



An Inter-Generational Knowledge Carnival! Kuaishou's "Laotie Knowledge Encyclopedia - Summer Recharge Season" Powers Nation-Wide Learning

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Heilongjiang Daily: [An Inter-Generational Knowledge Carnival! Kuaishou's "Laotie Knowledge Encyclopedia - Summer Recharge Season" Powers Nation-Wide Learning.](#)

Kuaishou's "Laotie Knowledge Encyclopedia - Summer Recharge Season" is built around the summer-holiday reality of kids at home, grandparents on duty and multi-generational living rooms, zeroing-in on the platform's core young audience. The campaign turns the app into an open-air "online classroom" stocked with hot-topic lessons on health, education, the arts, popular science and digital tech. The newly released "2025 Kuaishou Pan-Knowledge Data Report" shows that both Gen-Z and silver-haired users are now the main engines of the content ecosystem: video uploads from creators under 30 with 10 k+ followers jumped 83 % year-on-year, while the number of general-knowledge creators aged 60+ has hit 355,000. By rolling out the "Summer Recharge Season," Kuaishou is taking another experimental leap in pan-knowledge services, erecting a shared stage where grandparents, parents and children can all learn, create and swap ideas across generations.