

A Practical Study on the Survival and Development of Campus Photography Studio

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Abstract: *The 90000 mile online studio is a microcosm of many campus photography studios. It cleverly utilizes the needs of the times and political advantages to promote the development of photography industry studios on campus, while actively expanding photography studios from within and outside the school. Maintain close contact with students on campus through membership systems, social media, etc., to ensure the healthy operation of the studio on campus. Connect with society outside the campus, expand the operating scale of the studio, and ensure the sustainable and healthy development of the studio. In daily operations and management, the studio has adopted innovative systems to strengthen internal management and work coordination.*

Keywords: Photography; Development; Entrepreneurship; university student.

1. INTRODUCTION

Politically, the country has always supported college students in innovation and entrepreneurship activities, and has introduced a series of supportive policies to provide policy support for corresponding groups. Economically, with the continuous development of the social economy and the increasing prosperity of people's lives, the requirements for life are also becoming higher, emphasizing quality and fashion. In society, there is sufficient trust in the new products on campus in people's ideological concepts, and college students have strong plasticity and have their own grasp of the trend of the times. In terms of technology, modern photography technology and equipment are developing rapidly, which greatly meets the needs of customers in the photography industry. Under this background, the 90000 Li Network Studio was born with the support of school entrepreneurship projects. The study combs the achievements and existing problems of Chinese basic education development since the reform and opening up 40 years ago, and based on the theory of educational equity and equalization of public services, and compares the data released by the Ministry of Education in 2012 and 2021, it can be found that compulsory education the number of schools in the stage has been reduced, the enrollment and enrollment have increased to a certain extent, and the nine-year compulsory education consolidation rate has increased; the gross enrollment rate in high school has increased by 6.4%, full-time teachers have increased significantly, and the student-teacher ratio has been further optimized. This study found that the key issues of Chinese basic education are mainly in the aspects of education evaluation, teacher team construction, and digital empowerment education. Therefore, it is proposed to implement the evaluation content of basic education under the guidance of the "Overall Plan for Deepening Educational Evaluation Reform in the New Era"; Guided by the policy of public-funded normal students, improve the quality of teacher supply; take the digitalization of education as the guide, to accelerate the development of basic education and other policy recommendations, so as to promote the development of basic education in China.

At present, campus photography studios exist to some extent in various campuses to meet the needs of students and teachers. However, there is a common problem: small scale, difficult to develop, ignoring social figures outside the school, which directly leads to the problem of difficult development of studios. Being confined to the campus is unable to achieve the goal of sustainable development. In terms of target customers, neglecting the needs of people outside of campus, studios can leverage their advantages on campus to launch products and services with excellent quality and low prices for society, opening the door to the off campus market. Although campus photography is located on campus, its perspective on the market should not be limited to the campus, but should rely on the campus, move towards society, take the campus as the root, and develop towards the overall environment and market of society. Basic education is the foundational project for the realization of the great rejuvenation of the Chinese nation, a key area for the development of fair and quality education, and the core content of basic public education services. Basic education is the foundation project for improving the quality of the nation, and it is the cause of cultivating people. It is in the basic and leading position in the national education system and plays a vital role in improving the people's comprehensive quality and promoting the all-round development of people. Since 2012, the development of basic education in China has made great progress, but there is still a lot of room for improvement, and there are many problems and challenges.

2. THE STORAGE CONDITIONS FOR CAMPUS PHOTOGRAPHY STUDIOS

Through this competition, the improvement of English teachers' information technology ability can be achieved through the following aspects: firstly, a study situation survey to investigate the status of English teachers' information technology ability. Through the survey, the information technology level of the teaching team can be understood, and the training content and direction can be determined. The second is to teach students according to their aptitude. Based on the survey results and actual teaching needs, English teachers' information technology skills will be improved through various training methods such as

online learning, school-based training, and special lectures to enhance their information technology skills. The third is the integration of disciplines, studying the integration of information technology and the English subject. By integrating the integration of information technology and the English subject, a plan that is in line with the actual situation of the English subject is designed, and English knowledge points are perfectly displayed using information technology, thereby improving teaching effectiveness. The fourth is to demonstrate and lead, and carry out information-based English demonstration classes: through demonstration classes, demonstrate the perfect combination of information technology and English teaching, understand the different classroom atmospheres and classroom effects brought by the use of information technology, and let teachers understand the power of information technology in technology. The fifth is to improve the design and information technology of English teaching design. Only by completing the information technology design and lesson preparation of English textbooks can teachers' information technology skills be applied and improved. The sixth is to promote teaching through competitions and carry out information-based English course competitions, mainly examining the application of information technology and the information technology and performance methods used in the classroom. The seventh is to reflect and summarize the experiences, paper writing, and evaluation of English information technology learning, mainly to enhance teachers' understanding of information technology, deepen their love for information technology, and more proficiently apply information technology in practical teaching, enjoying the results brought by information technology.

2.1 Internal Construction

The entrepreneurial team clearly defines the overall positioning and talent needs of the studio, from creative planning, portrait photography, makeup and styling to new media operations, daily operations, and other tasks, ensuring that responsibilities are assigned to individuals. Due to the fact that the team members are college students, it is not possible to work full-time. Therefore, the studio also needs to recruit some part-time personnel, especially considering the issue of time. Team members should adhere to the principle of long-term development, and each member should have at least one specialty while also balancing other work tasks. They should also learn multimedia skills while working. The studio establishes and improves attendance systems, and judges the responsibility of team members based on monthly attendance rates and work logs in the studio.

Establishing and improving an internal management mechanism can include a Secretariat, a Photography and Photography Department, a Makeup and Styling Department, a Creative Department, and a New Media Operations Department. Each department has its own responsibilities, and each department has a person in charge, which helps to improve the efficiency of the studio's work.

2.2 External Development

Build the official QQ, WeChat, and Weibo accounts for the studio. The New Media Operations Department is responsible for publishing the studio's works on the official QQ and Weibo accounts every day. In addition, in order to attract talents, expand business scope, and make the entire studio more flexible, excellent works should be attracted to be pushed on official accounts, including photos, videos, etc., to make the studio's image lively. At the same time, it also provides a platform for students to showcase their abilities, using a point system. If you successfully publish a work and have a certain number of likes, you can receive our discount package.

After operating the studio for a period of time, it was found that there were the highest number of daily print users, and through questionnaires, most people were unaware of the existence of photography studios on campus. Therefore, official QQ and WeChat are the best promotional "weapons". College students have a high frequency of using mobile phones. In order to allow more students to learn about the studio through printing, a membership discount system has been established, such as discounts of one yuan for those who have reached ten yuan or three yuan for those who have reached twenty yuan. Members can accumulate funds through membership, support booking, and help with pick-up services. All members implement a real name system to ensure the normal operation of the system. We first developed a detailed plan to determine the content, participants, requirements, and specific requirements for the entries; Established a technical guidance group, evaluation committee group, and data collection group; We have also developed a reward plan based on the actual situation of the school. During the implementation of the plan, theoretical learning before the competition is crucial. In order to deepen the understanding of micro courses among participating teachers, we organized a series of theoretical studies for all participants. We focused on the study of "Research on the Application of Micro Courses in Middle School English Teaching" written by Jing Junfang, understood what micro courses are, the significance of their application in middle school English teaching, recognized the problems in the application of micro courses in middle school English teaching, and the corresponding strategies for the application of micro courses in middle school English teaching. Through learning articles such as "Discussion on the Evaluation Criteria of Micro courses in Modern English" jointly written by Song Yuchen, Li Qingming, Huang Yong, Tian Xiaolei and He Quan, we have a clear understanding of the evaluation criteria of micro courses. Professor Li Jiahou from the Department of Educational Technology of Shanghai Normal University emphasized the micro videos within 10 minutes. Research has shown that students are During the class, one can only concentrate for 10 to 18 minutes. Students watch videos and listen to classes the most No more than 10 minutes to avoid visual fatigue, distraction, and reduce learning Effect. The content design of English micro courses should be within 10 minutes. Based on the actual situation of teachers and the learning characteristics of students, evaluation standards for English micro courses have been formulated.

2.3 Problems Existing in the Development of Basic Education in My Country

Over the past 40 years of reform and opening up, basic education has made historic achievements in China. However, in the face of the challenges of social development and international competition in the 21st century, there are still some key problems, mainly in the training objectives of basic education, education system, curriculum content, teaching methods, Management systems and mechanisms, teaching staff, etc. At different stages of schooling, there are different problems and dilemmas. Since the 18th National Congress of the Communist Party of China, the three-year action plan for preschool education has achieved initial results. A public service system for preschool education with wide coverage, basic guarantees, and quality has been basically established, which has effectively alleviated the problem of "difficulty in entering kindergartens." Solve outstanding problems such as insufficient supply of inclusive resources, shortage of preschool teachers, urgent need to improve the construction of the teaching team, the quality of the teaching team needs to be improved, and the low salary level of teachers. At present, Chinese compulsory education is facing a serious gap between urban and rural areas. The quality of education in big cities is much higher than that in rural areas. It is necessary to vigorously promote the integrated development of compulsory education in urban and rural areas, so that compulsory education can transition from "basic balance" to "high-quality balance". Establishing "universal, diversified and characteristic" middle school education is necessary for the development of high-quality and fair education in China.

2.4 Theoretical Perspective

Existing studies have conducted in-depth analysis and research on the field of basic education in China through the three theories of education equity theory and public service equalization theory. Equity theory, also known as social comparison theory, was first proposed by American psychologist John Stacie Adams in 1965, and the representative is Coleman. Henry Levin pointed out that educational equity has four distinctive features, namely equal educational opportunities for people with the same educational needs; equal educational opportunities for students from different social backgrounds; educational outcomes are equal; the impact of education on life chances is equal. The essence of fairness in basic education lies in whether the distribution of basic education resources is fair. Among individuals and family groups, the distribution of educational benefits is not determined by factors such as money and status, but by factors such as development rights, development opportunities, and development conditions.

The equalization of public services means that citizens enjoy equal public services in urban and rural areas and between regions. In China, there are two imbalances in economic development, one is the imbalance between urban and rural areas, and the other is the imbalance in economic development between the eastern and central and western regions. Starting from the overall social interests, evaluating the level of public services in various regions is conducive to promoting the equalization of basic public services. We always analyze problems from the three levels of opportunity, process, and result, which can also be applied to the field of equalization of public services. Equalization of opportunity refers to whether citizens have equal opportunities to enjoy public services, and equalization of process refers to the enjoyment of all citizens. The distribution process of public services realizes social fairness and justice. The equalization of results depends on whether the experience and satisfaction of people enjoying public services are equal.

3. THE EXPANSION AND DEVELOPMENT OF CAMPUS PHOTOGRAPHY STUDIOS

After the competition, we specially organized everyone to study the article "Analysis and Quality Improvement Strategy for National Awarded Micro Course Works" written by Li Yusong and Zheng Xiaojun, and clearly recognized the advantages of excellent works, mainly including topic selection, teaching design, presentation form, and micro course duration. At the same time, I also understood the misunderstandings in the award-winning works, mainly in terms of content and structure, visual aspects, auditory aspects, etc. The most important thing is that we summarize and reflect on our own production process and the shortcomings of our works. A summary has also been made on strategies to improve quality, mainly including content improvement strategies, visual improvement strategies, auditory improvement strategies, etc. [5]. The development of basic education can be seen from the data of primary school, middle school and high school. In 2012, there were 282,000 compulsory education schools across the country, enrolling 32,854,300 students; 144,589,600 students; the consolidation rate of nine-year compulsory education was 91.8%; and there were 9,089,800 full-time teachers. 228,600 primary schools; 17.1466 million students; 96.9590 million students; 16.4156 million graduates; 99.85% net enrollment rate of primary school-age children; 5.5385 million primary school staff; 5.5855 million full-time teachers; qualified primary school full-time teachers The rate is 99.81%; the pupil-teacher ratio is 17.36:1. 53,200 junior high schools (including 49 vocational junior high schools); 15.7077 million students; 47.6306 million students; 16.6078 million graduates; 102.1% gross enrollment rate; 88.4% junior high school graduates. For the educational evaluation of basic education, countermeasures and suggestions are put forward mainly from the perspective of school evaluation and teacher evaluation. First of all, school evaluation corresponds to institutional arrangements such as implementing the modern division of labor and improving the modern school system, on which the success or failure of educational reform and the level of educational development depend.

3.1 Scale expansion

Traditional campus photography studios are based on schools and have a small market size, which limits their future development. Furthermore, once the main team leader graduates, the studio loses the natural cradle of the school. Adhering to conventions will only lead to a decline in the studio. Expanding our market is to give the studio lasting and vibrant vitality. The next goal of the studio is to attract young users by using Tiktok, Xiaohongshu, Weibo and other media through high cost performance ratio in the face of some new young people in the society. In addition, after the team won their first bucket of gold, they used their leisure time to take sunset photos for the elderly, accompany them, and give back to society. The studio is a loving team. Only by strengthening the internal quality system can we avoid unnecessary external intervention and reduce external intervention, so that there will be no quality management vacuum. Secondly, teacher evaluation corresponds to the teaching process of qualified teachers, which is the basic way of education quality, and the ideal characteristics of graduates must also be realized through teacher evaluation. Any concept of educational evaluation reform is meaningless if it cannot be successfully spread to the classroom through front-line teachers and change the learning outcomes of students. If classroom evaluation is not handled properly, it is easy to cause great damage to students' learning and growth.

Through ten years of hard work, the popularization of basic education in China has been significantly improved, and the popularization of compulsory education has reached the average level of high-income countries in the world. But there are still some challenges and problems. The key issues of basic education are mainly in the aspects of education evaluation, teacher team construction and education informatization and digitization.

3.2 Innovative development

The state encourages college students to start businesses and holds many innovation and entrepreneurship competitions. Although the studio is just starting, team members utilize subject knowledge to combine entrepreneurship with scientific research, actively participating in innovation and entrepreneurship competitions. On the one hand, they use their leisure time to obtain innovation credits, and on the other hand, they also exercise their team cooperation ability. In addition, they not only exercise their practical skills, but also enrich their academic research achievements. In the process of English education informatization, as the executor of English teaching, English teachers' information technology skills directly affect the teaching effectiveness. Committed to improving the information technology capabilities of English teaching in secondary schools in this region, combined with our school's unique "Happy Classroom" teaching model, we further promote the co construction and sharing of high-quality educational resources in our school. On the afternoon of October 10, 2019, a micro course competition was held in the English subject group. A total of 16 teachers participated, with the aim of promoting learning through competitions and teaching through competitions, to promote teachers' continuous exploration of new models and methods of English teaching and learning using information technology in the context of the information age, in order to achieve efficiency in English classrooms, promote the diversification and high-quality development of English teaching resources, and enhance English teachers' information technology application ability.

Establishing the unique characteristics of the studio itself, with unique services to stand out, and then launching other personalized services of the studio according to market timing, the former being the independent variable X. The latter is the dependent variable Y, the former is more fixed, and the latter is more likely. For example, special services refer to taking a certain number of photos and giving away customized postcards, bookmarks, and phone cases for free. For example, personalized services include: the studio recently purchased a batch of Republic of China clothing and designated the shooting theme to be the girl portrayed by Eileen Chang. Combining to achieve innovative textbook design. The second is to enhance the information technology ability of English teachers. Through systematic learning and practical application, the information technology ability of teachers is indeed improved. The third is the optimization of the construction of the English teacher team. Through the development and progress of the school's English teaching resource library, it can provide a platform for the entire English subject group to learn and improve, achieving the effect of scientifically and effectively strengthening the construction of the teacher team. Fourthly, the effectiveness of English teaching is significant. Through visual and specific information displays, images, sounds, and shapes are combined, and through high-tech processing, a new information platform for learning English is formed, promoting students' active and happy learning, which can significantly improve their learning outcomes and academic performance. The fifth is to form information-based English teaching resource sharing, collective lesson preparation, division of labor cooperation, which can gather the wisdom of everyone, form collective wisdom achievements, achieve resource sharing and common progress.

3.3 The Reform of Basic Education Evaluation Needs to Be Deepened

Educational evaluation policy is the "weather vane" of educational evaluation reform. Since the reform and opening up, Chinese educational evaluation policy has experienced four periods: standardized construction, diversification and improvement, scientific reform, and systematic integration. There are many educational evaluation issues related to basic education, including basic education school evaluation, teacher evaluation and student evaluation. The seriousness of the evaluation problems of basic education schools is mainly determined by the importance of the evaluation object's responsibility and role in the development and growth of teachers and students, the overall education and even economic and social development, and the vulnerability of its relative status in the evaluation. The external dominance, the "three evaluations and one investigation" of

loan sharks, and the administrativeization of "promoting construction with evaluation" replaced the professionalization of "assisting construction with evaluation". The management system and management system are not sound enough, the regulations and development plans formulated have not reached the due strategic level, and the necessary norms and professionalism are lacking. Teacher evaluation problems in basic education are mainly manifested in the teachers' subjectivity in daily education and teaching activities, the wide range of evaluation objects, the complexity of the evaluation process, and the evaluation results. There are many problems in the evaluation of teachers' professional titles and performance evaluation, which can not only fully reflect the overall direction of the school's teaching work, but also directly affect their attentive education and evaluation of students, and indirectly affect Employer's evaluation.

3.4 The Allocation of Basic Education Teacher Resources Needs to Be Continuously Optimized

The effective allocation of high-quality teacher resources is an important way to achieve "fair and quality" education in China. Schools in remote mountain villages still face shortage of teachers and difficulty in recruiting, and there is a contrasting shortage of teachers in county- level primary schools. Generally speaking, county primary schools have basically reached a balanced level, but just looking at a certain value may be "averaged" by other data, and more data is needed to dig out some local and specific problems, rather than just looking at the whole, ignoring the fact that there is a shortage of teachers in some remote mountainous areas. The difference in the professional title level of urban and rural teachers has narrowed, but it is more difficult to evaluate and hire rural teachers. Existing studies have shown that there is not much difference in the level of teachers' professional titles between urban and rural areas, which shows that in recent years, county schools have vigorously promoted the biased policy of giving priority to teachers' professional titles, which has promoted the level of teachers' professional titles to a certain extent. However, according to actual research, although there is no significant difference in the level of professional titles of teachers between urban and rural areas, teachers still encounter some difficulties in the evaluation and employment of professional titles in educational practice. Teachers' satisfaction with teachers' school environment is still low. Among them, there is a significant difference in the school environment satisfaction of urban and rural primary school teachers, and the average level of environmental satisfaction of urban and rural junior high school teachers is relatively low; urban and rural junior high school teachers have a significant difference in school environment satisfaction, and the satisfaction of junior high school teachers in county towns is lower than that of junior high school teachers, but the mean value of urban and rural junior high school teachers' satisfaction with school environment is lower horizontally.

3.5 The Digital Level of Basic Education Informatization Needs to Be Significantly Improved

The survey conducted by Yu Siyan et al. on 29 districts (counties) in 10 cities in Guangdong Province shows that in the process of promoting the high-quality and balanced development of compulsory education, there are still uncoordinated development mechanisms, low level of integration of technology and classroom teaching, and "high-quality" education informatization in Guangdong Province. Insufficient construction of digital teaching resources, imperfect information training system and other problems. Zhu Zhiting and others studied the digital transformation of education in Shanghai, led the development of a series of standards for Shanghai's education digital base as the No. 1 project of education digital transformation, and participated in the construction of three pilot areas in Baoshan District, Changning District and Xuhui District. Through preliminary research and practice, it is found that information network, platform system, digital resources, smart campus, innovative applications, and trustworthy security are the six key directions of the new infrastructure of education informatization. As basic education in an important field of people's livelihood, although its informatization work has been vigorously promoted and achieved certain results, the research on its digital transformation is still relatively weak, and relevant theoretical research and path guidance are urgently needed.

3.6 Guided by the Policy of Publicly Funded Normal Students, Improve the Quality of Teacher Supply

Some scholars have put forward a series of suggestions to solve the problem of rural teacher shortage. First of all, "precisely approve" the number of teachers based on the school rather than the region (cities, counties, districts). Secondly, implement the urban and rural "new dual-track system" teacher staffing standards to solve the shortage of rural teachers. Finally, increase the flexibility of teacher staffing to solve the shortage of front-line teachers caused by the increase in the school-age population brought about by the changes in the national family planning policy, especially the second and third births of female teachers. Some scholars proposed to further improve the teacher personnel system and establish a benign rural teacher flow mechanism; expand local training units and set up a graded enrollment structure; expand the scope of policies to achieve a reasonable match between the supply and demand structure of teachers; strengthen educational support and improve rural education. career attractiveness of teachers. In addition, from the perspective of teacher supply, normal students are an important source of supplementary teachers. It is necessary to implement the policy of publicly funded normal students and the "Excellent Teacher Program" policy to provide high-quality teachers for underdeveloped areas in the central and western regions.

4. SUMMARY

The 90000 mile online studio is still in its early stages of development, and the photography services provided can only achieve long-term development through continuous innovation. A studio can survive and develop not only with the skills of photographers and the superior campus environment, but also with a service attitude towards customers. Excellent works, coupled with early promotion and thoughtful after-sales service, continuous innovation in work, service, technology, and equipment can give the studio a broader future. The real market competition has not yet begun. Only by being down-to-earth, stable, maintaining survival, and continuously developing and advancing can we break through the campus market and truly enter society. With the deep integration of information technology and English teaching, the classroom in the "Internet plus" era will inevitably require English teachers to change their teaching concepts and improve the level of information technology. This article explores strategies to improve the information technology level of English teachers, in response to the current situation where their information technology level is generally low. The micro course competition is just one of the many carriers for improving the information technology level of English teachers. In our actual ability improvement, all English teachers need to consciously learn, including the latest theories and multimedia technology applications. The second is to have the spirit of embracing all rivers and seas, be knowledgeable and practice more, implement learning plans such as going out and learning from developed cities, and constantly broaden one's theoretical foundation and practical level. As a school, we should improve our training system, develop suitable training plans based on the school's equipment and actual teaching needs, design reasonable courses, have scientific assessment standards, rich reward mechanisms, and have specific achievements transformed.

First of all, we must strengthen the construction of new infrastructure. Promote the application of new generation information technologies such as 5G, big data, cloud computing, artificial intelligence and other new generation information technologies at the regional and school levels, establish educational big data warehouses, promote the integration and sharing of educational data, build educational brains, and promote data integration as a whole. Integrate and establish data application and analysis models for students, teachers and schools. Secondly, cultivate new capabilities based on digital capabilities; in order to adapt to social digital reforms and adapt to a rapidly changing world, it is key to innovate the talent training model and cultivate the digital capabilities of new students. Finally, establish a sustainable development culture and multi-sectoral cooperation mechanism. The digital transformation of education is a process of all elements, the whole process, the whole business, and the whole field of digitalization. It is necessary to establish a continuous improvement culture, coordinate the relationship between planning, construction and maintenance and updating, establish a continuous attention and investment mechanism, and promote organizations and schools to establish a continuous improvement awareness.

To sum up, to solve the key problems of basic education in China mainly through the evaluation policy to guide the evaluation of education in the new era, a series of policies for public-funded normal students to promote the construction of teachers, and the digital transformation of education to improve the quality of basic education.

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