



BACKGROUND

INTRODUCTION

I did a survey about user experience of Zhihu by using online questionnaire. 260 people are involved in and 229 of them have used Zhihu (229/260). When asking about the user quality, only 35% people chose generally satisfied or totally satisfied. And 48% for the Q&A quality.

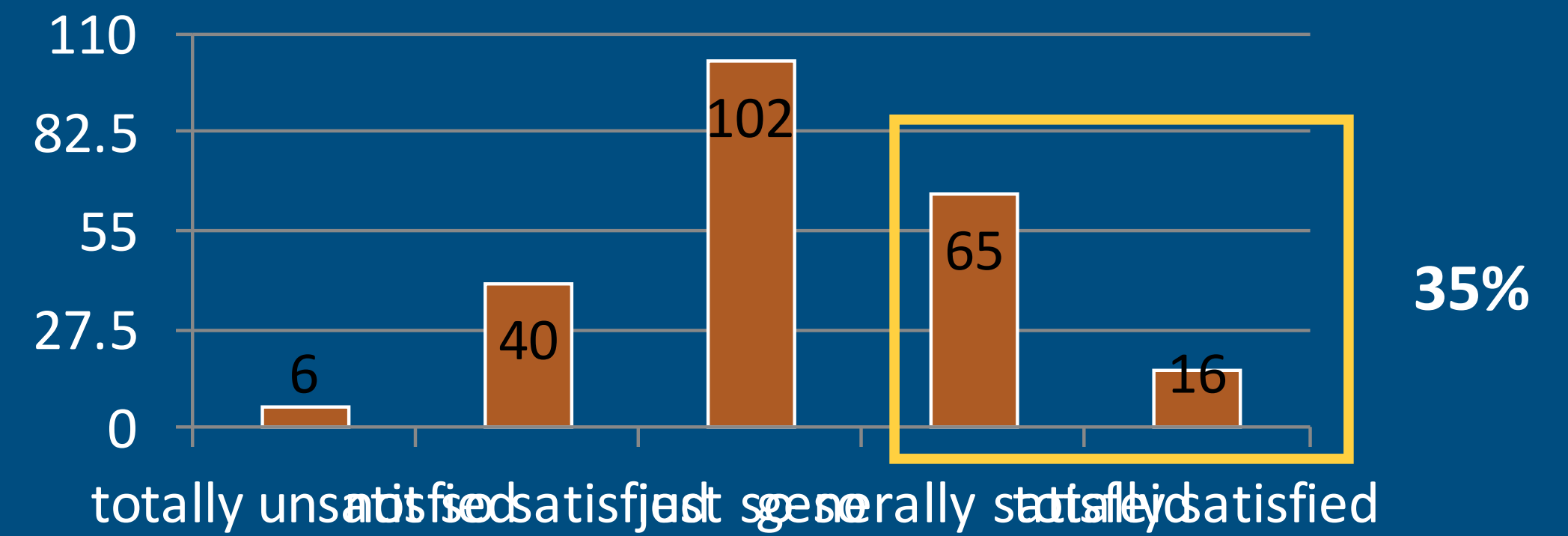


FIGURE 1 SURVEY ABOUT USER QUALITY

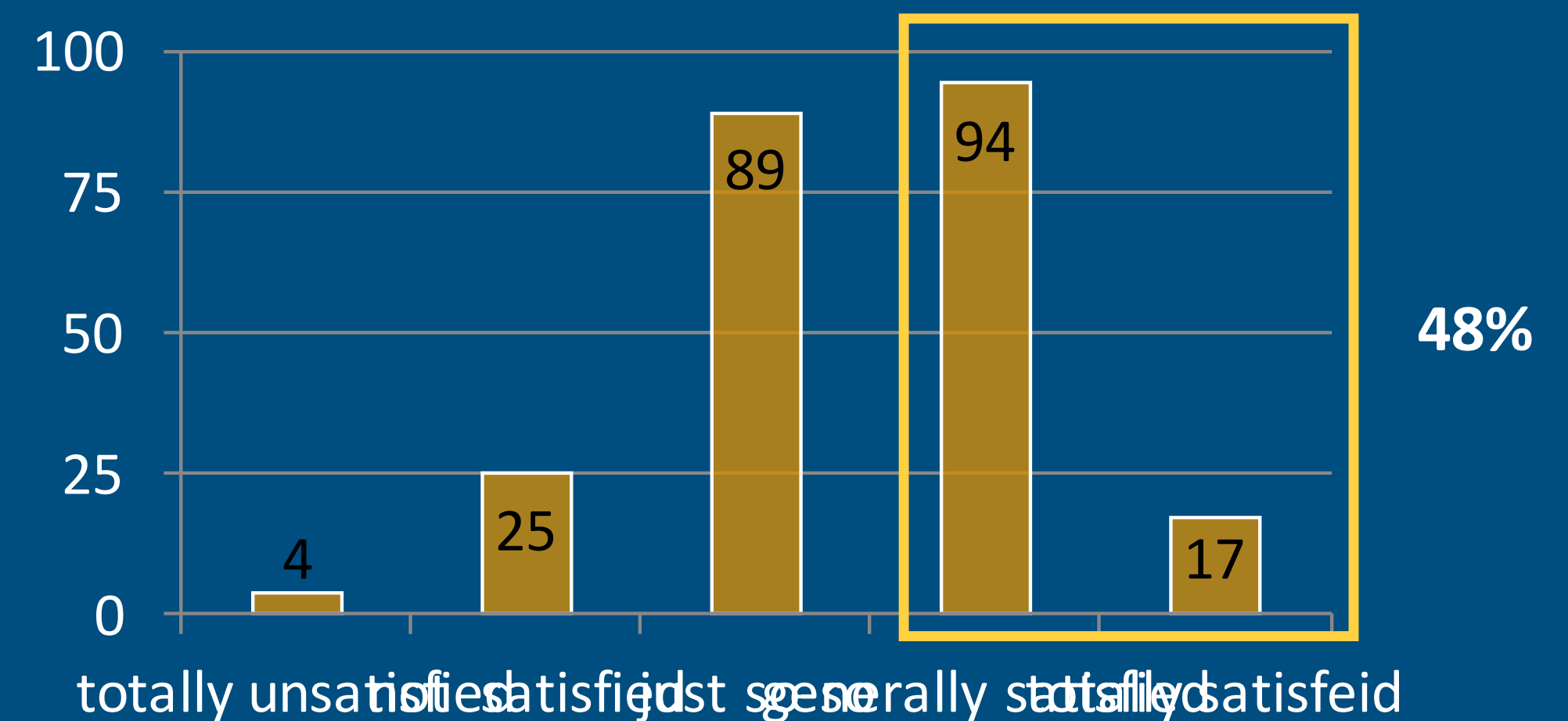


FIGURE 2 SURVEY ABOUT Q&A QUALITY



ISSUES

INTRODUCTION

Nowadays, Zhihu becomes increasingly like Weibo. **The quality of content is falling.** More and more low-quality questions appear and the answers of these questions are sometimes not relevant. For example, some users just want to post their selfies on the platform, discuss the gossip, or even worse, some people post erotic articles to catch people's eyes. Though the civilian trend makes people from different educated degrees all get access to this app, the descending content quality causes **disappointment of the initial users** who focus on more professional fields rather than just watching the fun.

