



Renmin University releases the Research Report on How Short Video Platform Promotes Employment and Creates Social Value (《短視頻平台促進就業與創造社會價值研究報告》): Kuaishou gives rise to 34.63 million job opportunities

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Recently, Renmin University has released the Research Report on How Short Video Platform Promotes Employment and Creates Social Value (《短視頻平台促進就業與創造社會價值研究報告》) (the "Report"). Taking the Kuaishou platform as an example, the Report analyzed how the short video platform affects the employment system through the business operation mechanism, and measured the number of related employment opportunities it has driven. The results show that the Kuaishou platform has created a total of 34.63 million job opportunities, reflecting the substantial ability of the short video platform in boosting employment. According to the analysis of the Report, Kuaishou users play the roles of both consumers and content creators. Characterized by its unique "buddy culture" (老鐵文化) and "semi-acquaintance interaction" (半熟人社交) models, the Kuaishou platform insists on fairness and inclusiveness, "decentralized" traffic distribution mechanism and other core features. As the inclusiveness and fairness of the Kuaishou platform have been ensured, these features have become not only the prerequisites for promoting the creation of social value, but also the key to distinguishing it from other Internet platforms.