



## **Kuaishou Kuaipin Annual Documentary: Blue-Collar Workers "Zhide" Makes Blue-Collar Work Visible**

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Anhui Business Daily: [Kuaishou Kuaipin Annual Documentary: Blue-Collar Workers "Zhide" Makes Blue-Collar Work Visible.](#)

On a high-rise construction site in Xi'an, post-2000s steel fixer Mr. Liu ties steel bars, earning 320 yuan per day; in a resident's home in Beijing's Dongcheng District, 51-year-old Jing Xiaolin gently lulls a newborn to sleep, with a monthly salary that once reached as high as 33,800 yuan; weaving through streets and alleys, 25-year-old food delivery rider Zhang Shunyu carries in his delivery box an admission notice for a master's program at Renmin University of China. These three seemingly different life trajectories come from the new blue-collar documentary series "Zhide" (Worth It), jointly launched by Kuaishou Kuaipin and Phoenix Journey. The series focuses on ordinary workers in frontline service positions such as express delivery, housekeeping, and construction. No longer silent symbols of physical labor, they emerge as strivers of the new era endowed with dreams, skills, and dignity.