system explained by the school image, student expectations, quality perception and value perception has reached 76.14%, indicating that the model has high rationality. The redundancy of the entire model is 0.332, which is higher than the standard 0.325. Therefore, the model has a strong predictive ability and a better fitting effect.

Table 1. Results of the fit degree analysis.

Metric	H^2	R^2	F^2
School image (1)	0.596	-	–
Studemt expectations (2)	0.652	0.758	0.494
Quality perception (3)	0.682	0.531	0.362
Value perception (4)	0.501	0.639	0.320
Evaluation system ($)	0.760	0.761	0.495
Studemt loyalty (m)	0.584	0.561	0.328
Oveall	0.628	0.524	0.332

This study uses SMARTPLS3.0 software and Bootstrapping method to test the path coefficient of the model, and judges whether the path coefficient is significantly non-zero based on the value of r. If $|r|>1.96$ ($a = 0.05$, $df(x)$) is satisfied, it is significant; on the contrary, if $|r|<1.96$ (a=0.05, df(e)), it is not significant. The revised model was re-tested, and the results showed that the fitting index did not change much, but most of the path coefficients were improved, and all passed the significance test ($|r|>1.96$), indicating the revised model The structure is more reasonable.

Conclusions: On the basis of the higher education evaluation system model, the university physical education quality evaluation system model was constructed, using the results of a questionnaire survey of 2052 students who have participated in the physical education quality project of two typical universities in a certain city, using the PLS-SEM method An empirical analysis was carried out, and the results showed that: student expectations, quality perception, and value perception all have a direct and positive impact on the evaluation system, and the evaluation system has a direct and positive impact on student loyalty; the school image has a direct and positive impact on the quality evaluation system of college physical education teaching There is no direct impact, but an indirect impact through student expectations; the evaluation system directly and positively affects student loyalty. The evaluation system mainly originates from two aspects: one is the direct utility produced by students' expectations and quality perception, and the other is the indirect utility produced by students' expectation through influencing quality perception and value perception. According to the research conclusions, suggestions are made for improving the quality of physical education in colleges and universities.

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THE WAYS TO IMPROVE THE SERVICE QUALITY OF CULTURAL CENTERS FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: The satisfaction of the visitor is equal to the experience value of the patient minus the value of the improvement path of the visitor. If the visitor's experience and feeling exceed the visitor's promotion path, the visitor will be satisfied and happy; on the contrary, if the visitor's experience and feeling is lower than the visitor's promotion path, the patient will be dissatisfied and even complain. The cultural center must understand the visitor's improvement path, demand for the cultural center service and its satisfaction; it must guide the visitor's expectations, so that the visitor correctly understands the level of my country's economic development and cultural center level, their own actual situation and economic affordability, Form a rational cultural museum consumption and a more realistic improvement path. This research investigates the improvement path of visitors to the cultural center's service attitude and service quality, in order to provide reference materials for the cultural center management.

Subjects and methods: Take all visitors to a cultural center in a certain city for three consecutive days as a sample. According to the general requirements of research ethics, all the enrolled subjects were

voluntarily investigated. A total of 501 people entered the museum within three days, of which 359 visitors who met the sampling conditions were surveyed. The average age of the sample was 39.98±19.327 (1-93 years old); 157 were males (43.7%), 194 were females (54%), and 8 were missing gender information; 133 were in internal medicine (37%), and 100 were in surgery (27.9%), 73 people in obstetrics and gynecology (20.3%), other 53 people (14.8%); 37 scientific and educational personnel, 44 civil servants, 28 workers and individuals, 26 students, 72 farmers, and 152 people lacking occupational information; Family monthly income per capita: 122 people under 500, 99 people at 500-1000 yuan, 45 people at 1000-2000 yuan, 29 people at 2000-3000 yuan, 14 people over 3000; 65 in elementary school, 95 in junior high school, 87 in high school (secondary school) People, 69 university students, 43 lack of education; 13 public funds, 183 self-financed, 113 workers insurance, 22 rural cooperative cultural centers, 3 commercial insurance, 25 unknowns; 45 unmarried, 247 married, divorced 3 people, 4 remarried, 6 widowed, 54 people lack family information.

Study design: The questionnaire design is based on Maslow's "Needs Hierarchy Theory". It refers to more than 60 literatures on the promotion path and needs of domestic and foreign scholars, interviews with visitors and cultural center personnel, and combines the special physiology of visitors, psychological needs, China's social and cultural background and level of economic development, etc. to design the questionnaire. From the five dimensions of cultural center environment, service attitude, service quality, cultural center information, cultural center cost, etc., the "Questionnaire for Improving Visitors to the Museum" was designed. Set 5-8 items in each dimension for visitors to choose, and set an open option, requiring visitors to sort the five most important items in each dimension in order of importance according to their own situation. Visitors are also required to sort the improvement paths of these five aspects and report their own improvement paths for the warehouse management effect. The reliability of the questionnaire is relatively high.

Methods of statistical analysis: When a visitor enters the museum, a trained researcher will introduce the purpose and significance of the research to the visitor and their escorts using a unified instruction. After obtaining the consent of the visitors, the visitors are required to fill in the questionnaire. Statistical analysis uses SPSS12.0 for statistical analysis.

Results: According to the research, the visitors' expectation of the overall improvement path of the cultural center, the first is service attitude and professional ethics (37.2%), followed by service quality and service level (29.8%), cultural center environment (17.6%) And reasonable fees (13.1%), and finally provide enough cultural center information (2.3%).
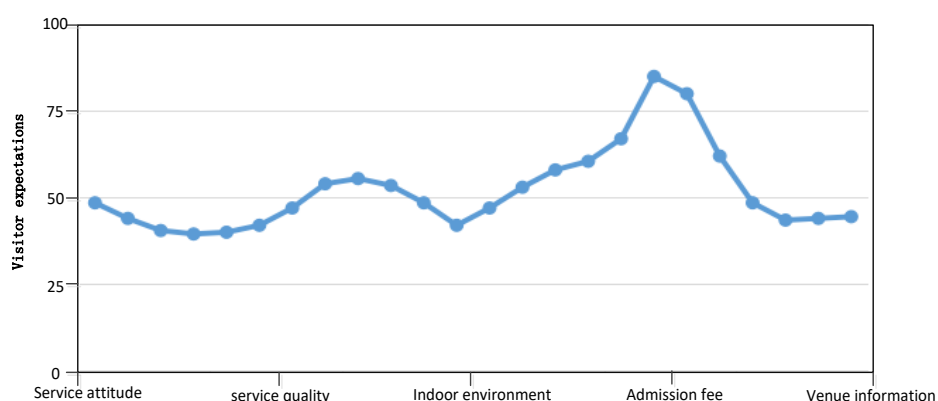

Figure 1. Statistics of the expectation value of the cultural center.

In terms of service attitude, the first place is mainly: 280 people (79.5%) of the cultural center are dedicated and responsible, 21 people (6.0%) are sincere to visitors, and 21 people (6.0%) are treated equally, and 18 people have equal exchanges with visitors and their families. (5.1%), with good professional ethics, 16 people (4.5%) who did not accept red envelopes, and 11 people (3.1%) with good service relationships.

In terms of service quality, the first place is mainly: 179 skilled staff (50.9%), timely and clear regulations, 130 people (36.9%) with good curative effects, and 18 people (5.1%) who relieve psychological pressure, and have senior Managers with professional titles meet 9 (2.6%).

In terms of the environment of the cultural center, the first place is mainly: 177 people (50.4%) in a quiet, comfortable and safe environment, 125 people (35.6%) with complete and advanced inspection warehouse equipment, and a variety of grades and prices. There are 19 people (5.4%) to choose from in the museum, and 13 people (3.7%) provide nutritious and reasonably priced meals.

In terms of the cost of cultural centers, the first place is mainly: according to the standard and reasonable charge 204 people (58.0%), as far as possible to save 36 people (10.2%) who are well ill, and 13 people (3.7%)

who know the daily expenses.

In terms of cultural center information, the main thing that ranked first is: 191 people (54.1%) who hope to provide a variety of warehouse management options, 80 people (22.7%) explaining methods, side effects, and precautions, and 49 people (22.7%) who promptly inform regulations and forecasts (13.9%), 16 people (4.5%) know who the supervisor and service staff are.

The survey found that: 83% of the visitors to the museum can meet the requirements of the warehouse management promotion path; 6.3% of the visitors can meet the demand of the promotion path; 6.0% of the visitors can have clear regulations on the promotion path; 4.6% of the visitor's promotion path Demand can be significantly improved.

After X test, different categories of visitors have statistical differences in the improvement path of visiting environment ($P < 0.05$), service quality and visiting effect ($P < 0.01$). Female visitors have a higher path value for cultural center service quality improvement, while male visitors have a higher path value for cultural center environment improvement; there is no obvious difference between urban and rural visitors to cultural center improvement path. Visitors of different education levels, different ages and different household monthly incomes have no statistically significant differences in the improvement path of the cultural center's service quality. There was a difference between unmarried and married visitors to the improvement path of cultural center staff's service attitude ($P < 0.05$). Married visitors have a higher value for the promotion path of the museum environment and various grades of the museum than unmarried visitors, while unmarried visitors have a higher promotion path to check and visit the advanced equipment. Visitors with different payment methods for visiting the museum have differences in the visiting environment ($P < 0.05$), service quality and service level ($P < 0.01$), and the improvement path of curative effect ($P < 0.05$).

Conclusions: The purpose is to study the improvement path of visitors in the cultural center environment, service attitude, service quality, cultural center information and cultural center fees, etc., to provide reference for cultural center institutions to adjust the content and methods of cultural center services. Using self-compiled questionnaires, we investigated how the 359 visitors who stayed in a cultural center for three consecutive days improved the service quality of the cultural center. It is concluded that the highest improvement path of visitors is cultural center service attitude (37.2%), followed by service quality (29.8%), then cultural center environment, and finally reasonable fees and providing sufficient cultural center information. Visitors of different categories, different genders, different family conditions and different fee payment methods have different ways of upgrading the cultural center. For cultural centers with a certain scale and high technical level of cultural centers, the most improvement path for visitors is the service attitude and professional ethics of cultural center personnel. Different groups of people have different content on the promotion path of cultural centers.

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RESEARCH ON THE INFLUENCE OF MOBILE SOCIAL MEDIA ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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Background: Mental health is a major public health and social problem that affects the development of today's society. All sectors of society are encouraged to strengthen scientific research on the mental health of college students. The study found that the incidence of mental health problems among college students, the severity of symptoms, and the utilization rate and treatment time of college psychological counseling services all have an upward trend. The increasingly serious mental health problems of college students prompt us to think: What factors are affecting the mental health of college students? Ecosystem theory assumes that human development is not the product of a single factor, but individual factors (such as emotional intelligence, mobile phone dependence) and the result of the interaction of ecological and environmental factors (such as social support). Based on this theory, to explore the factors that affect the mental health of college students, it is necessary to "start together" with the individual and the ecological environment. Therefore, it is necessary to explore the relationship between internal and external factors and the mental health of college students and their mechanism of action.

This study constructs a moderated mediating effect model, comprehensively examines the mechanism