RESEARCH ON THE INFLUENCING FACTORS OF FARMERS' HAPPINESS IN JIANGXI PROVINCE

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RESEARCH ON THE INFLUENCING FACTORS OF FARMERS' HAPPINESS IN JIANGXI PROVINCE

Thematic Certificate
To

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Abstract

Title: Research on the Influencing Factors of Farmers' Happiness in Jiangxi Province
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At the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping proposed that "socialism with Chinese characteristics has entered a new era. The main contradictions in our society have been transformed into the contradictions between people's increasing need for a better life and unbalanced and inadequate development." The comprehensive and holographic nature of life raises new challenges for the needs of residents for a better life. GDP can only reflect the people's living standards, it cannot effectively reflect their happiness index. The country is in a necessary period to solve "imbalanced and under-developed development." Improving residents' happiness is particularly significant in maintaining social stability and can help society with healthy and steady development. Improving residents' happiness has become one of the goals of building a harmonious society. The study of happiness has a role in current social development evaluation and is a topic about the ultimate development goal of human society.

On the other hand, with General Secretary Xi's "village revitalization" strategy, proposed at the 19th National Congress of the Communist Party of China, strengthened China's investment in and it's inclination to the "agriculture, rural areas and farmers" in terms of systems and policies, and gradually solved the "three rural areas" problem. The central government implemented the idea of "coordinating rural and rural development" and continuously introduced policies and measures. The appearance of China 's rural economic life has changed a lot, and the gap between the urban and the city is gradually narrowing. So, what is the improvement in the quality of life of rural residents that is worthy of discussion? In academia, the influencing factors of residents' happiness gradually expanded from different angles and entry points, from micro factors to macro levels, from material conditions to spiritual levels. Nevertheless, most of the researchers focused on urban residents or college students, the elderly, etc., and

there are not many studies on the happiness of farmers. Therefore, this article built a set of subjective and objective index systems using the data of Jiangxi provinces of CGSS2015. The ordered-probit econometric model and the structural equation models were used to analyze the three dimensions of farmers' happiness, examine the farmers' happiness, its influencing factors, and provide relevant comments and suggestions to the government.

This study finally reached several conclusions. From the perspective of individual characteristics, the influencing factors of farmers' happiness were significantly affected by age and marriage, while the variables of educational level and gender difference in the dimension of material conditions were that the effect on happiness was not significant. These variables indirectly affected happiness through income pairs. From the perspective of material conditions, this article found that the farmers' personal annual income and family annual income differed from what was generally believed. It did not significantly affect the improvement of happiness. Only relative income and the number of happy houses objectively showed a significant positive impact. From the perspective of social support, although the overall social factors have less impact on farmers' happiness than income, they also significantly affected the improvement of farmers' happiness. Among them, social management, social security, and labor employment were the concerns of farmers.

The article's conclusion showed the strategy of improving farmers' happiness, accelerating the development of the rural economy and expanding the employment channels of farmers; creating an excellent public security environment; providing farmers with cultural literacy; and establishing a correct concept of happiness for farmers. These strategies, as a whole, improve farmers' happiness.

Keywords： Rural revitalization, happiness, Ordered Probit model, CGSS data

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Content

Chapter 1 Introduction

1.1 Research Background

In the nineteen major reports, general secretary Xi Jinping stressed that China has entered a new era of socialism with Chinese characteristics, which means that the main contradiction has become the contradiction between the growing needs of the people and the development of inadequate and unbalanced development. The nineteen major interpretations of Xi Jinping's major contradictions in our society not only emphasize the importance of economic development, but also show that economic development needs not only the pursuit of quantity, but also the quality of our needs. At the same time, the report of the 19th National Congress of the Communist Party of China also pointed out that people are paying more and more attention to the problems of ecological environment and the undifferentiated supply of public goods, which will affect people's happiness to varying degrees. Different people have different definitions of a better life. The diversification of definitions also requires the country to constantly overcome the imbalance and inadequacy of economic development, so that people's sense of life and happiness can be better improved.

From a long time ago, people have a very strong pursuit of happiness, which is a very important goal of people's life, but the acquisition of happiness is not easy. In different historical periods, people have different definitions of happiness and different ways of obtaining happiness. At the time of reform and opening up, China needs to strive to achieve a comprehensive food and clothing society. At that time, people just want to live a safe and stable life without worrying about food and clothing. Even if it is able to get rid of the disease, at that time people will have been able to get great comfort. After 40 years of reform and opening up, China's economic situation has been rapid development, and the total economy has also been greatly increased.

The income of the Chinese people has been greatly improved through these years of economic development. China's rapid economic development is obvious, which has led to a very big change in the main social contradictions. The report of the 19th National Congress also pointed out that people's demand for material and cultural life is constantly increasing. What people want is not only to solve the basic problem of food and clothing, but also to pay more and more attention to the improvement of the quality of life. China's international status and economic strength are also rapidly improving, and people's income and living standards have also been further improved. Therefore, we have entered the era of spiritual economy, and people pay more and more attention to the experience of happiness. What most people need is not endless money and supreme social status, but the most basic feeling of happiness, which is an important measure of their life value and one of the most important wealth in everyone's mind.

On the other hand, with General Secretary Xi's "Rural Revitalization" strategy put forward at the 19th National Congress of the Communist Party of China, our country from the institutional perspective

In order to solve the problems of agriculture, rural areas and farmers step by step, we should strengthen the investment and inclination in agriculture, rural areas and farmers. The

central government implements the idea of "balancing urban and rural development" and constantly introduces policies and measures. Great changes have taken place in China's rural economic life, and the gap with the city is gradually narrowing. It can be said that the focus of reform is gradually on the farmers in China.

1.2 Research Problem

Three questions are proposed for the study.

1. How to analyze farmers' sense of good fortune through subjective sense of good fortune?

2. How to improve farmers' income from the perspective of economics?

3. What management theories can suggest that the government effectively realize farmers' interests?

1.3 Research objective

With the rapid development of China's social economy for many years, the living conditions and material conditions of farmers have been greatly improved. At the same time, the level of education is constantly improving, and the level of health has been further guaranteed. However, all aspects of the conditions of farmers in China have been greatly improved, but whether the level of happiness of farmers has been improved, and whether the spiritual needs of farmers have been greatly met still need our scientific discussion. "People oriented" has always been an important policy of the scientific outlook on development, and paying attention to the level of farmers' happiness is an important embodiment of the "people-oriented" thought, and it is also the proper meaning to realize rural revitalization.

With the rapid development of rural economy and society, the subjective feelings of farmers, the spiritual construction, the improvement of happiness and the trend of future life are gradually valued. The purpose of this paper is as follows：

(1) Based on the research on the influencing factors or evaluation indicators of subjective well-being by scholars in various fields, this paper analyzes the situation of farmers' well-being from the overall and various dimensions.

(2) From the perspective of economics, based on previous theoretical research, this paper analyzes the influence mechanism of material conditions on Farmers' well-being, and discusses whether improving farmers' income is the main factor to improve farmers' well-being.

(3) In response to the Rural Revitalization policy, this paper finds out which social welfare policies can better affect the improvement of farmers' well-being, and puts forward corresponding policy suggestions according to the empirical analysis results, so as to provide some reference for the government to better realize farmers' interests and formulate relevant policies.

1.4 Scope of the study

The research content of this paper is mainly about the current situation and influencing factors of farmers' well-being. It mainly takes farmers' well-being as the research goal, and considers three dimensions of factors including individual characteristics, material conditions and social support of farmers' well-being. Combined with the CGSS data in 2015, this paper makes an empirical Study on the impact of farmers' well-being.

1.5 Research Significance

1.5.1 Theoretical significance

In the report of the 19th National Congress of the Communist Party of China, it is proposed that "improving people's livelihood and well-being is the fundamental purpose of development", and it is emphasized that "let farmers have more sense of happiness and gain". To improve farmers' sense of happiness and acquisition, we should grasp and understand the real spiritual demands of farmers.

Farmers have a huge base in China. Under the guidance of the scientific outlook on development, improving the happiness of farmers is the basis of building a harmonious society and a new socialist countryside. At the same time, the study of well-being can deeply understand the causes of well-being in rural society through well-being, and find out the decisive factors, which has important theoretical significance for improving the quality of life and building a harmonious society.

1.5.2 Practical significance

As early as 2005, Chinese Academy of Sciences Academician Cheng Guodong has realized the importance of happiness index. He proposed a way to calculate people's happiness index, and suggested that government departments can put forward a people-oriented scientific development concept to objectively evaluate this factor. Then in 2011, in the discussion of the two sessions, people's happiness was gradually raised to a higher level. The happiness index of urban residents has become a hot topic in the two sessions. Every local government has included people's happiness level into the 12th Five Year Plan. Nineteen during the great period, general secretary Xi Jinping also put forward the Communists' initial heart and mission, that is, to seek happiness for the Chinese people and to revive the Chinese nation. At the same time, the slogan of Rural Revitalization has been put forward to promote all aspects of rural development, including the improvement of farmers' sense of happiness, and its self-development awareness has far-reaching practical significance for the future development pattern of our country.

Chapter 2 literature Review

2.1 Research on the concept of happiness

The discussion of happiness in foreign countries first came from the field of philosophy, and then many scholars in different fields put forward their views on happiness from different angles, that is, the definition of happiness. In different periods of social development, people have different understanding of happiness, and the definition of happiness varies from person to person. In his works on happiness, American historian Darlene McMahon divides the development of the concept of happiness in western history into three levels: first, in Homer's time, people thought that happiness was controlled by luck; second, in ancient Greece, Socrates and other philosophers defined happiness as something that everyone could pursue through his own efforts. Third, in the middle ages, happiness was regarded as earthly experience and sensory stimulation. They believed that people were all creatures pursuing fame and wealth, and that as long as they were right, they should satisfy most people's ideas. Masnault, an American psychologist, also put forward his own views on the theory of human needs. According to different types of needs, people's satisfaction is different, and the need to realize self-worth and happiness are synchronous. With the rapid development of the world economy, the definition of happiness has been diversified by scholars in various fields, which can be defined as a variety of concepts.

Michalos explained it as: happiness is realized through people's satisfaction with life, and satisfaction is to evaluate their own situation through the comparison with diversified life. Veenhoven, a Dutch scholar, evaluates satisfaction as whether an individual can make a satisfactory evaluation of his own situation. In the view of Diener (1984), happiness should be studied as an abstract concept. It has various forms of expression, such as whether you are satisfied with all aspects of life, or whether you are satisfied with some minor events in life, the current mood changes and so on. Frey and stutzer interpret the above-mentioned subjective well-being as a more abstract concept. Through the accumulation of experience and the continuation of the process, we can use it to detect personal welfare. However, the famous psychologist Martin E.P. Seligman believes in "authentic happiness" that the true sense of happiness comes from the identification and application of one's own advantages, and from the understanding and pursuit of the meaning of life.

In most cases, happiness, subjective well-being, life satisfaction and quality of life are used as the same concepts by scholars. The definition of happiness varies from scholar to scholar, but it is generally believed that subjective well-being is an individual's overall evaluation of his own quality of life according to the internalized standard, an individual's evaluation of his current living condition, and an individual's self-report of his inner perceived happiness.

2.2 Research on the measurement of happiness

Bentham, the first British philosopher to measure happiness, put forward the theory of hedonism. Through his theory, happiness can be quantified as a number, and the concept of

"utility" can be used to measure people's satisfaction and happiness. However, Bentham's measurement method was questioned, until the second half of the 20th century, the research on happiness measurement was restored. At this time, happiness research mainly started from people's own evaluation of happiness level, and measured happiness through different questionnaires.

Earlier studies mostly used graphic forms that could express the order. Cantril (1965) used ladders and mountains, and higher represented higher subjective well-being; Andrews and Withey (1976) used different faces from very happy to very sad. In recent years, the most commonly used method to measure SWB is self-report scale method: that is, directly asking people's happiness level. The questionnaire designed by veroff, Atkinson and feld et al. (1960) is expressed in order, that is, "considering all the factors, do you think these days are very happy, relatively happy or very unhappy?", Lyubomirsky and Lepper (1999) used numerical method to measure SWB. They asked the respondents to choose the happiness value - "1 means that overall, I think I am a very unhappy person, 7 means that overall, I think I am a very happy person." While using these graphs, scheduling problems and numerical scales, some related studies examined the reliability of these methods. Sandvik (1993) showed that these methods had satisfactory psychometric properties. Dinner (2009) compared the advantages and disadvantages of the three forms of graph, question and value, and concluded that the data of the numerical form of scale test is better than the other two forms. Better performance. Kahneman and Krueger (2006) gave a very detailed review on the measurement of subjective well-being, and also pointed out that self statement scale can effectively reflect subjective well-being.

2.3 Influencing factors of happiness

In terms of the influencing factors of residents' well-being, foreign scholars started from the economic field, and concluded that economy is one of the important factors affecting residents' well-being. However, easterly (1974) put forward different views in the subsequent research He pointed out that higher income does not bring more happiness, which is also the so-called "easterly paradox". The emergence of easterly paradox leads to thinking about the ultimate goal of human happiness. In addition, non economic factors are equally important. In the study of the relationship between age and well-being, gerdtham et al. (2001) believed that there is a "U-shaped" relationship between them, that is, the young and the elderly have higher well-being than the middle-aged. On the contrary, esterlin (2001) found that there was an inverted U-shaped relationship between age and well-being. In the study of marital status and well-being, Chu (2001) showed that people with harmonious parents and married people had the highest well-being, and those who got married for the first time had higher well-being than those who got remarried. In addition, institutional variables can also affect residents' well-being. Larsen (1985) pointed out that whether freedom can bring happiness depends on the wealth of citizens in a country. Correa (2010) pointed out that subjective support can make individuals feel emotional support and improve their life satisfaction.

The domestic research on subjective well-being began in the late 1980s. Firstly, subjective well-being attracted the attention of scholars in the fields of sociology, psychology and ethics, and then gradually noticed the importance of subjective well-being in the field of

economics. Scholars in different fields have studied subjective well-being from different perspectives and come to different conclusions. At first, the research on well-being is more general, and its research method is similar to that of foreign countries. In the early stage, Chinese scholars mostly used the scales designed by foreign scholars, but with the continuous development of China's economy and the rising awareness of residents' well-being, scholars have also transferred their research to different groups and compiled different scales for different research objects. For example, Wang Bin and Yin Hailan (2006) compiled the subjective well being scale for college students according to the characteristics of college students. Zhang Xinggui (2003) designed a model for influencing factors of adolescent students' well-being from the perspective of psychology. By studying the subjective well-being of Chinese urban residents, Xing Zhanjun (2003) constructed a simplified version of Chinese urban residents' well-being scale which is widely used in China. At first, the main research object is urban residents or all residents, but with the further deepening of the research, the research group is more and more broad, and the research object is more and more specific. Different entry points are discussed, such as the happiness of different economic development level areas, the happiness of the elderly, and the happiness of rural residents.

2.4 Construction of happiness index of rural residents

At present, there is no unified evaluation index system of rural residents' life satisfaction. Some scholars combined with the theory of subjective well-being, the actual situation of rural residents and their own understanding, evaluated the subjective well-being of rural residents from different angles.

In the early stage, the construction of happiness index system generally took cities and towns as the main research object. Xing Zhanjun (2003) compiled the happiness scale of urban residents in China from the perspective of psychology by combining factors and logical analysis. He made a more detailed study on the factors influencing the happiness index of urban residents in China. In 2011, he focused on the sense of abundance, fairness and security of Chinese residents The evaluation index system of well-being is established from the following aspects: sense of certainty, sense of autonomy, sense of tranquility, sense of harmony, sense of comfort, sense of pleasure, sense of fullness and sense of modernity. Zheng Weixing (2011) added several dimensions of health, wealth, belonging, identity and satisfaction to evaluate the happiness and influencing factors of Qingdao citizens. The index system of rural residents' well-being is built on the basis of the urban system, combined with the differences between urban and rural areas.

Shen Jie and Fang Weihua (2002) believe that the life satisfaction of rural residents should be studied from the macro and micro levels. On the one hand, it includes housing conditions, cultural life, interpersonal relations, prices, public security conditions and other specific rural living conditions. On the other hand, it is from the Perspective of the country and society, including China's comprehensive national strength, economic development level, education development level, social security level and so on The current situation of social security and so on.

Xie Yanming et al. (2009) focused on the family micro environment and village macro environment to build the subjective well-being index system of farmers, and concluded that the

improvement of rural well-being is still the basic life needs, such as clothing, food, housing and transportation, and security.

Cao Dayu (2018) combined the cognitive theory, emotionalism, experiential theory and "happiness circle theory" in the study of subjective well-being, learned from the previous index construction system, integrated the methods of horizontal and vertical dimensions, combined with the importance of experts and ordinary people to determine the weight of each index.

2.5 Influencing factors of happiness of rural residents

On the one hand, Liao yongsong (2014) pointed out that farmers' well-being has the basic characteristics of "a little rich is a little safe". The research shows that the degree of life change, the comparison between relatives and neighbors, and the family based cultural concept all affect the happiness of farmers. Farmers have the basic characteristics of "a little rich is safe", and this kind of satisfaction and gratitude of farmers is the most needed values in the process of Chinese Social development. On the other hand, Xiong Caiyun (2014) and other scholars pointed out that the well-being of Chinese farmers is only at the general level, and has not yet reached the level of relatively happy and very happy. The lack of educational resources and the low level of old-age security are the important factors restricting farmers to obtain happiness.

Zhu Cheng (2008) introduced a comprehensive indicator of income satisfaction to explore the relationship between income and well-being, It is pointed out that when exploring the impact of farmers' economic income on their well-being, we should comprehensively analyze the increase of income and burden, and draw a conclusion that poverty is still an important factor affecting the well-being of rural residents in China. There is not an absolute positive correlation between economic level and rural residents' well-being, but it is undeniable that good economic conditions are the source of rural residents' well-being.

Wang Dan (2017) found that in addition to gender, education level and marital status, class consciousness and life satisfaction are the key factors on the subjective level.

Li Lin and Guo Yuchang (2019) take rural medical and health as the starting point, put forward that medical and health is closely related to rural residents' satisfaction, and considered that improving medical and health investment in rural areas should be an important way to improve the happiness of rural residents.

Zhang Hongyuan (2018) from the perspective of farmers' social insurance, found that there is a large gap in social pension, less pension, low reimbursement ratio of new rural cooperative medical system, narrow reimbursement range and other problems, which restrict farmers' happiness. Chen Qianhuan et al. (2014) and Wang Bing and Yang Bao (2018) also explored the feasible ways to improve farmers' well-being through data analysis from different sources. Village democracy, improving village public services, strengthening infrastructure construction and improving medical and health conditions can all improve farmers' well-being.

Generally speaking, there are a large number of research literature on the influencing factors of residents' well-being at home and abroad. From the perspective of individual micro factors and regional macro factors, some scholars also pay attention to the differences in well-being caused by the differences between urban and rural areas. The research on Farmers' well-being also starts from social security, public expenditure and labor force's occupational well-being. Although scholars have made micro analysis on the relationship between farmers'

happiness, the indicators are not systematic. Most of them start from a certain indicator, or analyze the differences between urban and rural dual system and happiness.

Combined with the existing research, this paper will construct a system from the individual characteristics, material and social dimensions combined with subjective and objective indicators, and use the ordered probability model and structural equation model to investigate the influencing factors of farmers' well-being from the subjective and objective levels. As a comprehensive reflection of farmers' living conditions, improving farmers' well-being has important social significance.

Chapter 3 Research Methodology

3.1 Literature research method

By reading the literature about happiness and class identity at home and abroad, we can deepen the understanding of the research problems; on the basis of the review of the research results related to happiness at home and abroad, we can find out the existing problems and shortcomings of the current research, so as to construct the unique perspective and ideas of this research.

First, we searched the periodical full-text database of CNKI, Chinese doctoral dissertation full-text database and Chinese Excellent Master dissertation full-text database. Then from the weipu journal network, wanfang data retrieval, in order to check the missing.

The retrieval condition is set as the name of the article, and other conditions are not limited. The detection words were: social support plus happiness, or satisfaction (feeling), or negative emotion (mood), or negative emotion (mood), or positive emotion (mood), or happiness. The retrieval time range is set as 1986~2015. More than 260 papers were initially retrieved. In order to obtain as many references as possible, the following criteria were followed :(1) both the social support rating scale and the happiness scale were used, and the correlation coefficients between the dimensions or total scores of at least one scale and those of the other scale were reported. (2) The subjects are normal people in mainland China. Criminals and the mentally ill in treatment are excluded. (3) The investigation time is at ordinary times. Disaster period, emergency period, such as Wenchuan earthquake, SARS, and before and after the exclusion. (4) The sample size is clear. (5) Only one data is taken for repeated publication. If the dissertation is changed to a dissertation and published in an academic journal, and relevant data are reported, the published journal paper shall prevail; Otherwise, use the data in your dissertation.

3.2 Statistical analysis

In this paper, statistical analysis method is used to understand and reveal the relationship between things, the law of change and the trend of development through the analysis and research of the quantitative relationship of the size, speed, scope and degree of the research object, so as to achieve the correct interpretation and prediction of things. Everything in the world has two aspects: quality and quantity. When we understand the essence of things, we must grasp the law of quantity. As mathematics has penetrated into all fields of science and technology, making science and technology increasingly quantified, the promotion and application of electronic calculation, the improvement and development of measurement design and calculation technology, has formed the quantitative research method, which has become an indispensable research method in natural and social science research.

Statistical analysis is the use of mathematical methods, the establishment of mathematical models, through the investigation of all kinds of data and data for mathematical statistics and

analysis, the formation of quantitative conclusions. Statistical analysis is a widely used modern scientific method, which is a relatively scientific, accurate and objective evaluation method. There are many specific application methods, in practice, the index scoring method and chart evaluation method are used more.

This paper adopts statistical analysis method to determine the government's satisfaction standard of all aspects of farmer policy making according to the historical data of the government and the management level of other basic units.

Descriptive statistics were conducted on the data by using statistical software to preliminarily understand the current situation of rural residents' well-being, and the influencing factors of well-being were analyzed by using the econometric model ordered probit method. Then, based on the results of the econometric model, the structural equation model was constructed by using exploratory factor analysis to explore the potential influencing factors of well-being.

Chapter 4 Data Analysis

4.1 The influence of individual characteristics on Farmers' well-being

According to the analysis results of the happiness status, it can be found that, first, the differences of farmers' personal characteristics (age, education background, marriage status, health status) have a certain impact on the level of happiness; There are some differences in the level of happiness in different regions. However, the conclusion based only on descriptive statistical analysis lacks a certain degree of rigor. Therefore, this chapter will establish Ordered Probit model and structural equation model to analyze and study the influencing factors of happiness, so as to discuss how to effectively and pertinently measure the happiness level of farmers.

According to the above analysis, following the practice of most scholars, we will affect the factors of farmers' happiness

The empirical model is set as follows:

$$Happiness_k = x_k^t \beta + \varepsilon_k$$

Among them, $Happiness_k$ is the measurement of subjective happiness of the K research sample, with the value ranging from 1 to 5. Vector β is the coefficient of influencing factors. The factors affecting SWB are X, including gender, age, education level, health status, marital status and other factors of residents. ε_k is the control variable.

Considering that farmers' subjective well-being is not only affected by their own gender, age, education level, physical health, marital status and other basic demographic factors, but also by other individual characteristics. In order to better explain the impact of individual characteristics on Farmers' subjective well-being, we use the method of gradually adding demographic variables to regression analysis. The results are shown in table 4-1.

Table 4-1 Ordered probit

	(1)	(2)	(3)
Gender	-0.0876	-0.174**	-0.133*
	(-1.59)	(-3.03)	(-2.30)
Age	0.00677***		0.0126***
	(3.34)		(5.69)
Youth group as reference			
Middle aged group		0.0564	
		(0.67)	
Elderly group		0.504***	
		(5.27)	

Education level	0.152***		
	(5.23)		
The uneducated group served as the control group			
Primary		0.00302	-0.0396
		(0.04)	(-0.48)
Junior		0.152	0.0970
		(1.69)	(1.04)
High school		0.315**	0.271*
		(2.83)	(2.31)
College		0.134	0.0105
		(0.67)	(0.05)
Bachelor degree or above		0.631***	0.589**
		(3.40)	(2.96)
Marital status	0.203**	0.236**	0.217**
	(2.97)	(3.17)	(2.98)
Political status	0.0732	0.0371	-0.00932
(0.58)		(0.29)	(-0.07)
Very unhealthy as a reference group			
Not healthy		0.228	0.226
		(1.28)	(1.27)
Healthy		0.309	0.300
		(1.71)	(1.66)
Healthy more		0.480**	0.465*
		(2.65)	(2.56)
Very healthy		0.725***	0.723***
		(3.83)	(3.81)
Mood state		0.370***	0.362***
		(10.50)	(10.25)
Social communication			0.0725**
			(2.80)

Relax			0.0977**
			(3.18)
Study			0.0480
			(1.36)
N	1920	1920	1920

(Note 1: *， **， ***， respectively represent the significance levels of 10%, 5%, 1%)

According to table 4-1, the well-being of farmers increases with the age of elderly residents. In model 1, age is regarded as a continuous variable for regression, and age has a significant positive effect at the confidence level of 0.01. In model 2, the age was divided into youth group, middle-aged group and elderly group, and the youth group was taken as the reference group. The results were all positive, and the influence coefficient increased with the increase of age, but in model 2, the middle-aged age group was not significant. In the previous literature, the relationship between well-being and age is U-shaped, so we add the square term of age (not in table 4-1). The results show that the regression coefficient is significant. Therefore, the relationship between farmers' well-being and age is U-shaped, which is in line with the previous research. Because the regression results by age group and age as a continuous variable are similar, for convenience, this paper will use age as a continuous variable in the later model.

In model 1 to model 3, the coefficient of gender is negative, and with the addition of individual characteristic variables, the significance of gender variables also gradually increases, which can show that women have higher happiness than men. The possible reasons are that the female elderly have lower life expectation and less life pressure; the female elderly are more emotional and willing to reveal themselves and confide, so their reported happiness is higher than that of the male elderly.

In model 1, the education level is taken as an ordered variable for regression, and the result is very significant. However, the education level is divided into six groups: uneducated, primary school, junior high school and so on. From model 2 and model 3, it is found that only high school and university undergraduate and above have a significant positive impact on happiness compared with uneducated farmers, while in model 3, compared with non educated farmers, only high school and university undergraduate and above have a significant positive impact on happiness However, the impact on happiness of farmers who have no education and only attended primary school becomes negative. This shows that for farmers, although the increase of education level can provide a positive effect on well-being, it has a certain threshold. Because primary and junior high schools have become compulsory education, for farmers, only to go to high school or university is something worthy of family pride. On the other hand, from model 2 to model 3, the coefficient of education level changes, with the increase of explanatory variables, the contribution factor of education level to farmers' well-being is declining. This shows that education may affect happiness in other ways.

In the three models, the political outlook is not significant, which indicates that farmers' well-being and political outlook may not have much correlation, while the marital status is significant at the level of 0.05 in the three models, and the regression coefficients are positive, that is, whether there is a de facto marriage has a significant positive impact on Farmers' well-being. This shows that farmers with partners have a higher sense of happiness than those

who are not married. Marriage can not only relieve the pressure of loneliness, endow farmers with a sense of responsibility, provide motivation for life, and improve farmers' sense of happiness.

Compared with the self-rated "very unhealthy" farmers, the regression coefficients of self-rated "relatively unhealthy", "average", "relatively healthy" and "very healthy" farmers gradually increase, and the physical condition is significant in the relatively healthy and very healthy level. This shows that the more healthy the farmers are, the higher their happiness will be.

In model 2 and model 3, the regression results of mood state are significantly correlated and have a positive impact. The same as the assumption of psychology, the improvement of happiness will have a great impact on the subjective aspect of mood state. For model 1 and model 2, the three-phase model adds the individual spiritual variables, namely, social visiting, relaxation and learning charging. Different from the previous scholars' conclusions on urban residents, the positive effect of learning charging on Farmers' well-being is not significant, while social visiting, relaxation and relaxation can significantly improve farmers' well-being.

4.2 The influence of material conditions on Farmers' well-being

In order to find the influencing factors of farmers' well-being more accurately, this part analyzes the influencing factors of farmers' subjective well-being from the individual material conditions. The measurement index of farmers' material conditions can be divided into subjective evaluation and objective conditions. Subjectively, farmers believe that their own economic income, that is, relative income, family economic status and other factors can affect their well-being. From the perspective of objective conditions, individual annual income (logarithm), family annual income, house property and living area can measure the material condition of an individual to a certain extent. What are the specific indicators of happiness?

Before the empirical results, we first deal with the income indicators to make the regression more reasonable. An important problem in the selection of absolute income variable is the choice of income unit. In principle, individual income is the focus of our attention. However, it is not appropriate to use the individual as the income unit, because children and the population working at home do not have recorded income, but they share the welfare of the people in their families who have a clear source of income. Therefore, the usual practice is to take the household as the income unit. However, there are different sizes of households, and it is problematic to calculate the household income directly. This involves how to set the weight to take the household size into account. In the past, there are usually two methods, weighted average method and equivalent scale method

The second method is adopted in this paper

$$W = \frac{D}{S^E}$$

Where D is the total income of the family, s is the number of family members, e is the equivalent elasticity, and the value is between [0.1]. The larger the value is, the smaller the scale economy of the family is. When e is 0, the scale economy of the family is complete, and when e is 1, the scale economy of the family is minimum. Western scholars generally take e

value as 0.5, this paper uses Wan Guanghua and Zhang Yin (2006) scholars' definition of this value, which holds that most families in China are nuclear families, and children's consumption is comparable to that of adults. If educational expenses are added, children's consumption is even higher, which may offset the economies of scale effect of family consumption. Therefore, the elasticity of scale of 0.5 may not apply to China, and the more appropriate figures may be 0.96 (rural) and 0.89 (city). Therefore, the total household income variable in this paper is actually the logarithm value calculated by formula 4.1.

Relative income variable, here refers to the average income of the environment as the reference of relative income, so this relative income represents the significance of horizontal comparison. On the one hand, this paper uses farmers' self-economic status higher than the average as a subjective indicator, on the other hand, it considers that there may be social segmentation between different groups. Therefore, we consider the average income level of farmers in each province as the reference group, that is, only the average income level of farmers in the same county / district as the reference group. The calculation formula is

$$\text{Income} = \ln y_i - \ln \bar{y}$$

Table 4-2 shows the regression analysis results of the impact of material conditions on Farmers' well-being. In model 1 to 4, personal income, family income and objective relative income were introduced separately and subjectively. Only the relative income had a significant impact on happiness. From the model three model four, the objective relative income index at 0.05 level significantly significantly affected the happiness of farmers, while subjective relative income significantly affected happiness under the level of 0.01. For convenience, the later models use subjective relative income as the control variable. Model 4 and model 5 increase the number of home ownership and housing area. The results show that the number of home ownership has a significant positive impact on well-being. That is, the more the number of real estate, the higher the happiness of rural residents, but the housing area is not significant. On the other hand, the relationship between individual education level and gender differences and rural residents' well-being has changed. With the control of material condition variables, their significance gradually weakens, which may mean that these indicators are intermediary variables of income indicators. With the increase of income, individuals have higher education, while there is a certain income gap between men and women in rural areas, so there is a gap There is a significant correlation between gender and education level and well-being. However, marital status in model 3, 4 and 5 were significantly affected at the level of 0.05.

Table 4-2 Regression results of material conditions on happiness

	(1)	(2)	(3)	(4)	(5)
Annual personal income	0.0023				
	(0.08)				
Annual family income		0.0172			
		(0.65)			
Objective relative income			0.0313*		
			(2.12)		
Subjective relative income				0.492***	0.493***
				(11.49)	(11.43)
Home ownership				0.136*	0.137*
				(2.33)	(2.33)
Housing area					-0.0000579
					(-0.18)

Gender	-0.140*	-0.134*	-0.124*	-0.0964	-0.0963
	(-2.14)	(-2.29)	(-2.04)	(-1.65)	(-1.64)
Age	0.0143***	0.0131***	0.0130***	0.0123***	0.0123***
	(5.19)	(5.76)	(5.52)	(5.46)	(5.45)
Primary	0.0731	-0.0393	-0.0443	-0.0911	-0.0910
	(0.78)	(-0.47)	(-0.51)	(-1.09)	(-1.09)
junior	0.221*	0.0946	0.0359	-0.00532	-0.00494
	(2.05)	(1.00)	(0.36)	(-0.06)	(-0.05)
High school	0.368**	0.274*	0.187	0.151	0.151
	(2.75)	(2.29)	(1.50)	(1.26)	(1.26)
college	0.192	0.0119	-0.0609	-0.302	-0.300
	(0.81)	(0.06)	(-0.28)	(-1.42)	(-1.41)
Bachelor degree	0.713**	0.591**	0.597**	0.390	0.389
	(3.02)	0.201**	(2.87)	(1.92)	(1.92)
marital status	0.206*	(2.72)	0.220**	0.155*	0.155*
	(2.44)	(3.17)	(2.87)	(2.09)	(2.09)
political status	-0.0514	-0.00248	-0.0212	-0.0989	-0.100
	(-0.38)	(-0.02)	(-0.16)	(-0.75)	(-0.76)
Not healthy	0.408	0.324	0.218	0.133	0.133
	(1.75)	(1.74)	(1.08)	(0.73)	(0.74)
Healthy	0.567*	0.389*	0.286	0.162	0.162
	(2.41)	(2.06)	(1.40)	(0.88)	(0.88)

Healthy more	0.703**	0.564**	0.453*	0.246	0.246
	(2.97)	(2.97)	(2.20)	(1.33)	(1.33)
Very healthy	0.945***	0.825***	0.712***	0.510**	0.510**
	(3.87)	(4.17)	(3.32)	(2.64)	(2.64)
Mood state	0.320***	0.351***	0.361***	0.329***	0.330***
	(7.97)	(9.80)	(9.60)	(9.18)	(9.18)
Social communication	0.0689*	0.0744**	0.0671*	0.0577*	0.0579*
	(2.36)	(2.84)	(2.49)	(2.20)	(2.21)
Relax	0.107**	0.0925**	0.0861**	0.0964**	0.0966**
	(3.06)	(2.97)	(2.69)	(3.10)	(3.11)
Study	0.0580	0.0410	0.0652	0.0496	0.0496
	(1.42)	(1.14)	(1.73)	(1.38)	(1.38)
N	1920			1920	

On the other hand, the previous paper has explained that in the ordered-probit econometric model, the coefficient β can only indicate whether the influence of the independent variable on the dependent variable is positive or negative, and can not reflect the degree of influence on the dependent variable. Therefore, this paper analyzes the marginal effect of significant variables in individual characteristics and material conditions, as shown in table 4-3.

	Very dissatisfied	Less satisfied	Can't say happy or not	More happiness	Very happiness
Relative income	-0.0122322	-0.0528712	-0.0653917	0.0336644	0.0968308
p>|z|	0.00	0.00	0.00	0.00	0.00
Home ownership	-0.003394	-0.01467	-0.0181441	0.0093408	0.0268674
p>|z|	0.032	0.021	0.02	0.028	0.020
Age	-0.0003042	-0.0013148	-0.0016262	0.0008372	0.002408
p>|z|	0.00	0.00	0.00	0.00	0.00
Marital status	-0.0038465	-0.0166256	-0.0205628	0.010586	0.030449
p>|z|	0.049	0.038	0.037	0.044	0.037
Mood state	-0.0081729	-0.0353256	-0.0436911	0.0224927	0.064697
p>|z|	0.00	0.00	0.00	0.00	0.00
Social communication	-0.0014355	-0.0062048	-0.0076741	0.0039507	0.0113637
p>|z|	0.041	0.029	0.028	0.035	0.027
Relax	-0.0023939	-0.010347	-0.0127973	0.0065882	0.01895
p>|z|	0.007	0.02	0.002	0.004	0.002

According to the above table, we can further explain the influence of each significant variable on Farmers' well-being. When the relative income level of farmers increases, it will lead to the change of their well-being perception level from low to high, which are - 1.22%, - 5.29%, - 6.54%, 3.37% and 9.68% respectively. Compared with each influencing factor, income has the greatest influence on Farmers' well-being.

The second is the influence of mood state, which is - 0.82%, - 3.53%, - 4.37%, - 2.25% and 6.47% respectively from high to low. Age has the least influence on happiness, which is - 0.03%, - 0.13%, - 0.16%, - 0.08% and 0.24% respectively. It can be inferred that among the various factors affecting farmers' well-being, income has the greatest impact, followed by spiritual needs, and individual characteristics and age have the least impact.

4.3 The impact of social support on Farmers' well-being

4.3.1 regression results of social support econometric model

Many scholars believe that social factors are a very important part of the external factors of residents' well-being. Previous studies have shown that housing security, educational resources equity, medical conditions, public service evaluation and social security have a significant impact on Residents' well-being. This paper selects farmers' satisfaction with public management, health care, housing security and other social services as subjective indicators, and selects standardized value of residents' economic welfare and standardized value of government public services as objective indicators for analysis. However, the results obtained by using the econometric model are not obvious, as shown in table 4-3 (only part of the regression results are shown due to the length). Only two indicators of social security and residents' economic welfare are significant. In addition, government public services and residents' economic welfare are added as indicators of regional differences. The significance of other indicators has not changed much. It may be that various social factors have a strong correlation with each other, and fitting as a single variable is not in line with the actual situation. Scholar Li Weiqun (2017) used structural equation to explore the relationship between social support and well-being by taking social support as a latent variable. Therefore, this section will follow the previous methods and use structural equation model to analyze the indicators of social support.

4.3.2 introduction of structural equation

In order to further explore the path and effect of social support influencing factors and well-being, physical and mental health and economic factors were added

as control factors into the structural equation model. This section focuses on the impact of potential variables of social expenditure on well-being, so only the above three factors are included in the proposed structural equation model.

The purpose of scientific research is to reveal the law of the development and change of objective things. The main method of scientific research is to explore the causal relationship between variables. In order to reflect the causal relationship, statistical methods are usually used to collect data and reveal the internal causal relationship in the process of data analysis. Experimental methods are widely used to reveal psychological processes and phenomena in the field of psychological science. However, the authenticity and external force of the results obtained by the experimental method will be affected. The reason for this effect is that the experimental method overemphasizes control, which is more obvious when facing complex behaviors and high-level psychological phenomena. Therefore, it is very meaningful and practical to obtain causality by non experimental method. Structural equation model is the product of this background. It is an effective way to analyze internal essence through external performance.

In this paper, happiness as an endogenous latent variable, social support latent variable is composed of all aspects of social support, and economic condition latent variable is composed of income status, prestige status and family accumulation.

4.3.3 reliability and validity test

In this paper, exploratory factor analysis is used to reduce the dimension of 12 exogenous variables, and the maximum variance method is used to rotate the factors to verify the classification of indicators and define exogenous latent variables. Firstly, the reliability and validity of the survey data are analyzed to test whether the data is suitable for factor analysis. Reliability refers to the stability and consistency of the survey results when the same method is used to survey the same object, that is, whether the measurement tool (questionnaire or scale) can measure the measured things or variables stably. Reliability indexes are mostly represented by correlation coefficients, and the specific evaluation methods can be roughly divided into three categories: stability coefficient (consistency across time), equivalence coefficient (consistency across forms) and internal consistency coefficient (consistency across projects). Among the related data in many literatures, klenbach alpha reliability coefficient is the most widely used to analyze the reliability of the data. This method

is suitable for the reliability analysis of attitude, opinion and other forms of questionnaire. Therefore, this paper chooses Cronbach's α coefficient for reliability analysis before modeling. The higher the coefficient is, the greater the validity and internal reliability of the questionnaire will be. Generally, if Cronbach's α coefficient is greater than 0.8, it can be considered that the reliability index of the scale is very good.

4.3.4 model modification and evaluation

The structural equation model analysis software used in this paper is very convenient to establish structural equation model for Amos. It can directly draw the structural diagram, and then carry out the fitting analysis of the relevant models by naming and assigning values to the variables in the structural diagram. After fitting the structural equation model, the corresponding fitting index will be obtained. After the first fitting, it is found that the relevant index is not very good, indicating that the model needs to be modified. The software will give the relevant modification basis, mainly the change of chi square value after modification. If this modification can reduce the total chi square value, it shows that this modification is effective and necessary. According to the correction suggestions, the covariance between the measurement error variables and the measurement error variables, the covariance between the error variables and the covariance between the error variables and the covariance between the error variables are set as free parameters, the variance of the error variables is set as fixed value, and the covariance between all the external potential variables is set as free parameters.

4.3.5 analysis of structural equation model results

According to Figure 4-2, it can be seen that happiness, physical and mental health, economic factors and social support are potential variables, among which physical and mental health and economic factors are internal potential variables, and social support is external potential variables. Physical and mental health, economic factors and social support have positive effects on well-being, and it can be seen that among the three factors, economic factor has the greatest direct influence. Table 4-8 shows the fitting results of the model after sorting out, among which is the standardized coefficient, which can roughly see the strength of the direct influence of

different latent variables. Economic factors rank first, with the non standardized coefficient of 0.531. Economic factors include income status, family accumulation and other contents closely related to farmers' life, so they will be valued by the broad masses of people. The improvement of material conditions is very important to improve the happiness of residents. Physical and mental health ranked second, with a non standardized coefficient of 0.311. Physical and mental health describes the degree of influence of individual state on happiness. Happiness index to the micro level is personal happiness, and personal happiness must be related to physical and mental health. Social support is at the end, the non standardized coefficient is 0.138, people are an organic part of society, people's life needs to rely on good social operation, social conditions can provide life support for each resident, whether social security or social security and other social conditions will affect the happiness of residents. The following will explain the influence of each factor on the happiness index.

Social support reflects farmers' subjective evaluation of social conditions of residence, including public management, medical and health care, housing security, social security, public facilities, labor and employment, and social management. In addition, social environment will affect individual economic aspects under certain conditions, especially for farmers living in groups based on villages. In table 4-8, the impact of social support on economic factors is analyzed 01, indicating that the hypothesis is valid. According to table 4-8, all variables and potential variables of social support have statistical significance at the significant level of 0.01. Among them, the factor load of social management in social support is the highest, which is 0.806. Good social security can ensure the stability of social operation, which is conducive to the development of national economy and the improvement of people's quality of life. Social security load ranked second, 0.803. Social security reflects the ability of social security for residents. A good social security system can effectively improve the happiness of residents. The government should formulate relevant policies to improve the social security system, improve the quality and coverage of social security, and make social security benefit more people. Labor employment ranked third with 0.753. This variable reflects people's satisfaction with the employment environment. Therefore, improving the good employment environment is very important to improve the farmers' evaluation of the social environment. Housing security ranked fourth with 0.72. No matter in urban or rural areas, when the house price is far higher than the disposable income of ordinary people, the improvement of the housing security policy that benefits the people affects people's evaluation of

social support. The rest were public facilities (0.719), public management (0.701) and health care (0.656). Economic conditions reflect the factors related to farmers' well-being and economy, including economic income, family accumulation and status reputation. The impact load is 0.755, 0.229 and 0.546 respectively. Different from urban residents, rural residents' family influence on economic conditions is not big, mainly relying on the income brought by their own efforts and their own resources and influence in rural society.

In terms of physical and mental health, the factor load of mood condition is 0.722, which is higher than that of physical condition 0.659. The individual's Micro mental state can better explain the degree of happiness than the physical state.

According to table 4-8, the influence coefficient of each latent variable on happiness can be calculated. Social support is 0.217 (0.138 + 0.148 * 0.531), economic condition is 0.694 (0.531 + 0.525 * 0.311), and physical and mental health is 0.311. From this we can see that the main factors affecting rural well-being still depend on economic conditions, it should be that the social environment can indirectly affect personal well-being through personal economic conditions. It can be seen that in the path diagram of latent variables, the residents' evaluation of social support is a very important link. If the evaluation of this link can be improved, it will also have a great effect on the improvement of residents' own well-being. Farmers' evaluation of social support is mainly based on the sense of social security, and the government's provision of stable social security and employment environment is more important. These four aspects also reflect the recognition of socialist core values, which will have a greater positive impact on happiness.

			Unstd	S.E.	T-value	P	Std.
Economic factors	<---	Social support	0.148	0.027	5.461	***	0.172
Physical health	<---	Economic factors	0.525	0.054	9.757	***	0.441
Happiness	<---	Social support	0.138	0.032	4.329	***	0.197
Happiness	<---	Physical health	0.311	0.044	6.984	***	0.457

Happiness	<---	Economic factors	0.531	0.065	8.152	***	0.656
Public administration	<---	Social support	1				0.701
Medical and health work	<---	Social support	0.958	0.032	29.554	***	0.694
Housing security	<---	Social support	1.206	0.044	27.354	***	0.72
Social security	<---	Social support	1.2	0.039	30.505	***	0.803
Communal facilities	<---	Social support	1.112	0.04	27.724	***	0.719
Employment	<---	Social support	1.191	0.042	28.36	***	0.753
Social management	<---	Social support	1.19	0.039	30.271	***	0.806
Mood state	<---	Physical health	1				0.722
Health status	<---	Physical health	1.149	0.093	12.326	***	0.659
Income status	<---	Economic factors	1				0.755

4.4 summary

This empirical analysis uses 2015 CGSS data. Firstly, it analyzes the influence of individual characteristics dimension and material condition dimension on Farmers'

subjective well-being through ordered probability model. Then, it uses structural equation model to analyze the influence of social support subjective dimension.

Chapter 5 Conclusion and Recommendation

5.1 Research conclusion

Based on the cgss 2015 survey data, this paper analyzes the ordered probit model by controlling the micro individual characteristic variables and adding and replacing the variables of different dimensions, and establishes the structural equation to further analyze from the subjective level. At the same time, it analyzes the mechanism of each impact on the subjective well-being of rural residents.

5.1.1 In terms of individual characteristics

Age is significantly related to farmers' well-being, which is consistent with previous studies, showing a U-shaped curve. In terms of education level, only high school and college degree or above have a significant positive effect on the improvement of farmers' well-being. However, whether they are party members or not has no significant effect. In terms of physical and mental health, the more healthy the body is, the greater the positive effect is. In addition to learning and charging, social interaction and rest can significantly improve the well-being.

5.1.2 In terms of material conditions

Both subjective and objective, relative income has a significant impact on Farmers' well-being, while absolute income has no significant effect. In addition, when adding relative income indicators, education level and gender become less significant, which may be because in rural areas, gender differences and education level affect farmers' well-being by influencing their income The happiness of farmers. The number of real estate has a significant positive impact on happiness. That is, the more the number of real estate, the higher the happiness of rural residents, but the housing area is not significant.

5.1.3 In terms of social support

All social public services have a significant impact on the improvement of farmers' happiness, among which social management, social security and employment have the greatest impact, and the others are housing security, public facilities, public management and health care in order. Social support will also have a certain impact on the economic income of farmers, and then indirectly affect the well-being of farmers.

5.2 Recommendation

5.2.1 using the sharing concept to increase educational opportunities and establish a good development mechanism for returning home

Through the empirical analysis from the individual micro level, the results show that only the farmers with high school and university degree or above have a significant impact on the well-being, and this impact is realized through the income level, which is also in line with the academic theory of getting education return, indicating that farmers can basically meet the needs of the people in the perspective of getting education return in China's rural education policy Demand. However, there is still a big gap between the higher education opportunities of farmers and that of cities and towns, and even the education resources in remote areas can only meet the basic needs. Increasing the opportunities of higher education for farmers is of great significance to accelerate the economic development of rural areas, improve the quality of farmers and build a new era of rural areas.

At this stage, the combination of Internet, Internet of things, e-commerce, rural poverty alleviation and rural finance has achieved initial results, and the concept of resource sharing has also gone deep into the hearts of modern people. It is advisable to combine educational resources with the concept of sharing, so that rural educational resources will no longer rely on cities and towns, and a new "rural education" will be established, In order to prevent the waste of educational resources, specialized

teaching should be set up for agricultural technology, industrial development, law and computer.

On the other hand, the educational opportunities provided should also retain the talents cultivated by educational resources, so as to realize the virtuous circle of overall quality and overall happiness in rural areas, so as to truly revitalize the countryside. At present, the rural high educated young people mainly stay in the city to work and develop, which makes the rural education and training go batch by batch and difficult to sustain. Therefore, we should establish a good mechanism for rural youth with high education background to return home, provide opportunities for rural youth to start a business, obtain employment or impart knowledge and skills, and the government should provide corresponding policy support and value education.

5.2.2 improving farmers' cultural literacy and Establishing Farmers' correct concept of happiness

Relevant research shows that there is a very close relationship between farmers' physical and mental health and well-being. Rest and relaxation can bring significant positive effects on Farmers' well-being. Therefore, the government should increase the literacy of farmers' cultural education, and build rural cultural reading rooms and fitness places. On the one hand, it can provide farmers with places for rest, relaxation, social communication, learning and charging, so as to keep farmers' mood in a positive direction. On the other hand, it can indirectly improve the cultural literacy of farmers. In addition, the government can use the combination of traditional media and new media to actively promote and guide farmers to form correct values, carry out activities such as model of civilization and morality, selection of advanced people, set up learning models, and form a positive guiding surface. At the same time, guiding farmers to maintain an optimistic attitude towards life has never been an absolutely unchangeable standard to measure happiness. People tend to compare themselves with the people around them, especially based on income. However, income is not the whole of happiness. More should be the affirmation of their hard work, happy and harmonious family relations, stable and safe rural social environment.

5.2.3 speed up the development of rural economy and broaden the employment channels for farmers

In the empirical study, we find that both subjective and objective aspects of family relative annual income and self owned real estate have a positive role in promoting farmers' well-being, and material conditions are still the main way to improve farmers' well-being. At the level of social support, the problem of employment is also in the forefront of the most concerned aspects of farmers. Although the economic situation of the vast number of farmers in China has been greatly improved, most of the rural areas have not achieved large-scale regional economic development, and this regional overall economic development affects the relative income of farmers, which indirectly affects the improvement of happiness. To promote the economic development of farmers, it is necessary to promote the all-round development of various industries in rural areas, so as to facilitate the employment and Entrepreneurship of farmers and the formation of scale effect.

On the one hand, we should provide employment and training opportunities for rural residents, share planting technology and experience, and appropriately develop agricultural industry with scale effect. Processing industry, tourism from the industry, to provide a variety of local employment channels to protect farmers, the same industry can also improve farmers' own income level, the overall regional economic effect of rural areas. On the other hand, we should encourage the development of rural commerce, encourage the young generation to return home and start their own businesses, provide a good business environment and preferential policies, such as convenient financing, convenient publicity and promotion, and combine Internet and other technologies to make rural products more competitive in the market. Using the above measures, improve the rural employment environment and economic income growth, so as to improve the level of happiness of farmers.

5.2.4 rectify the disordered spots of rural public security and create a good public security environment

Social management is the most influential factor of farmers' well-being in the dimension of social support. Social management reflects the social security situation

in rural areas and the overall management level in rural areas. In recent years, the public security situation and the overall environment in rural areas have been greatly improved, but many problems are still exposed. More prominent is that farmers rush to grab scattered property on expressways, rush to return home to start their own business and breed. On the one hand, it affects the introduction of powerful capital into rural areas to drive local economic development, on the other hand, it also affects the enthusiasm and motivation of farmers to become rich. First, the government should carry out the special action of "cracking down on gangs and eliminating evils" in rural areas, crack down on crimes against property such as burglary in rural areas, and intensify the crackdown on various illegal and criminal activities that infringe on agricultural production, farmers' life and rural safety, as well as prominent public security problems. The second is to popularize legal knowledge and establish good and correct values and long-term awareness for the villagers. The third is to guide the rural clan power as a demonstration effect, correctly grasp the policies and laws, and establish a good rural atmosphere.

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