

improving the social assistance network system and large-scale development. The results show that these measures can effectively reduce the anxiety and depression of landless farmers and improve their quality of life, which is of great significance to the harmonious and stable development of our society and the loss of land in other areas. The resettlement of land farmers also has a certain reference significance.

Table 1. Current situation of landless farmers

Timing	SAS	SDS	Quality of life
Six months ago	72.4±12.3	69.3±14.1	63.5±12.5
After 6 months	55.4±8.3	54.7±10.9	85.4±7.6
<i>t</i>	8.425	9.014	7.254
<i>P</i>	0.003	0.001	0.011

Acknowledgement: Research on Education and Teaching Reform of colleges and universities in Hainan province ‘research on sustainable livelihood of land-lost farmers in Hainan under the background of free trade zone(port)-taking Sanya as an example’ (No. Hnky2019-99).

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EVALUATION AND ANALYSIS OF COMMUNICATION EFFECT OF FILM AND TELEVISION WORKS BASED ON BEHAVIORAL PSYCHOLOGY

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Background: With the development of economy and the continuous improvement of scientific and technological level, people’s way of entertainment has also undergone great changes. Film and television works are one of the main ways of entertainment. Film and television work refers to a completed art work that takes pictures through the camera, records them on the film, and then uses the player to play and process the pictures. Film and television works are a kind of works of art. Compared with traditional works of art, film and television works combine photography art with sound, and integrate visual and auditory art at the same time. Therefore, the sensory stimulation of film and television works to the audience is stronger, and it is easier to cause the emotional resonance of the audience. The communication effect of film and television works can reflect the artistic effect and profitability of film and television works to some extent. Therefore, the evaluation of the communication effect of film and television works can provide a reliable basis for the evaluation of the artistic level of film and television works and the attention of the audience.

Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. With the continuous development of computer information technology and network technology, Internet-based network media is called an indispensable part of most residents’ daily life. Network media not only brings users a new experience, but also changes users’ media contact habits, but also has a great impact on people’s lifestyle. Through network media, netizens can realize communication, entertainment, learning and other activities. In behavioral psychology, according to the praise, comments and other behaviors of network users on some works, it can not only reflect the user’s attitude towards the works to a certain extent, but also reflect the communication degree of the works. Network media is also an important way for the dissemination of film and television works. According to the data such as praise, comment, score and forwarding of film and television works by network users, the communication effect of film and television works can be evaluated and analyzed. Based on behavioral psychology, combined with the previous evaluation methods of the communication effect of film and television works, the research constructs the communication effect evaluation system of film and television works, accurately and objectively evaluates the communication effect of film and television works, and then provides data support for the evaluation of the artistic level of film and television works.

Objective: Based on behavioral psychology, combined with the previous evaluation methods of the communication effect of film and television works, to construct a communication effect evaluation system of film and television works, so as to evaluate the communication effect of film and television accurately and objectively.

Research objects and methods: Based on behavioral psychology, this paper selects the evaluation indicators of the communication effect of film and television works from the three dimensions of influence

breadth, depth and dimension. Select 10 film and television works review experts and 30 film and television works viewers to evaluate the indicators, calculate the weight of each indicator by analytic hierarchy process, and test the consistency. AHP software is used for analytic hierarchy process.

Research design: build a film and television communication effect evaluation system based on behavioral psychology and existing film and television communication effect evaluation methods. The expert survey method is used to recover the data, and the analytic hierarchy process is used to calculate the weight of each index.

Methods: the corresponding data were processed and calculated by using the software AHP and SPSS 22.0.

Results: the consistency of each index was tested, and it was found that the film and television communication effect evaluation system basically met the consistency test requirements, as shown in Table 1.

Table 1. Consistency test results

Index serial number	Indicator name	Ratio value	Index serial number	Indicator name	Ratio value
1	Index system	0.0035	7	Praise the work in major online media	0.0356
2	Do you know the film and television works	0.0682	8	Comment on the work in major online media	0.0172
3	Do you want to watch the film and television works	0	9	Recommend the work in major online media	0
4	Do you like the film and television works	0	10	See the story behind the work	0
5	Evaluation of the film and television works	0.0513	11	Watch the work over and over again	0.0705
6	Change of attitude towards the film and television works	0	12	Recommend the work to a friend	0

Conclusions: Based on behavioral psychology, combined with the previous evaluation methods of the communication effect of film and television works, the research constructs a communication effect evaluation system of film and television works to evaluate the communication effect of film and television accurately and objectively. When checking the consistency of each index of the evaluation system, it is found that the film and television communication effect evaluation system basically meets the requirements of consistency inspection, so the evaluation effect of the system has high reliability. Through the film and television communication effect evaluation system, we can accurately and objectively evaluate the communication effect of film and television works, and then provide data support for the evaluation of the artistic level of film and television works.

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ON THE CULTIVATION OF STUDENTS' INNOVATIVE ABILITY IN COLLEGE PHYSICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Education is an important means to cultivate national spirit and creative talents. Education shoulders an important mission and task. We must change the backward educational ideas that hinder the development of students' innovative spirit and ability in traditional education, and innovate the educational mode and means. The traditional education mode inculcates knowledge to students one-way by education, and takes the examination results as the only standard to evaluate students' learning effect. This education system is too single and rigid to cultivate new modern talents with innovative consciousness. In the new era,