



China's first "Internet Charity Monthly" released: technology makes charity more appealing

2022.11.01

China Philanthropist

On October 3, the Kuaishou Big Data Research Institute and Kuaishou Charity jointly released the Kuaishou Silver Age Group Content Ecological Report in 2022 (2022快手銀齡人群內容生態報告). According to the report, in the first half of 2022, 1.281 million silver-aged users earned incomes on the Kuaishou platform. In addition, Kuaishou cooperated with various charity organizations to carry out a series of charitable activities to help the elderly, such as adapting to the elderly, providing special services for the elderly living alone in the community, carrying out anti-fraud publicity for the elderly, helping to cultivate new media talents of elderly services and caring for the elderly who suffer from Alzheimer's disease.