

# ***The Impact of the Double Reduction Policy on the Education Industry***

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**Abstract:** Before the double reduction policy, students were under great pressure to study. The government issued the policy of "two reductions" has reduced schoolwork and extracurricular training in schools. This paper describes the contents and restrictions of the policy, as well as the impact of the policy on the education industry after taking New Oriental as an example. The double reduction policy was proposed to protect the physical health of students, raise the burden to the level of the minor Protection Law, and return education to schools in order to reduce the burden of family education. And how the education industry should develop based on this background.

**Keywords:** double reduction policy, New Oriental, influence

## **1. Introduction**

### **1.1. Background**

In China, the competition in the education industry is very fierce. In order to let their children pass the college entrance examination and change their destiny, many parents choose to enroll their children in many tutoring classes. Therefore, a large number of tutoring organizations have appeared in the market. Children not only study in school, after school also have no time to rest, but to continue to preview or review the tutorial class, which greatly increases the children's learning pressure, is not conducive to the students' physical and mental health, at the same time, parents need to spend a lot of money to pay for the children's tutorial class, which also increases the burden of parents. What's more, some bad institutions are not qualified enough to run a remedial class, and some teachers don't even have a teaching certificate. Parents spend money, but because of bad institutions, kids don't get better grades. Therefore, the country has decided to issue the "double reduction policy" to relieve the pressure of students and parents, improve the quality of teaching and cultivate the all-round development of children.

### **1.2. Related Research**

Yin and Lai explained the basic connotation and effects of the "double reduction" policy, and conducted a case study with the Quality Growth Center of Beijing New Oriental as an example, this paper briefly describes the specific measures formulated by the Beijing government for schools and the measures taken by New Oriental Educational Technology Company to implement the "double

reduction", and analyzes its impact on children and parents. [1]. Lin explained the introduction of the double-reduction policy, and through comparative study of the survival of Chinese K12 education and training enterprises, he knew the main problems of cash flow shortage and major business transformation faced by the education and training industry, and how to change the status quo [2]. Luo et al. After analyzing the double reduction policy, on this basis, its effect is analyzed from the macro level, and its implementation is evaluated. Parents' education expenses are an important part of parents' education expenses. [3]. Li et al. By studying the two-child policy, analyzed its impact and challenges, and explained the value of education, economic burden and political background, including the necessity of the three-child policy [4]. Song analyzed some of the changes before and after the double reduction policy and reviewed practice from Quebec, a qualitative study by Carol, as well as the assessments of over 200 schools in New Zealand, A review and summary of the historical practice and the latest and latest policies of China's education policy [5] Dai analysis believes that compared with the original supervision policy of out-of-school cram schools, the effect of "double reduction" is obvious. For the enterprises, private enterprises and experimental enterprises that set up off-campus tutoring classes, the effect is more obvious. In addition, investors may not be optimistic about the transformation from education to software and information technology, so the results are not very significant. [6]. Huang et al. found that this paper regards "double reduction" as an institutional arrangement with the goal of reducing students' burden and improving teaching quality. This study takes 15 middle school Chinese teachers as the research object, carries on the thorough investigation to them in the form of questionnaire, and carries on the questionnaire survey to them. [7]. Jian Li and Eryong Xue found that this paper probes into the value orientation of the policy of "two reductions", which mainly includes the school core value orientation of "people-oriented". The core value of the school is quality education. The main value of the school is home-school cooperation. Finally, some suggestions, conclusions and comments are put forward [8]. Mumian Song founds that before the Two Swords policy, parents enrolled their children in many remedial classes, but the quality of education was not very good and parents were anxious to see that the students were not making much progress. Therefore, the double reduction policy is very necessary. The author expounds from four perspectives: (1) the characteristics of Chinese primary school parents; (2) Parent guidance law, curriculum reform, document publishing; (3) the design of interactive homework; (4) Teachers' quality and ability [9]. Banglun Wu once wrote an in-depth investigation report on the issue of "out-of-school cram schools", which pointed out that "off-campus cram schools" was the first area to receive attention. The purpose of this paper is to analyze the private out-of-school cram industry in order to better understand the goal, intensity and influence of China's crackdown on the private out-of-school cram industry. This paper makes statistics on the companies with typical significance, and analyzes them in combination with the recent news. [10].

### 1.3. Objective

The focus of this paper is the impact of "double reduction policy " on China's education industry. The second chapter analyzes the development of "two burden reduction" in our country. Through the case study of New Oriental, the third chapter discusses the effect of "double reduction" on the development of education industry. The fourth chapter discusses how the education industry of our country should develop in this case. The fifth chapter is the conclusion.

## 2. Current Situation of the Dual Reduction Policy

By July 2022, the policy has been in effect for one year. From the implementation of education policies in recent years, the implementation of the "double drop" policy is unprecedented, the radiation range is wide, the impact is deep. Thanks to the unremitting efforts of all parties, the "loose

fire" in the off-campus training market has been greatly reduced, the phenomenon of "disorderly growth" has been effectively curbed, the burden reduction and quality improvement of campus have been widely welcomed, and a good atmosphere for the "double reduction" reform has gradually taken shape. Students' heavy homework and off-campus training burden has been effectively eased.

Through the study found that 87.8% of the students think that the amount of homework is significantly reduced, more than 90% of the students can complete the written work within the stipulated time; More than 92 percent of the students volunteered to participate in extracurricular services, and 88.3 percent said they liked their schools' extracurricular services. At the same time, the number of offline subject training institutions for compulsory education decreased from 124,000 to 4,932, a decrease of 96 percent. The number of online discipline training institutions decreased from 263 to 34, a decrease rate of 87.1 percent. The vast majority of students receive more than 50 percent less time outside school than before.

The policy has been carried out for two years, but it has not achieved the desired effect, because it is faced with many problems. First of all, parents are still anxious, parents still follow the narrow utilitarian education idea, they still want their children to be able to work hard to get a high degree. The double attrition policy does not allow elementary schools to publish their final midterm results. Parents are not sure about their children's academic performance, so they will be very anxious, afraid of their children falling behind others. The policy has not eased parents' anxiety. Second, the "double reduction" policy does not allow students to enroll in cram schools after class, but instead provides extended services to students in need after class. This means that teachers cannot go home after class, but must continue to tutor students, which increases the pressure on teachers. In addition, many people in the society privately set up small classes to tutor students, so the double reduction policy cannot be implemented, and these teachers do not necessarily have teacher certification, but delay the students. According to data released by the Department of Supervision of after-school Education and Training of the Ministry of Education in February this year, the number of after-school training institutions has been reduced from 124,000 to 9,728, a 92 percent decrease. The number of off-campus online training institutions decreased by 87% from 263 to 34; The completion rate of "transferring non-enterprises" and "reform audit preparation" reached 100%.

### **3. The Impact of "Two Reductions" on the Education Industry**

After the implementation of the "double drop" new policy, it has had a great impact on New Oriental and other education and training institutions. New Oriental, the online teaching company founded by Yu Minhong, issued a statement of cooperation with K9 for the first time, declaring: "the days of education and training are over."

On October 25, 2021, the Ministry of Education announced the progress of various pilot projects throughout the country. In Beijing, 60% of the previous types of training schools have been abolished. In Shanghai, the number of compulsory courses was reduced by 21.73%, with 35000 layoffs. At present, the closure of the New Oriental Campus in the two places is big and small. In addition, due to the closure of the cram school on weekends, the business has been reduced, the work of teachers has been reduced, and the expenses such as school rent have increased. On November 8, Yu Minhong said in a television program that New Oriental was forced to give up 1500 classrooms, and the cost of renovation alone was as high as NT \$60 billion to NT \$70 billion, plus liquidated damages, deposit, student tuition, and teacher turnover allowance, which is a lot of money.

## **4. Implication**

### **4.1. Cultivate Quality Education**

After the double reduction policy, the education industry can shift its main training target to quality education, because the direct purpose of the "double reduction" policy is to reduce students' academic pressure. Only when the discipline pressure is reduced, can parents be motivated, children be vigorous, and the overall quality can be improved. Therefore, more parents choose to give their children quality education, which covers a wide range of areas, not only music, sports, art, etc., so the income of the education industry will not decrease too much. For example, Jingrui Education launched the enlightenment brand "Zhihui Children", the stage play/speech product "Small Earth" and the complex of quality growth "Genius Baby", which together constitute the new quality education system for Jingrui children. "Good Future English" officially changed to "Libu", expanding English drama, eloquence, aesthetic education, calligraphy, education and other quality education categories.

### **4.2. Develop Adult Education**

Adult education also makes up a large part of the education market. In recent years, the number of college graduates has increased gradually, and the job competition has become more fierce. So many people choose to go to graduate school or civil service. Taking the civil service exam as an example, more than 5.37 million people applied for 2021, a record high. Civil servant exam training, is a huge market. Of course, adult education is not only "examination and certificate", adult interview training, vocational personnel training, skills improvement, business education, etc., can be explored.

### **4.3. Cultivate Family Education**

Chinese families have always attached great importance to the education of their children, and family education is a hot spot in today's society. Family education is the content of parents or their guardians in cultivating the moral quality, physical quality and life skills of minors; to cultivate, guide and influence students' cultural literacy and behavior habits, so that students can develop fully and healthily. At present, there are about 200 million (15%) of young children and middle school students and 3.4 billion (25%) of parents (parents), and half of these parents spend an average of more than 10,000 yuan a year. With the full implementation of the country's two or three children, the family education expenditure shows the characteristics of a large amount of expenditure and a high proportion in the total family expenditure. However, this study shows that 80% of Chinese families are unable to properly educate their children, and more than 60% of families have certain problems. At present, a considerable number of parents are in urgent need of special training and guidance for family education. Therefore, it is also a big education market.

### **4.4. Cooperation Between School and Enterprise**

In the double reduction policy. It is proposed to ensure the school's after-school service time, improve the quality of after-class service, and provide more learning space for students with learning ability. Carry out a variety of scientific, sports, artistic activities; labor, reading, interest groups, societies, etc. New courses are not allowed to be taught during extracurricular tutoring. However, this is a very high demand for teachers in schools, and for the problem that schools may lack the supply of teachers, the new regulation says that they can "expand after-school service channels". This is why many colleges and universities purchase such specialized training courses from off-campus training companies. These hours can be extracurricular, weekends, or even summer or winter.

## 5. Conclusion

This paper takes New Oriental as an example to elaborate the contents and restrictions of the double-reduction policy, and takes New Oriental and other institutions as an example to elaborate the impact of the policy on the education industry. And return education to schools to ease the burden of family education. In this context, how should education industry Develop, such as Cultivate quality education or Develop adult education and so on. The double-reduction policy can effectively reduce the pressure on students, improve teachers' classroom teaching efficiency, avoid out-of-school institutions "taking over the host", return students to a healthy and happy childhood, and can reduce the rate of myopia, obesity, mental illness, these have positive significance.

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