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INTRODUCTION

BACKGROUND

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Zhihu is a Chinese famous online Q&A community app launched in 2011. Users share their knowledge, experience and opinions with each other and discuss some questions they are interested in. They can also follow the users who have the same interests with themselves and interact with them. Besides these fundamental functionalities, Zhihu launched other modules like Zhihu Live and Zhihu Class to expand the business.

By Nov13th of 2018, the downloads of Zhihu in Android app market is about 520 million (Chan Master, 2018), which keeps the top 10 rank in social app in recent one year. The amount of users is still increasing.

知乎

总下载量:
515,640,394

- 华为
- 魅族
- 应用宝
- vivo
- OPPO
- 360
- 百度
- 豌豆荚
- 联想