

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

Wuwei Zhang

Department of Engineering and Technology, Harbin Vocational College of Science and Technology, Harbin 150300, China

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,

China's development speed is accelerating day by day, which requires the reform of the backward education system, the cultivation of a group of cutting-edge talents with new innovative consciousness under the guidance of modern education concept, the improvement of national scientific and technological level, and the transportation of top talents for national construction and development. This is not only the mission and responsibility of the education sector, but also a key issue that the whole Party and the whole society need to focus on.

With the advent of knowledge economy in the new era, the cultivation of innovative consciousness and ability has become the key content of students' quality education. A study in the United States shows that students who have received innovation ability training education in school have significantly better completion of innovation tasks and higher success rate of personal career than students who have not received good innovation education. Only people with a high sense of innovation can consciously find problems in work, life and study and quickly find solutions to problems. With the increasingly fierce competition for talents in modern society, colleges and universities, as the main position of talent training and output, should focus on the cultivation of innovative consciousness and ability. As an important part of college education, physical education plays a unique role in the cultivation of college students' innovative consciousness and ability. Through college physical education, it provides students with an open learning environment, creates opportunities for students to think and practice, and promotes the development and improvement of college students' innovative ability.

Objective: Under the guidance of educational psychology theory, change the traditional college physical education teaching mode and system, optimize the level of college physical education, improve the quality of college physical education, improve the innovation ability and comprehensive quality of college students, transport more and higher quality talents for national construction, and promote social progress and economic development.

Research objects and methods: 500 associations were randomly selected from 3 colleges and universities in a city as the research object. The cultivation path of students' innovative ability in college physical education was analyzed by using the methods of literature, questionnaire and teaching experiment. A total of 500 questionnaires were distributed, which are required to be completed on site at one time. The filling time of each questionnaire is 25-30 minutes.

Research design: With the same teachers and the same learning time, students were randomly divided into experimental group and control group for separate teaching. The experimental group adopts the innovative physical education teaching mode, while the control group teaches according to the traditional college physical education teaching mode. A questionnaire survey is conducted on the students before and after the implementation of the experiment to compare the cultivation effects of students' innovative ability consciousness and ability under the two teaching modes.

Methods: The data of the study results were analyzed and processed by statistical software SPSS 22.0.

Results: After the experiment, the scores of the cultivation effect of students' innovative consciousness and ability under the new mode of college physical education teaching are shown in Table 1. Under the new mode of college physical education teaching, students' innovative ability has been significantly improved, and students' innovative task completion efficiency has also been improved.

Table 1. Training effect score of students' innovative consciousness and ability under the new model

Research object	Cultivation of innovative consciousness	Cultivation of innovation ability	Task completion efficiency
Freshman	5	5	5
Sophomore	5	4	4
Junior	3	4	4
Senior	4	4	3

Conclusions: The reform of college physical education teaching mode from the perspective of educational psychology should pay attention to the cultivation of students' innovative consciousness and ability, grasp the core of college students' quality education, and cultivate innovative talents in the new era. The introduction of flexible group cooperation, role replacement, competition teaching and other modern education methods in college physical education can fully mobilize students' learning enthusiasm and autonomy, and is conducive to the cultivation of students' innovative ability.

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A STUDY ON THE RELATIONSHIP BETWEEN COLLEGE STUDENTS' CHINESE