

Research on the Impact of the Double Reduction Policy on Educational Institutions

Jiabang Zhang

Business School, Xi 'an Jiaotong-Liverpool University, Suzhou, China

Jiabang.Zhang22@student.xjtlu.edu.cn

Abstract. The introduction of the "double reduction" policy has reduced the burden of classroom homework and off-campus training for students in the compulsory education stage. People pay more attention to quality education and promote the rational allocation of educational resources, but it has also brought a significantly negative impact on the popular market of education and training institutions. In order to adapt to market demand, schools and training institutions have made profound changes. Educational institutions make full use of advanced technology and integrate education with other industries to achieve personalized and comprehensive education.

Keywords: Burden on students, Double reduction, Integrate education.

1. Introduction

1.1. Background

With the development of society, people have more in-depth understanding of the role of education in promoting human development. More and more families choose to increase their investment in education in order to help their children gain a greater competitive advantage. All kinds of off-campus training institutions in the absence of specific policy guidance, industry norms, barbaric growth which leads to disorderly competition. In order to reduce the burden of classroom homework and off-campus training for students in the compulsory education stage, China has introduced a policy of double reduction. However, the introduction of the double reduction policy has also caused the closure of disciplinary education and training institutions, which is a huge impact on the entire education market. And through the in-depth analysis of the "double reduction" policy, it is found that the operation boundary of disciplinary training institutions is blurred, the concealment is strong, and the stakeholders are united. Nowadays, many educational institutions have been transformed into non-disciplinary training on the surface, but in fact, they are still subject teaching. Thus, how to better implement the double reduction policy and the future of educational institutions have become the main issues at present.

1.2. Related research

Yang investigated the development status of non-disciplinary training institutions in Guiyang and found that children's enthusiasm for non-subject training increases. However, in order to implement the double reduction policy, the government's inspection of institutions has reduced parents' trust in training institutions and led to a decline in the total number of students [1]. The implementation of the "double reduction" policy makes some institutions have to give up the original discipline training business and turn to quality development education to make a long-term plan for their future development. Leading institutions in the market take the lead in the transformation, and countless training institutions follow suit. This trend of turning to quality education will cause market chaos [2]. "The direct result of the 'double reduction' policy is the reduction in the number of textbooks and teaching auxiliary books published, leading to the dilemma of educational electronic publishing houses. Thus, through a variety of new and maturing technologies to enrich educational resources, strengthen innovation, increase investment in new technologies, such as the application of VR, to help teachers and students get immersive teaching and learning experience, to meet the needs of educational audiences are very important [3].

According to the survey, students with better family socioeconomic background take part in extracurricular tutoring for the first time earlier, and obtain more learning resources. Under the background of "double reduction" policy, the government should further enhance the quality of school education and after-school service to better satisfy the requirement of parents and students for personalized education; We will concentrate on taking care of disadvantaged families, and offer in-school academic assistance for disadvantaged students with poor academic performance [4]. Based on the principle of reducing students' homework burden, the school designs hierarchical homework, divides homework into must-do and optional homework. Teachers should pay more attention to the life objects that students are more familiar with and the topics that they are more interested in, and explore, cooperate and communicate with students more in order to increase the interest of homework, and designs more operational homework to better stimulate students' potential [5]. To relieve students' stress after class. Class work has become an important part of classroom teaching. Based on the current situation of English classroom homework design for junior middle school students in a county, this study investigated the completion and satisfaction of English classroom homework of students and analyzed the causes of problems in homework design. The research shows that the homework concept is traditional, the classroom homework form is single, and the homework difficulty is the same, the lack of stratification, and the individual differences of students are not paid attention to [6].

The execution of the "double reduction" policy requires high-quality after-school service guarantee. The education authorities should issue guidance opinions to form a diversified body of fund sharing involving the government, enterprises, society, parents, etc., and can also incorporate after-school service funds into the funding guarantee system of regular education and teaching activities of schools through special and budget management [7]. The double reduction policy has brought unparalleled opportunities for the development of fine arts. Schools should try to integrate art courses into the teaching content, and dig out the reputation connotation of non-art courses [8].

Sun and Yu took a return to ecological rationality and put forward the concept of basic education ecosystem which includes four elements: ecological subject, ecological type, ecological level and ecological region. Change the value appeal, comply with holism, get rid of the prisoner's dilemma, plan the equivalent ecology, and build a solid educational equity, following the ecological law, reforming the evaluation system and other strategies to realize the good operation of the basic education ecosystem [9]. Mathematics is an important basic subject in junior high school. More attention should be paid to improving the quality of homework and assigning targeted homework to different students. Teachers should focus on the cultivation of students' learning habits rather than the length of the class to define learning outcomes [10].

1.3. Objective

This paper mainly studies the impact of the dual-reduction policy on educational institutions and the positive changes made by the traditional education industry, and analyzes the future development trend of the education industry through individual representative examples.

2. Policy Description and Impact Analysis

On July 24, 2021, the central authorities issued new policy on education which referred to as "double reduction". The document clearly proposes to build a good education environment to promote the all-round development and healthy growth of students. The specific goal of the work is to reduce students' heavy homework burden and off-campus training burden, while reducing family education expense and parents' energy burden. This policy first implements classified management of training institutions; Secondly, the discipline of extracurricular tutoring is prohibited and strictly supervised; Thirdly, measures should be taken to encourage and standardize the development of non-disciplinary training for the purpose of improving quality. Finally, strictly control the homework load, regularly check the total amount of homework, check whether the school is dismissed on time, and whether the homework time is controlled within the prescribed scope as shown in Fig. 1 and Fig. 2.

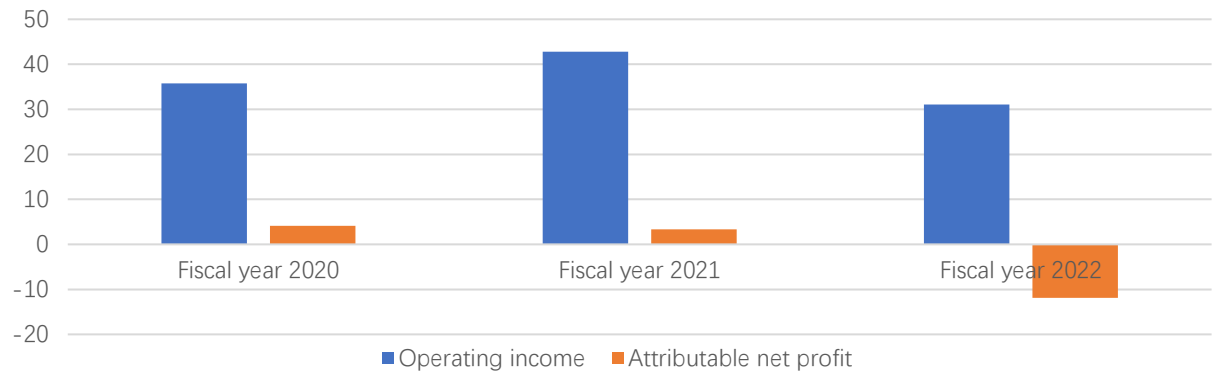


Figure 1. The effect of the double reduction policy on New Oriental's revenue and net profit

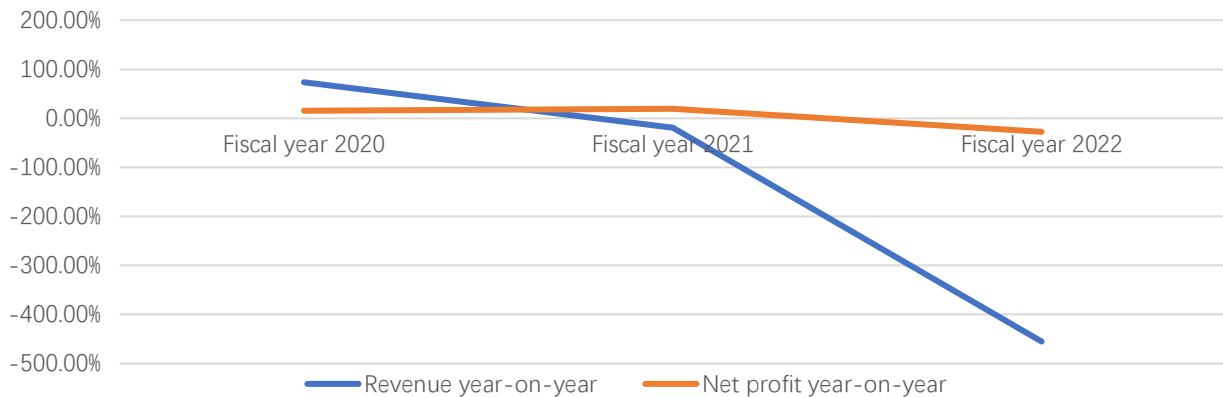


Figure 2. The change in income curve

Double reduction policy from the nature of profit; To capital operation, financing charges; To teacher recruitment, advertising; Even to the training content, class time, all aspects of the off-campus training institutions have been restricted. Based on the data available, since the implementation of the double reduction policy, the operating income has declined compared with the 2020 and 2021 fiscal years, the main reason is the impact of the termination of after-school tutoring in K-9 subjects. However, TOEFL, IELTS, College English 4 and 6, graduate English, adult English and other training services, the proportion is still not small, so compared with other training institutions focused on K9 education there is still a certain room for change, as shown in Fig. 3.

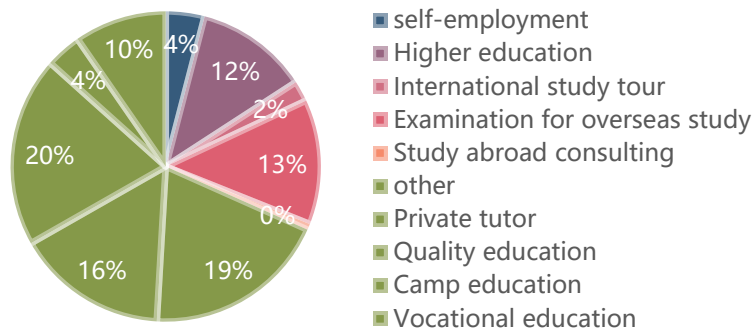


Figure 3. The career direction of teachers

According to the data, under the "double reduction" policy, the main direction of teachers' consideration is to stay in the education and training industry or choose to pursue further study, among which the teachers who have considered "staying in the teaching and training industry, but turning to the direction less affected by the policy" account for 40% of the total number of teachers. From the selection of teachers, we can find that quality education is the current popular direction. Coupled with the country's emphasis on sports, fine arts and other disciplines, it has prompted a number of institutions to begin to transition to the direction of quality education, which also provides

opportunities for the transformation and development of teachers in the industry, so the proportion of teachers who choose this direction is relatively high. Before the country has not issued relevant management regulations for individuals to carry out subject training, many teachers have accumulated a group of parents and students in institutions, and they have certain resources to carry out private tutoring activities, so the private tutoring is the second most popular direction.

3. Solution and trend

3.1. School

3.1.1 Innovation of three modernization

Nanchang Yangming School uses innovative "three modernization" homework to light up students' thinking development. Structured homework focuses on the modular design of various subject knowledge from three aspects: before, during and after class, and presents the design in the form of knowledge structure to strengthen students' grasp of knowledge structure and consolidate the basic knowledge of the subject. With the design of thinking homework as the starting point, the focus of the research is on the development of characteristic homework. Through the model developed by the famous teacher's studio + subject teaching and research group, the initial single subject unit mind map (newspaper), manual newspaper, subject book, etc., gradually transition to the interdisciplinary integration of homework design. Activity-based homework combines subject knowledge with students' practical and innovative ability.

3.1.2 Management for effectiveness

Through the multi-level management of the school, the guidance office and the lesson preparation group, Zhuodaoquan Middle School effectively realizes the students' stress reduction. The school cooperates with the platform to collect the data of teachers' teaching process, students' learning process and total factor data, push personalized homework based on big data analysis, students' ability coefficient and homework completion time, control the total amount of homework on the basis of accuracy, improve the application of homework results, and comprehensively play the role of evaluation guidance, identification, diagnosis, regulation and improvement. Each class preparation group shall set up a chief teacher and a leader at the site to comprehensively supervise the class preparation, class attendance, lectures, homework design and correction, and exam management. And subject assignments must be assigned after the class preparation group's collective research. Collect intelligent teaching and research activities every week to prepare the next week's teaching content, pre-set the content and total amount of homework, feedback and summary of the completion of the last week's homework, and timely avoid too much or too little homework and ineffective mechanical work. The Teaching and Guidance Office is responsible for the supervision of the work, and conducts the whole-process guidance inspection and assessment on the amount of work, the difficulty of work and the correction situation by means of monthly random inspection.

3.2. Teacher

3.2.1 Digital teaching

With the development of science and technology, digital teaching which includes electronic textbooks, network courses, online education and other forms has become the mainstream of the education industry. Therefore, future teachers must have the concept and technology of digital teaching to adapt to the development trend of that.

3.2.2 Professional development

The career development trend of teachers in the future will be more and more professional. With the improvement of education quality, teachers need to have more professional knowledge and skills to satisfy education advancement.

3.3. Education institution

Intelligent learning system and equipment brought better than expected profit margins, which the new business plan involves non-academic tutoring courses, including story performance, eloquence, writing and other literacy classes, programming, art, robotics and other quality classes. Yu Minhong also said in the earnings report: "I am confident about the prospects of the new business plan." Do not do K12 quality education and adult education, it is almost the consensus of the industry, why New Oriental can achieve education business growth? In Gao Dongxu's view, on the one hand, the user needs to be retained under the epidemic ensure that New Oriental can carry out non-disciplinary guidance; On the other hand, after the adjustment of epidemic prevention and control measures, the overseas exam preparation and overseas study consulting business has grown rapidly, and the demand for domestic adult exams has also increased, which has hedged the performance risk after the suspension of K12 to a certain extent.

In addition to the adjustment of the education segment, New Oriental 2023 fiscal year's most prominent circle is the Eastern selection and live e-commerce business. They make full use of their advantages in the field of education, combining teachers' teaching ability with e-commerce live broadcasting. For example, in the live broadcast, they will introduce products in a lively and interesting way, just like explaining complex knowledge points in class, and endow products with new value with knowledge. This combination with their educational background gives them a unique competitiveness and success in attracting numerous users.

While successfully exploring e-commerce live broadcasting, New Oriental is not satisfied with the status quo, but began to look for more potential markets. In 2023, New Oriental began to enter the cultural tourism (cultural tourism industry, refers to the new industry that organically combines culture and tourism) industry. They believe that New Oriental's core competitiveness is "lecturing", they plan to train a group of "lecturing" tour guides, these guides can not only provide professional history and culture explanation, but also lead tourists to in-depth experiential tourism to expand New Oriental's brand and influence to the field of cultural tourism. New Oriental is also ready to use its live-streaming advantages to introduce their travel routes and featured agricultural products to more people. In the live broadcast process, they can invite experts to explain, conduct interactive questions and answers, and even carry out on-site sales, which will greatly improve the exposure and sales of products.

New Oriental is effectively connecting the three fields of tourism, education and agriculture uniquely. They may be able to enter more areas, such as AI education, online courses.

4. Conclusion

Through the analysis of the data, this paper finds out the impact of the double reduction policy. Schools, teachers and after-school training providers have also come up with different solutions. With the implementation of the policy, people's educational concepts have changed and the emphasis on quality-oriented education has deepened, which also promotes the diversion of educational resources and provides more opportunities for students to choose different educational paths according to their interests and advantages. With the implementation of one innovative reform program after another, institutional transformation and upgrading have been successful, children's after-school pressure has been reduced, and the chaotic education market has stabilized. Through the research on the development of the education market, it is found that the future education should pay more attention to personalized education and make full use of contemporary digital intelligent technology to provide customized learning plans and paths for each student, to improve the efficiency of education. Cross-border cooperation between the education industry and other industries should also be a new development path for the education industry, integrating knowledge into all aspects of life, forming a situation of mutual promotion between education and other fields, and promoting the innovative development of education.

References

- [1] Yang Tingdong. (2023). Research on the development status of Guiyang Boya Dance Training Institution under "double reduction". *Advances in Sports Science*, 11 (1), 6.
- [2] Duan Wenjing, Li Sheng, Hu Yongsheng, Wang Yi, & Li Yuting. (2022). Research on management and reform path of disciplinary education and training institutions under the background of "double reduction" policy. *Educational Progress*, 12 (9), 6.
- [3] Liu M, & Zeng Y. (2022). Attribution and Strategy: Research on the development path of educational electronic publishing houses under the background of "double reduction". *Educational Progress*, 12 (7), 7.
- [4] Xue Haiping, & Shi Huanhuan, (2022). Competition at the starting Line: An analysis of Chinese primary and secondary school students' participation in extracurricular tutoring time for the first time -- An empirical study to support the implementation of the "double reduction" policy. *Journal of East China Normal University (Educational Science Edition)*, 40 (2), 71.
- [5] Xing Yaogang. (2023). Research on junior high school physics homework design and practice under the background of "double reduction". *Chinese Physics Bulletin*, 42 (2), 80-83.
- [6] Zhang Jie, Wang Zhen, & Gan Xiaolan. (2023). A survey on the design and implementation of English classroom work in rural middle schools under "double reduction". *Advances in Education*, 13, 2012.
- [7] Gao Hua, Wang Chuanhui, & Zhuang Jianchun. (2023). A study on quality evaluation of after-school service implementation in primary schools under the background of "double reduction": A case study of Rizhao City. *Advances in Education*, 13, 1581.
- [8] Jie Wu. (2022). Exploring the development of aesthetic education under the double Reduction Policy. *Journal of Educational Technology and Innovation*, 4 (1).
- [9] Sun Jieyuan, & Yu Ling. Evolution logic and development direction of basic education ecosystem in the context of "double reduction".
- [10] Du Jian, & Tang Jiangang. (2022). Thinking and exploration of junior high school mathematics homework under the background of double-reduction policy. *Advances in Education*, 12, 1673.