



Kuaishou Teams Up with Kunming Anti-Fraud Center to Launch Winter Vacation Public Welfare Campaigns and Enhance Students' Anti-Fraud Awareness

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Yunnan Net: [Kuaishou Teams Up with Kunming Anti-Fraud Center to Launch Winter Vacation Public Welfare Campaigns and Enhance Students' Anti-Fraud Awareness](#)

Kuaishou, in collaboration with the Kunming Anti-Fraud Center, visited Yunnan Xinxinan Technical School and Yunnan University of Traditional Chinese Medicine in Kunming to conduct two campus-based anti-fraud public welfare campaigns themed "Enjoy the Winter Vacation, Fraud Prevention Never Takes a Break." A spokesperson from Kuaishou stated that the platform has always placed great emphasis on combating and preventing fraud through both governance and public awareness. Leveraging artificial intelligence (AI) and big data technologies, Kuaishou has independently developed and deployed over 120 anti-fraud risk control models, which automatically identify and intercept 96.5% of fraudulent activities. Additionally, based on its technology for identifying abnormal behaviors associated with vulnerable populations, Kuaishou actively reaches out to potential victims, issuing an average of over 15,000 daily reminders. Throughout the year, the platform sends out anti-fraud alerts to 139 million individuals via multiple channels and scenarios. Kuaishou actively harnesses the strengths of its "short videos + live streaming" products to support nationwide anti-fraud campaigns, fostering a positive community environment for fraud prevention. In 2024, the Kuaishou platform produced over 870,000 anti-fraud short videos, which garnered a total of 11.5 billion views. Additionally, it hosted 27,000 anti-fraud live streams, with a combined viewership of 410 million. Among these, the trending topic #Nationwide Anti-Fraud in Action# achieved 520 million views. The "First Anti-Fraud Class of the School Year" live stream series saw a peak viewership of 26.64 million for a single session, with a total of 50.49 million views across nine sessions. While strengthening online anti-fraud campaigns, Kuaishou will also enhance its cooperation with local public security authorities to conduct a series of anti-fraud public welfare activities.