
City3	3	3

Conclusions: As a special kind of contemporary films, animated films have innate advantages in creation and industry. As the soul and source of animated films, animation creation has always been tied up with the audience. The quality of the creation is related to the recognition of the audience, which determines the vitality of the animation film. Therefore, to get out of the current downturn, domestic animated films must study the audience's cognitive psychology, learn from the essence of international successful animated films, and create excellent animated films which are popular with the audience.

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THE INNOVATIVE DEVELOPMENT OF MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Music psychology takes the education brought by music course as its core idea. At the same time, music can embody the perceptual side of people. Music can embellish the beautiful scene of the world and be composed by people. Through continuous development, music education will release itself from the traditional concept and realize music education with people as the main body. At the same time, music art can be formed through people's thinking, and in the music to reflect the composer's inner feelings and experience. The development of music art has extended from the conflict of genre and genre to the integration of society. Music psychology has realized the status of cognitive subject through this change. What it wants to show in the music works is the real value and meaning in the music works. Therefore, the psychology of music can shape people's spiritual thinking, through the realization of students' concern for art to carry out music education, so that students can come from the heart of art perception. The combination of music education and psychology education in the 19th century, in the middle of the continuous study of laboratory psychology school began the development of modern music psychology. Many foreign music psychologists initially studied the relationship between objects and sensation, then found the relationship between music and sensation after investigation. Through continuous exploration and exploration, they constructed psychophysical research methods and established 16 related laws of psychology and physics. Since then, music educational psychology has gradually embarked on the road of development. In view of the current situation of music education, the overall development is good and healthy, especially with the development of the market economy, the improvement of productivity level and the improvement of people's material and cultural living standards, which strongly promotes the development of education and the popularization of music education and the improvement of education quality. However, due to the education system, society and people's ideological and other reasons, the current music education is still relatively weak, the national, especially the students generally low quality of music. Therefore, music education should be reformed, developed and innovated continuously with the development of market economy and the increase of people's demand for music education to meet the needs of people's material and cultural life.

Objective: In recent years, with the economic development of our country, great changes have taken place in the cause of education, music education has also changed historically with the development of education, forming a basic music education system suitable for our national conditions. However, there are many difficulties and problems in music education. Based on psychological perspective, music psychological education enables learners to find their true feelings, integrate them into the music, and improve it. A good musical work can directly embody the importance of music psychological education. When we feel the meaning of a musical work, we can also analyze the psychological cognition contained in it. There are many world-renowned musicians. The reason why their music works are still worth more and more after their death is that they integrate their life into art, and have high aesthetic ability and psychological cognition, together with their unique aesthetic ability and perception of art. Thus, forming a series of excellent works, the reason why they can endure is also because of their perception of art and musical expression.

Subjects and methods: In the view of psychology, we should innovate the mode of music education in colleges and universities, that is, change the idea of music education and the original music teaching method. Thus promotes the music education the popularization and the teaching quality enhancement. Through the questionnaire, statistics and analysis of the psychological perspective of the innovative development of college music education research.

Select 500 college students to investigate. Randomly selected 10 universities, each grade randomly selected 25 students, a total of 20 classes of students to conduct a questionnaire survey, a total of 500, 476 recovered, the number of effective 465.

Results: In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 college students shall be adopted and the average number shall be calculated by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: On the one hand, it inherits the development and continuation of human music art culture, creates valuable cultural spirit and knowledge wealth, and satisfies people's spiritual needs through music emotion. At the same time, psychology plays an educational role in the integration of music education. It