

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

2018-11

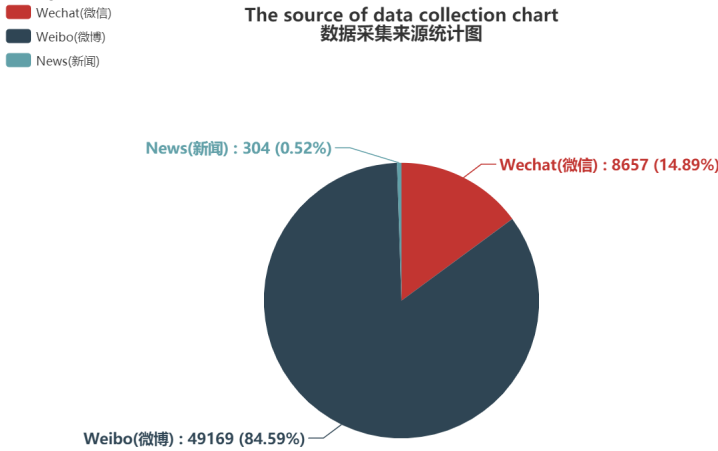
December 2, 2018

Part 1 Salt Reduction

Chapter 1 Overall Analysis

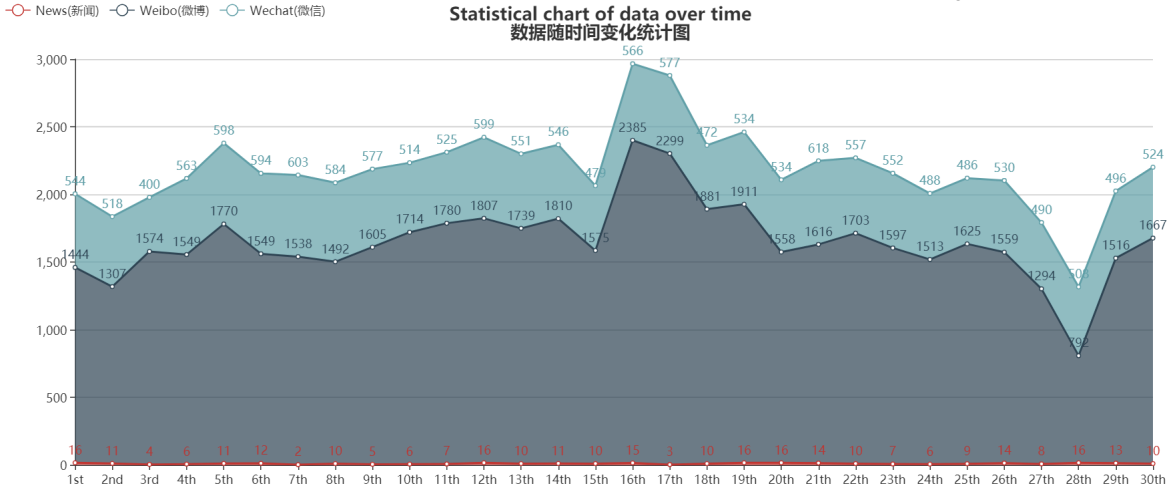
1.The analysison the data collection source

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:

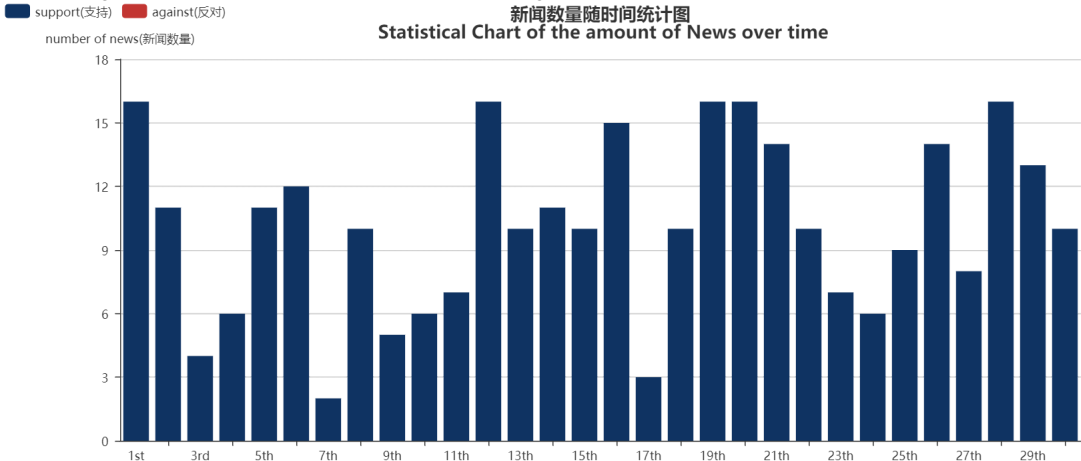


Chapter 2 Analysis on News Reports of Salt Reduction

1.Overall analysis

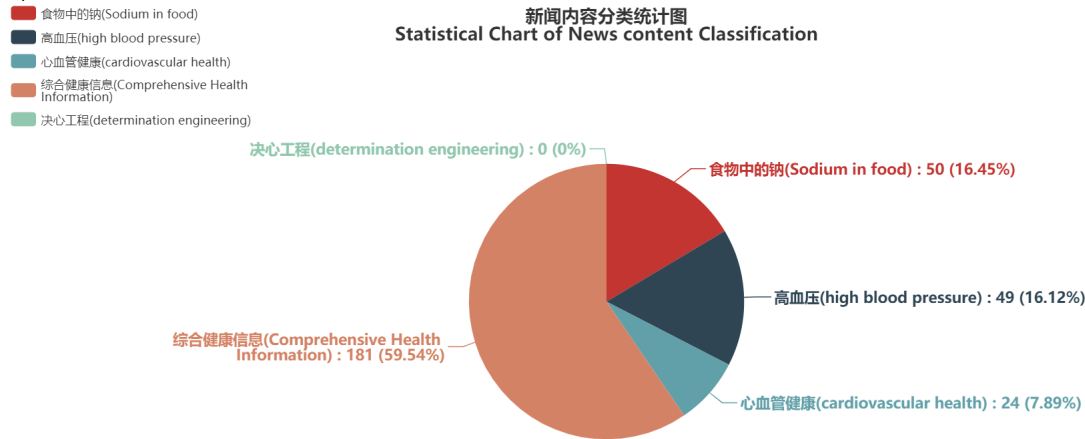
1.1 Time distribution trend of news reports

This month, we received 304 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 1st, 12th, 19th, 20th, 28th reported the most, and the 7th reported the least. Among them, 304 of them support salt reduction, accounting for 100%, and 0 against salt reduction, accounting for 0%. The specific statistics chart is shown as following:



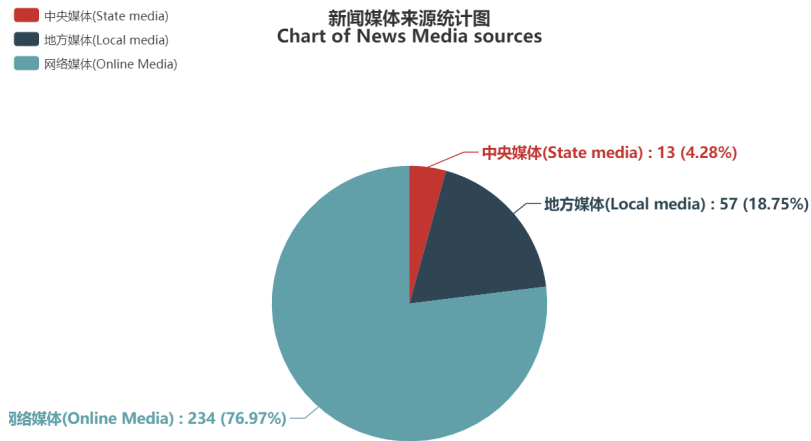
1.2 News reports content analysis

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:



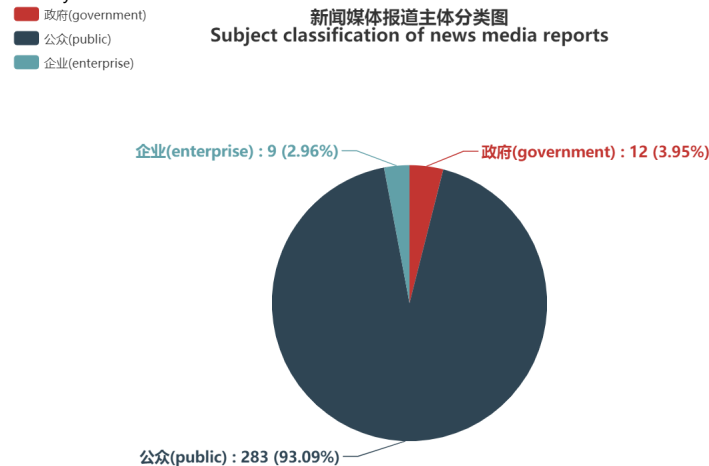
2. Analysis of information source of news reports

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:



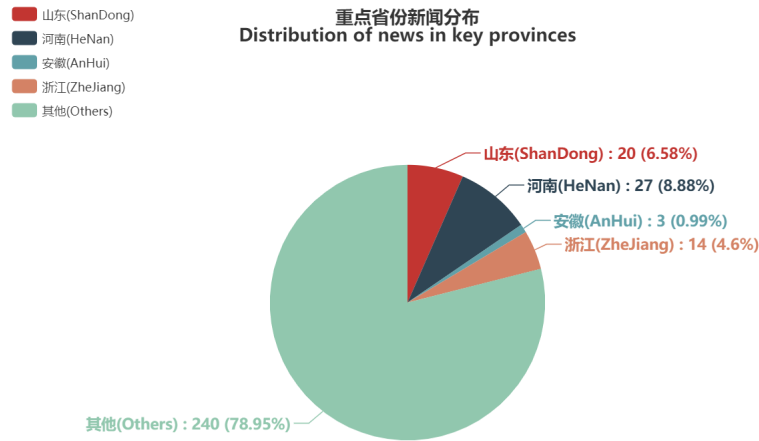
3. Analysis of news reports subjects

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

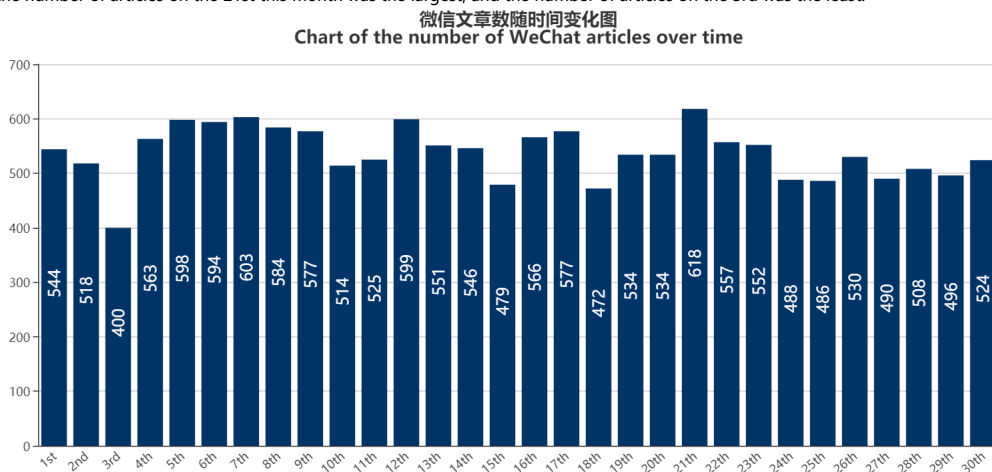
The table of the key news reports titles is shown as below:

1. Hard light crude is a good bread	Data: 2018-11-02	Media: People's Daily online
2. Go to the supermarket shopping, first read these again to buy! I didn't think cheated for so many years	Data: 2018-11-04	Media: sina
3. Jealous easily cause osteoporosis? The truth is the opposite	Data: 2018-11-04	Media: People's Windows in wenzhou
4. Sweat! Go on a diet to lose weight to force the body energy basis, more easily fat	Data: 2018-11-05	Media: Wenzhou network
5. Long pregnancy do not long flesh	Data: 2018-11-09	Media: People's Daily online
6. Be careful seven reasons make eyes swollen bubble	Data: 2018-11-12	Media: China JingJiWang
7. Nestle healthy children's global plan enters Laixi, Qingdao	Data: 2018-11-20	Media: Qingdao News Network
8. Vegetarian meat is not healthy and its sodium content is higher than that of seawater	Data: 2018-11-22	Media: China Shandong Network
9. "Take immediate action to prevent stroke!" Public benefit lectures are held to teach you how to identify stroke in advance	Data: 2018-11-27	Media: Dongguan Time Network
10. Once salt is eaten too much, diseases will come unasked! It can't be untrue	Data: 2018-11-27	Media: Mobile NetEase

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

1. Overall analysis

There are 8,657 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 21st this month was the largest, and the number of articles on the 3rd 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:

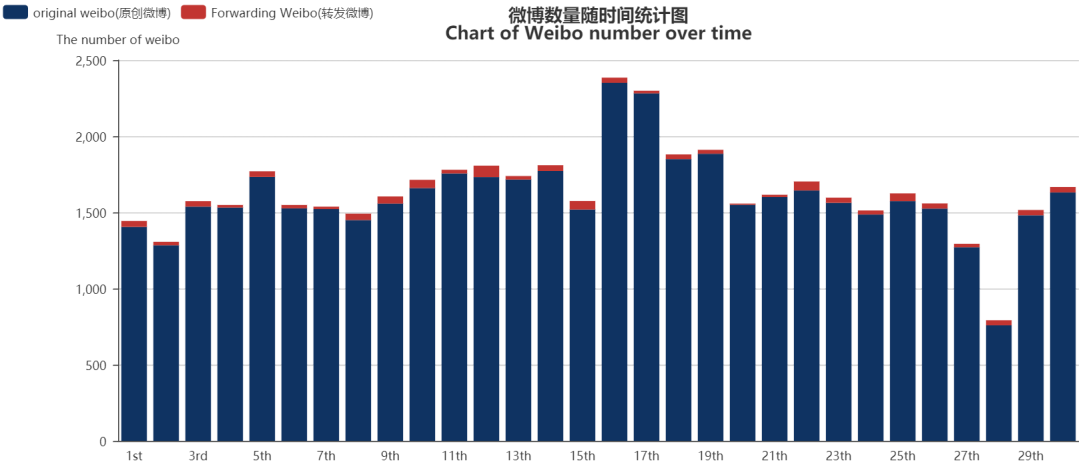
1. Want health and longevity: eat less three kinds of white food and eat more three kinds of black food.	Data: 2018-11-08	Repeat Number: 398
2. This thing you eat every day shortens the life of the heart, grabs calcium with bones, and causes cancer...	Data: 2018-11-19	Repeat Number: 83
3. CCTV has exposed this matter! People who don't eat MSG or chicken should pay attention to it.	Data: 2018-11-09	Repeat Number: 75

4.Union Hospital: If you have three highs, don't worry. Use a "word" to solve the problem, and people after the age of 40 need it!	Data: 2018-11-10	Repeat Number: 41
5.18 cancer body maps reveal the carcinogen truth	Data: 2018-11-05	Repeat Number: 33
6.CCTV exposed it! People who don't eat MSG or chicken should pay attention to it!	Data: 2018-11-13	Repeat Number: 25
7.What is the difference between the salt of 1 dollar a pack and 10 dollar a pack? Be careful to the salt you eat which may make you get sick!	Data: 2018-11-17	Repeat Number: 24
8.After getting used to a heavy-tasting diet, how to reduce salt, oil and sugar?	Data: 2018-11-21	Repeat Number: 23
9.Why do Japanese people live the longest in the world? Because they have 10 rules, and we really should learn these!	Data: 2018-11-27	Repeat Number: 23
10.15 "natural blood pressure reduction methods" assist in lowering blood pressure. Lowering blood pressure can be as simple as that.	Data: 2018-11-20	Repeat Number: 13

Chapter 4 Analysis of Salt Reduction Microblog

1. Overall analysis

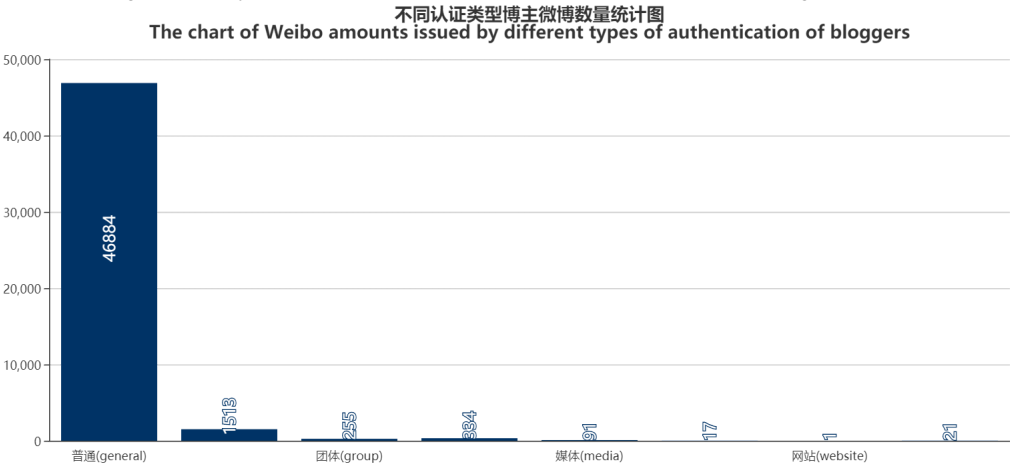
In Weibo, we monitored 49,169 microblogs on salt reduction. 48,157 of them are original posted microblog, and 1,012 of them are reposted microblogs. The time distribution trend of salt reduction microblogging changes is shown as below. Among them, the number of microblogs on the 16th was the largest, and the number of microblogs on the 28thwas the least.



2. Analysis of microblog issuers

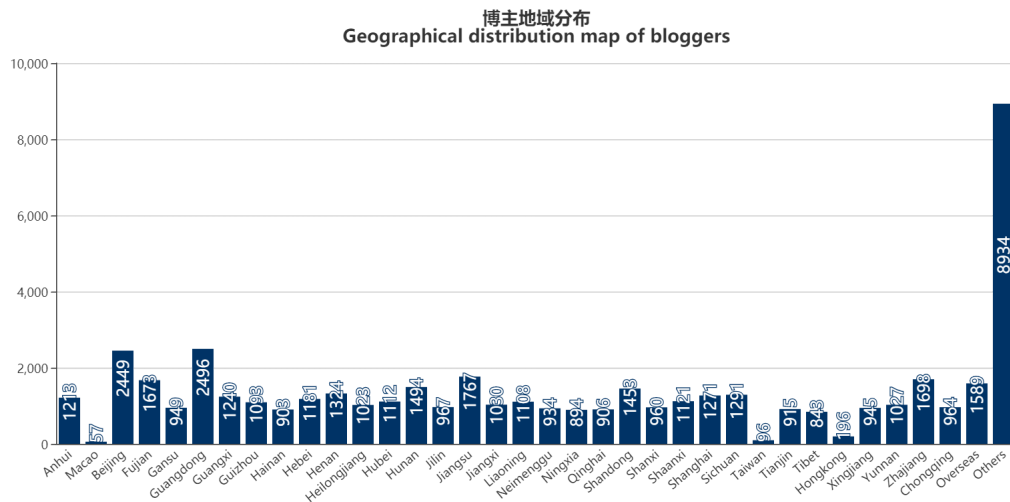
2.1 Analysis of bloggers certification types

The study divides bloggers' identity types into uncertified (general Weibo users), celebrities, 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 Analysis the area of the bloggers

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

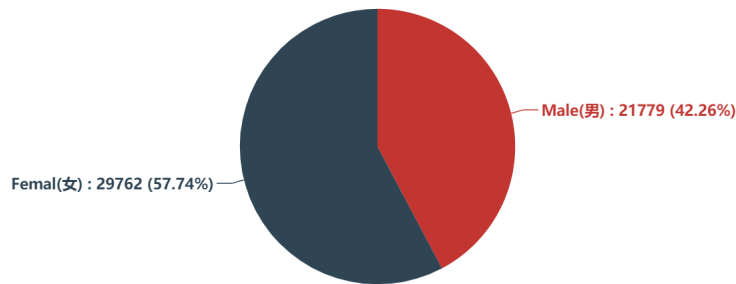


2.3 The analysis of the gender of bloggers

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.

Male(男)
Female(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 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: 时尚生活邦	Identity: celebrity	Data: 2018-11-17	Repost: 466
[Eating bananas after exercise] During exercise, the body will expel a lot of sweat, and many minerals are excreted with sweat, especially potassium and sodium. In these two cases, sodium is easier to replenish from food, but potassium is less in the body, so it is necessary to supplement foods rich in potassium after exercise. Banana is rich in potassium and is the ideal choice for potassium supplementation.			
2.Nickname: 美食育儿二头妈	Identity: celebrity	Data: 2018-11-30	Repost: 356
The main component of the salt is sodium chloride, and 1 g of salt contains about 393.2 mg of sodium. The demand for baby sodium in 0-6 months is 170mg, and the demand for baby in 7-12 months is 350mg, which means that the daily demand for sodium is less than 400mg (equivalent to 1g salt). However, for the baby within one year of age, the salt in breast milk, formula and natural food can meet the baby's needs, and additional salt will add the baby's kidney burden, affecting the baby's health.			
3.Nickname: Cindy营养课堂	Identity: general user	Data: 2018-11-03	Repost: 318
[Ten lifestyles to lower blood pressure] 1. Take 6000 steps per day; 2. No more than 5 grams of salt per person per day; 3. Stop smoking and limit alcohol; 4. Drink 1 kg of milk			

[per day; 5. Eat potatoes, eggplant and potassium; 6. Eat lemon supplement vitamin C; 7. Drink less sugary drinks; 8. Eat celery to stabilize blood pressure; 9. Eat 4 cloves of garlic a day; 10. Think three things that make you happy every day.](#)

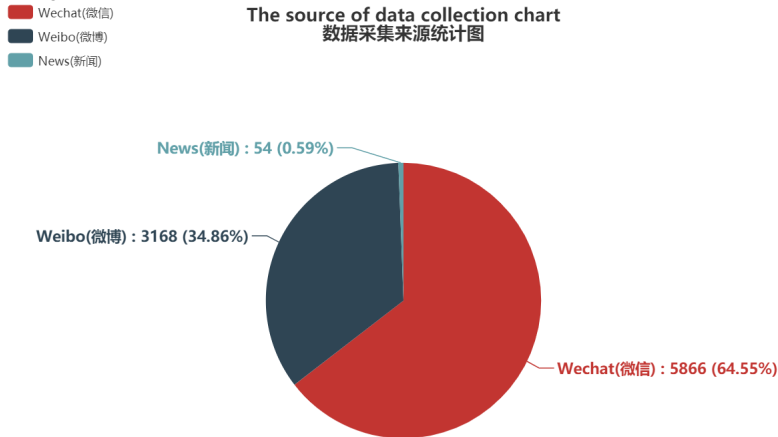
4.Nickname: 陈暖央	Identity: celebrity	Data: 2018-11-09	Repost: 202
Come and pay homework. Documentary 60-day training program - diet articles. I try to eat less oil and less salt, and these meals are made using very common cooking methods. Please limit my time to prepare the content of the training article.			
5.Nickname: 实用生活小百科	Identity: general user	Data: 2018-11-02	Repost: 130
[Ten major lifestyles to lower blood pressure] 1. Take 6000 steps per day; 2. No more than 5 grams of salt per person per day; 3. Stop smoking and limit alcohol; 4. Drink 1 kg of milk per day; 5. Eat potatoes, eggplant and potassium; 6. Eat lemon supplement vitamin C; 7. Drink less sugary drinks; 8. Eat celery to stabilize blood pressure; 9. Eat 4 cloves of garlic a day; 10. Think three things that make you happy every day.			
6.Nickname: 中国新闻网	Identity: media	Data: 2018-11-29	Repost: 119
[The takeaway has health hazards. Experts tell you why you should eat less takeaways] Do you think there is only a health hazard in takeaway? Experts pointed out that in order to taste good, merchants often add a lot of oil and salt to the take-away food. Long-term consumption of this food will increase the risk of high blood pressure and high blood fat. Even young people are prone to chronic cardiovascular diseases, especially many office workers who are sedentary for lack of exercise and irregular life, and are likely to become sub-healthy.			
7.Nickname: 健康曝光台	Identity: celebrity	Data: 2018-11-30	Repost: 106
On September 13, Mr. Liu, who lives in Hubei, was admitted to the hospital because of acute myocardial infarction. He was hospitalized for 61 days in the hospital because of a serious blockage of the right coronary artery. He spent 1.04 million cardiovascular and cerebrovascular diseases to bring a heavy burden to the family. If he can find it early and prevent it early, it will be a great fortune for the family and the patient. Winter is a high season for cardiovascular and cerebrovascular diseases. Our diet should be less oil and less salt, and we should pay attention to exercise. The family with the elderly should pay attention to the fact that the elderly have these signs indicating that they may have a heart attack!			
8.Nickname: 健康-生活小常识	Identity: celebrity	Data: 2018-11-02	Repost: 93
[Ten major lifestyles to lower blood pressure] 1. Take 6000 steps per day; 2. No more than 5 grams of salt per person per day; 3. Stop smoking and limit alcohol; 4. Drink 1 kg of milk per day; 5. Eat potatoes, eggplant and potassium; 6. Eat lemon supplement vitamin C; 7. Drink less sugary drinks; 8. Eat celery to stabilize blood pressure; 9. Eat 4 cloves of garlic a day; 10. Think three things that make you happy every day.			
9.Nickname: 生命时报	Identity: media	Data: 2018-11-30	Repost: 76
[6 kinds of people can not drink soup casually] Many people hope to maintain their health by drinking soup, but for some special people, if you do not pay attention when drinking soup, it may bring health risks: 1 gout: avoid drinking broth; 2 high Blood pressure: control the amount of salt and oil; 3 obesity & high blood fat: remove the oil before drinking soup; 4 more stomach acid: can not drink soup on an empty stomach; 5 diabetes: less oil, salt and sugar; 6 cholecystitis: avoid thick soup. See if you are in these people?			
10.Nickname: 老中医健康养生堂	Identity: celebrity	Data: 2018-11-03	Repost: 75
[Eight methods of detoxification] 1. liver detoxification: carrots and grapes; 2. kidney detoxification: cucumber; 3. Runchang: konjac, black fungus, kelp, pig blood, brown rice, vegetables, miscellaneous grains, etc.; Drinking water: The three best time to drink water is the time to get up in the morning, 3 pm, and 9 pm; 5. Eat a vegetarian diet a week; 6. Eat less salt; 7. Add some vitamins; 8. chewing slowly can help detoxification			
11.Nickname: Silk_River_Research	Identity: celebrity	Data: 2018-11-10	Repost: 75
[The risk of heart disease in a low-salt diet] I just quickly found out the health effects of a low-salt diet. The study of the effects of the digestive system was not found and another more reliable study was discovered. The American Heart Association's AHA recommends a daily intake of 1,500 mg per day, which can lead to high blood pressure and cardiovascular and cerebrovascular diseases. But a statistical study by the epidemiologist and biostatistician Andrew Mente of McMaster University School of Medicine in Canada found that for non-hypertensive patients, a low-salt diet would increase heart disease and stroke by 26%. For patients with hypertension, it will increase by 34%. So Mente says that unless you already have high blood pressure, ordinary people don't need a low-salt diet. Andrew Mente believes that if your salt intake is too low, the body activates the renin-angiotensin system, which maintains blood pressure and fluid balance, which increases the risk of cardiovascular and cerebrovascular disease. The study was published in the 2016 Lancet magazine. This is equivalent to saying that the conclusions and recommendations of the AHA are wrong. So the Heart Association immediately retorted that the study was flawed. However, the McMaster School of Medicine is not a bad school, and it is also a top medical school in North America. Its research on cancer and epidemics is very good. Instead, AHA has a lot of stakeholders. In any case, scientific conclusions are not the ultimate truth. Everyone should still wait and see.			
12.Nickname: 江西反邪教	Identity: group	Data: 2018-11-29	Repost: 58
[# college canteen is promoting 6 yuan of health noodles # students line up to buy: seeking cure hair loss] On November 27, the 6 yuan a bowl of health noodles launched by the second floor of Nanyuan Institute of Nanyang Institute of Technology was welcomed by students. According to the staff, the nourishing noodles are sugar-free, less oily, less salty, zero-added, and vegetables and soy products are used as raw materials. The students said that the taste was good. If it can improve hair loss, they will eat it every day.			
13.Nickname: iHerb购物网	Identity: organization	Data: 2018-11-06	Repost: 53
#Member recommendation#Gluten Members recommend #Wilderness Poets original ecology wolfberry, non-genetically modified, no pesticides, original ecology, plant raw materials, no preservatives, no gluten, no sugar or salt. Rich in antioxidants, may balance blood sugar, enhance vision, enhance physical strength, enhance immunity, promote cardiovascular health, and promote longevity. They can be mixed directly into smoothies, fruit juices, elixir, oatmeal and raw desserts. Click: O Web links			

Part 2 Trans-Fatty Acid

Chapter 1 Overall Analysis

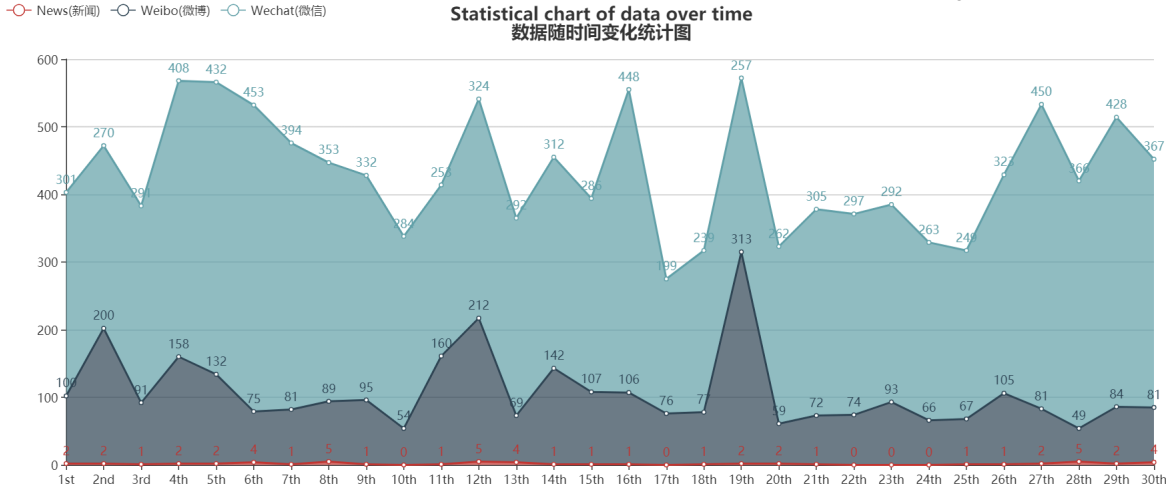
1. The analysis on the data collection source

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:

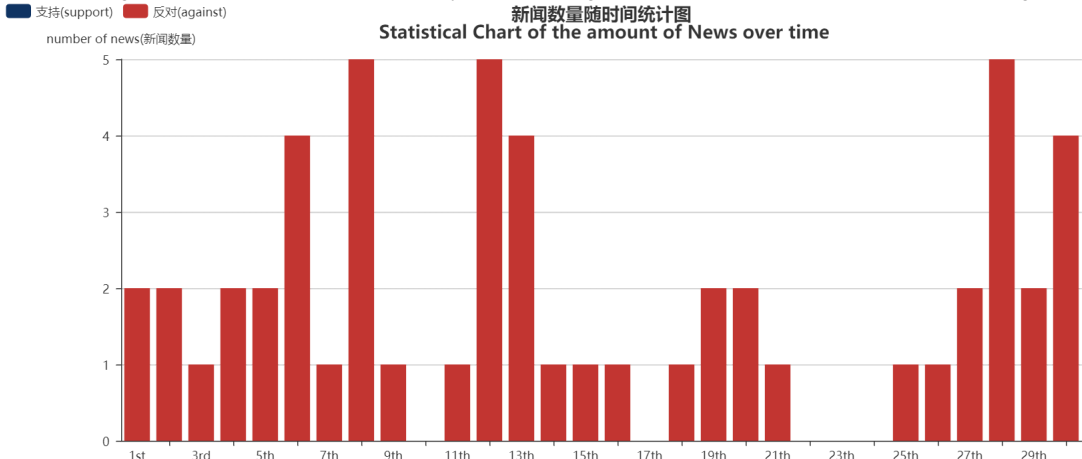


Chapter 2 The analysis on News Reports of trans-fatty acids

1. Overall analysis

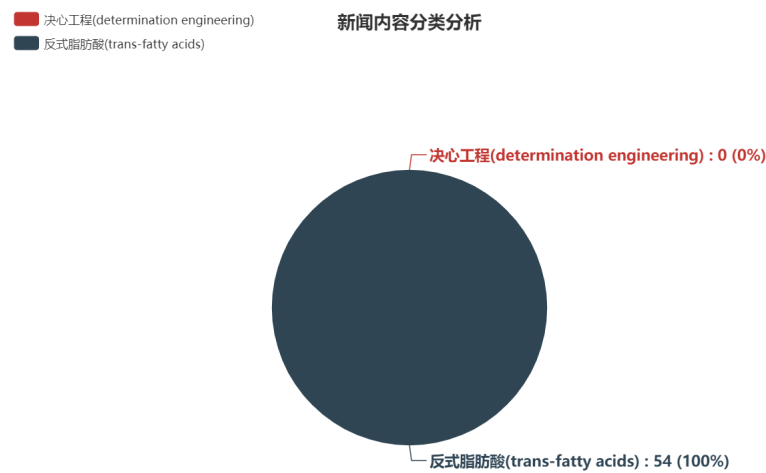
1.1 The time distribution trend of news reports

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 8th, 12th, 28th day has the largest amount of reports, and the 10th, 17th, 22nd, 23rd, 24th day has the least amount of reports. There are 54 reports against trans-fatty acids, accounting for 100%, and 0 reports supports trans-fatty acids, accounting for 0%. The specific statistics chart is shown as following:



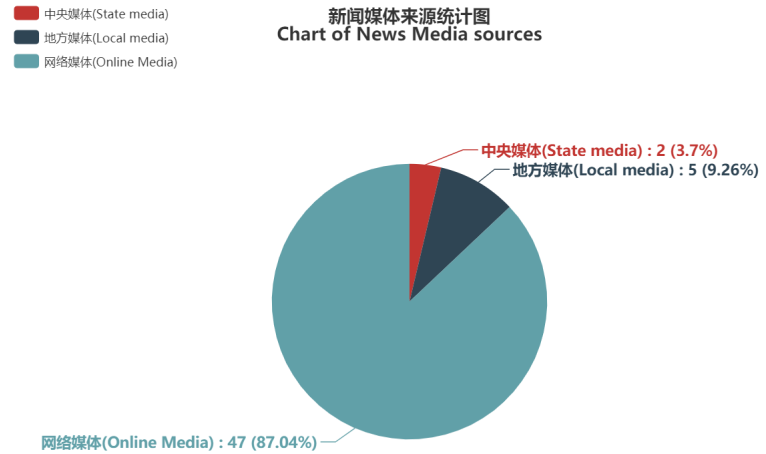
1.2 News reports content analysis

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



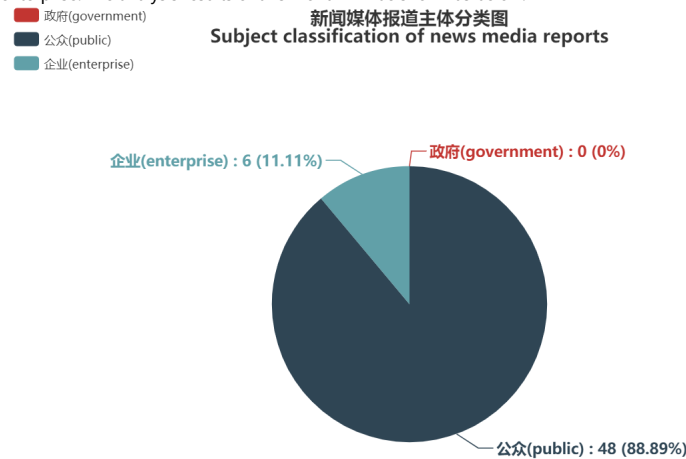
2. The analysis of information source from news reports

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:

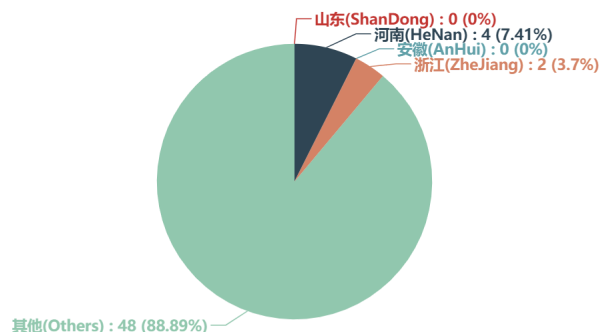


4. The area analysis of news media reports

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:

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 titles is shown as below:

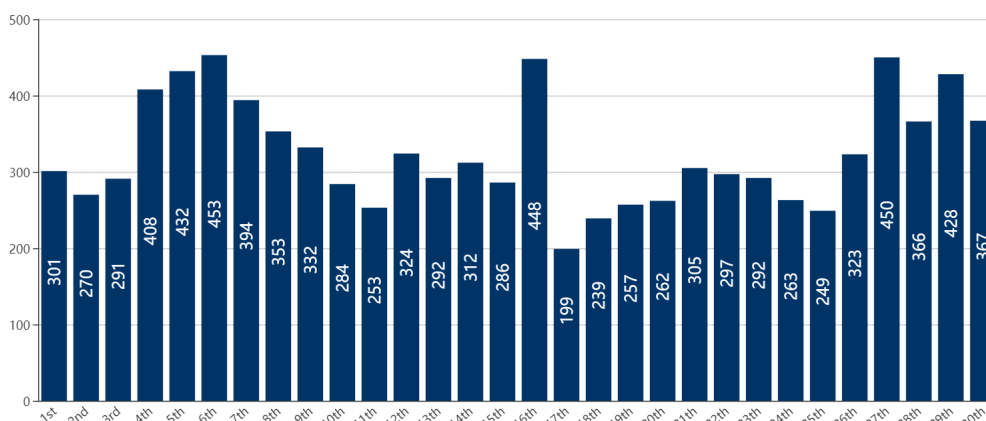
1. Get rid of the fat house since refused to milk tea 20181101 A5 edition: A5_ Titan sports newspaper	Data: 2018-11-01	Media: Zhejiang online
2. Coffee truth cloud centerless: drink coffee to lose weight or meat?	Data: 2018-11-01	Media: sohu
3. Trans fatty acids damage cardiovascular which foods containing such matter?	Data: 2018-11-02	Media: Yangzi evening news
4. Hard light crude is a good bread	Data: 2018-11-02	Media: People's Daily online
5. Like to drink milk tea is better than yourself!Low cost also healthy,taste good	Data: 2018-11-03	Media: People's Daily online
6. Fried peanuts, first is the "salt", or after discharge	Data: 2018-11-04	Media: The Chinese news
7. China's third generation of cream cake "fly blue and white" launch a successful ending	Data: 2018-11-06	Media: sohu
8. Refuse to "morbid beauty"!Japanese media inventory short-term 9 big threat to go on a diet	Data: 2018-11-06	Media: Zhangjiakou online
9. Congenital yuan semen coicis semen coicis food leading brand beauty loaves of bread, delicious and convenient nutrition favored by the market	Data: 2018-11-12	Media: The window of the liuyang
10. Is old-fashioned popcorn really a low-calorie snack?	Data: 2018-11-28	Media: People's Network

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

1. Overall analysis

There are 5,866 articles based ontrans-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 6th this month was the largest, and the number of articles on the 17th was the least.

微信文章数随时间变化图
Chart of the number of WeChat articles over time



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:

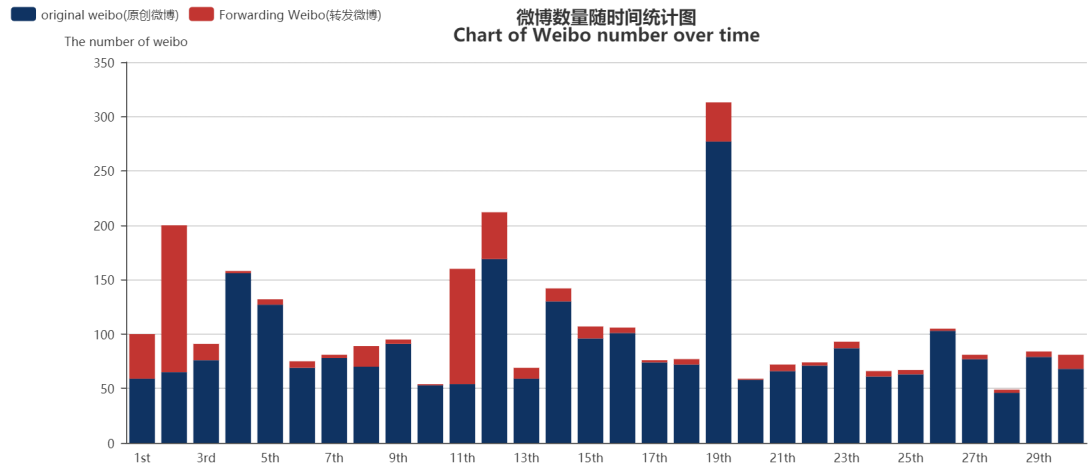
1. When shopping in the supermarket, first understand these and then decide whether to buy! I didn't expect to suffer for so many years.	Data: 2018-11-06	Repeat Number: 179
2. Do you pay attention to this when you go shopping in the supermarket? First understand these and buy again!	Data: 2018-11-02	Repeat Number: 96
3. Drink a large cup of milk tea every other day! 16-year-old girl suddenly suffered from myocarditis, even wheezing when walking! The doctor recommends these two kinds of people do not drink it!	Data: 2018-11-28	Repeat Number: 74

4. Like to eat tomato scrambled eggs, heart stagnation: you think that healthy food, but invisible killer	Data: 2018-11-22	Repeat Number: 63
5. Still drinking instant coffee? You should be nice for yourself when you get up early every day.	Data: 2018-11-08	Repeat Number: 38
6. Have a big drink every other day! A 16-year-old girl is wheezing even when she walks! The doctors recomend these two kinds of people do not drink them!	Data: 2018-11-29	Repeat Number: 31
7. [Practical] When shopping in the supermarket, first understand these and then decide whether to buy! I didn' t expect to suffer for so many years.	Data: 2018-11-05	Repeat Number: 30
8. It's milk tea again! Fuzhou 16-year-old girl suddenly suffered from myocarditis, even wheezing when walking!	Data: 2018-11-27	Repeat Number: 30
9. If you go to the supermarket to buy something, read the word and decide whether to buy it! I did not expect this loss for so many years...	Data: 2018-11-02	Repeat Number: 22
10. When shopping in the supermarket, you should understand these and then decide weather to buy it!	Data: 2018-11-08	Repeat Number: 21

Chapter 4 The analysis of Trans-Fatty Acids Microblog

1. Overall analysis

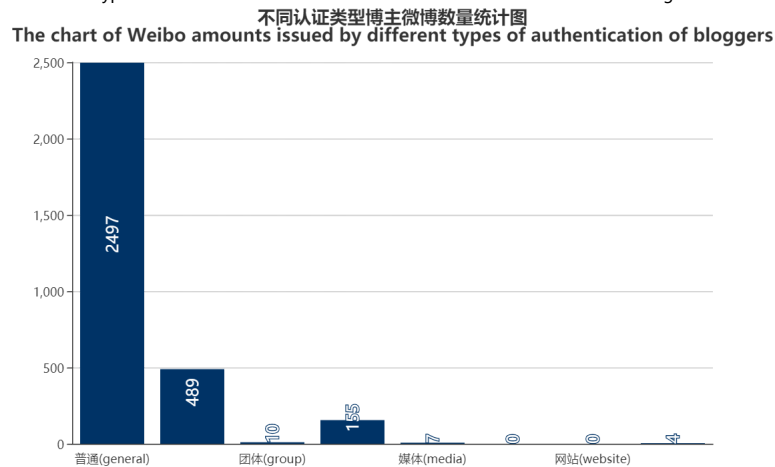
In Weibo, we have monitored 3,168 microblogs on trans-fatty acids. 2,655 of them are original posted microblogs, and 513 of them are reposted microblogs. The time distribution trend of trans-fatty acids microblogging changes is shown as below. Among them, the number of microblogs on the 19th this month was the largest, and the number of microblogs on the 28th was the least.



2. The analysis of microblog issuers

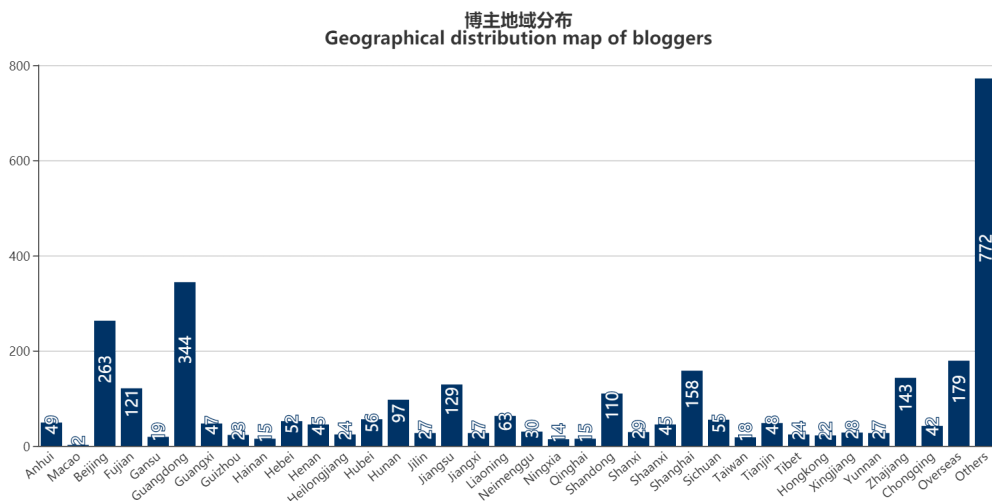
2.1 The analysis of bloggers certification types

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:



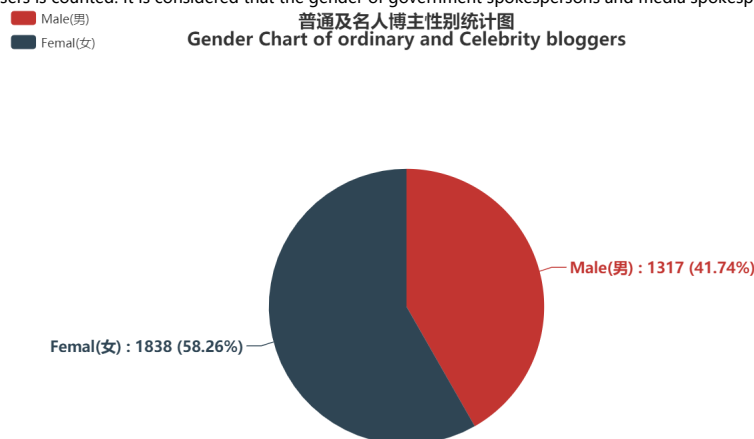
2.2 The analysis of the area of the bloggers

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

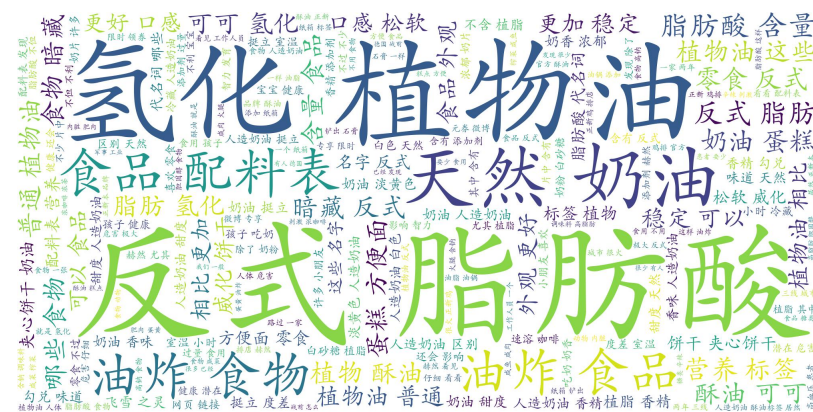
This study conducted a statistical analysis of the gender of bloggers and analyzed the extent to which different genders pay attention to trans-fatty acids. Only the gender of Weibo ordinary users and celebrity users is counted. It is considered that the gender of government spokespersons and media spokespersons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



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.No such weibos!