

Monthly Analysis Report on Salt Reduction and Trans-Fatty Acids Monitoring

2018-10

November 2, 2018

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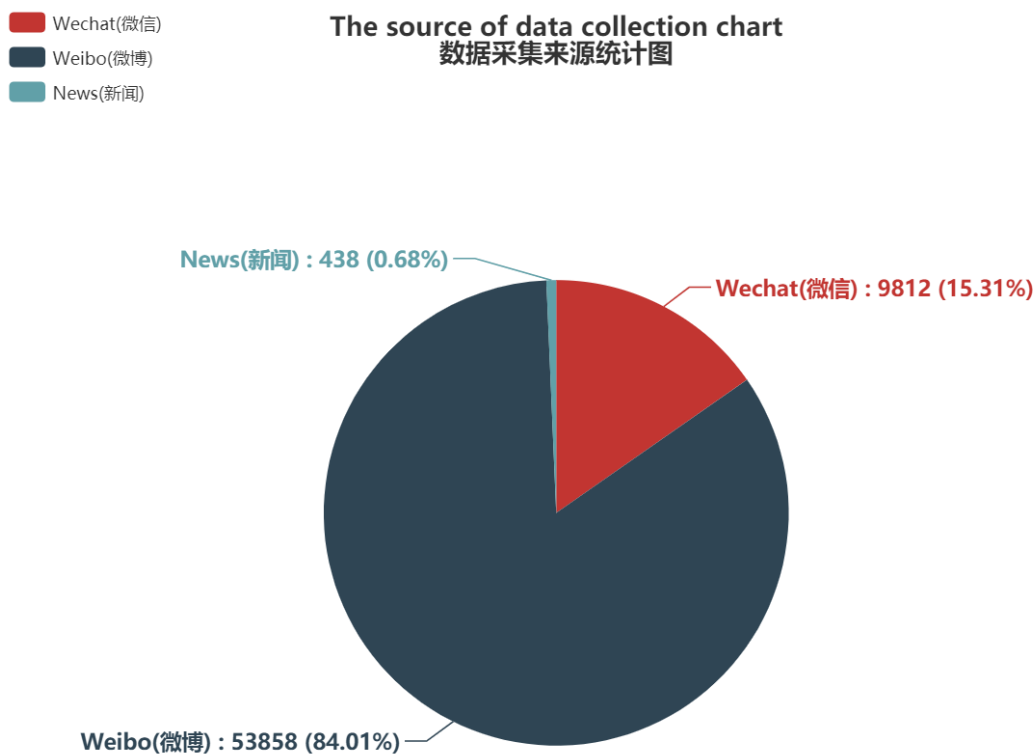
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Part 1 Salt Reduction

Chapter 1 Overall Analysis

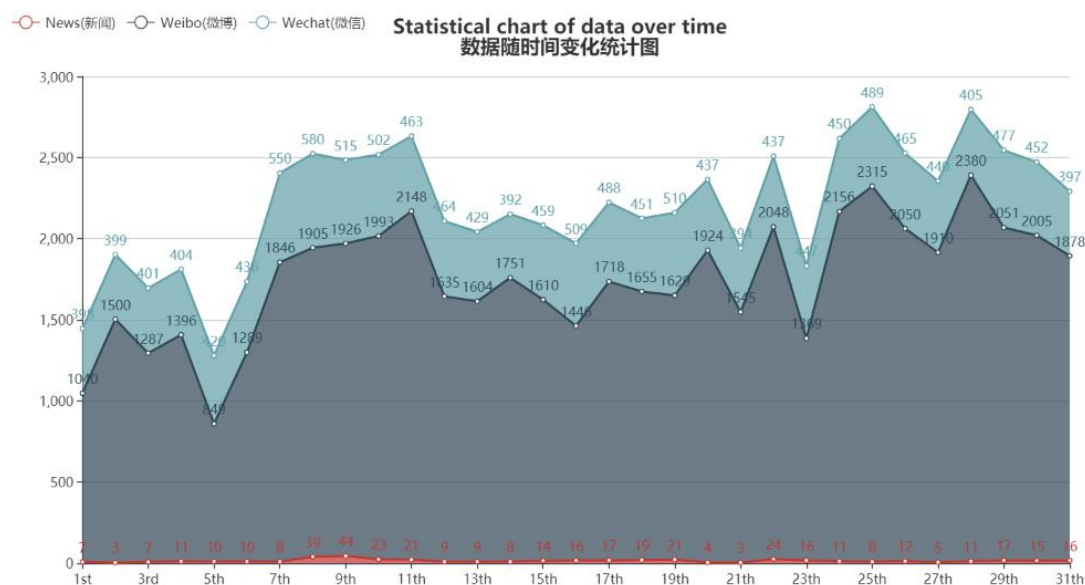
1. The analysis of the data collection source

This study has monitored relevant content of salt reduction from three sources, including news media, articles of WeChat public account, and Weibo. The source is distributed as following:



1.1 Overall analysis of the data

The trend chart of time distribution collected from news, Weibo and WeChat over the month is shown as following:

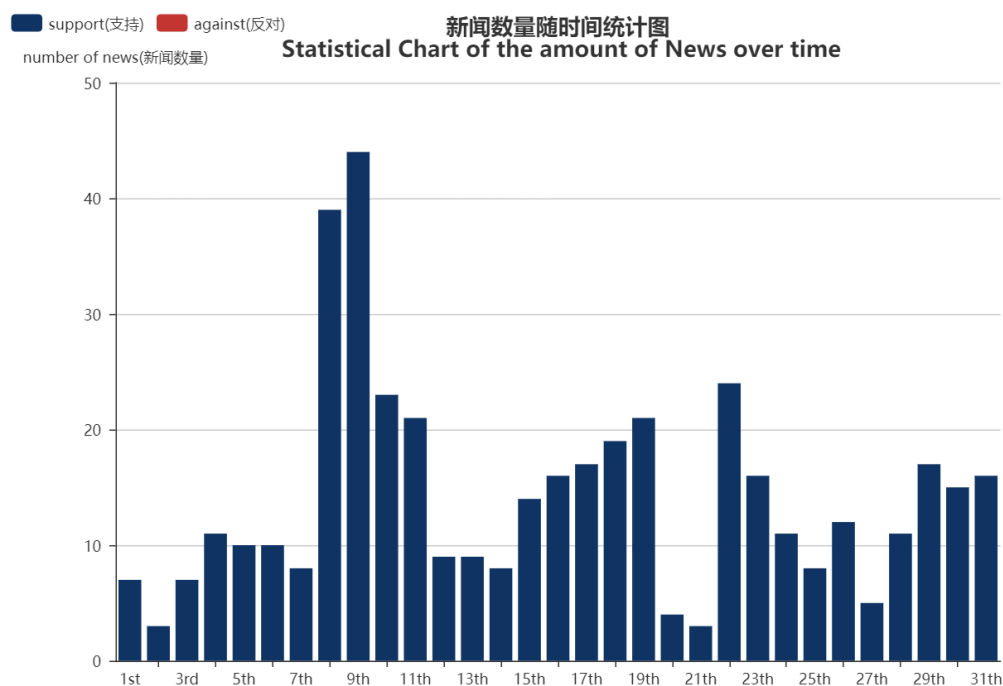


Chapter 2 Analysis on News Reports of Salt Reduction

1. Overall analysis

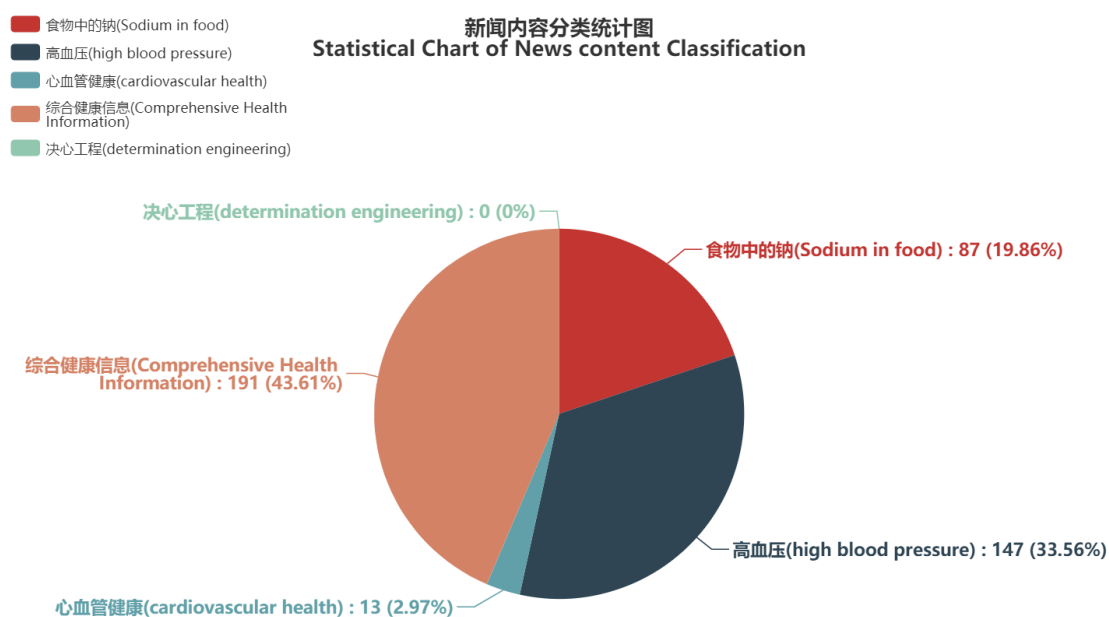
1.1 Time distribution of news reports

This month, we received 438 reports on salt reduction. The time distribution trend of the change of amount of salt reduction report is shown as following. Among them, the 9th has the largest amount of reports, and the 2nd, 21st has the least amount of reports. Among them, 438 of them support salt reduction, accounting for 100%, and 0 against salt reduction, accounting for 0%. The specific statistics chart is shown as following:



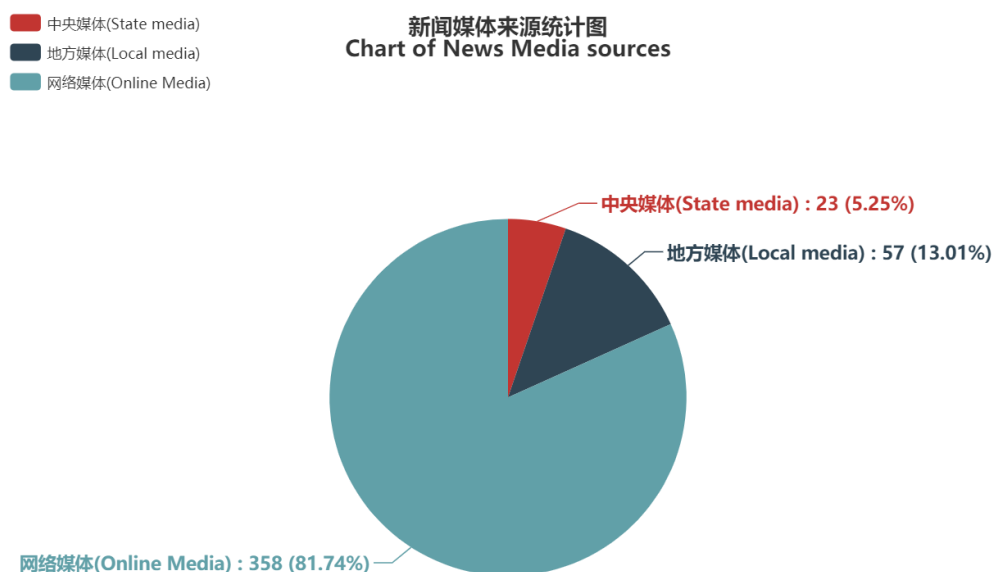
1.2 News reports content analysis

This study divides the news reports content of salt reduction into sodium in food, hypertension, cardiovascular health, comprehensive health information and determination project. The specific statistics chart is shown as below:



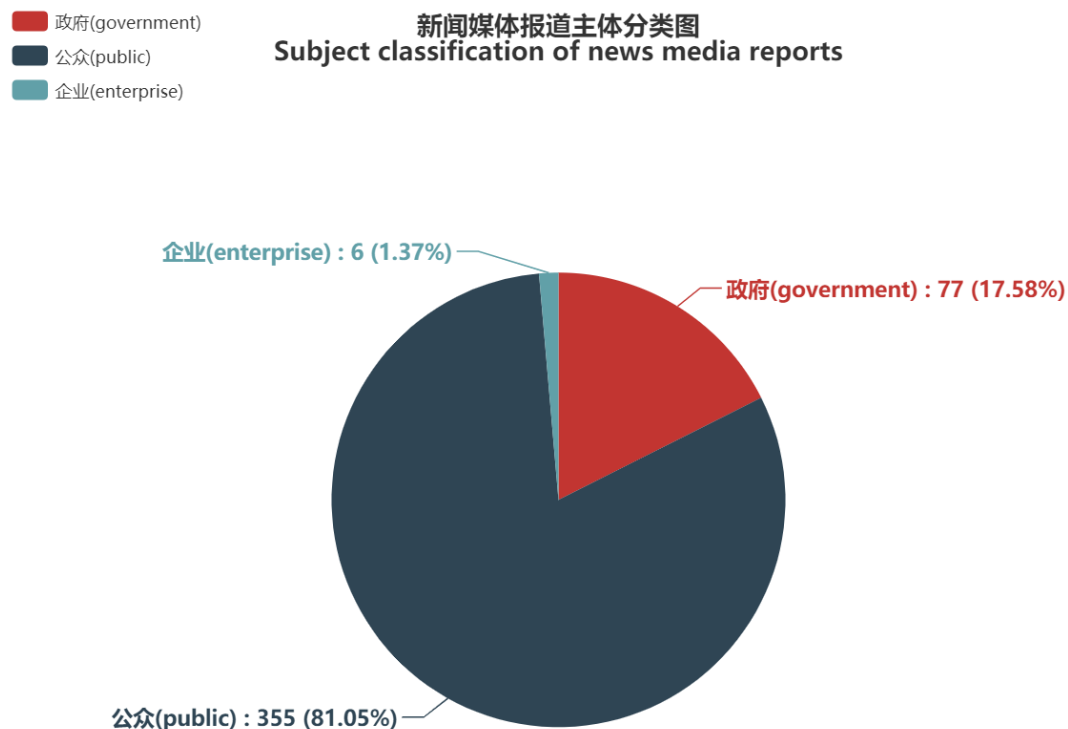
2. Analysis of information source of news reports

The information source of news reports means the individual who is talking about the news. In order to learn the status and shortcoming of the structure on salt reduction, the monitoring study conducted a statistical analysis of the information output subject of the salt reduction reports. Media sources mainly can be divided into state media, local media and online media. The statistics results of this month will be shown as below:



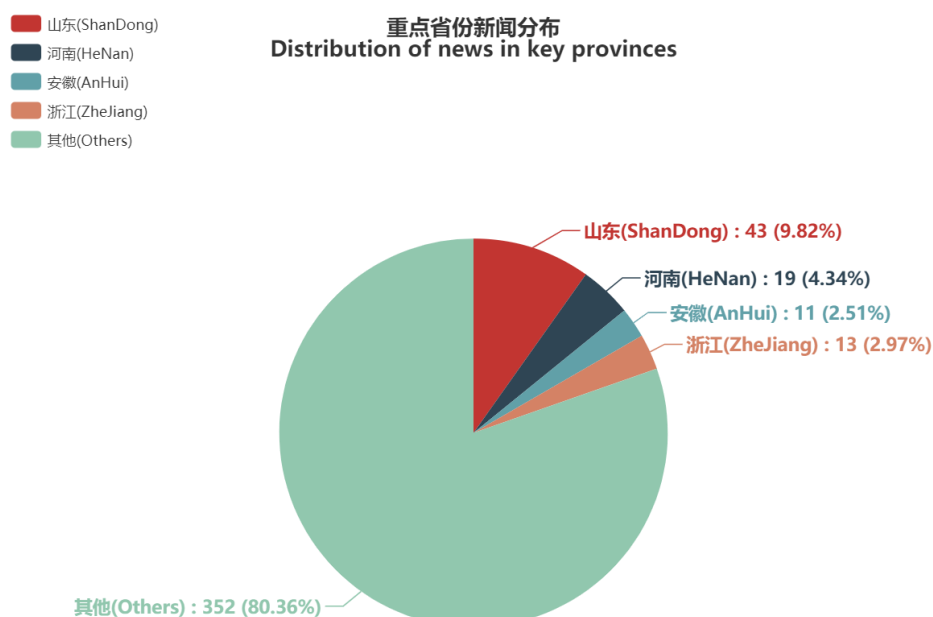
3. Analysis of news reports subjects

Subjects of news reports refers to who is the subject described by the news. This monitoring study divides the subjects of the news reports on salt reduction into three categories: government, public, and enterprise. The analysis results of this month will be shown as below:



4. Area Analysis of news media reports

This study focuses on the news of salt reduction in four provinces, including Shandong, Henan, Anhui and Zhejiang. The analysis results of the four provinces is shown as following:



5. Analysis of key news reports

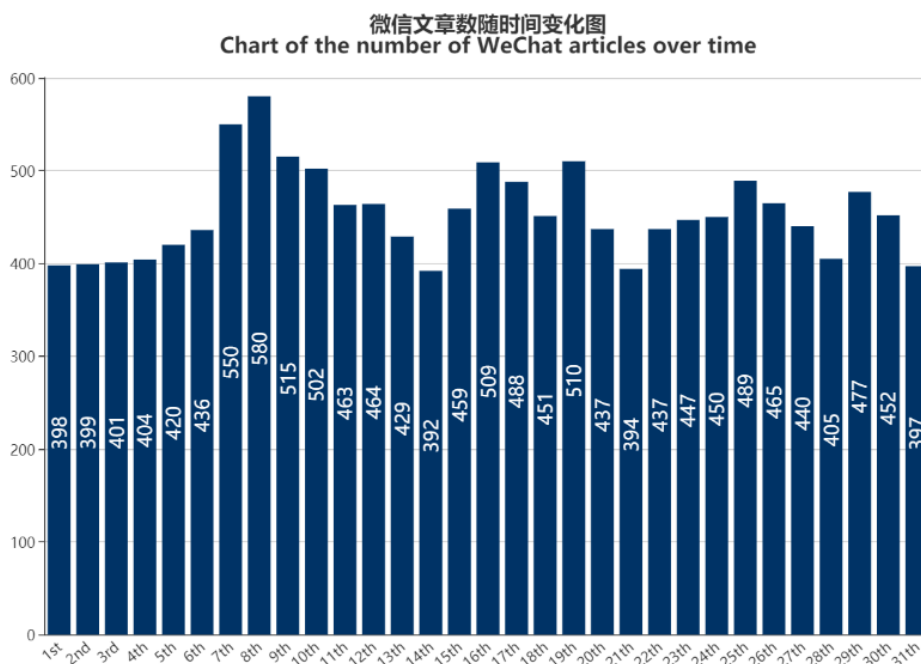
The table of the key news reports titles is shown as below:

Id	Title	Issued Time	Media
1	Cardiovascular disease is important in prevention.	October 03,2018 22:04:17	Oriental Net
2	How to break the National Day holiday syndrome? These coups make you "resurrected with blood."	October 05,2018 11:27:44	Public network
3	During the Golden Week, Chinese food and beverages set off a "three reductions" campaign.	October 05,2018 15:19	Public network
4	More than 30% of hypertensive patients in Hebei Province did not know.	October 08,2018 12:18:09	Hebei News Net
5	Every five people have a high blood pressure! Experts recommend limiting salt to lose weight.	October 09,2018 16:59	Health community
6	The Yongxiu County CDC launched the 2018 National Hypertension Day publicity campaign.	October 09,2018 17:02	Da Jiang Net
7	What kinds of foods should not be eaten during a cold?	October 13,2018 20:02:51	People's Network
8	Eating too much and too little hurts the stomach.	October 15,2018 09:04:08	People's Network
9	Baby food supplements can't just look at the price.	October 18,2018 16:37:19	China News Network
10	British studies have found that most meat substitutes contain more salt than seawater.	October 25,2018 10:38:28	People's Network

Chapter 3 The analysis of Salt Reduction Articles from WeChat Public Accounts

1. Overall analysis

There are 9,812 articles about trans-fatty acids obtained from the articles released by WeChat public accounts. The trend of the changes of articles amount over time is shown as below. Among them, the number of articles on the 8th this month was the largest, and the number of articles on the 14th was the least.



2. The analysis of the articles issued by key WeChat public accounts

According to the number of repetitions of the articles in the WeChat public account, the list of top10 articles related to salt reduction is shown as following:

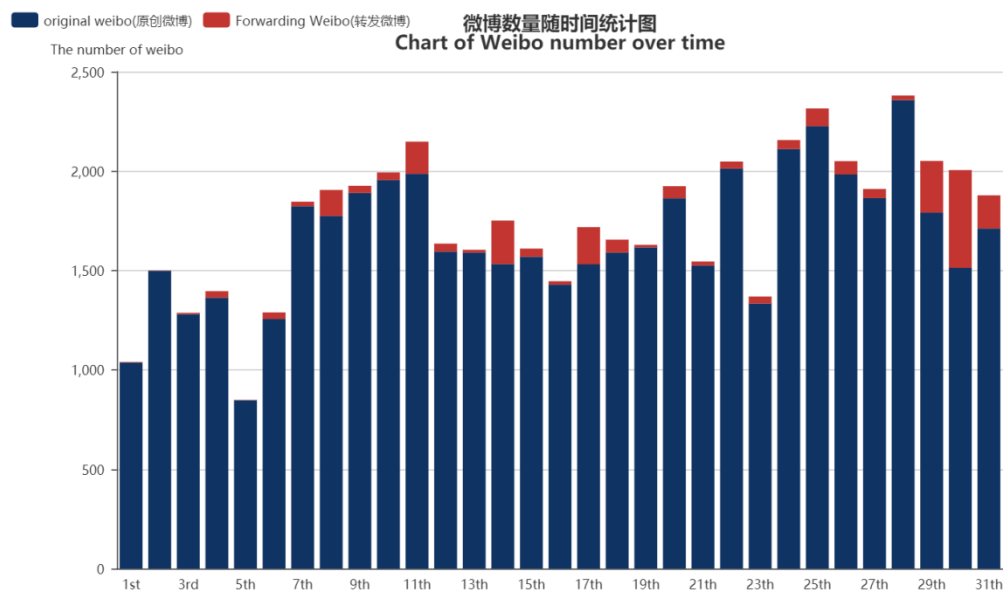
Id	Title	Issued Time	Repetitions
1	The chief culprit of high blood pressure is not salt, but it! It' s time to avoid it.	2018-10-13	155
2	The reason why the southerners lived longer than the northerners was finally found. I didn' t expect it to be...	2018-10-04	96
3	What is the difference between the salt of 2 yuan and the bag of 10 yuan? Finally, clear...	2018-10-01	82
4	Seventy percent of the family' s daily salt intake exceeded the standard! 5 ways to teach you to reduce salt properly.	2018-10-13	45
5	Reduce salt, reduce oil, reduce sugar... you will be closer to health!	2018-10-02	13
6	The child was diagnosed with kidney failure, only because his mother liked this seasoning! Parents have a long snack!	2018-10-01	13
7	Not salty, no salt, pay attention to the "invisible salt" in food.	2018-10-08	13

8	A bowl of soup with a taste is so ruined!	2018-10-10	13
9	What is the difference between the salt of 2 yuan and the bag of 10 yuan?	2018-10-01	13
10	The doctor has pulled out the 10 big junk foods, but you are eating every day...	2018-10-03	11

Chapter 4 Analysis of Salt Reduction from Weibo

1. Overall analysis

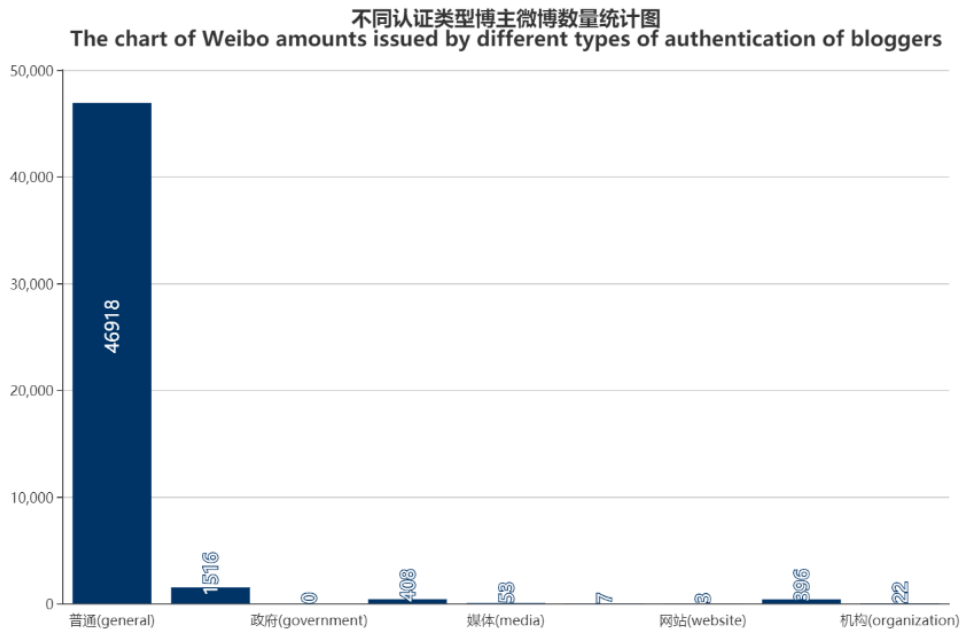
In Weibo, we have monitored 53,858 microblogs on salt reduction. 51,452 of them are original posted microblog, and 2,406 of them are reposted microblogs. The time distribution trend of salt reduction microblogging changes is shown as below. Among them, the number of microblogs on the 28th was the largest, and the number of microblogs on the 5th was the least.



2. Analysis of microblog issuers

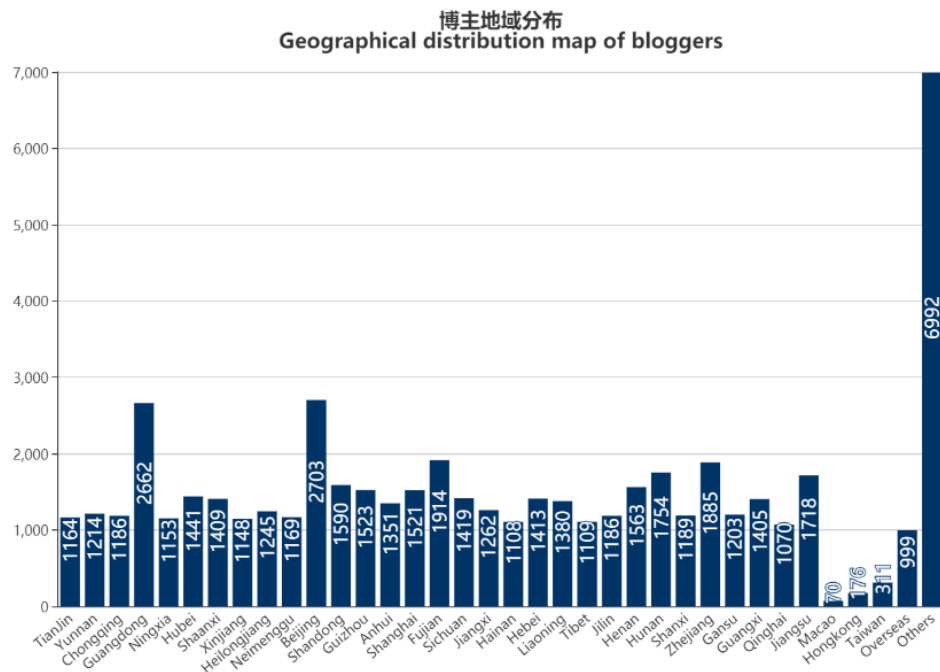
2.1 Analysis of bloggers certification types

The study divides bloggers' identity types into uncertified (general Weibo users), celebrities, governments, enterprises, media, campuses, websites, groups and institutions. We count the number of Weibo posts they publish according to different types of certification and the detailed statistical result is shown as following:



2.2 Analysis the area of the bloggers

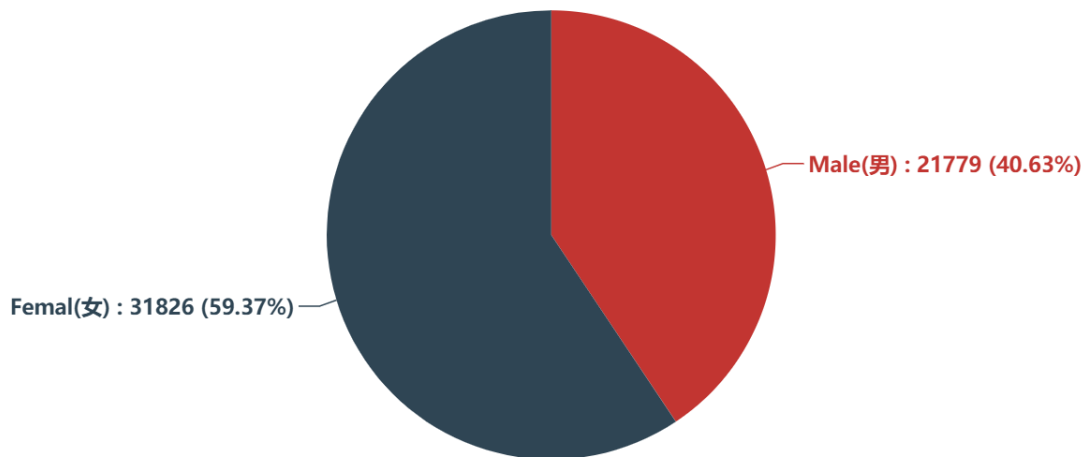
The study counts the geographical distribution of different bloggers. The statistical chart is shown as below:



2.3 The analysis of the gender of bloggers

This study conducted a statistical analysis of the gender of bloggers and analyzed the extent to which different genders pay attention to salt reduction. Only the gender of Weibo ordinary users and celebrity users is counted. It is considered that the gender of government spokespersons and media spokespersons have no practical significance.

普通及名人博主性别统计图
Gender Chart of ordinary and Celebrity bloggers



3. The analysis of important content on Weibo

3.1 The analysis of key words on Weibo

The study has analyzed the content on microblog. According to the frequency of each word on the microblog, the study can determine the focused content about salt reductions by people, and the results of analysis can be shown as:



3.2 The top 10 list items of the popular original content on Weibo

In this month, sort the original content on microblog by popularity, which is

defined as the sum of forwards, comments and likes, and take a list display with a forwarding amount greater than 50.

Id	Nickname	Authentication type	Date	Popularity	content
1	话提	celebrity	2018-10-15	500	Ten years in a blink of an eye is not terrible, the terrible thing is that the age is getting bigger...
2	新浪整形美容	enterprise	2018-10-25	339	[Want to slap your face? First of all, what kind of "face is big"?]...
3	热点实用百科	general	2018-10-11	231	Hot spot practical encyclopedia Eat hot pot health tips: ...
4	健康美容减肥养生	celebrity	2018-10-07	226	Health is wrong! The chief culprit of high blood pressure is not salt...
5	鼓楼微讯	group	2018-10-22	277	#Community Connections# In order to enhance the awareness of residents' self-care in the jurisdiction...
6	健康-生活小常识	celebrity	2018-10-06	171	[Healthy Mentality Eight Laws] Don't climb, don't compare...
7	健康-生活小常识	celebrity	2018-10-04	105	[Please tell the parents of high blood pressure]...
8	美女照我去运动	celebrity	2018-10-14	73	36 days is not the same, reducing the moon to increase muscles and convenience...
9	草塔镇政务	group	2018-10-30	100	[Targeting! How to prevent strokes?]...
10	新华网	media	2018-10-08	73	Every five people have a high blood pressure! Experts suggest that salt reduction and weight reduction will move...
11	次坞镇	group	2018-10-11	101	[@Hypertension patients need to treat "high blood flow" for high blood pressure]...

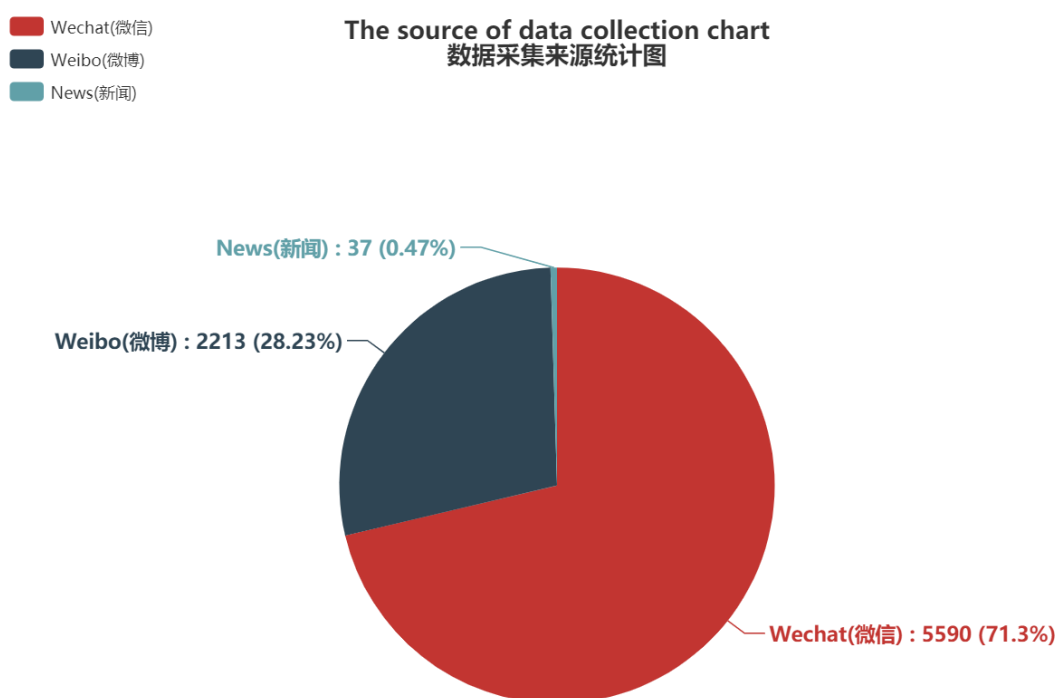
12	Fitpics	celebrity	2018-10-17	55	36 days is not the same, reducing the moon to increase muscles and convenience...
13	世界卫生组织	group	2018-10-20	125	[Salt Tips] Carefully hide the source of sodium...
14	世界卫生组织	group	2018-10-22	58	[Salt Tips for Salt Reduction] Salt reduction is not just about talking...
15	草塔镇政务	group	2018-10-11	100	[@Hypertension patients need to treat "high blood flow" for high blood pressure]...

Part 2 Trans-Fatty Acid

Chapter 1 Overall Analysis

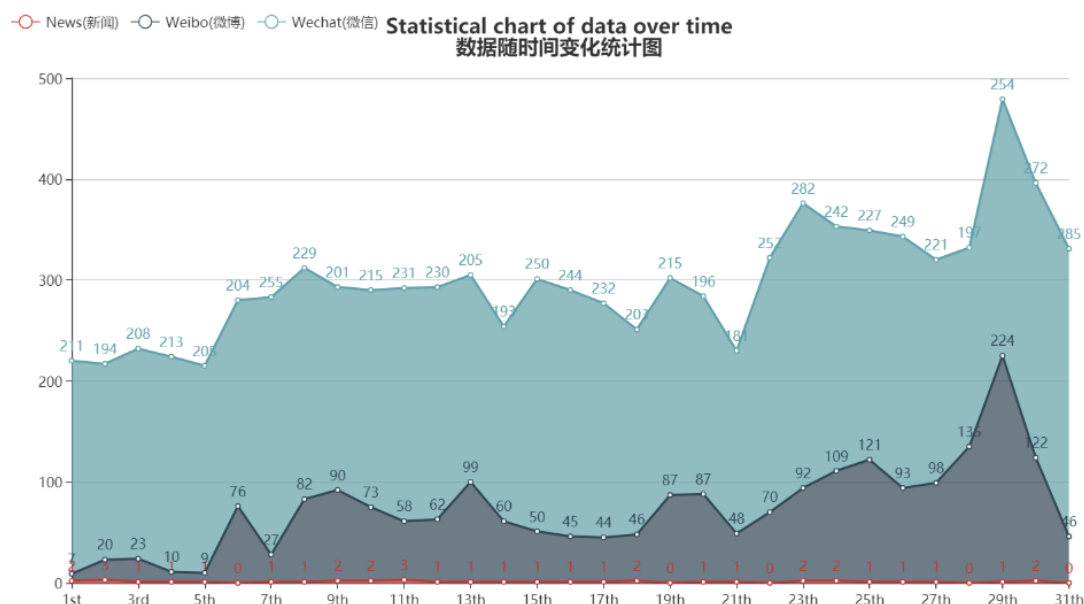
1. The analysis on the data collection source

This study has monitored relevant content of trans-fatty acids from three sources, including news media, articles on WeChat public accounts, and Weibo. The source of data is distributed as following:



2. Overall analysis of the data from all sources

The trend chart of time distribution collected from news, Weibo and WeChat over the month is shown as following:

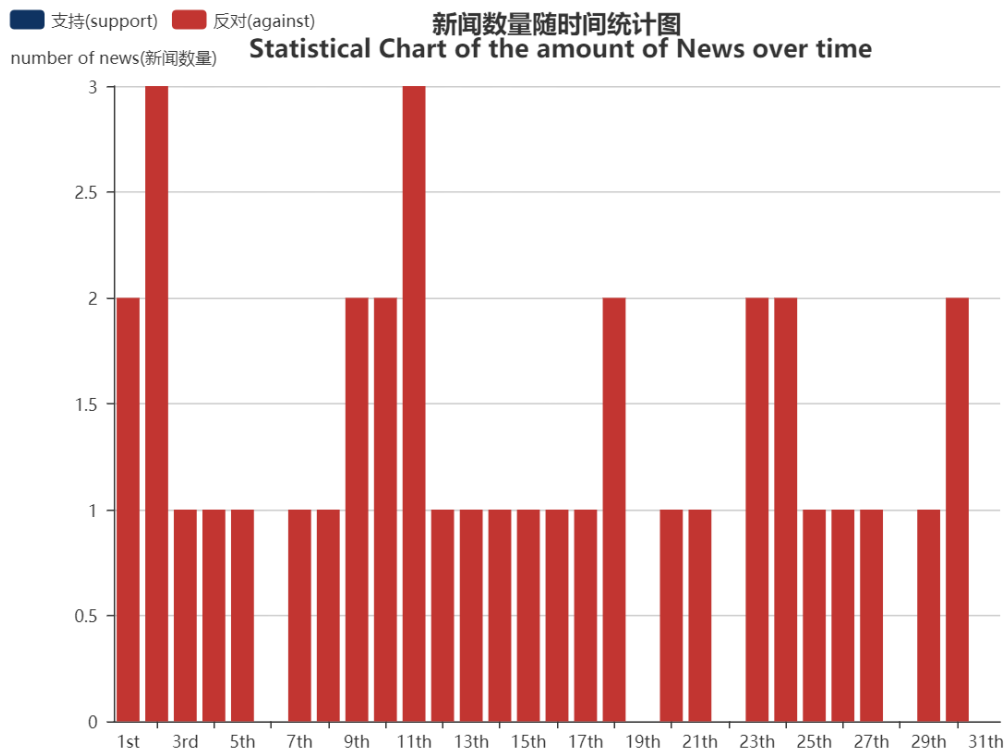


Chapter 2 The analysis on news reports of trans-fatty acids

1. Overall analysis

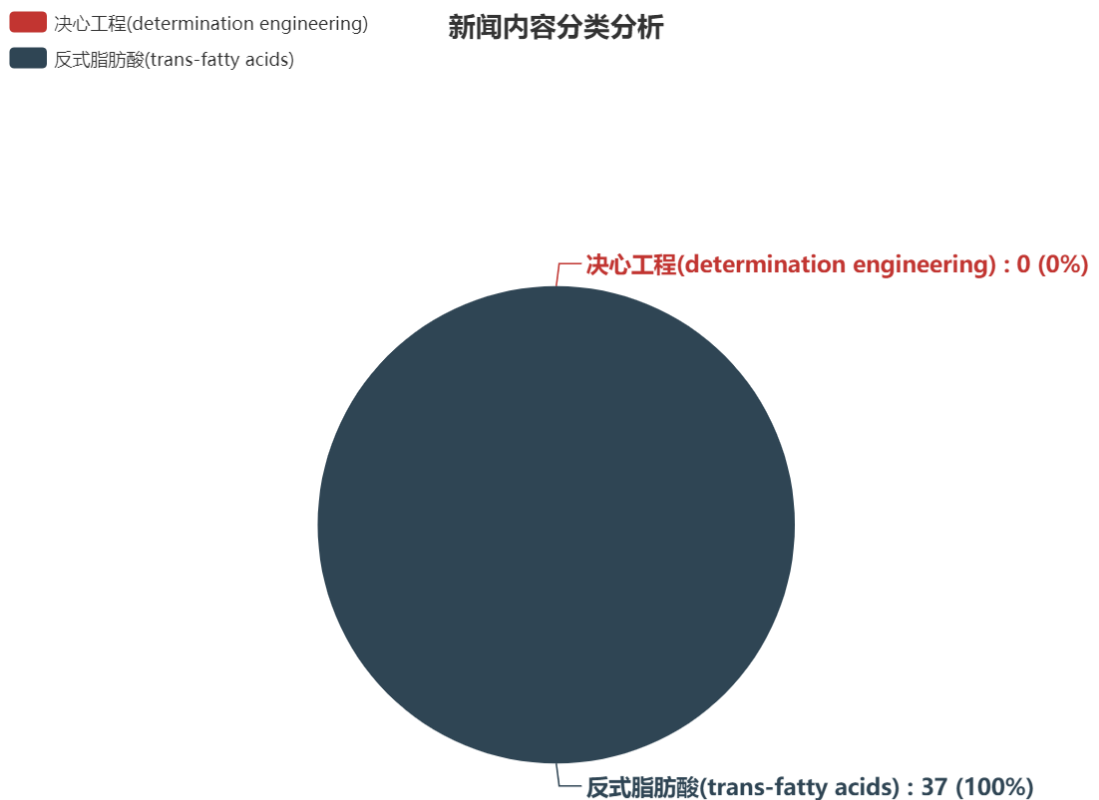
1.1 The time distribution trend of news reports

This month, the study has monitored 37 reports about trans-fatty acids. The time distribution trend of the change of amount of trans-fatty acids report is shown as following. Among them, the 2nd, 11th day has the largest amount of reports, and the 6th, 19th, 22nd, 28th, 31st day has the least amount of reports. There are 37 reports against trans-fatty acids, accounting for 100%, and 0 report supports trans-fatty acids, accounting for 0%. The specific statistics chart is shown as following:



1.2 News reports content analysis

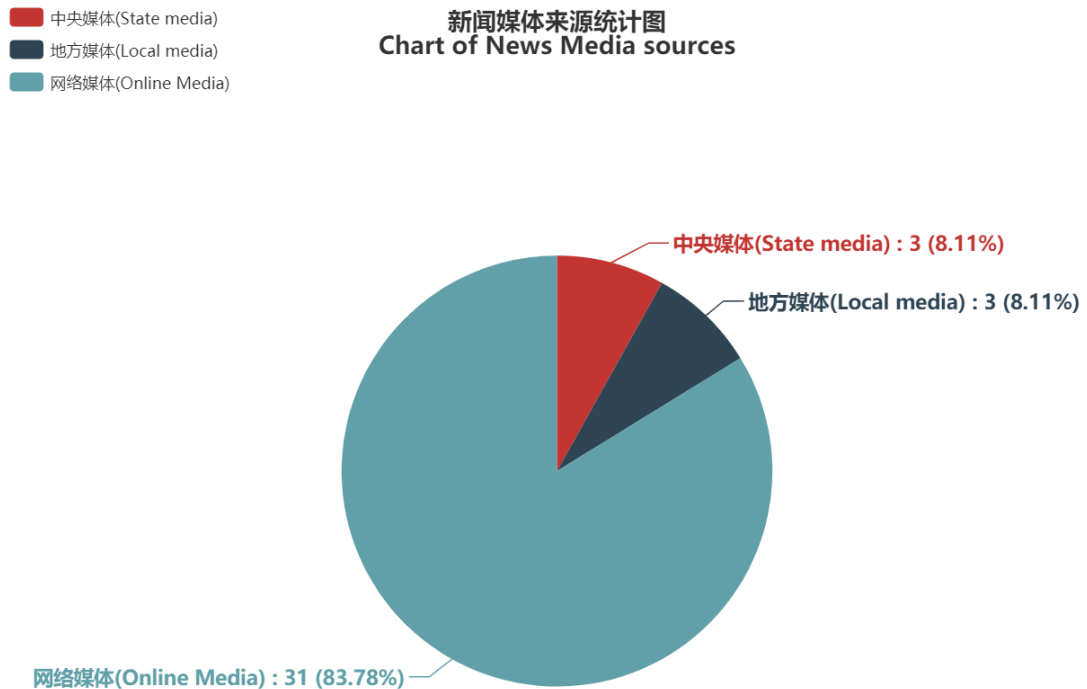
This study divides the related content from news reports on trans-fatty acids into two parts, including the trans-fatty acids and determination project. The specific statistics chart is shown as below:



2. The analysis of information source from news reports

The information source of news reports means the individual who is talking about the news. In order to learn the status and shortcoming of the outcome structure of trans-fatty acids, the monitoring study conducted a statistical analysis of the information output subject of the trans-fatty acids reports. Media sources mainly can be divided into state media, local media and online media.

The statistics results of this month will be shown as below:

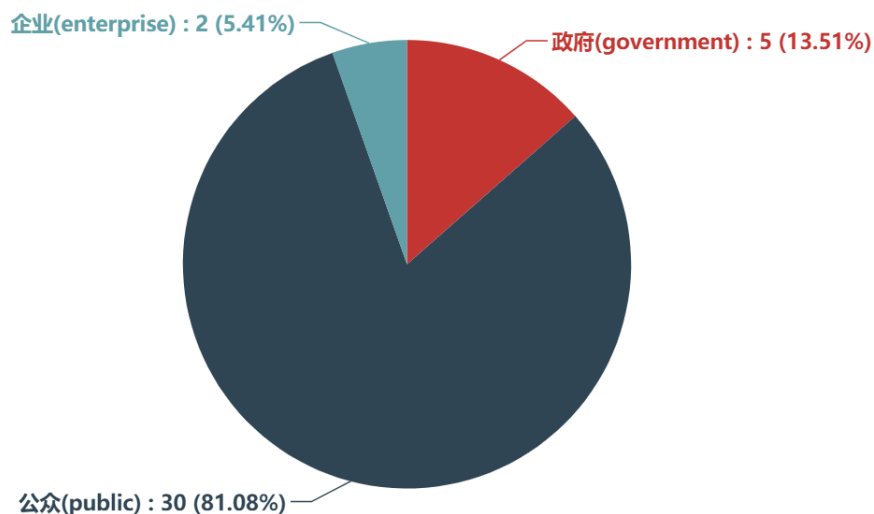


3. The analysis of news reports subjects

The subject of news reports refers to who is the subject described by the news. This monitoring study divides the subjects of the news reports on trans-fatty acids into three categories: government, public, and enterprise. The analysis results of this month will be shown as below:

- 政府(government)
- 公众(public)
- 企业(enterprise)

新闻媒体报道主体分类图
Subject classification of news media reports

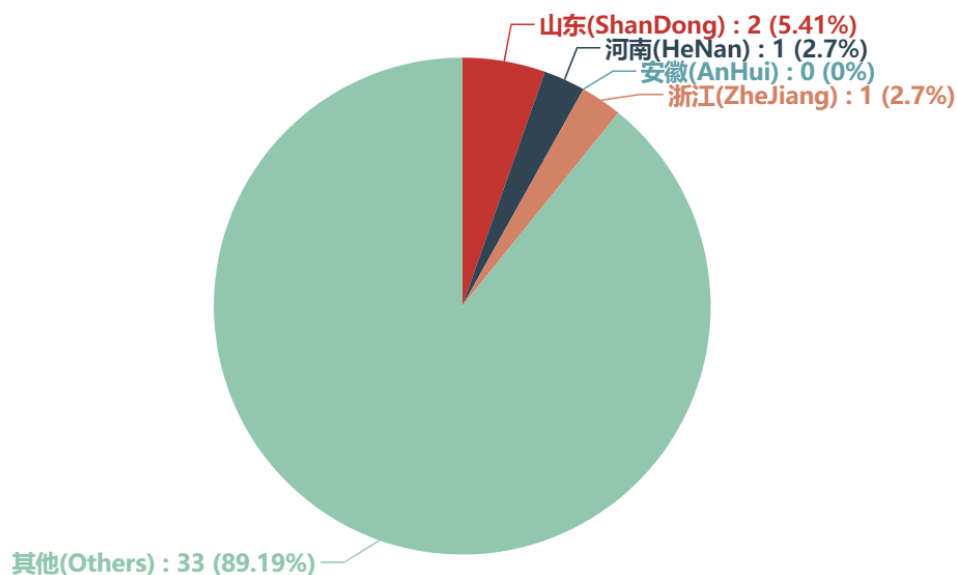


4. The area analysis of news media reports

This study focuses on the news of trans-fatty acids in four provinces, including Shandong, Henan, Anhui and Zhejiang. The analysis results of the four provinces will be shown as following:

- 山东(ShanDong)
- 河南(HeNan)
- 安徽(AnHui)
- 浙江(ZheJiang)
- 其他(Others)

重点省份新闻分布
Distribution of news in key provinces



5. The analysis of key news reports

The table of the key news reports is shown as below:

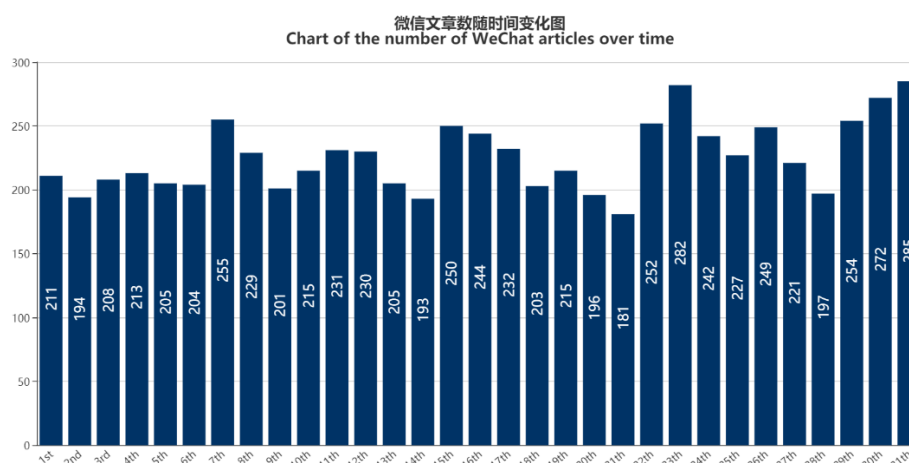
Id	Title	Issued	Media
1	Lose weight loss coffee: illegal addition of illegal drugs can cause serious death.	October 01, 2018 06:18:41	Sina
2	Dietary considerations for patients with high cholesterol.	October 01, 2018 21:38:50	Lian he Zao bao
3	Net red diet coffee contains illegal drugs, the price of 69 yuan is less than 4 yuan.	October 02, 2018 08:18:50	Sina
4	"Slimming coffee" that can't afford to hurt: illegally adding illegal drugs can cause serious death.	October 02, 2018 11:18:51	Zhong qing Online
5	Be wary! This "net red slimming coffee" contains banned drugs, and you may feel flustered or stroke.	October 02, 2018 08:18:51	Sina Guangdong Station
6	Wenhui commentary Who made the net red food.	October 04, 2018 22:57:02	China Food Technology Network
7	Net red diet coffee contains illegal drugs. The price of 69 yuan is less than 4 yuan.	October 05, 2018 08:29:38	People's Network
8	Qinghai: Promote the multi-purpose utilization of canola to create a high-quality life.	October 07, 2018 22:53:30	China Edible Oil Information Network
9	After eating so many years of fried dough sticks with soy milk, is there nutrition? why?	October 08, 2018 20:53:45	Sohu
10	Infant milk powder was not found to be unqualified.	October 10, 2018 20:13:21	Eastern Fortune Network

Chapter 3 The analysis of Trans-Fatty Acids Articles from WeChat Public Accounts

1. Overall analysis

There are 5,590 articles based on trans-fatty acids obtained from the articles released by WeChat public accounts. The trend of the changes of articles amount

over time is shown as below. Among them, the number of articles on the 31st this month was the largest, and the number of articles on the 21st was the least.



2. The analysis of the articles issued by key WeChat public accounts

According to the number of repetitions of the articles in the WeChat public account, the list of top 10 articles related to trans-fatty acids is shown as following:

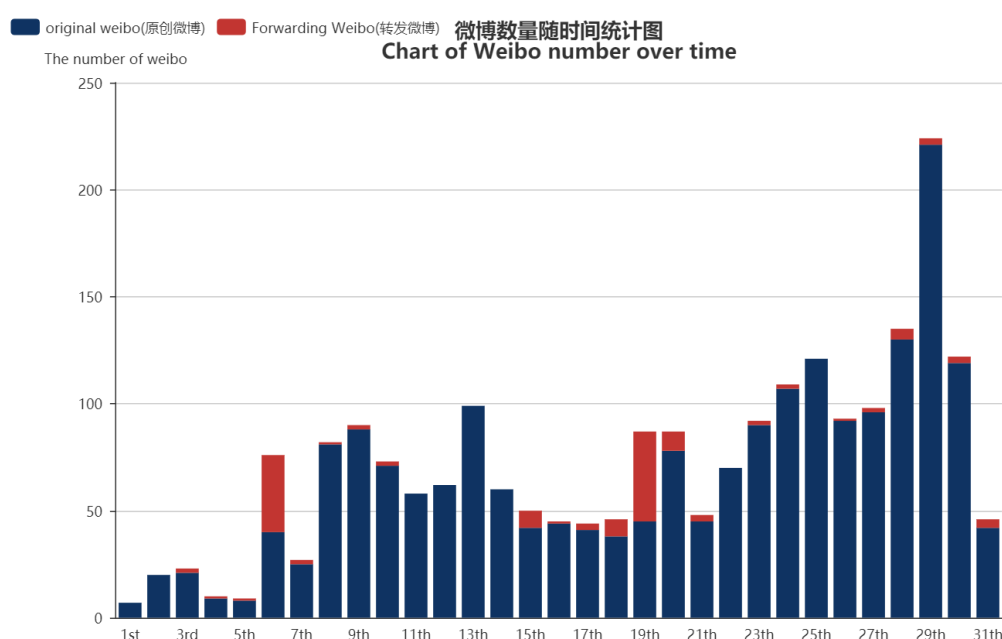
Id	Title	Issued time	Repetitions
1	The face should be poor, the feet should be rich; the heart should be poor, and the lungs should be rich!	2018-10-01	95
2	The face should be poor, the feet should be rich; the heart should be poor, the lungs should be rich, and the body should be well!	2018-10-02	94
3	These 6 kinds of milk can not be given to children, the second kind you may buy every day!	2018-10-01	76
4	Vegetarians should also have a technical content, and it is not right to eat.	2018-10-01	68
5	The Chinese body will sooner or later be beaten by these "net red foods".....	2018-10-12	62
6	The face should be poor, the feet should be rich; the heart should be poor, the lungs should be rich...	2018-10-01	22
7	Milk tea is destroying three generations of China	2018-10-01	15
8	These 6 kinds of milk still don't drink for children, the second kind you may buy every day!	2018-10-12	11
9	[Health] Milk tea is destroying the health of Chinese young people.	2018-10-04	9

10	The face should be poor, the feet should be rich; the heart should be poor, the lungs should be rich, and the body should be well.	2018-10-04	9
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Chapter 4 The analysis of Trans-Fatty Acids Microblog

1. Overall analysis

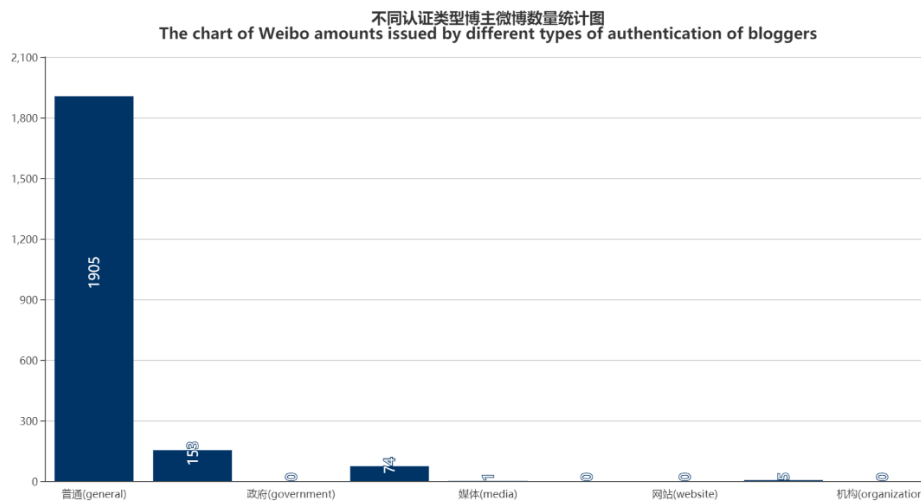
In Weibo, we have monitored 2,213 microblogs on trans-fatty acids. 2,070 of them are original posted microblogs, and 143 of them are reposted microblogs. The time distribution trend of trans-fatty acids microblogging changes is shown as below. Among them, the number of microblogs on the 29th this month was the largest, and the number of microblogs on the 1st was the least.



2. The analysis of microblog issuers

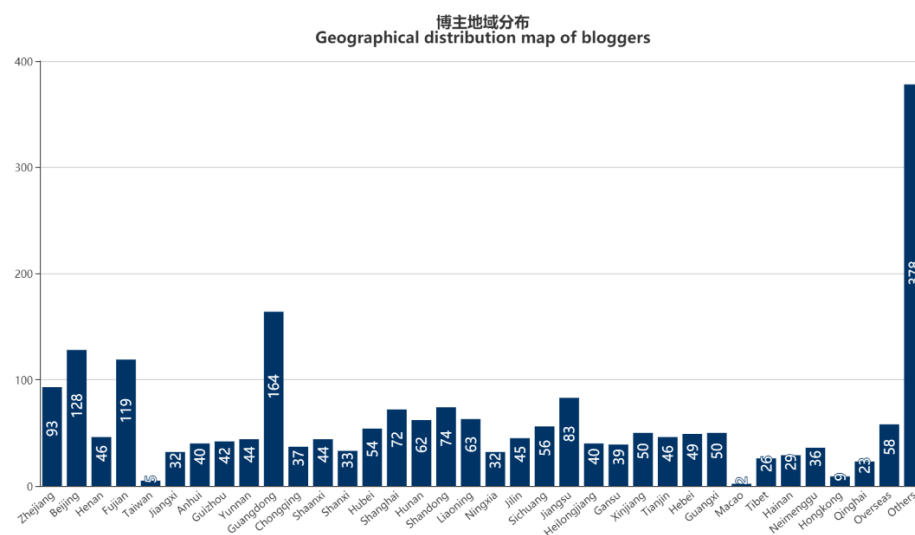
2.1 The analysis of bloggers certification types

The study divides bloggers' identity types into uncertified (general Weibo users), celebrities, governments, enterprises, media, campuses, websites, groups and institutions. We count the number of Weibo posts they publish according to different types of certification and the detailed statistical result is shown as following:



2.2 The analysis of the area of the bloggers

The study counts the geographical distribution of different bloggers. The statistical chart is shown as below:

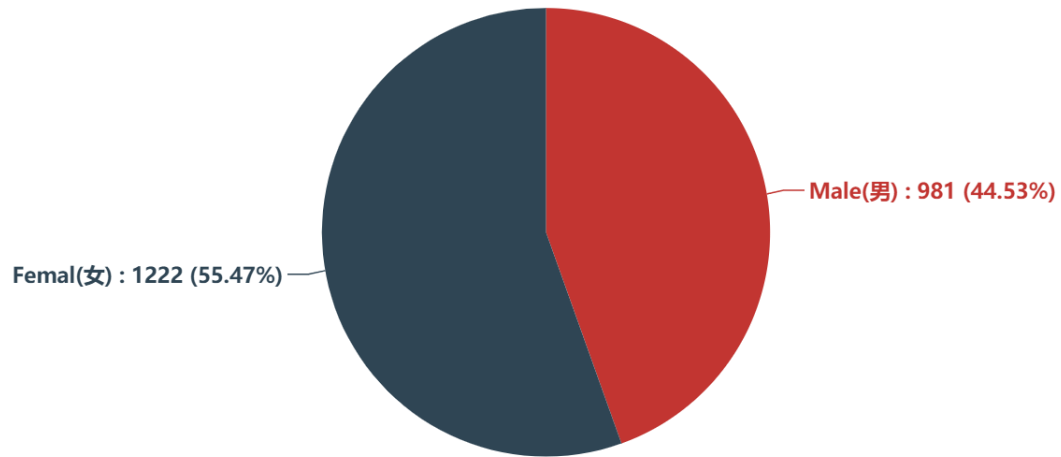


2.3 The analysis of the gender of bloggers

This study conducted a statistical analysis of the gender of bloggers and analyzed the extent to which different genders pay attention to trans-fatty acids. Only the gender of Weibo ordinary users and celebrity users is counted. It is considered that the gender of government spokespersons and media spokespersons have no practical significance.

Male(男)
Femal(女)

普通及名人博主性别统计图
Gender Chart of ordinary and Celebrity bloggers



3. The analysis of important content on Weibo

3.1 The analysis of key words on Weibo

The study has analyzed the content on microblog. According to the frequency of each word on the microblog, the study can determine the focused content about salt reductions by people, and the results of analysis can be shown as:



3.2 The top 10 list items of the popular original content on Weibo this month

In this month, sort the original content on microblog by popularity, which is defined as the sum of forwards, comments and likes, and take a list display with a forwarding amount greater than 50.

Id	Nickname	Authentication type	Issued time	Popularity	Content
1	营养师 Steven 李 珈贤	celebrity	2018-10-12	103	Li Yuxian Health Channel [choose healthy fat]...
2	iHerb 购物 网	enterprise	2018-10-14	53	#Member recommendation#Nutiva organic refined coconut oil...