



## Meeting the Learning Needs of the Silver Generation! Kuaishou's "Older and Wiser" Online University for the Elderly Starts Classes

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In Kuaishou's pan-knowledge ecosystem, there is a wealth of knowledge content beloved by the 50+ silver generation, such as health preservation, legal knowledge, family education, and classical Chinese studies. These new knowledge popularizations are meeting the diverse learning needs of middle-aged and elderly people. Starting from September 1st, the "Older and Wiser" section will gather high-quality creators in related fields to bring a series of live broadcasts for elderly users, allowing more silver-haired individuals to embark on the path of lifelong learning. In the future, Kuaishou's New Knowledge will continue to leverage the advantages of the pan-knowledge content ecosystem to continuously improve the "online university" for learning and enjoyment for old age, helping the silver generation to enrich themselves and enjoy life.