

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

2019-02

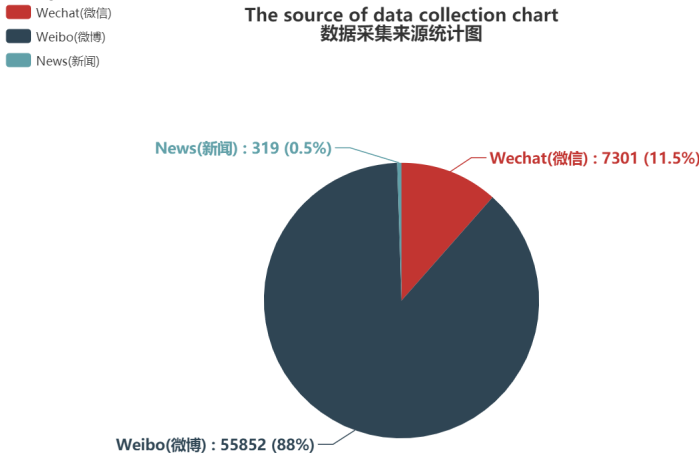
2019-03-01

Part 1 Salt Reduction

Chapter 1 Overall Analysis

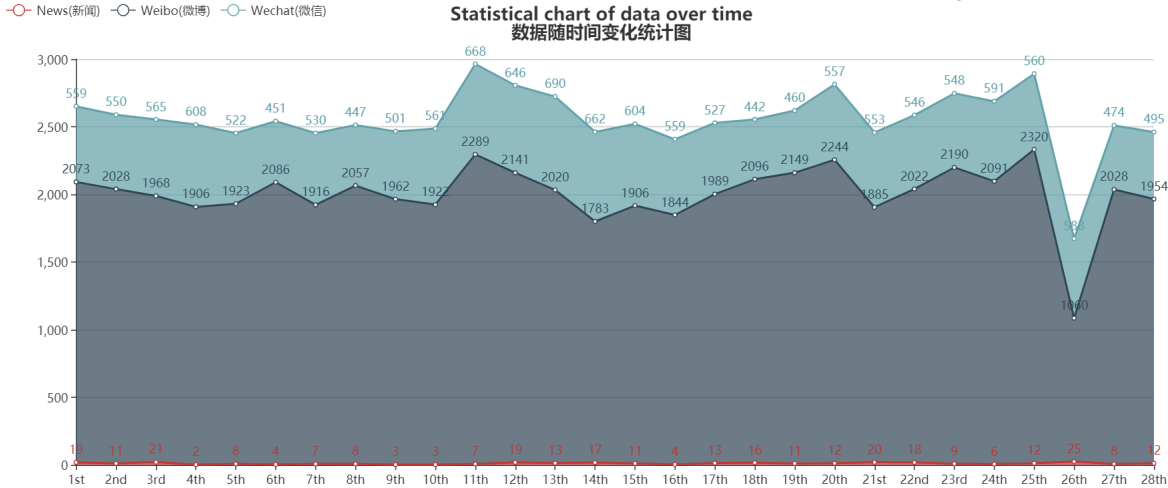
1.The analysison the data collection source

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:

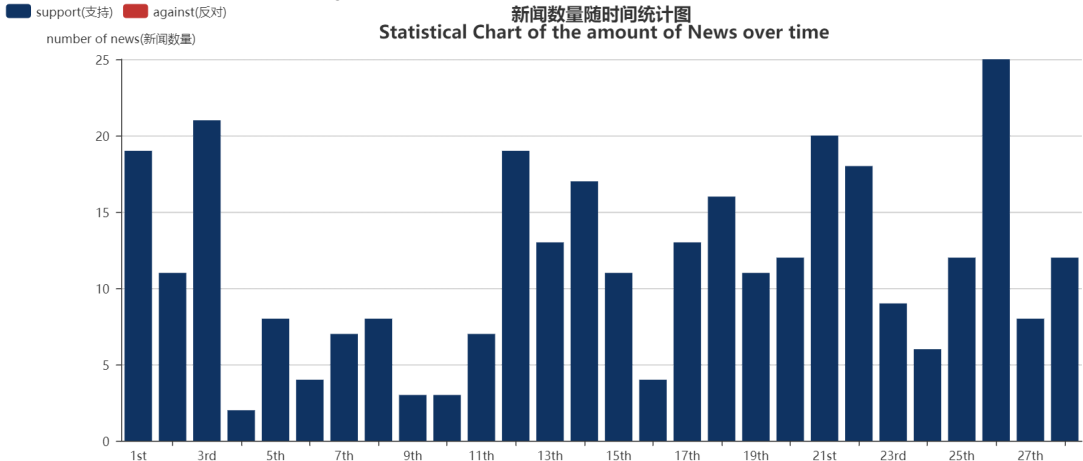


Chapter 2 Analysis on News Reports of Salt Reduction

1.Overall analysis

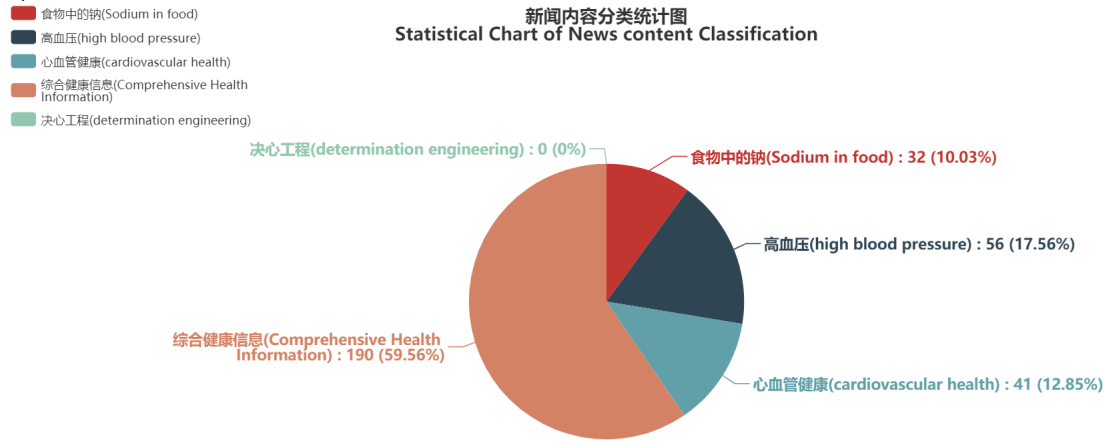
1.1 Time distribution trend of news reports

This month, we received 319 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 26th reported the most, and the 4th reported the least. Among them, 319 of them support salt reduction, accounting for 100%, and 0 against salt reduction, accounting for 0%. The specific statistics chart is shown as following:



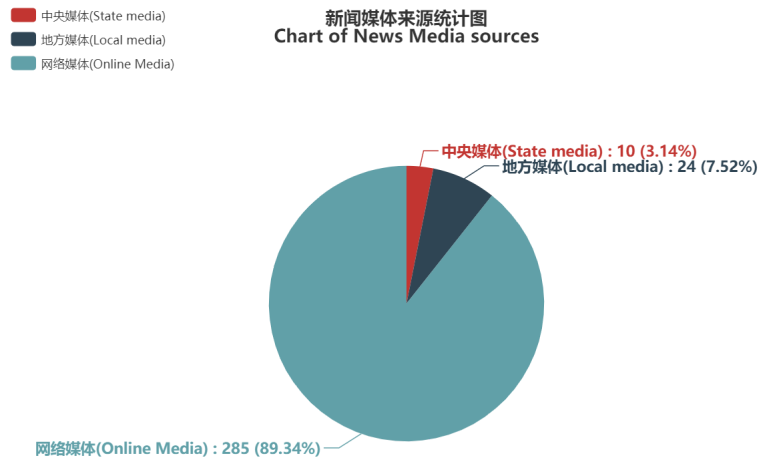
1.2 News reports content analysis

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:



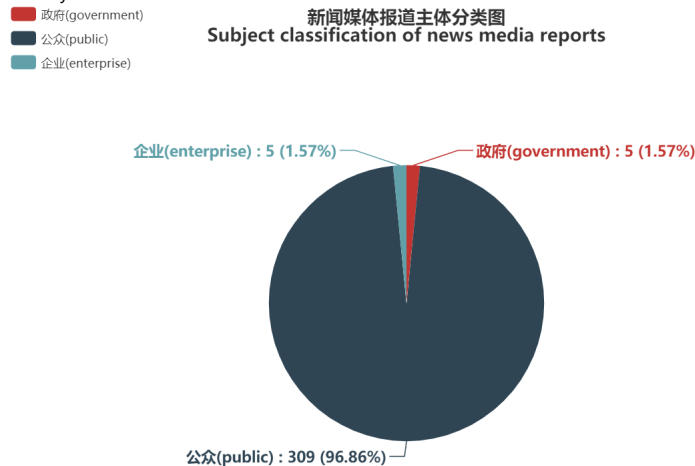
2. Analysis of information source of news reports

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:

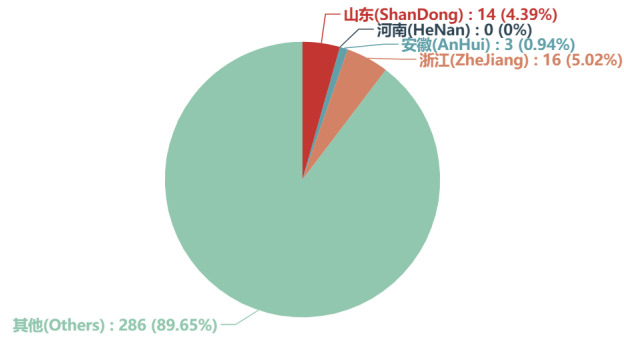


4. Area Analysis of news media report

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:

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. Analysis of key news report

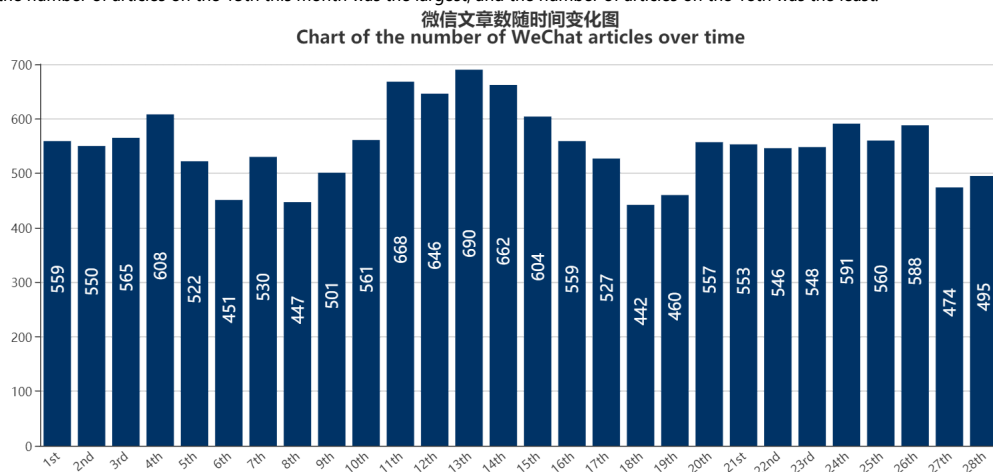
The table of the key news reports titles is shown as below:

1. Happy Spring Festival Health Strategy.	Data: 2019-02-01	Media: Sichuan Online
2. What health problems should we pay attention to during the festival	Data: 2019-02-03	Media: People's net
3. Five signs remind you that you eat too much salt!	Data: 2019-02-03	Media: Guangming net
4. Every festival, "fat three kilograms"? Experts teach you how to eat well without getting fat	Data: 2019-02-05	Media: Xinhua News Network
5. Cardiologist's advice: The real culprit and accomplice of myocardial infarction have been found, and we should stay away from these two habits.	Data: 2019-02-07	Media: Sohu
6. Why can't the original "horizon" be used together? How to use antihypertensive drugs in combination with hypertension?	Data: 2019-02-10	Media: Sohu
7. How to eat 12 months a year? The most practical diet health calendar has come up	Data: 2019-02-12	Media: Zhangjiakou Online
8. "Three Kinds of Party after the Festival" must be seen! Guizhou disease control experts to give you some "three minus" dry goods!	Data: 2019-02-14	Media: Jiaodong Online
9. Four points to say "no" to postganglionic syndrome	Data: 2019-02-15	Media: China Economic Network
10. Experts warn cardiovascular patients to reduce outdoor exercise	Data: 2019-02-15	Media: China News Network

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

1. Overall analysis

There are 7,301 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 13th this month was the largest, and the number of articles on the 18th 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:

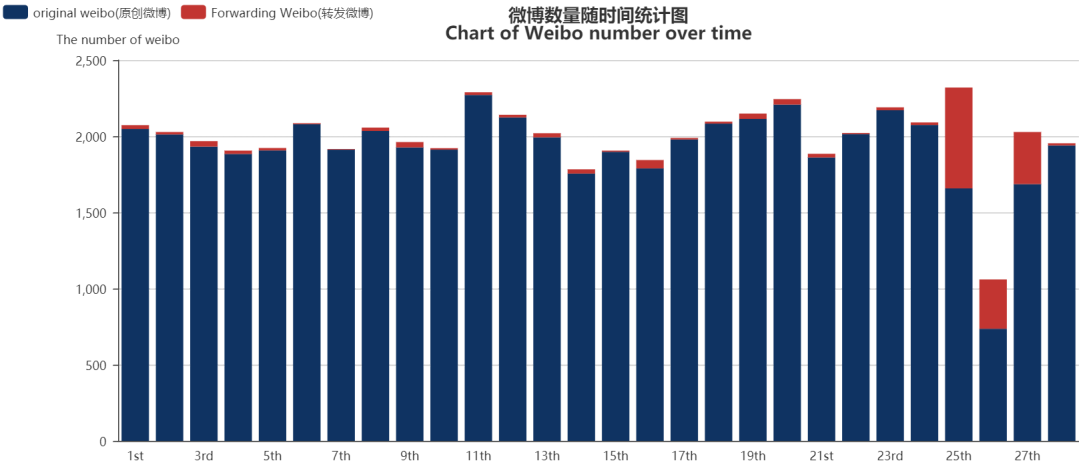
1. These five signs remind you that you eat too much salt!	Data: 2019-02-02	Repeat Number: 456
2. [Health] There are five signs in your body that remind you to eat too much salt!	Data: 2019-02-01	Repeat Number: 88
3. Japanese longevity ranks first in the world! Nine of the 10 tips are related to it	Data: 2019-02-26	Repeat Number: 80

4. Japanese longevity ranks first in the world! Nine of the 10 tips are about eating!	Data: 2019-02-23	Repeat Number: 79
5. Japan's health care is once again ranked the first in the world. China ranks 64th. Where is the gap?	Data: 2019-02-09	Repeat Number: 47
6. These five signs are a reminder that you eat too much salt!	Data: 2019-02-13	Repeat Number: 42
7. Thrombosis is related to your diet. We should not eat or eat less these four kinds of foods.	Data: 2019-02-03	Repeat Number: 39
8. The five signs of your body remind you that you eat too much salt!	Data: 2019-02-12	Repeat Number: 39
9. Can you follow a few rules to prevent cancer for life?	Data: 2019-02-13	Repeat Number: 33
10. Sixteen health warning lines have been drawn out. Life expectancy is determined by them. It is very important!	Data: 2019-02-13	Repeat Number: 30

Chapter 4 Analysis of Salt Reduction Microblog

1. Overall analysis

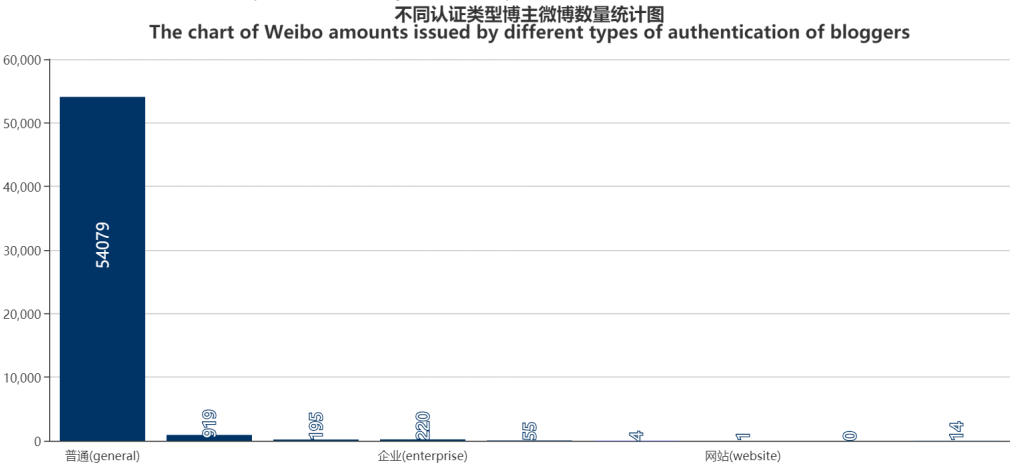
In Weibo, we monitored 55,852 microblogs on salt reduction. 54,004 of them are original posted microblog, and 1,848 of them are reposted microblogs. The time distribution trend of salt reduction microblogging changes is shown as below. Among them, the number of microblogs on the 25th was the largest, and the number of microblogs on the 26th 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:

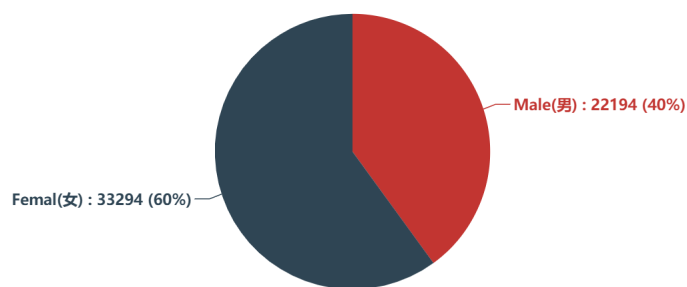
Region	Cases
Anhui	1369
Macao	51
Beijing	2492
Fujian	1661
Gansu	1149
Guangdong	2278
Guangxi	1751
Guizhou	1251
Hainan	1129
Hebei	1289
Henan	1468
Heilongjiang	1286
Hubei	1324
Hunan	1768
Jilin	1277
Jiangsu	1821
Jiangxi	1278
Liaoning	1351
Neimenggu	1228
Ningxia	1139
Qinghai	1155
Shandong	1664
Shaanxi	1156
Shanxi	1322
Shanghai	1398
Sichuan	1363
Taiwan	58
Tianjin	1158
Tibet	1137
Hongkong	140
Xinjiang	1156
Yunnan	1217
Zhejiang	1513
Chongqing	1258
Overseas	2374
Others	9026

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)

Femal(女)

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



3.1 The analysis of keywords 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:



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

1.Nickname: 养生之道	Identity: celebrity	Data: 2019-02-08	Repost: 78
1. less meat and more beans; 2. less salt and more vinegar; 3. less clothes and more bath; 4. eat less and chew; 5. less medicine and more practice; 6. less car more walking 7. less desire more dedication; 8. less worry and more laugh; 9. less words and more behavior. It looks simple but hard to do! Try to get rid of a bad habit every day and save yourself a health insurance!			
2.Nickname: 懒懒的自留地	Identity: celebrity	Data: 2019-02-13	Repost: 69
The fat that licked the waist has not yet stabilized, and quickly lost the three kilograms of fat during the Spring Festival! 1: Keep a low-salt diet, try to eat less salt, drink more red glutinous water, and eliminate edema. 2: It is best to break the staple food for a few days, mainly based on crude fiber vegetables and miscellaneous grains, and eat less meals. 3: Do not stay up late, go to bed early. It doesn't matter if you change your weight within a week, but be sure to pay attention to your weight.			

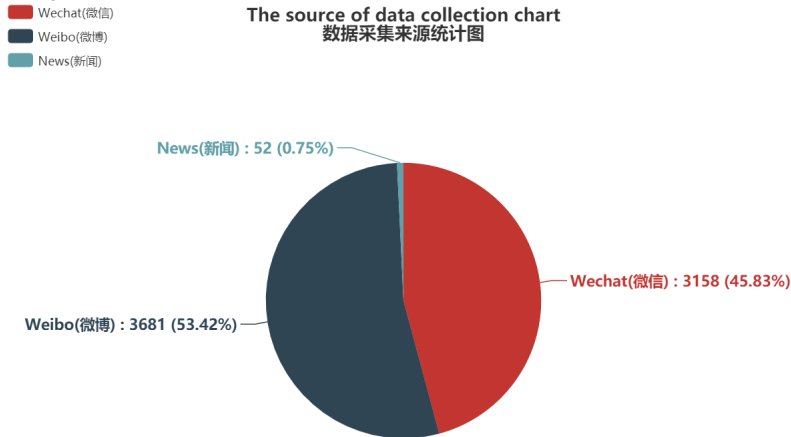
3.Nickname: 营养师Steven李珈贤	Identity: celebrity	Data: 2019-02-19	Repost: 58
Keywords for today's lunch: comprehensive nutrition, high quality protein. 1. Lunch is a very important meal in three meals. Many people don't have time to have breakfast, so lunch must be guaranteed. 2. A healthy lunch should include staple food, a large amount of vegetables, moderate amount of meat, eggs or fish, beans, and minimize oil, salt and sugar. 3. Try not to use convenient food instead of lunch, such as instant noodles, Western-style fast food, burgers, etc. These foods have high energy and low nutrient content, and eating them often has no benefit to the body.			
4.Nickname: 和之韵	Identity: organization	Data: 2019-02-27	Repost: 51
There is a fundamental difference between green acne and adult acne. The most important reason for the girl's acne is because of the following three reasons: 1. Irregular life and work: When the night is the detoxification of the internal organs, if you do not sleep on time, the toxins will erupt from your face. High sodium foods, greasy foods and sweets are also the main culprit in stimulating acne. Of course, they also lead to weight gain. 2. do not pay attention to personal hygiene: people who usually love to touch the face are most prone to acne, especially those who do not wash their hands often. Sheets and pillowcases are not changed all year round. The acne bacteria in the hair follicles are the most filthy environment! 3. the body's immune system decline: When the body's immunity declines, the natural skin's disease resistance also declines, this time is more likely to be infected with acne bacteria, leading to the growth of acne. Especially those who do not sleep in the middle of the night pay attention, late sleep is easy to cause endocrine disorders. The body's male hormones increase and the pores become coarse. When the skin becomes rough, it naturally secretes more oil. In addition, the skin of a girl with a bad kidney is more likely to produce oil, causing clogged pores and then acne.			

Part 2 Trans-Fatty Acid

Chapter 1 Overall Analysis

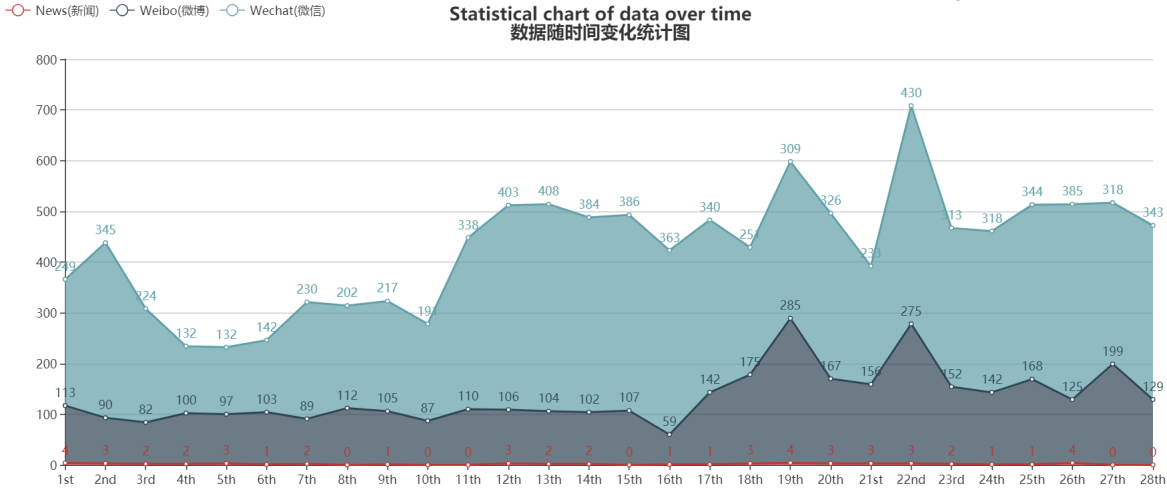
1. The analysis on the data collection source

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:

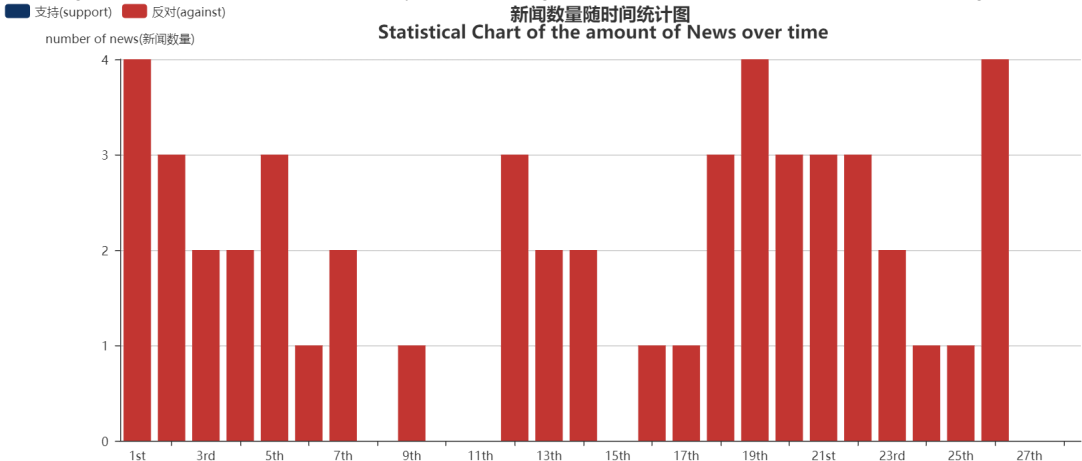


Chapter 2 The analysis on News Reports of trans-fatty acids

1. Overall analysis

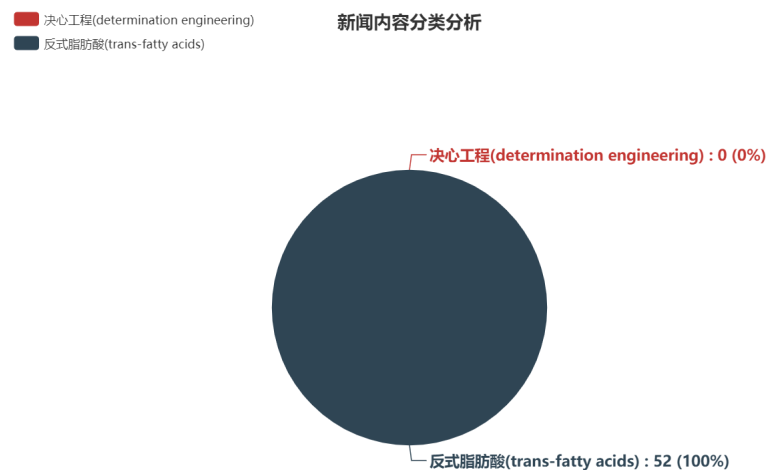
1.1 The time distribution trend of news reports

This month, the study has monitored 52 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 1st,19th,26th day has the largest amount of reports, and the 8th,10th,11th,15th,27th,28th day has the least amount of reports. There are 52 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:



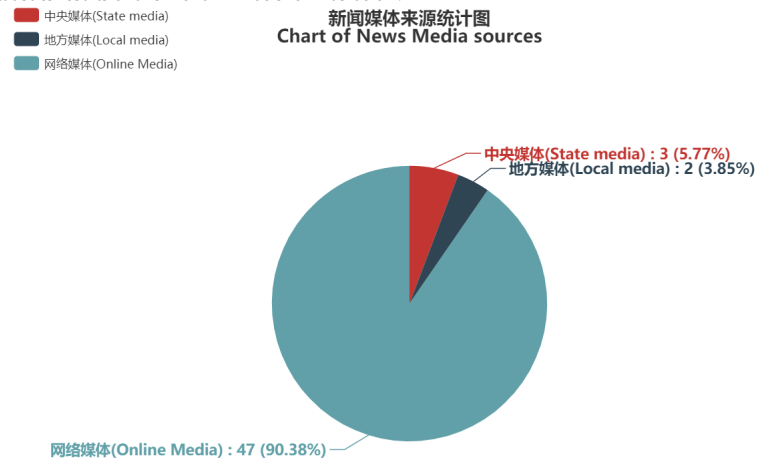
1.2 News reports content analysis

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:



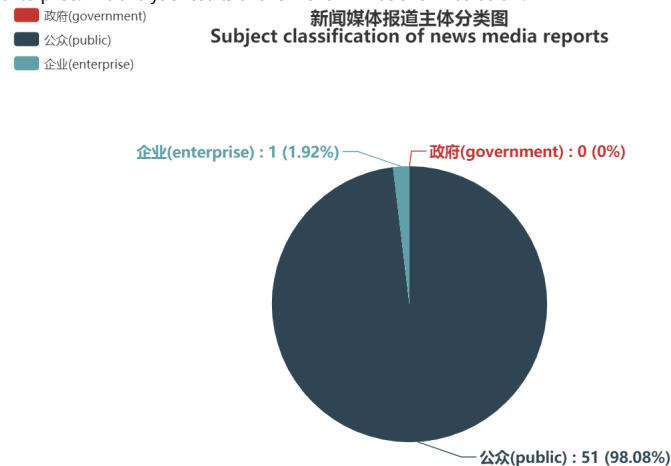
2. The analysis of information source from news reports

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:



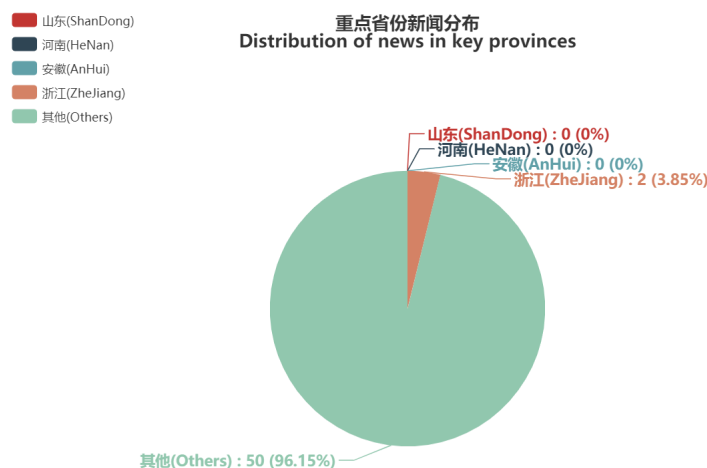
3. The analysis of news reports subjects

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:



5. The analysis of key news reports

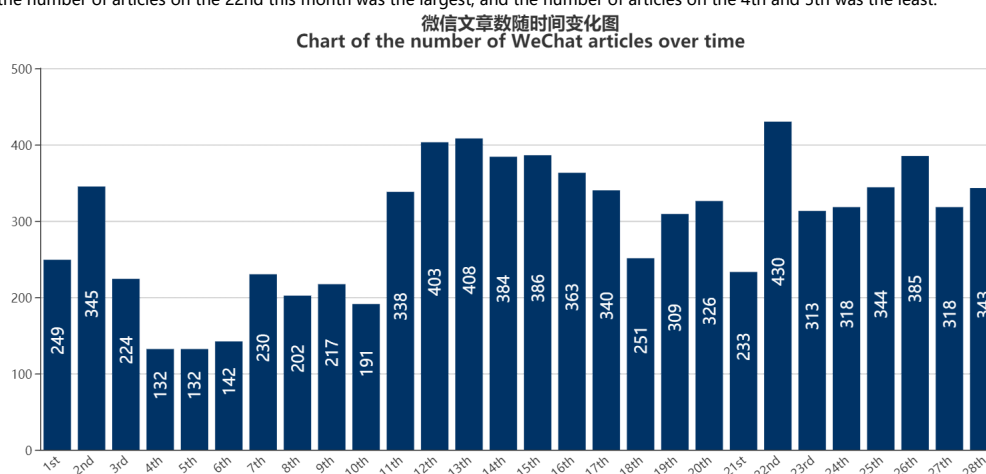
The table of the key news reports titles is shown as below:

1. Don't step on pits, prevent seasickness, don't be greedy, and be careful to give you a healthy "jingle" before the Spring Festival.	Data: 2019-02-01	Media: People's net
2. How to celebrate the Spring Festival healthily? Eat less of these four common carcinogens	Data: 2019-02-01	Media: Yangzhou net
3. Homemade foods also have trans fats	Data: 2019-02-01	Media: Health News
4. As the name suggests, take care of the health pitfalls of New Year's Day 5	Data: 2019-02-01	Media: China Daily (Press Release)
5. Actresses tout "coconut oil detoxification" instead of paying IQ tax	Data: 2019-02-02	Media: People's net
6. Teacher Anqian: Eight Guidelines for Healthy Diet	Data: 2019-02-02	Media: Sohu
7. Don't eat and drink in the Spring Festival! You can't eat like this during the Spring Festival.	Data: 2019-02-03	Media: Sichuan Online
8. Whenever the festival "fat three kilograms"? Experts teach you how fat to eat like this.	Data: 2019-02-03	Media: Hunan Online
9. What oil is good for your health? These four oils are best not to eat!	Data: 2019-02-04	Media: Sohu
10. What's the crime of trans fats?	Data: 2019-02-05	Media: China Economic Network

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

1. Overall analysis

There are 3,158 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 22nd this month was the largest, and the number of articles on the 4th and 5th 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:

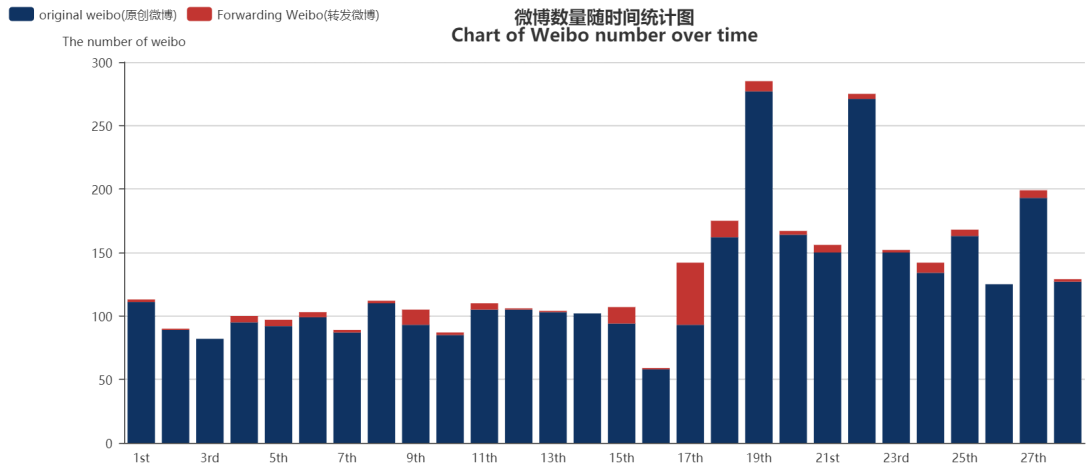
1. Among the brain's favorite foods, walnuts rank only 4th, and the 1st is unexpected!	Data: 2019-02-13	Repeat Number: 525
2. Chinese girl destroyed by milk tea	Data: 2019-02-12	Repeat Number: 209
3. Milk tea is destroying three generations in China!	Data: 2019-02-07	Repeat Number: 161

4. Facial need to be poor, feet need to be rich, heart need to be poor, lungs need to be rich.	Data: 2019-02-02	Repeat Number: 160
5. Thrombosis is related to your diet. We should not eat or eat less these four kinds of foods.	Data: 2019-02-01	Repeat Number: 43
6. Doctors warn: Never eat it when you are sick. The consequences are unimaginable.	Data: 2019-02-05	Repeat Number: 43
7. Milk tea is destroying three generations in China!	Data: 2019-02-13	Repeat Number: 40
8. Are there carcinogens in biscuits? It turned out that this was the truth.	Data: 2019-02-24	Repeat Number: 39
9. Blacklist of New Year's Goods: Never buy these eight categories of foods!	Data: 2019-02-01	Repeat Number: 38
10. Oats are good for weight loss, sugar control and nutrition. Unfortunately, many people are wrong in the first step.	Data: 2019-02-02	Repeat Number: 37

Chapter 4 The analysis of Trans-Fatty Acids Microblog

1. Overall analysis

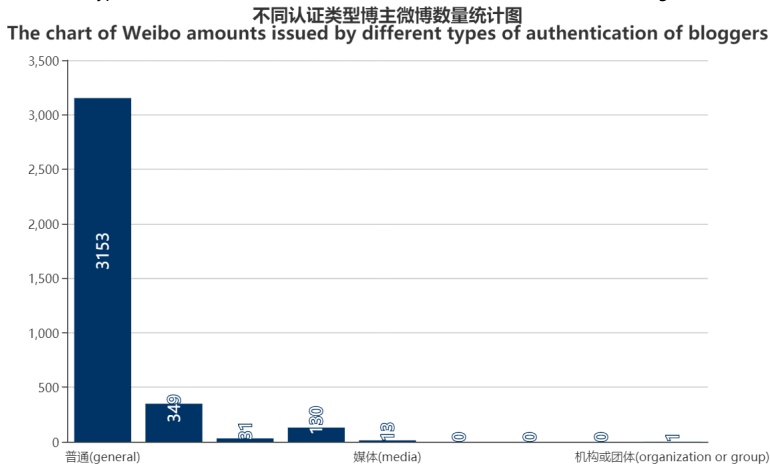
In Weibo, we have monitored 3,681 microblogs on trans-fatty acids. 3,519 of them are original posted microblogs, and 162 of them are reposted microblogs. The time distribution trend of trans-fatty acids microblogging changes is shown as below. Among them, the number of microblogs on the 19th this month was the largest, and the number of microblogs on the 16th was the least.



2. The analysis of microblog issuers

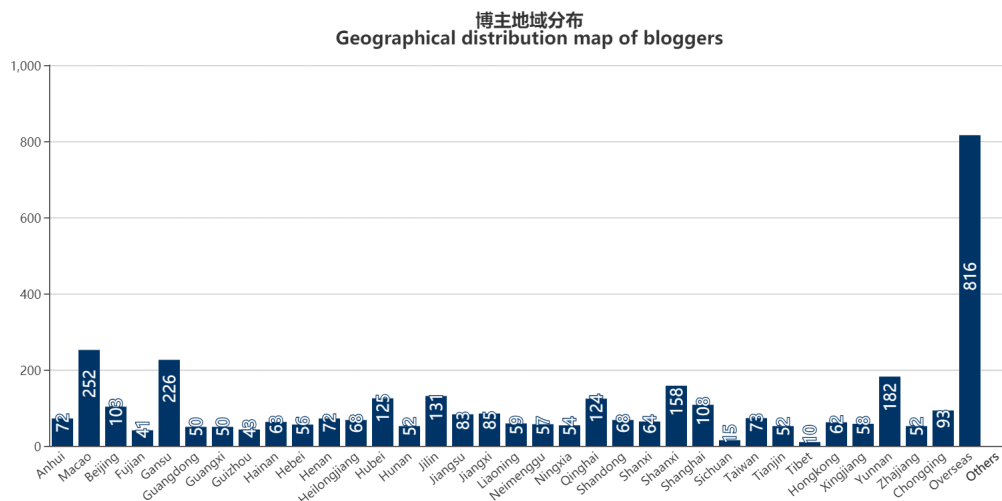
2.1 The analysis of bloggers certification types

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:



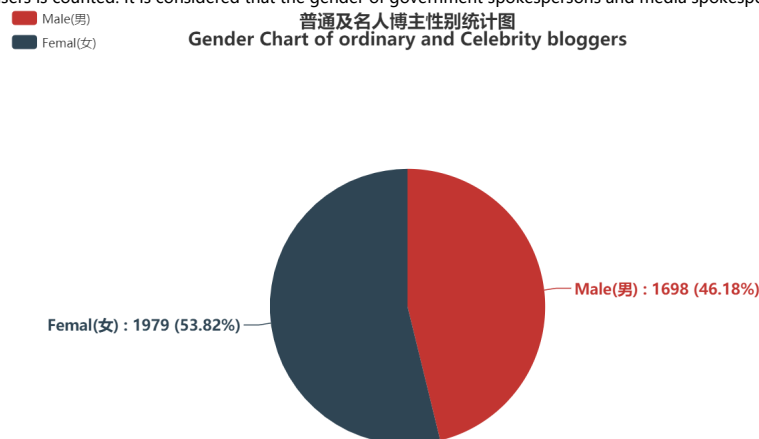
2.2 The analysis of the area of the bloggers

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.

No such articles!