

difficulties and countermeasures of agricultural economic development in order to improve China's economic development.

Methods: The influence of Excel statistical social psychology on the development of modern agricultural economy.

Results: Developing characteristic economy is beneficial to the upgrading of industrial structure. Cultivating new industries and developing characteristic economy are effective measures to develop rural modernization economy. More efforts shall be made to support mechanized, specialized, large-scale and high-quality production in rural areas and improve the efficiency of agricultural production. The market access of the non-public sector of the economy shall be relaxed to gradually form a unified labor market in both urban and rural areas and to improve the degree of agricultural organization. Township enterprises are an important force to increase the income of farmers and promote economic growth in China. They can effectively enhance the vitality of enterprises and adjust industrial layout.

In this survey, the influence values of specific factors of grades 0-4 are used, with 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, and 4 indicating full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the specific statistical table is shown in Table 1.

Table 1. Effects of social psychology on economic development of modern agriculture.

Factor	Characteristic economy	Preferential agricultural policy	Develop township and village enterprises
Data resources	4	4	4

Conclusions: The development of characteristic economy should not only be satisfied with the increase of the quantity of agricultural products, but also the quality of agricultural products. We shall actively develop characteristic agriculture, green food and ecological agriculture, optimize industrial structure, protect well-known agricultural products brands, develop animal husbandry and enhance the scale of foreign trade of agricultural products of our country. At the same time, according to their own information system to timely understand the scientific and technological trends, select a more appropriate technology for agricultural production. And the use of multimedia to establish technology sharing and training platform for farmers the necessary production skills training, and strive to improve the promotion of agricultural technology.

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THE IMPACT OF ECO-FILMS ON THE MENTAL HEALTH DEVELOPMENT OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF MEDIA CONVERGENCE

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Background: After the introduction of contemporary psychology, after more than 30 years of development, the efficacy of ecological films has been constantly verified. No matter for clinical patients suffering from physical diseases or psychological diseases, or for healthy people, ecological films can significantly improve physical and mental symptoms and promote mental health. Nowadays, ecological films have been widely used in medical treatment, psychological intervention, education, sports and other fields in western countries, and have attracted more and more researchers' attention in China.

Research shows that ecological movies are significantly positively correlated with mental health. Individuals with high level of ecological movies have higher mental health, positive emotion, life satisfaction and lower negative emotion, and ecological movies can effectively improve individual mental health. But how do eco-movies affect mental health? At present, there is a lack of research in this area, and the internal mechanism of ecological films to improve mental health is still not very clear. With the in-depth development of research, exploring the mechanism of ecological films to improve mental health has become the top priority of research on ecological films and mental health.

The academic circle applied ecological film to ecological film intervention, and practiced it in a non-judgmental and accepting attitude, no matter making people pay attention to the internal experience or external environment presented at each moment. This open, accepting, non-judgmental, and non-reactive attitude to emotional experiences contributes to the ability to regulate emotions. Emotion regulation may be a mediating variable in the relationship between eco-movies and mental health, but this is only a theoretical conjecture and has not been supported by empirical research.

Subjects and methods: The research object adopt the method of random cluster sampling to conduct a questionnaire survey among freshmen to seniors from five universities in Beijing, Shanxi Province and Yunnan Province. A total of 506 questionnaires were sent out, 58 invalid questionnaires were excluded and 448 valid questionnaires were valid, with an effective rate of 88.54%. The age of the subjects ranged from 17 to 27 years old, with an average age of 21.15±1.66 years old. Among them, 140 are boys and 308 are girls. 149 in the first grade, 69 in the second, 142 in the third and 88 in the fourth.

Study design: Deng, Liu, Rodriguez and Xia (2011) translated and revised the Chinese Version of the Five Facet Mindfulness Questionnaire (FFMQ). There are 39 entries in total, including observation, description, conscious action, non-judgment and non-reaction. Using the five-point scoring method, the higher the score, the higher the level of ecological film. The revised scale has good psychometric index in college students. In this study, its A coefficient is 0.73.

The Index of Well-being (IWB) compiled by Campbell et al. It consists of two parts: overall affective index and life satisfaction. The former consists of 8 items with a weight of 1. The latter has only one term with a weight of 1.1. Seven points are used. The higher the score, the higher the mental health rating. The retest reliability of this scale is 0.849 and has good validity. In this study, its A coefficient is 0.801.

Methods of statistical analysis: All of the data were statistically analyzed using SPSS 20.0 and Amos 20.0.

Results: All the data in this study came from self-report, and there may be common method deviation in the measurement. The potential factor method was used to test the common method deviation. First, a confirmatory factor analysis model was constructed, and the main fitting indexes of the model were $\chi^2/DF=2.182$, $NFI=.958$, $GFI=0.984$, $CFI=0.967$, $RMSEA=0.065$. Secondly, on the basis of the original confirmatory factor analysis model, a method potential factor was added, so that all the measurement items were loaded not only on the construction factor but also on the method potential factor. The results show that, compared with the original model, $\chi^2/DF=0.027$, $NFI=0.015$, $GFI=0.007$, $CFI=0.013$, $RMSEA=0.004$, the change of each fitting index is less than 0.02. Therefore, it can be considered that the model has not been significantly improved after the addition of common method factor. There is no obvious common method deviation in the measurement.

The results of correlation analysis among the related variables of mindfulness, emotion regulation, resilience and mental health grade showed that there were extremely significant positive correlations among mindfulness, reevaluation, resilience, overall emotional index, life satisfaction and mental health grade ($P < 0.001$). Inhibition of expression was significantly negatively correlated with reevaluation and resilience, but not significantly correlated with mindfulness, overall affective index, life satisfaction and mental health grade ($P > 0.05$), as shown in Table 1.

Table 1. Correlation of mindfulness, emotional regulation, psychological resilience with mental health grade ($n=448$).

	<i>M</i>	<i>SD</i>	1	2	3	4	5	6
1. is mindful	3.013	0.262	1					
2. re-evaluated inhibition of	4.571	1.002	.417***	1				
3. expression	3.669	0.94	0.007	-.225***	1			
4. psychological elasticity	3.435	0.509	.313***	.404***	.229***	1		
5. Performed in the affective index	4.989	0.943	.321***	.227***	-0.051	.359***	1	
6. life satisfaction	5.224	1.537	.222***	.222***	0.068	.295***	.391***	1
7. Mental Health Level	10.202	2.123	.313***	.260***	0.022	.376***	.748***	\$.98***

Conclusions: A total of 448 college students were surveyed with the five-factor Mindfulness Scale (FFMQ), Emotion Regulation Scale (ERS), resilience Scale (CD-RISC) and mental health Index (IWB) to explore the mechanism of the effect of eco-movies on mental health. The results showed that;

(1) there was a significant positive correlation between ecological film, reappraisal, mental resilience and mental health;

(2) The chain multiple mediating effects of reevaluation and mental resilience play a part of mediating effect between ecological films and mental health. On the one hand, ecological films can improve mental

health by promoting mental resilience; on the other hand, ecological films cannot directly improve mental health by using reevaluation strategies. There is a path of “ecological film - reevaluation - mental resilience - mental health”.

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THE APPLICATION OF AESTHETIC PSYCHOLOGY IN THE INTERPRETATION OF VOCAL MUSIC WORKS

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Background: Aesthetic psychology is a unique higher cognitive function of human beings, which has been explored by modern researchers using various methods and neurophysiological measurement tools. fMRI experiments found that some vocal music works in line with the participants' aesthetic taste resulted in stronger activation of medial and left frontal regions. ERP studies showed that aesthetic stimuli could induce a larger P3 amplitude. In addition to nerve activity, biochemical reactions almost all over the body, including blood circulation system, respiratory system, glandular secretion system and even digestive system, are obviously involved in this emotional process. In fact, the heart rate, skin electricity can not only reflect people's aesthetic psychology, aesthetic experience, and often distinguish experience strong degree of sensitive indicators: a study for some music, men's and women's preferences, wake up, such as there is no significant difference of subjective evaluation, but in the heart rate, skin conductance level and mean temperature can present different indicators, Women are more sensitive. In recent years, Silvia evaluation theory has further subdivided aesthetic psychological emotions, and therefore requires the sensitivity of corresponding neurophysiological indicators.

Two kinds of stimuli were used to induce fear and disgust respectively. The results showed that the disgust evoked by facial pictures activated the anterior insula and caudate putamen, but the disgust evoked by sound stimulation did not activate these two regions. Studies of positive emotions have found similar results: PET scans have found that aesthetically pleasing vocal music elicits increased regional cerebral blood flow in the left orbitofrontal cortex, temporal pole and superior frontal gyrus. Usually if there is a consistency across the channel to explore the emotional response is to determine the emotional types and the corresponding psychological physiological mechanism is an effective way, so in this study, using the different types of vocal music testing aesthetic experience, to the heart rate (HR) and skin conductance (GSR) as an index, through the experiment measured the autonomous physiological responses under different aesthetic psychology state, revealing the different Physiological reaction characteristics of aesthetic experience types of vocal music works; Compared with the physiological reactions of positive and negative emotions, this paper verifies the recursive relationship between aesthetic experience and positive emotions in vocal music works from the perspective of physiological reactions.

Subjects and methods: A total of 106 undergraduates were recruited from A certain university, and 76 subjects were left after eliminating those inconsistent with the purpose of inducing vocal music works, including 31 in group A. 45 people in group B; The average age was 21. Through the subjects' selection of music vocal music works to determine whether to induce their corresponding different styles of vocal music works aesthetic experience.

Study design: First of all, according to the principle that can best reflect the characteristics of the four aesthetic psychological styles, the doctor of music major selected four classical pieces: “The Imprint of rain” (beautiful style), piano Concerto No. 1 in B flat minor (magnificent style); “Wanderer Song” (tragic style), “Gavot Dance” (comedy style), and according to the experimental requirements using metronome control speed for editing, each segment lasted 2 minutes. Forty-five undergraduates were invited to evaluate again. After each song was played, the subjects were asked to immediately choose a word from the glossary of vocal music works to describe their aesthetic experience after listening to it. The next segment was played at an interval of 15 minutes. After listening to the music, 93.3% of the subjects chose words in the category of beauty to describe the aesthetic experience of “Imprint of Rain”. 84.5% chose magnificent words to describe piano Concerto No. 1 in B Flat Minor; 86.7% chose comedy words to describe the Gavot Dance; 73.3% chose tragic words to describe the aesthetic experience of the passage in The Song of the Wanderer. This shows that the emotional aesthetic experience triggered by each piece of music is also typical: beautiful music brings soothing emotions; Magnificent music brings sonorous aesthetic experience; Tragic music brings tragic experience; Comedy music brings happy aesthetic experience.

Methods of statistical analysis: The physiological responses of the subjects were recorded by multitude