

**Subjects and methods:** This paper studies the psychological needs of Chinese animation audience in the era of media integration. Firstly, it discusses the transformation of audience acceptance psychology through the transformation of media, communication mode and acceptance psychology. Secondly, through the changes of animation in picture, sound and experience, it reveals the transformation of audience sensory needs. Then, through the development results of animation in the era of media integration in three aspects: type, theme and role setting, this paper analyzes the transformation trend of the audience's emotional needs. Finally, through the phenomenon analysis of animation in three aspects: knowledge, narrative mode and participation, this paper explains the transformation relationship between media integration and the rational needs of the audience.

**Results:** Because of the development of media, the psychological needs of animation audiences have become more diverse for animation works of different types, styles and cultural backgrounds. The demand for sensory, emotional and spiritual levels has been continuously widened, which not only retains the original demand for traditional animation, but also has the demand for new forms, new experiences and new stimuli. The artistic boundary of animation has also been continuously expanded. Now the audience can carry out independent animation aesthetics according to their own preferences, so that the animation presents a wonderful form and value embodiment. With the differentiated development of animation in different media, the relationship between animation and their respective media is closer, forming differentiated and focus satisfaction. In the era of information explosion, the audience's choice is expanding.

**Conclusions:** Because there are few monographs and literatures at home and abroad, and more academic circles focus on the audience psychology of film and television, the particularity of animation art has not received due attention and differentiated treatment. In addition, due to the diversity of animation media, the animation art forms produced according to different media are also very different, but this paper studies the animation audience psychology in the era of media integration, so it is necessary to summarize the commonness of animation in the diversified development of communication, media and aesthetics, which adds great difficulty to the article.

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## THOUGHTS ON LIBRARY FLEXIBLE SERVICE AND READERS' PSYCHOLOGICAL ENVIRONMENT

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**Background:** With the continuous improvement of China's socialist market economic system, China has initially established a modern market economic system, and the most prominent feature of modern economy is the transformation from product economy to service economy. The customer demand-oriented service model has increasingly become an important strategic measure of market competition. Under the historical conditions of vigorously implementing a new round of market-oriented reform in China, the library has ushered in new development opportunities, but at the same time, it also puts forward new challenges to the library, that is, the library must change from traditional knowledge provision to service provision, and flexible service is an important strategic measure for the library to innovate reader service and improve service quality. Although with the accelerating pace of transformation and development of all kinds of libraries at all levels in China, flexible service has increasingly become an important service concept of Libraries in China. However, many libraries still lack a clear understanding of flexible service, especially in the process of reader service, there are still many problems that can not be ignored, which has become an important factor restricting the healthy development of Libraries in our country. We must take active and effective measures to actively promote the reform and innovation of Library flexible service, and strive to improve the quality and level of library reader service.

**Subjects and methods:** The transformation of library from management to service has become an important strategic measure to enhance the attraction and cohesion of library, especially flexible service has become the innovative service concept of all kinds of libraries at all levels in China. However, some libraries still lack a deep understanding of "flexible service" in the process of reader service, so there are still many restrictive factors. This paper expounds the connotation and characteristics of Library flexible service, analyzes on the prominent problems existing in the current library flexible service, and puts forward the optimization strategy of strengthening library flexible service.

**Results:** With the flexible service concept more and more accepted by libraries, at present, most libraries in China are actively exploring the flexible service mode in line with their own reality, and have achieved some results. However, through in-depth analysis of the flexible service in China's library reader service, there are still many problems that can not be ignored, which has become an important restrictive factor in the development of flexible service in China. It must be solved seriously, otherwise it will hinder the development of China's library cause and reduce the competitiveness, attraction and influence of China's library.

**Conclusions:** Although with the accelerating pace of Library Transformation and development in China, many libraries have changed from providing knowledge to providing services, and also integrate flexible services into reader services. However, the flexible service is still unsatisfactory, and there are still a series of problems to be improved. This requires all kinds of libraries at all levels to have a clearer understanding of the outstanding problems existing in their own flexible service, and formulate targeted improvement strategies through in-depth analysis of the deep-seated causes of the problems of flexible service. In particular, efforts should be made to establish the concept of readers' needs, create a harmonious service environment, establish a humanistic service model, create an emotional communication platform, and improve the flexible service ability, so as to make the library reader service more humanized, humanistic and humanistic.

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## THE PATH OF COLLABORATIVE INNOVATION AND DEVELOPMENT OF TWO COURSES EDUCATION AND PERSONAL MORALITY

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**Background:** In the process of analyzing students' mental health education, we need to make a specific analysis according to mental health problems and ideological and political problems to judge the health education mode and application standard of Ideological and political psychological quality in Colleges and universities. This paper analyzes the educational ideological and political model, finds out the possible incompatibility in practice, and puts forward an effective solution model. Judge the standards of mental health education in Colleges and universities, effectively combine ideological and political education, constantly promote, enhance and improve, achieve effective comprehensive development of mental health education with effective development, and clarify the synergy between mental health quality in Colleges and universities and ideological and political education.

**Subjects and methods:** In the analysis of the construction of core psychological quality in Colleges and universities, according to the collaborative innovation model, strengthen the synergy of the combination of Ideological and political education, enhance the level of students' comprehensive psychological quality, and take the development of effective two courses education model as the requirement. According to the relevant basis, pay attention to the application of comprehensive value and path problem analysis, cooperate with the synergy of mental health education with comprehensive management and control standards, enhance the comprehensive political education level of mental health education in Colleges and universities, improve the application of effectiveness, promote the comprehensive development of college students, and meet the growth analysis of health education. This paper will analyze the ideas, basis and path of collaborative innovation, and strengthen the coordination and cooperation between them. Gradually enhance the comprehensive analysis of mental health education in Colleges and universities, judge the value and practicability of Ideological and political education, constantly promote the comprehensive development of students, and establish a healthy growth model, ideas and development requirements.

**Results:** This paper holds that the two courses education model and psychological education model need to be innovated in thought, content, method and way in order to comprehensively and cooperatively educate. In the process of carrying out two courses education activities in Colleges and universities, we should pay attention to the idea of cultivating talents, strengthen the combination of morality, psychology and quality, and adjust the influencing factors of the environment. This paper analyzes the effectiveness of two courses education activities, defines the relationship between two courses education and psychological education, and strengthens their coordinated and stable development. In the construction of