



“Report on the Role of Short Video and Live Streaming in Promoting Youth Employment” reveals that 80% of surveyed young individuals of new professions leverage short video and live streaming platforms for employment and entrepreneurship

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Customer APP of China Youth Daily : [“Report on the Role of Short Video and Live Streaming in Promoting Youth Employment” reveals that 80% of surveyed young individuals of new professions leverage short video and live streaming platforms for employment and entrepreneurship](#)

In February 2024, China Youth Daily and Kuaishou jointly carried out the “Survey on the Impact of New Professions on Emerging Employment Trends” (the “Survey”), which included 3,153 young individuals in new professions. The findings indicated that 80% of the surveyed young people engaged in new professions found jobs or started their own businesses through short-video live streaming platforms. Innovative and skilled new professions are the most popular among young people, and these young people have a high willingness to engage in new professions in the digital era in the long run. According to Qin He, a representative of the National People’s Congress and President of Jilin International Studies University, “the rise of short video and live streaming platforms has created new opportunities for employment, providing young individuals with more versatile work options and offering companies flexible recruitment solutions. As a result, these platforms have become a talent pool for new professions.”