

SHIANT

By Dai Jiao

FOOD SAFETY CLOUD

CONTENT



Big Data Analysis Report

Introduction

1

**Public Opinion
Analysis**

2

3

4

Visual Big Data

Conclusion

5



SHIANT

FOOD SAFETY CLOUD

01

Introduction



SHIANT

FOOD SAFETY CLOUD

02

Public Opinion Analysis



02 Public Opinion Analysis

Background

- According to CNNIC (China Internet Network Information Centre) A Handbook on Internet Protocol (IP)-Based Networks and Related Topics and Issues. There were 649m netizens in China as of December, 2014. for a grand total of 31.17 million netizens rise in 2014. Internet penetration rate is about 47.9% and up 2.1% from 2103.
- According to investigation statistics, in 2014 the major of internet-based devices in new netizens is mobile phone, utilization rate is 64.1%.



02 Public Opinion Analysis

Main function modules of the system



Information collection

- Real-time monitoring , collecting, rearranging of Internet information .
- Content-extraction



Information processing

- Classifying and clustering crawl issues.
- Topic detection and tracking
- Spotlight on crawl contents.

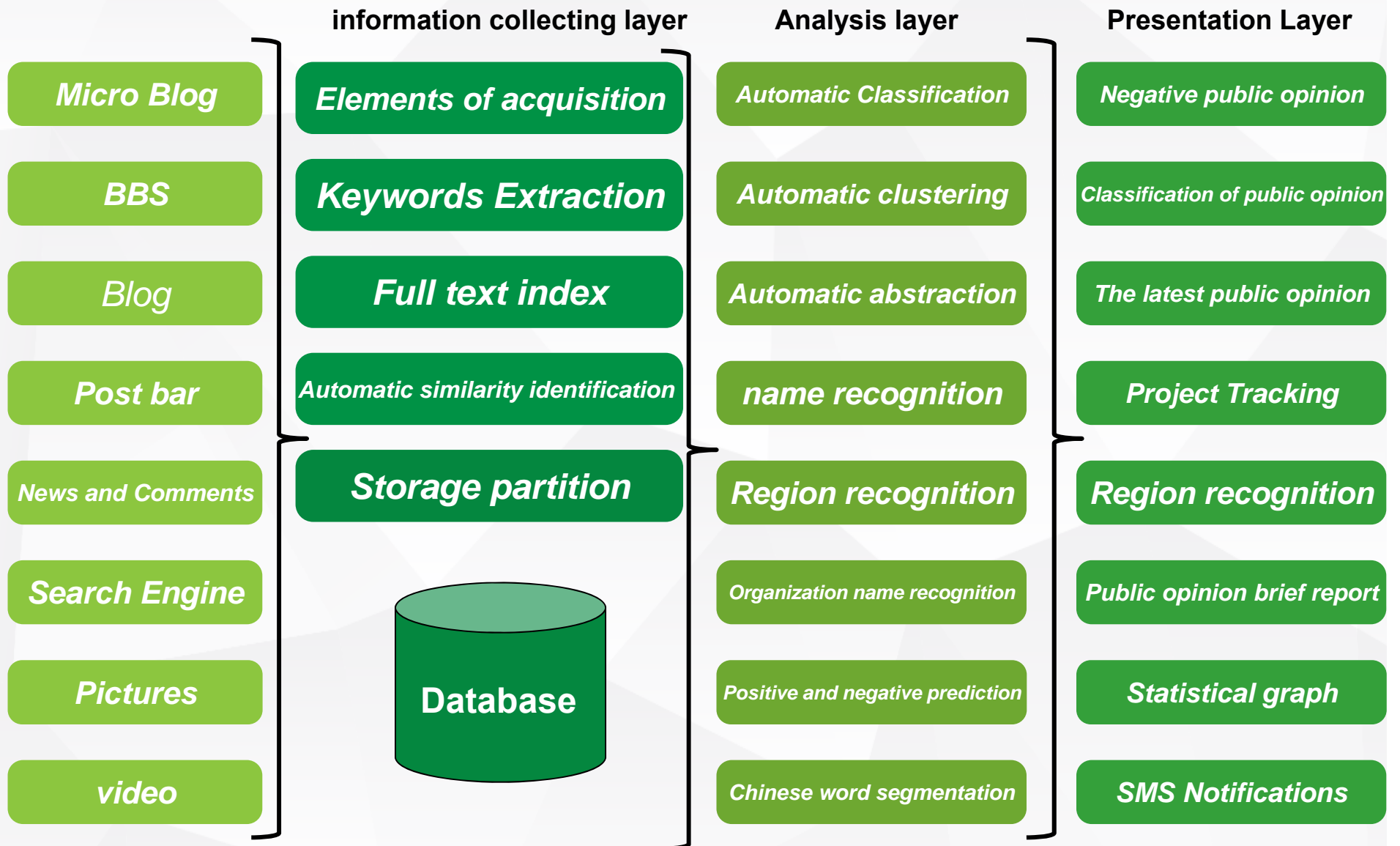


Information Service

- Automated generation of public opinion brief report.
- Tracing has been found of a focus of public and being a trend analyses.
- Provide decision support.

03 Public Opinion Analysis

Flow chart





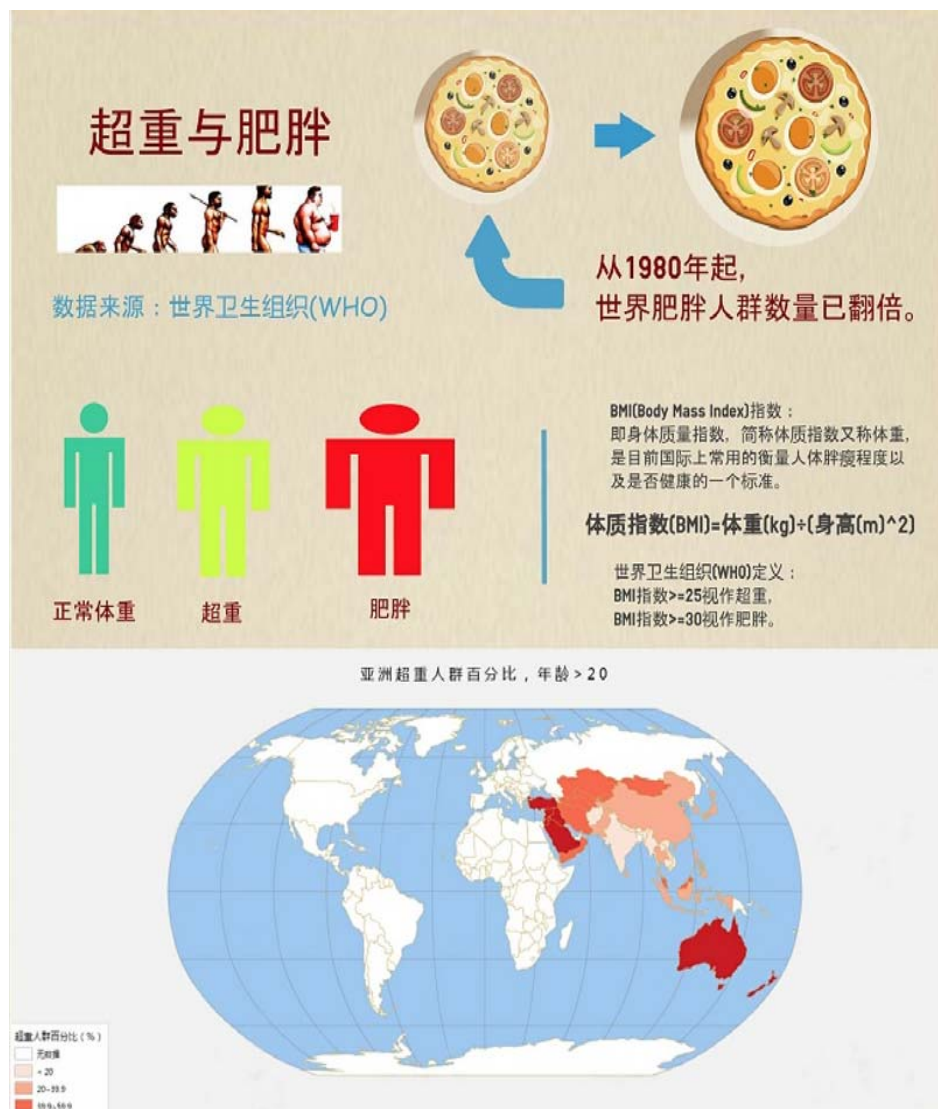
SHIANT

FOOD SAFETY CLOUD

03

Big Data Analysis Report

03 Big Data Analysis Report



100% 用数据说话

谈谈预包装 --白酒

数据来源：国家统计局、互联网

世界六大蒸馏酒

白酒 white spirit

白兰地 Brandy

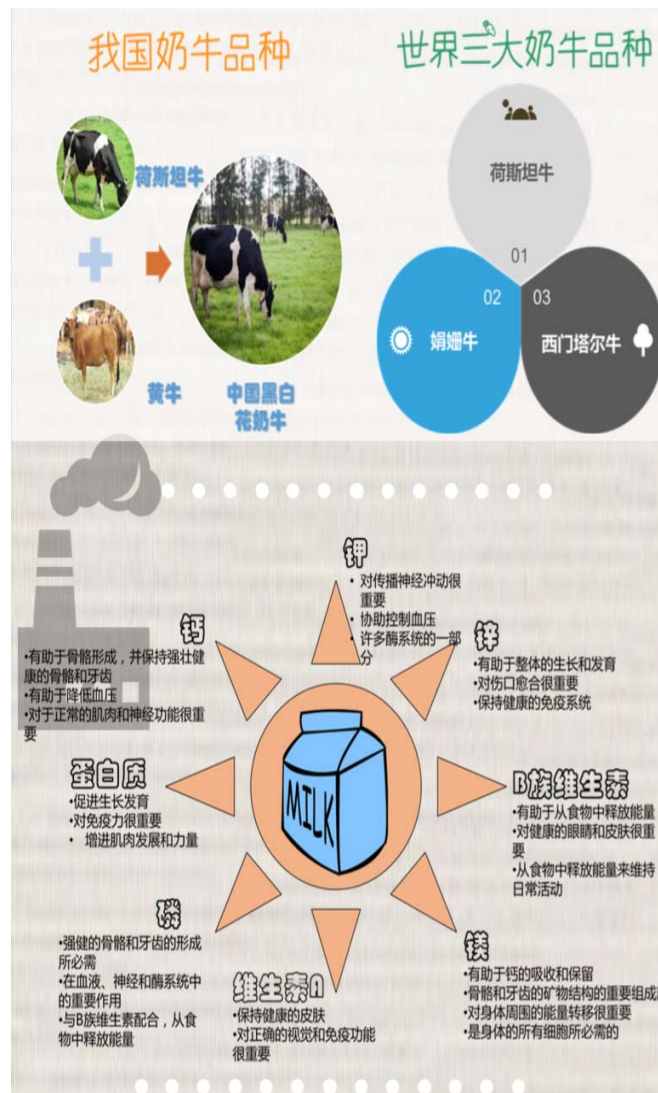
威士忌 Whiskey

白酒是世界六大蒸馏酒之一

1/6

This infographic promotes distilled spirits. It features a bottle of white spirit, a bottle of brandy, and a bottle of whiskey. A cartoon character holds a certificate that says '100% 用数据说话' (100% speak with data). The text '谈谈预包装 --白酒' (Talk about pre-packaged --white wine) is also present. The bottom section lists '世界六大蒸馏酒' (World's six major distilled spirits) and shows bottles of white spirit, brandy, and whiskey. The text '白酒是世界六大蒸馏酒之一' (White wine is one of the world's six major distilled spirits) and '1/6' are also included.

03 Big Data Analysis Report





SHIANTVisual Big Data

FOOD SAFETY CLOUD

04

04 Visual Big Data

Background

- Creative industries
- Interactivity and participatory culture
- New media



04 Visual Big Data

Background

- Micro animation

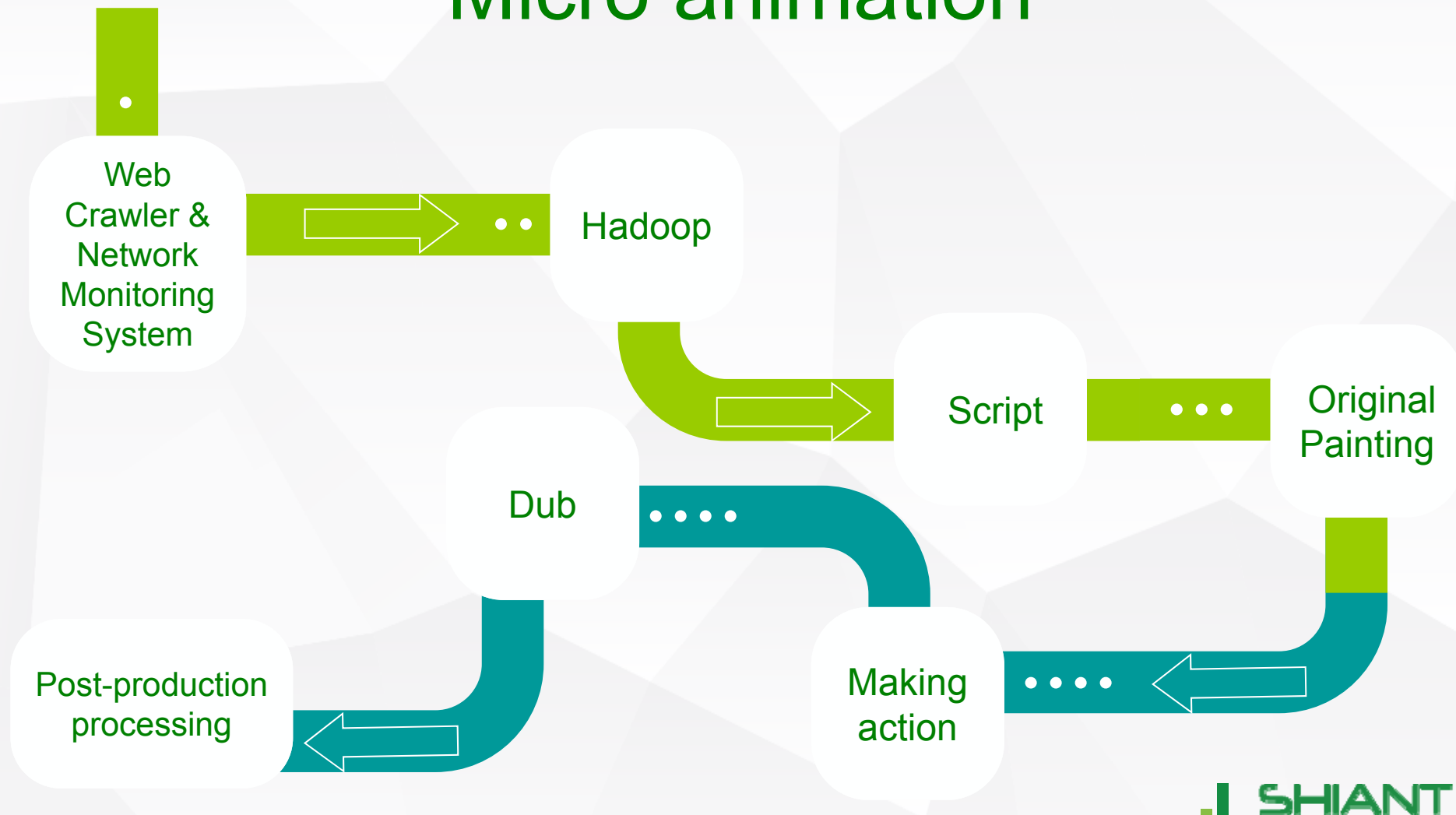
- Comic strip

- Micro movie



04 Big Data Analysis Report

Micro animation



04 Visual Big Data

Micro animation



04 Visual Big Data

Comic strip

贵州食品安全云系列四格漫画《健健之家》第一期





SHIANT

FOOD SAFETY CLOUD

05

Conclusion

Thank !

SHIANT

FOOD SAFETY CLOUD