

Analysis of the Survey of Social Value of High-quality Farmers in Hubei Province, China

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ABSTRACT

In order to promote the quality and efficiency of high-quality farmers and to improve the training mechanism, we must give full play to the agricultural radio and television school system. The research adopts the method of comprehensive survey of grassroots rural organizations in Hubei province and of sample survey in some cities to track the realization of social value of high-quality peasant students. The research results show that recent development requirements demand high-quality farmers to realize their social value, which suggests the problems of insufficient policy support and implementation, the imperfect growth mechanism of high-quality farmers, and the shortcomings of their ability. In order to achieve the goal of training high-quality farmers, it is necessary to take seriously the survey data from the frontline, grass-roots rural organizations, focusing on the technical support for rural talents, the further implementation of policies, the increase of financial support, and effective implementation of the quality and efficiency of the training of high-quality farmers.

KEYWORDS

High-quality Farmers; Social Value; Agricultural Radio and Television School.

1. INTRODUCTION

The training of high-quality farmers is an important starting point for developing talents for agricultural modernization and rural revitalization in China. Since the launch of the pilot work in Hubei Province in 2012, more than 400,000 high-quality farmers (including former new professional farmers) have been trained in the following ten years, and numerous poverty alleviation training sessions have been carried out involving 66,000 participants. In 2023, a total of 36,539 high-quality farmers were trained in Hubei province, exceeding the performance target by 82.7%. In 2024, Hubei provincial government has included the development of high-quality farmers in the top ten projects for public well-being. The No.1 document of the central government in 2024 clearly demands implementing the rural revitalization talent support plan, increasing the training of rural local talents, orderly guiding all kinds of urban professional and technical talents to serve in the countryside, improving the comprehensive quality of farmers, giving play to the role of agricultural radio and television schools, and improving the effectiveness of farmers' education and training[1]. At present, Hubei province, according to the high-quality farmers training requirements, have conducted all kinds of training programs, but there are simply too many kinds of rural training projects and effective channels have not been established between high-quality farmers development and rural high-quality talents and the comprehensive realization of social value of high-quality farmers is not obvious. In order to clarify these problems, this study went deep into rural grass-roots organizations, had discussions with relevant subjects, carried out extensive investigations, tried to grasp the status of high-quality farmers development, dissected the problems that hinder their realization of social value,

so as to lay a foundation for exploring the path of the development of high-quality farmers and the realization of their social value.

2. LITERATURE REVIEW

The concept of "high-quality farmers" was introduced with the proposal of China's rural revitalization strategy, and there is no direct research abroad. Developed countries in the process of urbanization, synchronous completed the rural industrialization and farmers' professionalization, while existing non-Chinese studies focus on the professionalization of farmers, such as "agricultural talent management" similar to "high-quality farmers" in China, mainly focused on the importance of professional farmers, professional farmers training method and the willingness to be professional farmers[2].

As the backbone of rural talent revitalization, high-quality farmers are the most active group in farmers. Chinese scholars have extensive discussion on the study of high-quality farmers. In recent years, the research focus has gradually shifted to the analysis of the influencing factors of high-quality farmers. It is suggested that digital economy has improved the entrepreneurial behavior of high-quality farmers, and this promotion effect is more obvious for high-quality farmers with training foundation.[3] It is pointed out that information awareness increased farmers' income. It is more obvious for the young, the less educated and those with non-agricultural employment experience.[4] It is believed that e-commerce creates opportunities for high-quality farmers, and various online platforms reduces the cost of high-quality farmers and stimulates the entrepreneurial vitality of high-quality farmers.[5] It is argued that in the process of implementing the rural revitalization strategy, digital technology is the driving force and talent is the foundation, and the mutual integration of the two plays an important role in promoting the development of high-quality farmers[6].

At the same time, with the advancement of the integration of digital economy and agricultural development, higher requirements have been put forward for training high-quality farmers. Majority studies focus on two aspects, the bottleneck of high-quality farmers development encountered under agricultural digitalization and the various ways of high-quality farmers to improve their digital expertise. For the former, it is suggested that there are several practical difficulties in improving the digital expertise of high-quality farmers in China, such as the inadequate digital network infrastructure in rural areas, the inadequate development of farmers themselves and the low participation of farmers.[7] It is also pointed out that the current development system of high-quality farmers focuses too much on training and technology, not on development and management.[8] For the latter, it is proposed that the focus of developing high-quality farmers is on improving digital expertise, including deepening digital awareness, strengthening the construction of information technology infrastructure and creating a digital development environment.[9] At the same time, efforts should be made to improve the internal learning motivation of farmers, to expand various ways for farmers' education, and to build various bases integrating industry and education to meet the needs of agricultural industry.[10] It is also suggested that efforts must be made to strengthen the top-level design, to promote the institutionalization of high-quality farmers development, to build the identification mechanism for developmental needs of high-quality farmers, to improve the relevant service quality, to modify the relevant long-term mechanism[11].

In conclusion, this research explore the factors for high-quality farmers to realize their social value from micro perspective, on the basis of field research data in Hubei province. Considering present requirements for training, it attempts to explore the real demands of farmers students, to encourage all kinds of high-quality farmers students to fully realize their social value, so as to improve training effect and boost rural revitalization.

3. HIGH-QUALITY FARMERS' SOCIAL VALUE SURVEY SAMPLE

3.1. Questionnaire Design

For a more accurate understanding of the social value of high-quality farmers in Hubei province, questionnaires with a total of 26 questions, including following four parts, the basic identity information of the investigation object, influencing factors for high-quality farmers social value realization, current situation of high-quality farmers, and high-quality farmers social value implementation problems and suggestion, were distributed anonymously to participants of various kinds of high-quality farmers training classes in the province. A total of 1100 questionnaires were distributed in this survey, and 1100 valid questionnaires were collected.

3.2. Basic Information of the Samples

Based on the design of the questionnaire, the basic information of the survey sample includes: gender, age, educational level, talent category and political status, and the specific number and proportion are shown in Table 1.

Gender of the respondents: 711 males, accounting for 64.64%; 389 females, accounting for 35.36%.

Table 1. Basic information of the survey respondents

| item | | frequency | proportion (%) | Total frequency |
|------------------|--|-----------|----------------|-----------------|
| gender | female | 389 | 35.36 | 1100 |
| | male | 711 | 64.64 | |
| education | Middle school diploma and below | 402 | 36.55 | 1100 |
| | High school diploma | 456 | 41.45 | |
| | College degree | 239 | 21.73 | |
| | Graduate degree (Master, PhD) | 3 | 0.27 | |
| age | 30 years old and below | 66 | 6 | 1100 |
| | 31-50 Years old | 647 | 58.82 | |
| | 51-60 Years old | 327 | 29.73 | |
| | Over 61 years old | 60 | 5.45 | |
| Talent category | Rural Party and government cadres | 75 | 6.82 | 1100 |
| | Rural management personnel | 503 | 45.73 | |
| | Rural social work talents | 474 | 43.09 | |
| | Rural legal talents | 48 | 4.36 | |
| political status | Party members and probationary Party members | 282 | 25.64 | 1100 |
| | Communist Youth League member | 137 | 12.45 | |
| | Others | 681 | 61.91 | |

Educational background: those with college degree or above account for 22%, those with only high school diploma account for 41.45%, and those without high school diploma account for 36.55%. The

educational levels of high-quality farmers are generally not high, and the proportion of highly educated talents is too small. Age category: people aged 31-50 are the majority, accounting for 58.82%, followed by people aged 51-60, accounting for 29.73% and the young people aged 30 and below, accounting for only 6%. Talent category: the majority are rural management talents, accounting for 45.73%, followed by rural social work talents and rural party and government cadres, accounting for 43.09% and 6.82% respectively, and the rural legal talents, accounting for only 4.36%.

As can be seen from Table 1, among 1100 respondents, non-party and non-communist youth league members are the majority of high-quality farmers, accounting for 61.91%; followed by party members and probationary members, accounting for 25.64% and Communist Youth League members, accounting for 12.45%. From the perspective of political status, the sample survey of high-quality farmers shows that people without any political affiliation are the main force of high-quality farmers, followed by the party members and probationary party members, who are an important part of promoting and strengthening the agriculture and rural modernization. However, Communist Youth League members account for less than 13%, indicating that even in the rural area, aging population and labor force is a serious problem.[12] Therefore, it is urgent to encourage more young people to join high-quality farmers and to fully realize their own social value.

3.3. Analysis of Talent Characteristics

Based on the research needs and the questionnaire, following analysis of high-quality farmers is conducted from the perspectives of educational background, age and professional structure.

3.3.1. Analysis of High-quality Farmers' Educational Background.

Survey shows that majority of high-quality farmers are male, 29.28% higher than women. In the age of mass higher education, the overall educational level is still low. Only 21.73% respondents went to college and only 0.27% respondents have graduate degree. Low education levels refer to difficulties in understanding new policies, updating training, undertaking technology promotion tasks, and fully realizing their social value.

3.3.2. Age Analysis of High-quality Farmers

Respondents spread over two groups of 31-50 and 51-60 years olds, accounting for 58.82% and 29.73% respectively, which shows that the middle-aged people are the main force in rural development. Young people aged 30 and below only account for 6% and the immediate question would be whom can be relied upon for future rural development. It is a real problem worth contemplating.

3.3.3. Professional Analysis of High-quality Farmers

Agriculture and rural areas are complex, which requires all kinds of professional and technical talents, especially comprehensive talents to support the development. The survey results show that the proportion of rural social work and management talents is 45.73% and 43.09% respectively, reflecting taking economic development as the priority, that the rural legal talents account for only 4.36%, reflecting the backwardness of rural legal development, and that the rural party and government cadres account for 6.82%, matching the actual situation of rural talents.

The composition of talent types reflects the skill reserve of high-quality farmers. According to the survey data, there are sufficient social work talents, but in the context of building a country under the rule of law, there are still insufficient legal talents with professional legal knowledge.

4. OUTSTANDING PROBLEMS IN SOCIAL VALUE REALIZATION OF HIGH-QUALITY FARMERS

4.1. Insufficient Policy Support for Talent and Inadequate Policy Implementation

Various governments have issued many policy documents on how to solve the problems of "agriculture, rural areas and farmers", and have stressed that the fundamental way to solve the problems of rural revitalization is to develop and expand local talents. Since the concept of "high-quality farmers" was put forward, governments at all levels have issued relevant policies and plans for attracting, retaining and developing talents. However, in the survey on the realization of the social value of high-quality farmers, 62.36% of the respondents still claim "lack of relevant policy support".

Therefore, it can be inferred that the policy measures of high-quality farmers to realize social value do not match the actual implementation effect, and there are even big differences. When asked the question "What kinds of deficiencies do you think are in the implementation of local talent policies", more than 40% respondents choose "the objects of implementation are not clear", "the policy content is not clear", "low policy implementation efficiency" and "policy implementation is not achieved". It shows that many people cannot thoroughly understand the specific content of the policy, the policy objectives and the impact of the policy, which leads to a series of problems such as the difficulty to achieve the policy objectives, the inadequate implementation of the policy, the mixing of policies, the reduction of the implementation effect, and the inability to timely protect the interests of talents. The key to promoting rural revitalization is to improve the efficiency of policy implementation, in which we should pay attention to the proper publicity and implementation, so as to improve the awareness of policies among local population.

4.2. Lack of Advance Mechanism of High-quality Farmers

Hubei province has always implemented the "stratification and classification and classification" to carry out farmer education and training. In addition to attracting talents and retaining talents, training is also an important aspect. 62.36% respondents choose "talent selection mechanism", claiming that it is an important problem affecting the development of high-quality farmers.

The selection of students is the primary step in training qualified high-quality farmers. 35.09% respondents claim that evaluation mechanism is not sound. The daily workload in rural areas is large and complicated, and the incentive mechanism without formal and systematic evaluation standards will erase the confidence and enthusiasm of high-quality farmers and therefore affect the realization of their social value. At the same time, for "what do you think to establish the long-term mechanism for the realization of the social value of high-quality farmers (multiple choice), 90.45% respondents choose "policy support" and 73.91% choose "fund guarantee", indicating that policies and funds have always played the most important roles in rural development.

4.3. The Weakness of High-quality Farmers' Abilities

The survey shows that for "what do you think of the level of high-quality farmers", nearly 55% of respondents choose answers below the "high level". This shows that there is still a long way to go to improve the quality of high-quality farmers, as the overall satisfaction of the high-quality farmers is not high, and the idea reform of new professional farmers still needs to be established, which can be explained by the weakness of the abilities of high-quality farmers. First, the rural population is comprised of old people, women and children, who lack educational experience and relevant modern professional knowledge and expertise, and have difficulties in understanding relevant government policies, resulting in reducing the effects of policy implementation. 83.18% respondents claim that "practical exercise" is the most important training method, while 56% claim that "talents lacking

practical experience", indicating the gap between the concept of practical exercise and the specific implementation.

Table 2. Training methods of high-quality farmers (multiple choice)

| How to cultivate | Sample number (person) | proportion (%) |
|----------------------------|------------------------|----------------|
| Offline classroom training | 731 | 66.45 |
| Online course | 537 | 48.82 |
| Practice exercise | 915 | 83.18 |
| Exchange discussion | 782 | 71.09 |
| Other ways | 34 | 3.09 |

5. ANALYSIS OF THE FACTORS AFFECTING THE REALIZATION OF THE SOCIAL VALUE OF HIGH-QUALITY FARMERS

5.1. Gap between Policy and Reality and Resulting Failure to Meet the Expectation in the Developmental Quality and Efficiency

It shows that there is still a gap between the formulation and the implementation of rural policies in China as only 29.82%, respondents claim "conforming", indicating that there is a discrepancy between the top-level design of high-quality farmers training policies and the implementation in the local realities, which hinders the training, introduction and retention of high-quality farmers. At the same time, 42% respondents believe that the implementation of policies is below "good", nearly 40% believe that the implementation of national policies is not adequate at the grassroots level, and many others think that national policies are not well implemented.

As the training platform all the way from the national level to the county level, agricultural radio and television school system has the advantages over other training institutions such as the field schools, but its function has weakened in recent years. Local governments often lack relevant understanding of the training work, leading to ineffective cooperation among different departments, inadequate policy implementation and low implementation efficiency, which can neither reveal the training effect nor help farmers to realize social value.[13] This shows that the implementation of the high-quality farmer development policies needs to shift its focus from quantitative indicators to qualitative ones and that efforts must be made to promote policy implementation and to strengthen the supervision and inspection thereof.

5.2. Low Level of Education for Farmers, and the Inability to Acquire Wealth Through Science and Technology

The foundation of rural revitalization is industrial revitalization, and high-quality farmers are the main force for industrial revitalization. China has moved into the era of mass higher education, but the educational level of the rural population is still too low. According to China Rural Statistical Yearbook 2023, the proportion of heads of rural families who went to colleges is still low. The proportion of those with only primary school education or lower is 31%. The proportion of those with middle school education is 55%. The proportion of those with high school education is 12%. The proportion of those with college education or above is only 2%. Even for those who went to high school, dropout phenomenon is a serious problem.

According to the survey, males account for 64.64% of the labor force, indicating that males are still dominant in rural production. The young and middle-aged account for 58.82% of the labor force and

78% of them have a high school diploma or below, which may explain the lack of agricultural production, operation, management skills and advanced development ideals, such as information lag, poor knowledge transformation ability, lack of operation and management system, all of which restrict the income increase and scale expansion of the industry.

5.3. Lack of Solid, Foundational Economic Support and the Difficult Realization of High-quality farmers' Social Value

The statistics of rural economic development evaluation show that more than 30% of respondents are not satisfied with the rural economic development. For "what do you think of the economic foundation of rural areas", 662 respondents choose below "solid", accounting for 60.18%. For "Do you think it is convenient to obtain funds or loans in rural areas", 515 respondents choose below "convenient", accounting for 46.81%. For "what do you think of the level of rural financial management", 506 respondents, or 46%, choose "in place".

The main way for high-quality farmers to realize social value depends on industrial revitalization. The weakening of industrial development conditions puts farmers in difficult situation, and restricts the developmental effect of high-quality farmers, which runs counter to the original intention of comprehensively improving farmers' quality and professional skills. Since most villages have not achieved economic diversification to effectively reduce market risks and natural risks, it is impossible to establish various channels to increase production and income to help farmers realize social value through industrial development. This shows that due to the limits of rural economic foundation, financial management and other problems, more than half of the high-quality farmers face difficulties in the process of value realization, which further shows that there are incomplete and inadequate rural economic development problems.

5.4. Outdated Training Methods and the Limited Realization of the Value of High-quality Farmers

On the whole, the respondents present quite affirmative evaluation of the farmer education system, but there are still 45.09% respondents who claim that the construction of the farmer education system and their mastery of modern agricultural knowledge are at the middle and lower level, and 53.45% respondents who claim that the knowledge of modern farmers is below "relatively extensive". With the further development of rural digital economy, it is urgent to improve the digital knowledge of farmers, and professional technical talent is in urgent need. Due to the lack of digital knowledge among farmers and the inability to introduce skilled human capital from the outside, the role of the supply and demand structure cannot be effectively played.[14] The lack of high-quality farmers and the demand mismatch of farmers are important reasons for passive departure from the market[15].

Agricultural digital economy development mode puts forward new requirements for training. The overall training system, such as relevant investigation and research, student selection, course design, places too much emphasis on the completion of the training and is therefore outdated in term of improving participants ability and quality and promoting the practical effect of social value, which leads to the development of high-quality farmers only in terms of quantity, not quality. Short-term production, operation and professional skills cannot effectively meet the actual demands of farmers, failing to establish systematic learning and to apply the agricultural knowledge to production and operation. The solidification of the training mode and the slow process of the innovation mode cannot help the students to truly realize their social value.

6. SUGGESTIONS AND RESPONSES

6.1. Focus on Technical Support for Talents and Policy Implementation

In terms of training high-quality farmers, governments at all levels need to strengthen their leadership role, and local governments especially need to strengthen and optimize their leading roles. As far as the former is concerned, the main emphasis is the need to actively promote the development of high-quality farmers. Only the legislative design on the national level can provide the most powerful guarantee. For the latter, the focus is to strengthen talent technical support, to improve the quality of both full-time and part-time teachers, to give full play to local expertise, to highlight the role of mentors, to improve the follow-up technical support and the effectiveness and pertinence of training, to pay attention to knowledge and skills update and to help farmers to realize multiple management and part-time operation. Governments at all levels need to give full play to the national sharing of farmers field schools, and the provincial farmers education sharing of teachers. Efforts have to be made to integrate the current agricultural and rural policies, to push various rural resources into the market, to guide agricultural production resources to high-quality farmers, to adequately improve scale production and operation and relevant subsidies thereof, to expand the scope and the amount of agricultural machinery subsidies, and to fully implement the high-quality farmers support policies.

Emphasizing the role of governments at all levels should not lead to ignoring the importance of mobilizing the enthusiasm and initiative of farmers. There is a close connection between the leading role of the government and mobilizing the enthusiasm of farmers. In order to improve the enthusiasm of farmers to participate in training, it is necessary to strengthen the main responsibility of district and county bureaus, to eliminate "coping" attitude, to optimize the teaching content according to local industries, technical demands and students. It is necessary to modify professional qualification certificates system to boost farmers' occupational pride and sense of responsibility.

6.2. Focusing on the Quality and Efficiency of the Development of High-quality Farmers

The development of high-quality farmers is a complicated work, which needs to take into account both the "process" and the "result" as well as both the "short-term" and the "long-term" effect. It should set the goal of improving the quality of farmers, take ideological development as the guide, strengthen reform and innovation, promote policy creation breakthrough, and boost rural revitalization more effectively. This requires not only to pay attention to the realization of instrumental rationality in the process of input, use and output of farmers' individual knowledge and technical skills, but also to pay attention to the realization of humanistic rationality such as farmers' personal freedom and comprehensive development.[16] It should not only emphasize the pursuit of efficiency, but also highlight the embodiment and realization of the self-value of farmers as the main agents of society, economy and culture, which is the synergistic symbiosis between instrumental rationality and value rationality[17].

For the construction and development of the agricultural radio and television school system, it is necessary to achieve the goal of developing high-quality farmers from following aspects. First, it is necessary to focus on the construction and deployment of talent team, to implement the system of teachers sharing by the provincial agricultural schools, and to build the trinity of "teaching materials + curriculum + teachers" characteristics in Hubei Province. Second, efforts must be made to insist on the adequate selection of students and the effective training courses at all levels. This includes exploring the standardized development of farmers' field schools, and in addition to existing training base, further expanding high-quality farmers in the form of short training classes. Third, it is necessary to establish and improve the training evaluation and guidance, and to strengthen the field review of high-quality farmer training. Forth, in order to cope with the development trend of

digitalization, it is necessary to build an agricultural digital technology service team and strengthen throughout service guidance.

6.3. Increasing Funds to Help Realize the Social Value of High-quality Farmers

Providing adequate funding for training high-quality farmers needs to establish an investment mechanism by the government, the employers and the individual farmers. This requires central and local governments to play the key role. On the one hand, such financial support is directly reflected in strengthening input in fiscal expenditure at all levels, and on the other hand, it is also reflected in providing indirect financial support in system construction and policy implementation. For the former, it refers to implementing the policy of strengthening agriculture and benefiting farmers, increasing the amount of subsidies for agricultural machinery production, tax reduction and exemption, providing loans and interest discount for small business, addressing financing difficulties for high-quality farmers to expand the production and operation scale, helping farmers to realize social value, ensuring the precise release of project funds, combined with the adequate selection of students, and striving for qualified students to achieve "quick treatment" and "policy direct". For the latter, it refers to actively promoting the establishment and improvement of a comprehensive support system for high-quality farmers, including starting new business, agricultural insurance, informational services and labor security, supporting new professional farmers to undertake agricultural science and technology projects, providing support in land circulation, infrastructure investment, financial credit, tax reduction, technical services, marketing promotion, etc., building a diversified financing guarantee system, fast tracking the unification of urban and rural information markets, promoting the integration of rural industries, actively attracting investment with the guidance of industrial value, building a new guarantee mode of "cultivation + technology + capital" for the students, paving the road from the completion of the training to the real development of talents. In addition, besides strengthening various forms of financial support from governments at all levels, it is necessary to encourage other social and market entities to invest in farmers' education and training, so as to better produce the aggregation and amplification effect.

6.4. Training Mechanism for High-quality Farmers Through Stratification and Classification

The training mechanism through stratification and classification requires ensuring grain and oil supply on national level, boosting training effects focusing on the industrial development capability of new market entities. At the same time, it needs to focus on providing key services and support for the construction of the agricultural industry chain in Hubei province and to carry out training for the provincial agricultural industry chain. In this process, the main emphasis is on the training of digital agricultural talents, reflected in the special training of rural e-commerce talents. For the former, it needs to increase investment in digital education in rural areas, to develop digital farmers talent training plan and talent recruitment policy focusing on what is urgently needed, who master cutting-edge technology, to intensify the initial demonstration leader training in order to push forward multi-level, multi-field training, to avoid conflicts between different farmers training program. For the latter, Hubei province has trained 4,192 rural e-commerce live broadcasting talents since 2020. In this process, efforts have been made to carry out the training of rural e-commerce leaders and farmer anchors at different levels, to encourage local efforts to train farmers to conduct live-streaming sale on platforms such as Tiktok, Taobao and Little Red Book using existing e-commerce live broadcast base, to organize rural e-commerce live-streaming contest, helping farmers to move upward in the agricultural product value chain and to increase their income, to build "government-enterprise-rural e-commerce business owners" new rural e-commerce model, to address the "first and last kilometer" delivery related to rural e-commerce through improving county and village e-commerce service mechanism.

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