

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

**2019-01**

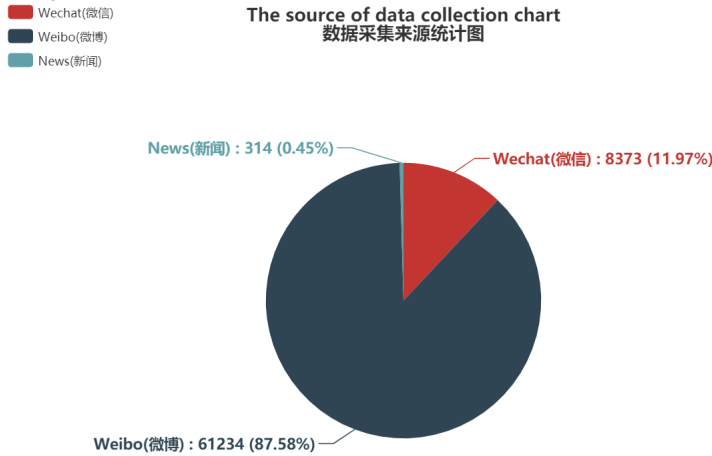
2019-02-02

# Part 1 Salt Reduction

## Chapter 1 Overall Analysis

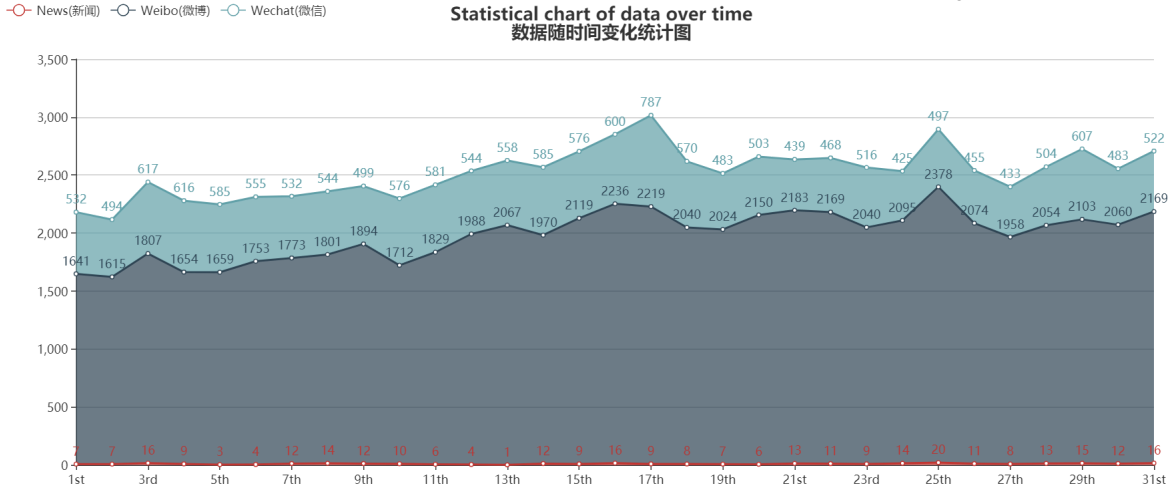
### 1.The analysison the data collection source

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



### 2.Overall analysis of the data from all sources

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

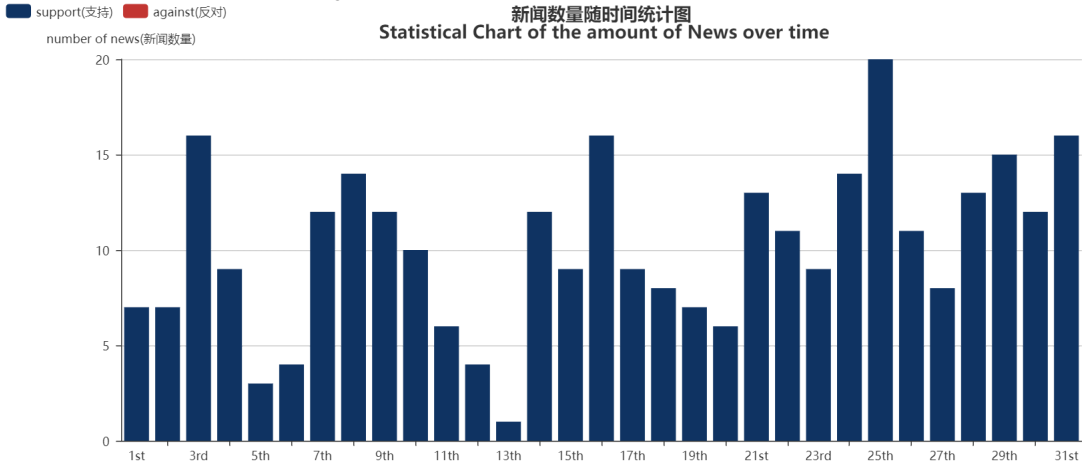


## Chapter 2 Analysis on News Reports of Salt Reduction

### 1.Overall analysis

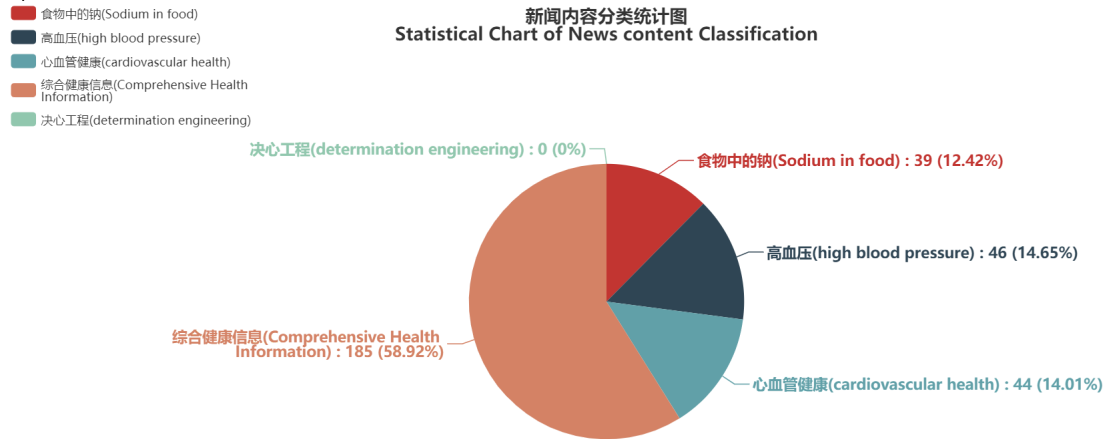
#### 1.1 Time distribution trend of news reports

This month, we received 314 reports on salt reduction by monitoring. The time distribution trend of the change of amount of salt reduction report is shown as follows. Among them, the 25th reported the most, and the 13th reported the least. Among them, 314 of them support salt reduction, accounting for 100%, and 0 against salt reduction, accounting for 0%. The specific statistics chart is shown as following:



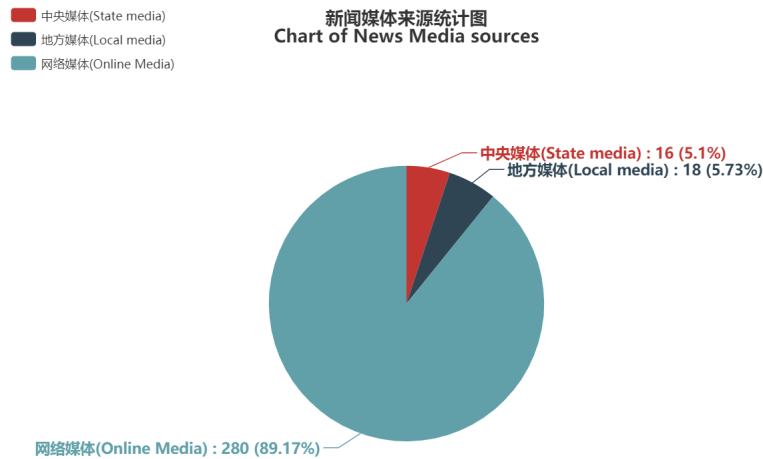
#### 1.2 News reports content analysis

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:



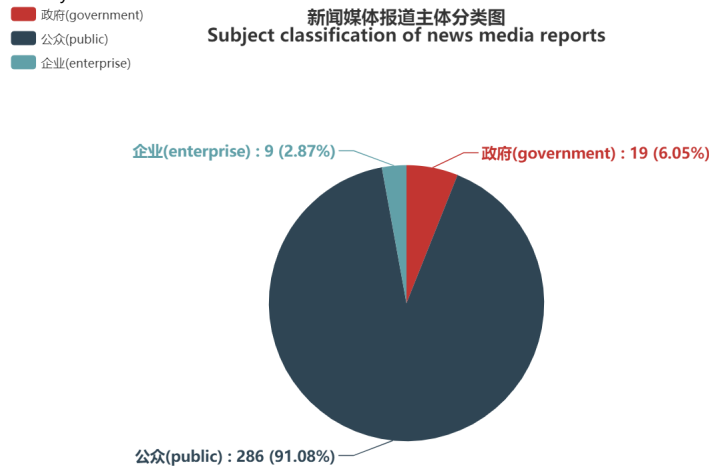
2. Analysis of information source of news reports

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 outcome structure of 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:



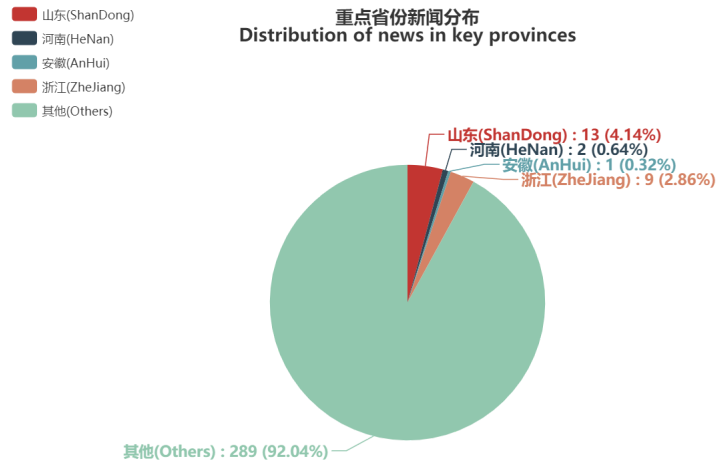
3. Analysis of news reports subjects

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 report

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



## 5. Analysis of key news report

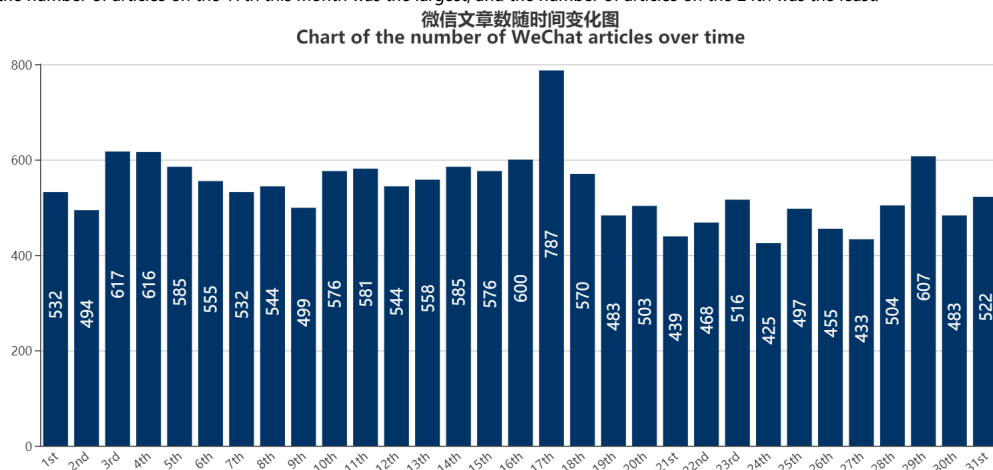
The table of the key news reports titles is shown as below:

1. <a href="#">People in Huizhou pay attention to gout: pay more attention to preventing gout in the meals of the younger and younger year</a>	Data: 2019年01月02日 19:42:48	Media: Huizhou daily
2. <a href="#">Ten health warning lines have been drawn out, and the length of life depends on it! Very important!</a>	Data: 2019年01月04日 17:27:24	Media: Sohu
3. <a href="#">It takes four o'clock for blood pressure control in winter and spring to qualify.</a>	Data: 2019年01月06日 09:06:03	Media: Southern net
4. <a href="#">Different tastes of food contain different nutrients, different sours, sweets, bitters and spices to taste</a>	Data: 2019年01月06日 22:00:58	Media: Yangzhou net
5. <a href="#">Essential precautions for the elderly with hypertension in winter</a>	Data: 2019年01月07日 15:56:18	Media: Xinhua net
6. <a href="#">What nutrition is essential for growing children?</a>	Data: 2019年01月08日 21:31:58	Media: Sina network
7. <a href="#">Provincial Government Offices Deliver Welfare to Haidong People</a>	Data: 2019年01月14日 16:20:40	Media: Qinghai News Network
8. <a href="#">Which nutrients are gimmicks and which are really useful? Experts have come to interpret it.</a>	Data: 2019年01月16日 07:45:17	Media: Guangming net
9. <a href="#">Exercise once or twice a week is not enough to "fight off" fatty liver</a>	Data: 2019年01月22日 09:15:21	Media: Xinhua net
10. <a href="#">Heart health is the best gift for yourself and your family as the festival approaches.</a>	Data: 2019年01月24日 10:14:26	Media: New wide network

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

### 1. Overall analysis

There are 8,373 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 17th this month was the largest, and the number of articles on the 24th 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 salt reduction is shown as following:

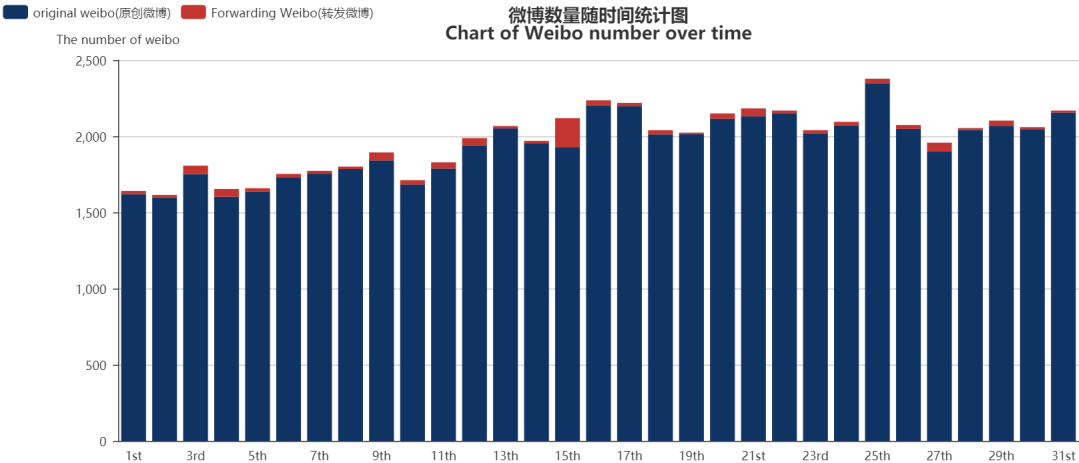
1. <a href="#">Do you enter the five "forbidden areas " of eating salt?</a>	Data: 2019-01-03	Repeat Number: 74
2. <a href="#">The disease is more terrible than cancer. Someone spent 1.3 million dollars and failed to save his life. You need to prevent it in this way.</a>	Data: 2019-01-13	Repeat Number: 67
3. <a href="#">These five signs remind you that you eat too much salt!</a>	Data: 2019-01-31	Repeat Number: 61

4. <a href="#">Japanese medical treatment was once again ranked first in the world, while China...</a>	Data: 2019-01-03	Repeat Number: 53
5. <a href="#">These 5 kinds of food hurt the kidney! But people eat every day. The more you eat, the closer you are to uremia!</a>	Data: 2019-01-14	Repeat Number: 53
6. <a href="#">Thrombosis is related to your diet. We should not eat or eat less these four kinds of foods.</a>	Data: 2019-01-02	Repeat Number: 47
7. <a href="#">When the girl is planning to get married, she is diagnosed with cancer! She cried: she ate this every other day...</a>	Data: 2019-01-10	Repeat Number: 35
8. <a href="#">After you are 40 years old, you need to start to quit these habits because it is about your health and longevity!</a>	Data: 2019-01-07	Repeat Number: 32
9. <a href="#">The child was found to have kidney failure because the mother liked this seasoning! Parents should be careful!</a>	Data: 2019-01-23	Repeat Number: 32
10. <a href="#">The 28-year-old man died of a sudden heart attack in the early morning. The doctor reminded these two people that they are most likely to have a heart attack.</a>	Data: 2019-01-18	Repeat Number: 29

Chapter 4 Analysis of Salt Reduction Microblog

1. Overall analysis

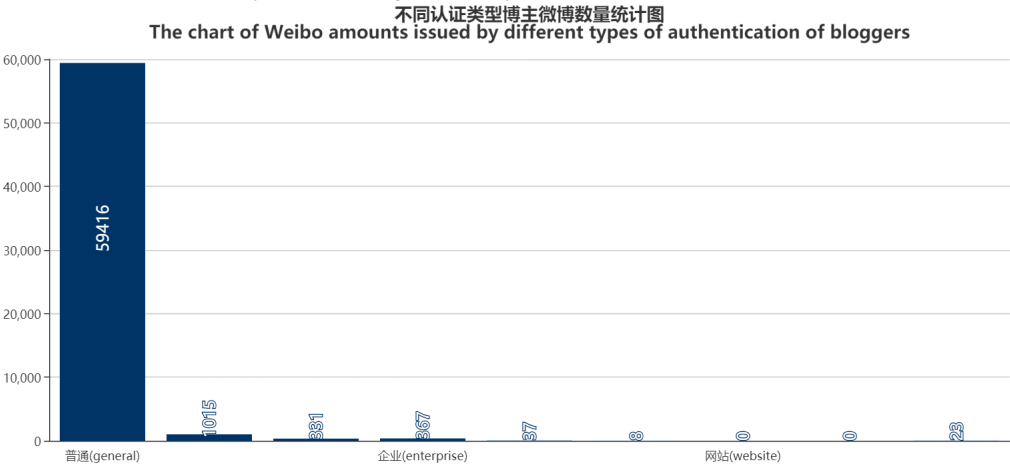
In Weibo, we monitored 61,234 microblogs on salt reduction. 60,195 of them are original posted microblog, and 1,039 of them are reposted microblogs. The time distribution trend of salt reduction microblogging changes is shown as below. Among them, the number of microblogs on the 25th was the largest, and the number of microblogs on the 2nd 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, enterprise, media, schools, websites, applications, 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:

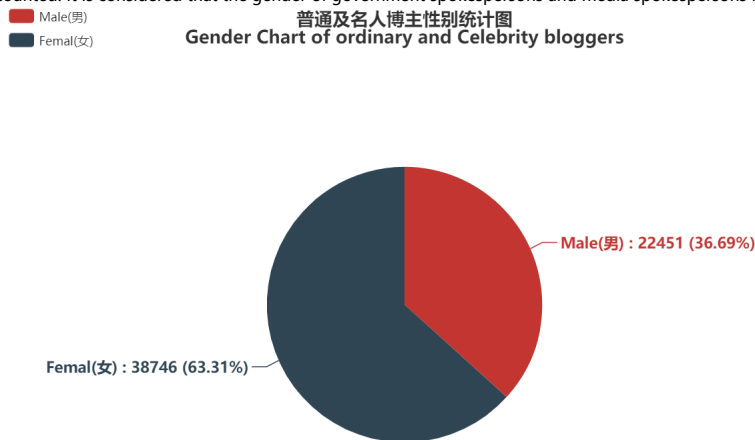


2.2 Analysis the area of the bloggers

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

Region	Number of Cases
Anhui	1717
Macao	31
Beijing	2900
Fujian	1705
Gansu	1171
Guangdong	2662
Guangxi	1765
Guizhou	1479
Hainan	1192
Hebei	1465
Henan	1779
Heliangjiang	1307
Hubei	1316
Hunan	1987
Jilin	1222
Jiangsu	1734
Jiangxi	1258
Liaoning	1368
NeiMenggu	1194
Ningxia	1217
Qinghai	1228
Shandong	1995
Shanxi	1212
Shaanxi	1347
Shanghai	1533
Sichuan	1529
Taiwan	98
Tianjin	1201
Tibet	1191
Hongkong	168
Xinjiang	1188
Yunnan	1300
Zhejiang	1905
Chongqing	1213
Overseas	4498
Others	9186

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.



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:



In this month, sort original weibo according to forwarding amount, and take a list display with a forwarding amount greater than 50.

1.Nickname: 生活贴士	Identity: celebrity	Data: 2019-01-26	Repost: 700
<a href="#">Take every little thing in life seriously and start with salt. Protect health and prevent high blood pressure. Eat less salt. Salt control with these 6 practical strokes.</a>			
2.Nickname: 张张麻麻	Identity: celebrity	Data: 2019-01-07	Repost: 149
<a href="#">The American Medical Association has proposed six health recommendations: 1. Active exercise (moderate exercise to enhance immunity and prevent cardiovascular disease). 2. Know and control blood pressure (healthy low salt balanced diet). 3. Eating antibiotics is useless for colds (for colds caused by viruses, killing bacteria is useless). 4. Limit alcohol consumption (a type of carcinogen). 5. Be sure to quit smoking (a type of carcinogen). 6. Control stress and maintain mental health (anxiety and depression produce a lot of reactive oxygen free radicals). It is estimated that these six articles are difficult to understand in China.</a>			
3.Nickname: 生命时报	Identity: media	Data: 2019-01-13	Repost: 97
<a href="#">He Li, a researcher at the Institute of Nutrition and Health, China Center for Disease Control and Prevention, said that the gut likes to do nine things. 1. Eat less, eat more and have breakfast. 2. Eat more food rich in dietary fiber. 3. Eat fish 3-5 times a week. 4. Eat less high-salt and oily food. 5. Keep healthy weight. 6. Drink 1500-2000 ml of drinking</a>			

[water every day. 7. Chew carefully and swallow slowly. 8. Exercise regularly. 9. Appropriate intake of fermented milk products.](#)

4.Nickname: 生命时报 Identity: media Data: 2019-01-29 Repost: 83

[\[6 kinds of drinks have hidden dangers\] In addition to "eat", improper drinking will also affect health, such as: 1 soup contains more salt so it is easy to cause high blood pressure; 2 excessive consumption of milk will lead to high risk of illness; 3 strong tea will lead to heart palpitations 4 coffee affects sleep; 5 "artificial juice" hurts intelligence; 6 wine causes 60 diseases.](#)

5.Nickname: 健康-生活小常识 Identity: celebrity Data: 2019-01-02 Repost: 62

[Recommendations: For parents with hypertension: 1\) walk 6,000 steps a day; 2\) read diaries to see the happy past and maintain blood pressure balance; 3\) eat 4 cloves of garlic a day; 4\) eat celery more; 5\) drink less sugary drinks; 5\) eat more potatoes and eggplants to supplement potassium; 5\) drink more milk to supplement calcium every day; 5\) quit smoking and drinking; 5 grams of salt per day; 5\) eat lemon to supplement vitamin C.](#)

6.Nickname: 每日健康百科 Identity: celebrity Data: 2019-01-06 Repost: 53

[\[6 methods of body care\] 1 clearing lungs: eat more apples. Pectin and antioxidants in apple skin can reduce the inflammatory response in the lungs. 2 clearing intestines: eat more fruits such as bananas, eat more coarse grains. 3 clearing stomach: do not stay up late; eat less sweet, salty, spicy and cold food. 4 clearing liver: Exercise for 10 minutes a day. 5 clearing gallbladder: eat more high-fiber food such as celery, cereals, sweet potatoes. Eat less cholesterol-rich foods such as animal offal and egg yolk. 6 clearing kidney: eat less salt and drink plenty of water.](#)

7.Nickname: 中科体检 Identity: organization Data: 2019-01-06 Repost: 52

[Potassium is a natural antihypertensive drug. High potassium diets have a role in high blood pressure caused by too much sodium intake. Potassium lowers blood pressure by dilating blood vessels and lowering vascular resistance. It also increases the excretion of urinary sodium, thereby reducing blood pressure. It can reduce the risk of diseases such as heart disease and stroke. The recommended intake of potassium is 3500 mg/day. The best sources of potassium are vegetables, especially green leafy vegetables, algae and potatoes, as well as fruits and beans.](#)

8.Nickname: 优秀企业家恩宁 Identity: celebrity Data: 2019-01-07 Repost: 51

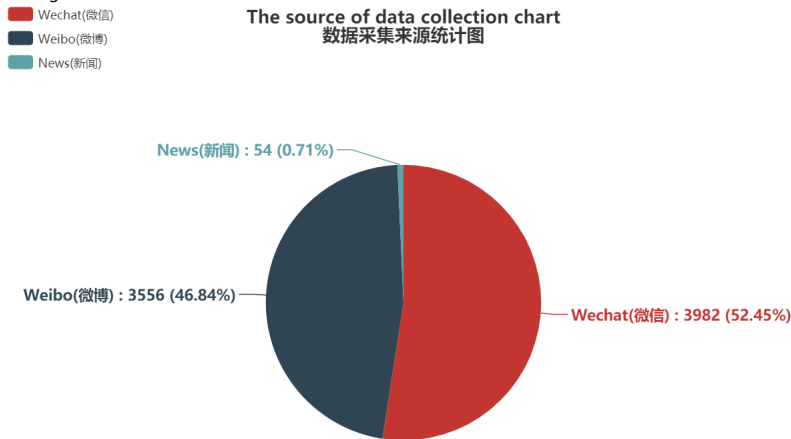
[Avoid eye puffiness: cold compress: If you find eyelid swelling when you get up, use a cold water dipped towel and gently massage. Eat less salt before menstruation: reduce the intake of salt: when the eyelid edema occurs before menstruation, it is necessary to reduce the intake of salt. Drink less water before going to bed: drink plenty of water at ordinary times to keep your body full of water, but don't drink so much before going to bed.](#)

## Part 2 Trans-Fatty Acid

### Chapter 1 Overall Analysis

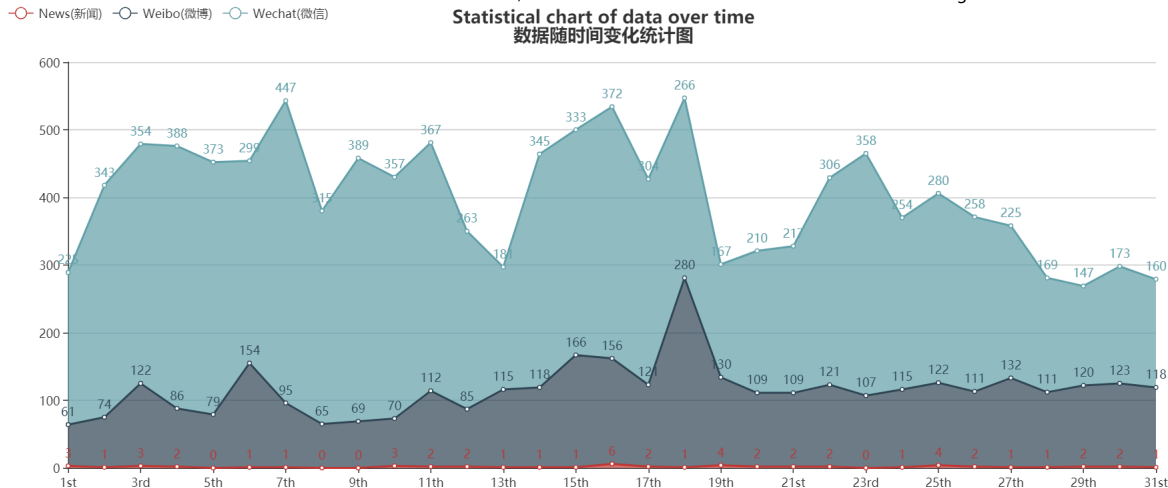
#### 1. The analysis on the data collection source

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 monitoring data of this month is distributed as following:



#### 2. Overall analysis of the data from all sources

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

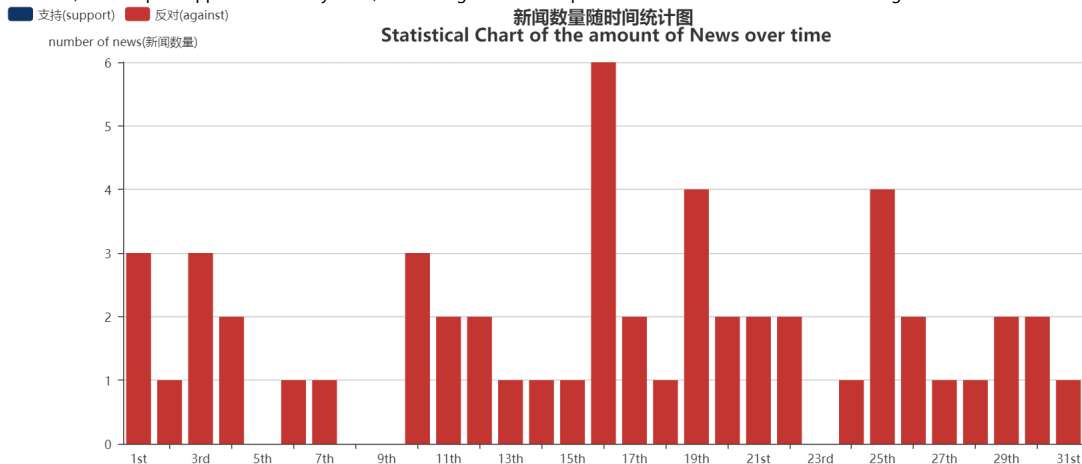


### Chapter 2 The analysis on News Reports of trans-fatty acids

#### 1. Overall analysis

##### 1.1 The time distribution trend of news reports

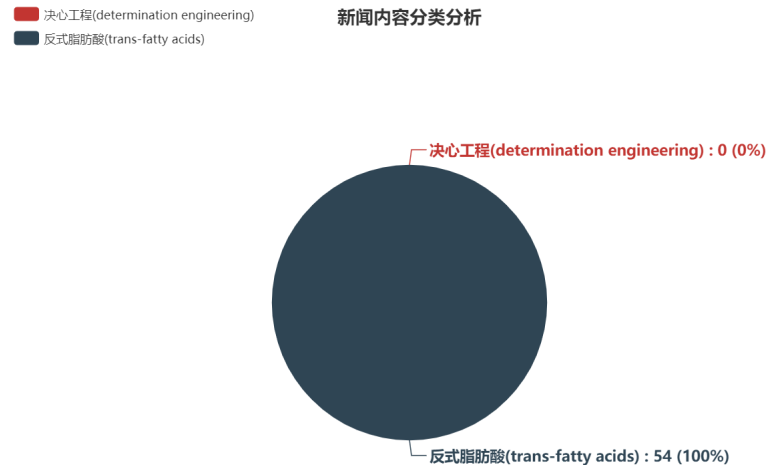
This month, the study has monitored 54 reports about trans-fatty acids. The time distribution trend of the change of amount of trans-fatty acids report is shown as following. Among them, the 16th day has the largest amount of reports, and the 5th, 8th, 9th, 23rd day has the least amount of reports. There are 48 reports against trans-fatty acids, accounting for 100%, and 0 reports support trans-fatty acids, accounting for 0%. The specific statistics chart is shown as following:





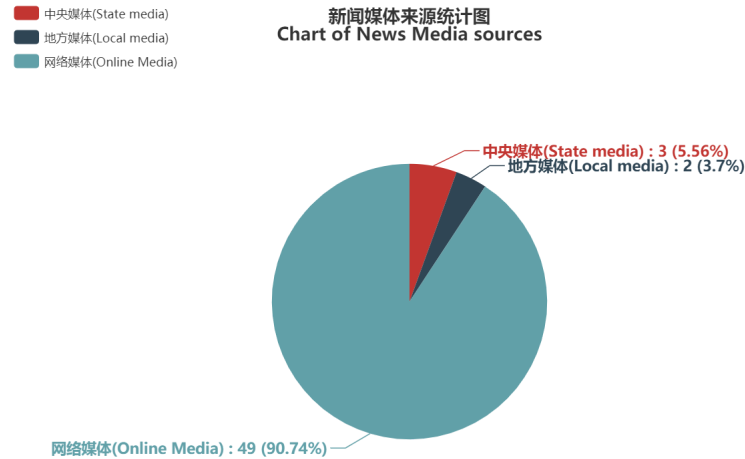
1.2 News reports content analysis

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



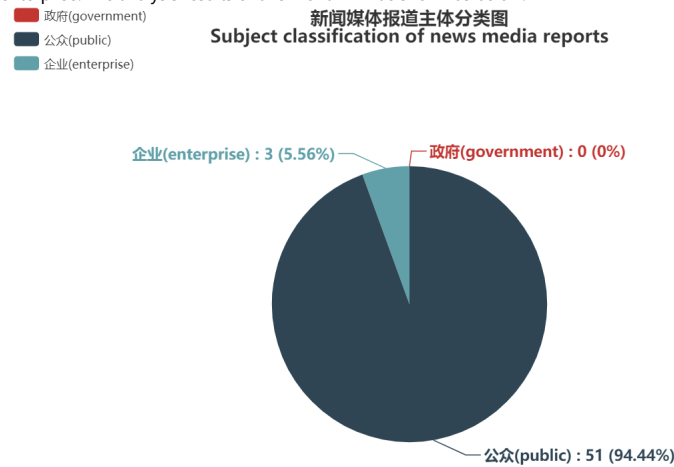
2. The analysis of information source from news reports

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:



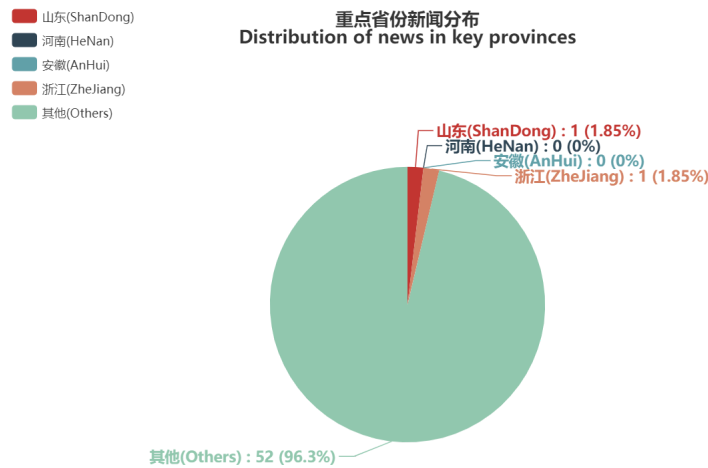
3. The analysis of news reports subjects

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:



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:



## 5. The analysis of key news reports

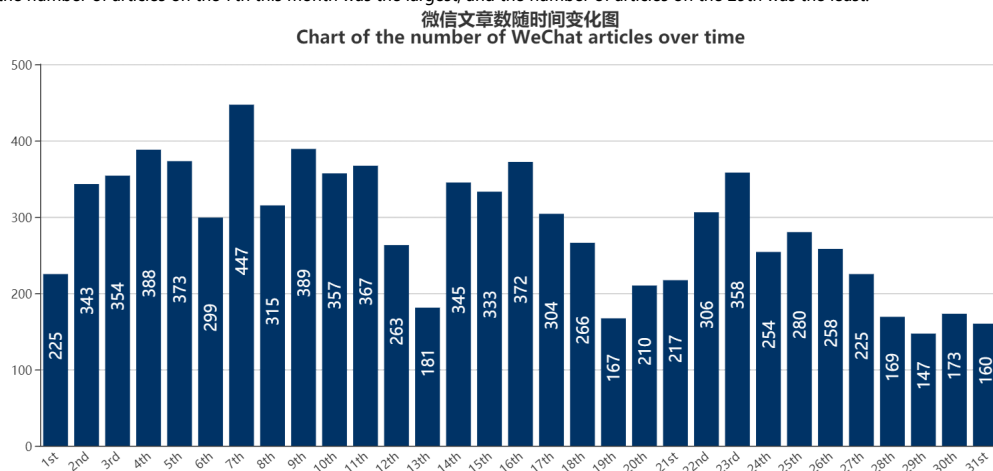
The table of the key news reports titles is shown as below:

1. <a href="#">Group Purchase Advice   100% Corn Ring/Pork Floss/Seven-hole Pot</a>	Data: 2019年01月01日 22:53:50	Media: Sohu
2. <a href="#">Six sentences for you in 2019</a>	Data: 2019年01月01日 13:56:00	Media: Sohu
3. <a href="#">Do not like to drink milk, how to meet the standard intake of dairy products? Five dairy products can be substituted</a>	Data: 2019年01月01日 09:59:54	Media: People's net
4. <a href="#">Former FDA commissioners have publicly mistaken nutritional advice for decades.</a>	Data: 2019年01月02日 16:07:23	Media: Multidimensional News Network
5. <a href="#">Bewilderment of Drinking Milk</a>	Data: 2019年01月03日 00:07:23	Media: Sohu
6. <a href="#">18 Food Safety Rumors: Spicy Bars Top, Starbucks MSG Strawberries Top</a>	Data: 2019年01月03日 06:07:36	Media: The ChinaPress
7. <a href="#">Don't touch these seven kinds of food! Taiwanese renowned doctor: a bunch of people eat kidney washing</a>	Data: 2019年01月03日 17:13:54	Media: Chinese latitude and longitude
8. <a href="#">Do not like to drink milk, adults how to meet the standard intake of dairy products?</a>	Data: 2019年01月16日 07:52:25	Media: Guangming net
9. <a href="#">Eight Kinds of Food Easy to Reduce Life and Sugar Drinks Accelerate Aging</a>	Data: 2019年01月19日 09:59:52	Media: People's net
10. <a href="#">New Year's Candy Selection</a>	Data: 2019年01月26日 08:19:41	Media: People's net

## Chapter 3 The analysis of Trans-Fatty Acids Articles from WeChat PublicAccounts

### 1. Overall analysis

There are 3,982 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 7th this month was the largest, and the number of articles on the 29th 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:

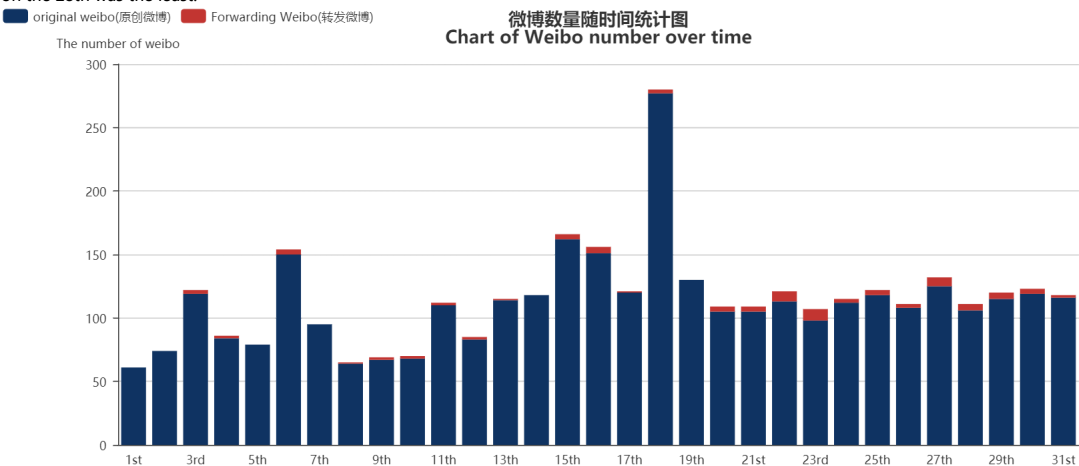
1. <a href="#">Facial need to be poor, feet need to be rich, heart need to be poor, lungs need to be rich.</a>	Data: 2019-01-20	Repeat Number: 237
2. <a href="#">Thrombosis is related to your diet. We should not eat or eat less these four kinds of foods.</a>	Data: 2019-01-01	Repeat Number: 138

3. <a href="#">Keep your face poor, your feet rich, your heart poor, your lungs rich and you will be healthy.</a>	Data: 2019-01-02	Repeat Number: 56
4. <a href="#">Blacklist of New Year's Goods: Never buy these eight categories!</a>	Data: 2019-01-27	Repeat Number: 48
5. <a href="#">It kills half a million people each year and have been called off by WHO! And it is hidden in the food you eat every day.</a>	Data: 2019-01-01	Repeat Number: 34
6. <a href="#">Eating whole grains often has a lot of benefits, but are you really suitable for eating? Don't let "pseudo coarse grains" ruin health</a>	Data: 2019-01-12	Repeat Number: 34
7. <a href="#">These five kinds of food hurt kidney, but you may eat them everyday. The more you eat them the closer you are to uremia.</a>	Data: 2019-01-14	Repeat Number: 31
8. <a href="#">It kills half a million people each year and have been called off by WHO! And it is hidden in the food you eat every day.</a>	Data: 2019-01-06	Repeat Number: 30
9. <a href="#">The face should be poor, the feet should be rich; the heart should be poor, the lungs should be rich, remember it!</a>	Data: 2019-01-28	Repeat Number: 29
10. <a href="#">It's good to eat coarse grains often, but are you really fit to eat?</a>	Data: 2019-01-11	Repeat Number: 27

## Chapter 4 The analysis of Trans-Fatty Acids Microblog

### 1. Overall analysis

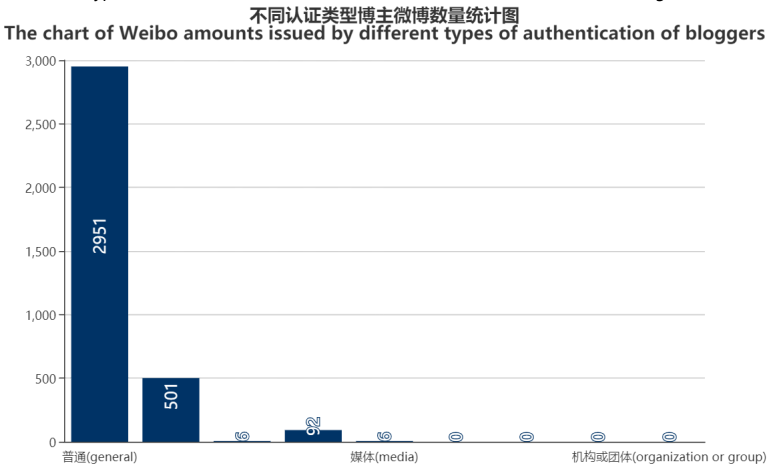
In Weibo, we have monitored 2,922 microblogs on trans-fatty acids. 2,575 of them are original posted microblogs, and 347 of them are reposted microblogs. The time distribution trend of trans-fatty acids microblogging changes is shown as below. Among them, the number of microblogs on the 29th this month was the largest, and the number of microblogs on the 28th was the least.



### 2. The analysis of microblog issuers

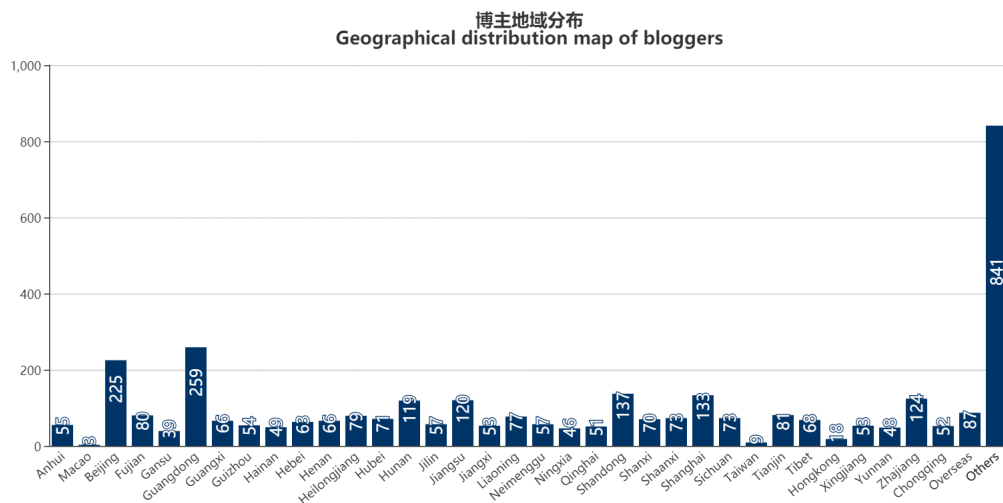
#### 2.1 The analysis of bloggers certification types

The study divides bloggers' identity types into uncertified (general Weibo users), celebrities, groups, enterprises, media, campuses, websites 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

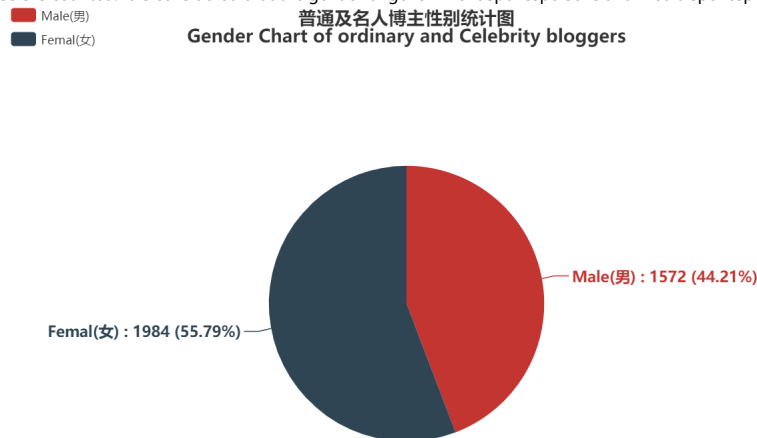
The study counts the geographical distribution of different bloggers. The statistical chart is shown as below:



## 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.

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 keywordson 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 contenton Weibo this month

In this month, sort original weibo according to forwarding amount, and take a list display with a forwarding amount greater than 50.

1.Nickname: 潮妈喂养学	Identity: general user	Data: 2019-01-25	Repost: 100
<a href="#">Milk slices with strong fragrance are favorite snacks for many children. However, many dairy tablets contain additives, and excessive consumption has potential harm to children's health. A careful look at the ingredient list will show that in addition to powdered milk and white granulated sugar, additives such as "fat tail" and "essence" are also listed. Especially the vegetable fat powder, which contains trans fatty acids, not only harmful to the health of babies, but also affect intellectual development.</a>			