



Creating multi-level employment ecosystem: Kuaishou empowers college students with high-quality job opportunities

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Amidst the booming development of the digital economy, short video and live streaming platforms, represented by Kuaishou, are continuously enhancing their social value. These platforms leverage their strong capacity for employment and entrepreneurial incubation to foster new business models and job opportunities, providing college students with a vast platform for growth and success. Kuaishou, as an example, has seamlessly integrated itself into various spheres of social life and production by embracing the “short video +” and “livestreaming +” models, taking advantage of the transformation of the digital economy from a virtual to a real economy. Through the “short video +” approach, Kuaishou facilitates the fusion of multiple formats and drives cross-sector integration. Kuaishou also effectively explores the industrialization of livestreaming ecosystem through the “livestreaming +” approach. As a result, Kuaishou has generated numerous new industries, professions, and job opportunities catering to college students, thereby broadening their employment prospects.