



## **2023 Kuaishou Sannong Ecological Data Report released: Creating a vibrant new farmer community**

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Farmers' Daily : [2023 Kuaishou Sannong Ecological Data Report released: Creating a vibrant new farmer community](#)

On October 26, the Kuaishou Big Data Research Institute, in collaboration with Kuaishou's Sannong Department and Farmers' Daily, released the "2023 Kuaishou Sannong Ecological Data Report". Over the past year, Kuaishou's Sannong content ecology has flourished, evolving into a vibrant new farmer community. The report shows that rural users regard Kuaishou as an important social platform, and Kuaishou has also brought diverse career possibilities in rural areas to young people returning home to start their own businesses.