



Focus on the Mental Health of New Students. The "Planting the Sun" Program by Kuaishou and CCTV Visits the University of Chinese Academy of Sciences

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On September 17, the "Planting the Sun" Program by Kuaishou, in collaboration with CCTV, visited the University of Chinese Academy of Sciences. They invited psychiatrists, psychology experts, and senior students for a live interview to deconstruct the common psychological perplexities of new students, share adaptation strategies, and help more new students find the strength to "grow towards the sun." The entire livestream lasted nearly 75 minutes and attracted 1.52 million viewers. Launched by Kuaishou in May 2024, "Plant the Sun" has already racked up more than 10 million views across its related educational livestreams and short videos.