



Stories behind the rise of Generation Z: Liu Yuanjie, Zhu Jinhai, Sang Na and others

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Zhengshier (政事兒): [Stories behind the rise of Generation Z: Liu Yuanjie, Zhu Jinhai, Sang Na and others](#)

In the “Outstanding Cases of Improving Digital Literacy and Skills of the General Public in 2022” (《2022年提升全民數字素養與技能優秀案例》), the names of short video companies started to emerge, with the Kuaishou platform being selected as an outstanding case in the digital work category. According to the “Digital Community Research Report” (《數字社區研究報告》) released by the China Academy of Information and Communications Technology (中國信息通信研究院), in the context of deep integration of digital technology across various industries, short video platforms like Kuaishou have become important learning platforms for acquiring professional knowledge, advancing careers and obtaining employment skills. They provide new opportunities, new occupations and new scenes for more ordinary individuals, contributing to the enhancement of digital literacy of the general public.