

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

**2018-12**

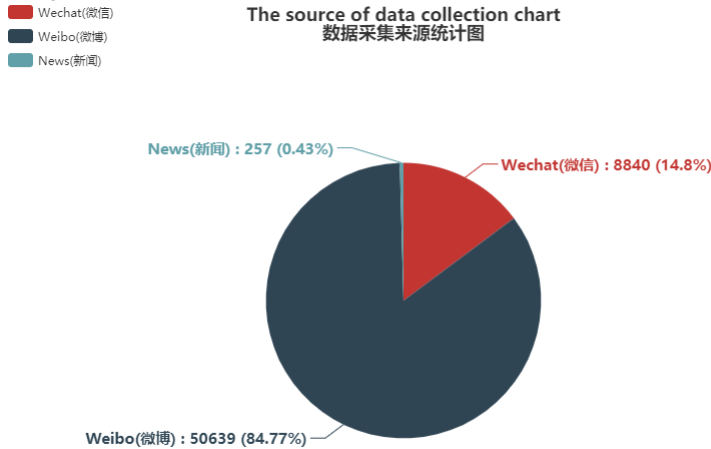
2019-01-02

# Part 1 Salt Reduction

## Chapter 1 Overall Analysis

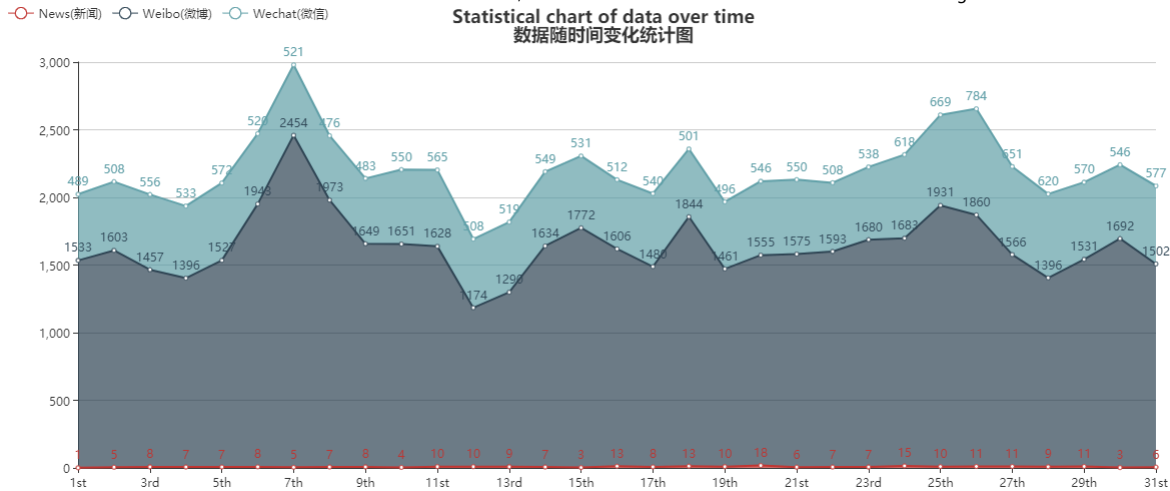
### 1.The analysison the data collection source

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:

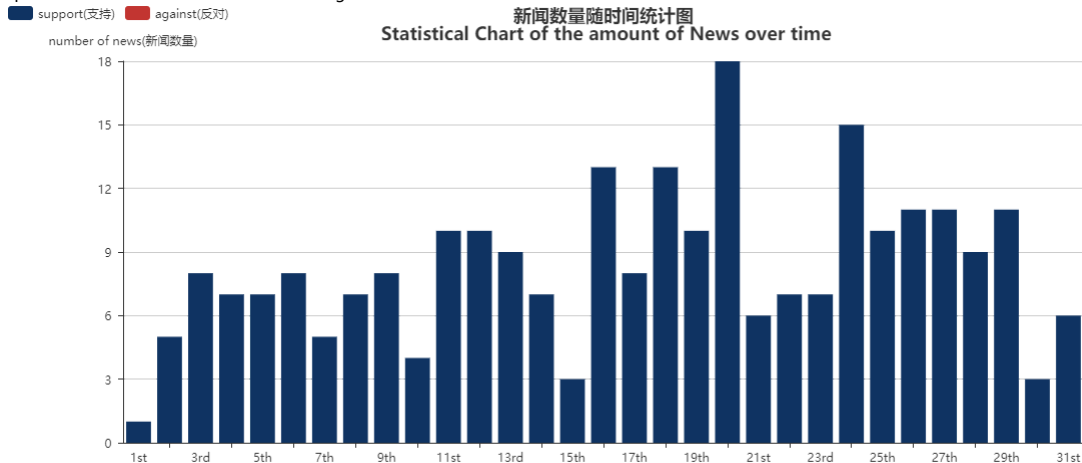


## Chapter 2 Analysis on News Reports of Salt Reduction

### 1.Overall analysis

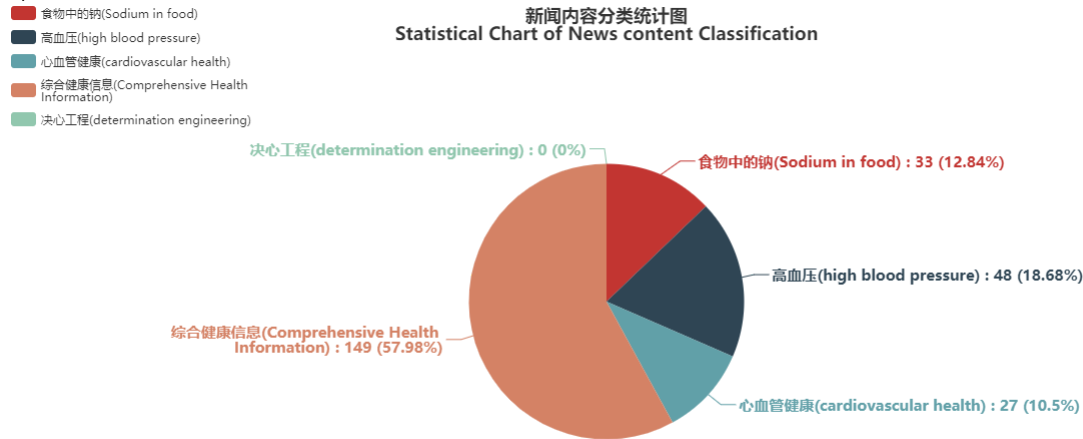
#### 1.1 Time distribution trend of news reports

This month, we received 257 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 20th reported the most, and the 1st reported the least. Among them, 257 of them support salt reduction, accounting for 100%, and 0 against salt reduction, accounting for 0%. The specific statistics chart is shown as following:



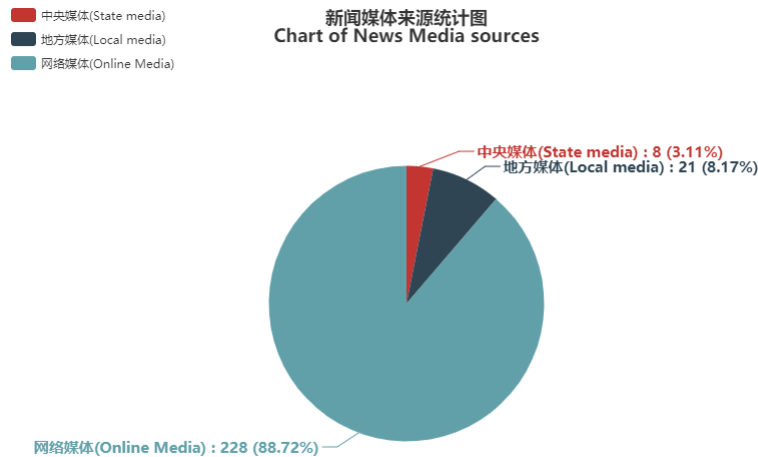
#### 1.2 News reports content analysis

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:



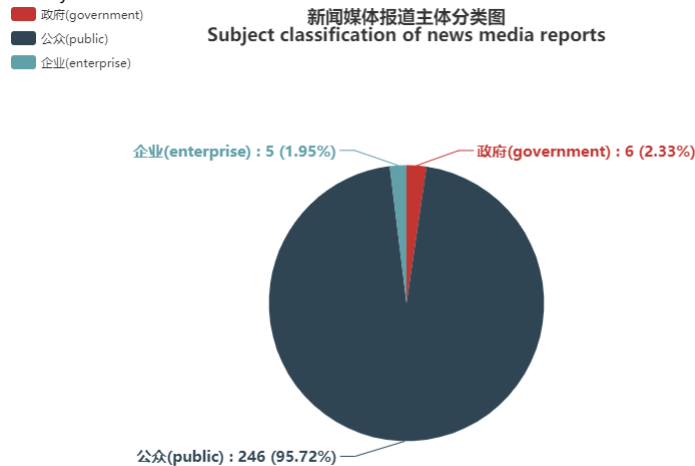
2. Analysis of information source of news reports

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:

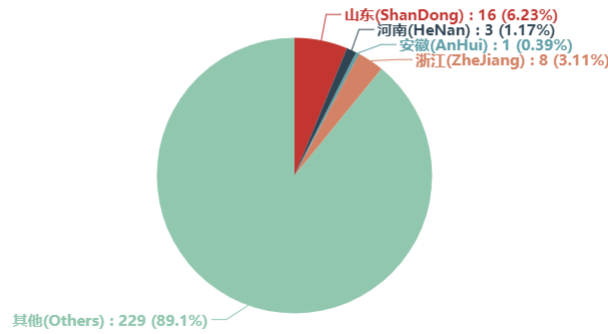


4. Area Analysis of news media report

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

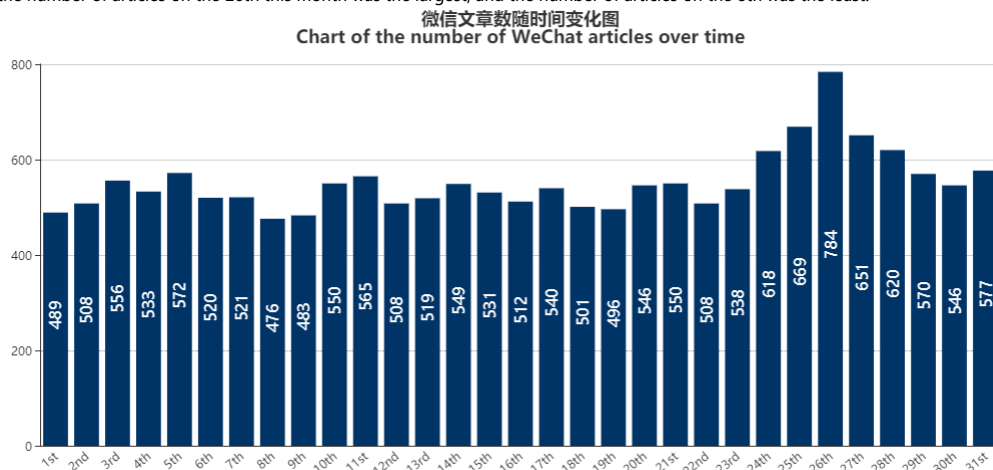
The table of the key news reports titles is shown as below:

1. <a href="#">Mary Kay Helps Health Science Popularization Activities of "Healthy Beauty China Travel"</a>	Data: 2018-12-02	Media: ycwb
2. <a href="#">Eating the wrong salt can also cause serious illness. Experts tell you why.</a>	Data: 2018-12-03	Media: Multidimensional News Network
3. <a href="#">Which nutrients are gimmicks and which are really useful? Experts read it.</a>	Data: 2018-12-09	Media: North net
4. <a href="#">Establishment of 25,000 Family Doctor Teams in Hebei Province</a>	Data: 2018-12-12	Media: Hebei News Network
5. <a href="#">Eating a banana can prevent stroke</a>	Data: 2018-12-16	Media: Zhangjiakou Online
6. <a href="#">"Children's soy sauce" price doubled is also very popular, children eat really good?</a>	Data: 2018-12-16	Media: Horizon network
7. <a href="#">Sugar control has "doorway" fruit and rice to eat like this</a>	Data: 2018-12-16	Media: China Industrial Network
8. <a href="#">Five major causes of fatty liver are associated with a high incidence of fatty liver.</a>	Data: 2018-12-20	Media: Xinhua Yunnan Channel
9. <a href="#">Reminder   All 16 health warning lines have been drawn out, which misunderstandings should not be touched?</a>	Data: 2018-12-20	Media: Sohu
10. <a href="#">Blood pressure fluctuates easily in winter. Drugs should be added if necessary.</a>	Data: 2018-12-23	Media: Xinhua net

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

### 1. Overall analysis

There are 8,840 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 26th this month was the largest, and the number of articles on the 8th 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:

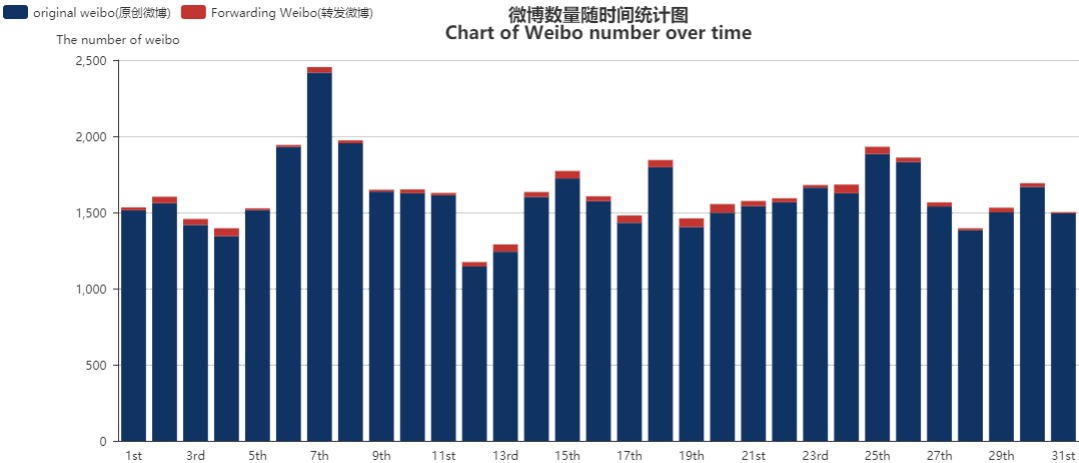
1. <a href="#">CCTV exposed it! People who don't eat MSG or chicken powder should pay attention to it!</a>	Data: 2018-12-24	Repeat Number: 151
2. <a href="#">The five "forbidden zones" of eating salt.</a>	Data: 2018-12-26	Repeat Number: 150
3. <a href="#">Ten health warning lines have been drawn out, and the length of life depends on it! Very important!</a>	Data: 2018-12-08	Repeat Number: 108

4. <a href="#">Want health and longevity: eat less three kinds of white food and eat more three kinds of black food.</a>	Data: 2018-12-01	Repeat Number: 103
5. <a href="#">If you want to be healthy,you should eat less Sanbai and more Sanhei.</a>	Data: 2018-12-27	Repeat Number: 92
6. <a href="#">[Health] What should we do if the blood pressure is a little higher than normal?</a>	Data: 2018-12-14	Repeat Number: 66
7. <a href="#">Thrombosis is related to your diet. We should not eat or eat less these four kinds of foods.</a>	Data: 2018-12-14	Repeat Number: 60
8. <a href="#">This substance reduces the lifespan of the heart and the calcium content of the bones and is also carcinogenic. But it is what you eat every day.</a>	Data: 2018-12-02	Repeat Number: 58
9. <a href="#">Eat the wrong salt will also be seriously ill? Chinese disease control experts tell you why?</a>	Data: 2018-12-03	Repeat Number: 38
10. <a href="#">Ten health warning lines have been drawn out,and the length of life depends on it!</a>	Data: 2018-12-15	Repeat Number: 38

## Chapter 4 Analysis of Salt Reduction Microblog

### 1. Overall analysis

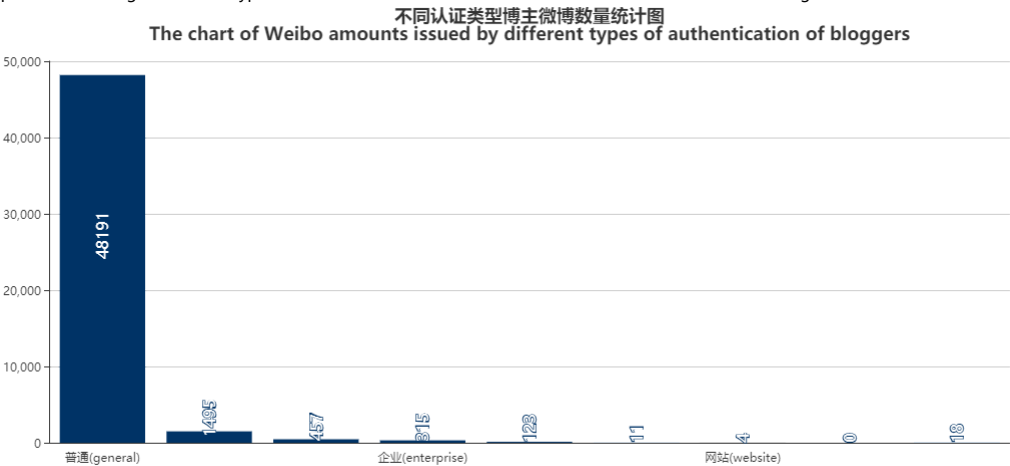
In Weibo, we monitored 50,639 microblogs on salt reduction. 49,644 of them are original posted microblog, and 995 of them are reposted microblogs. The time distribution trend of salt reduction microblogging changes is shown as below. Among them, the number of microblogs on the 7th was the largest, and the number of microblogs on the 12th 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, 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:

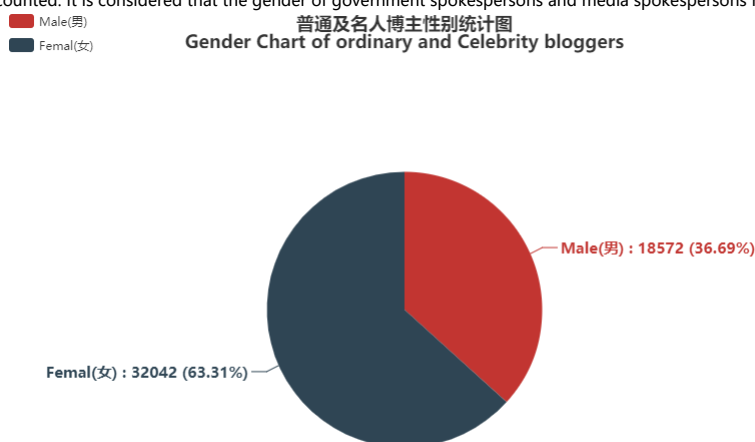


#### 2.2 Analysis the area of the bloggers

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

Region	Number of People
Anhui	1225
Macao	39
Beijing	2791
Fujian	1591
Gansu	940
Guangdong	2792
Guangxi	1636
Guizhou	1255
Hainan	941
Hebei	1224
Henan	1350
Heilongjiang	1185
Hubei	1054
Hunan	1322
Jilin	1110
Jiangsu	1701
Jiangxi	1051
Liaoning	1230
Nei Mongol	934
Ningxia	874
Qinghai	893
Shandong	1701
Shanxi	907
Shaanxi	1128
Shanghai	1408
Sichuan	1175
Taiwan	32
Tianjin	93
Tibet	825
Xinjiang	196
Yunnan	893
Zhejiang	1008
Chongqing	1610
Overseas	976
Others	7410

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.



### 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: 糊奔奔好	Identity: general user	Data: 2018-12-02	Repost: 527
<a href="#">One of the secrets of good skin is to eat well (less oil, less salt, try not to eat sugar, use coarse grains instead of some refined staple food).</a>			
2.Nickname: 人人视频	Identity: celebrity	Data: 2018-12-13	Repost: 498
<a href="#">Do you have the nine signs of eating too much salt? 1. Always thirsty; 2. Always go to the toilet; 3. Always want to eat junk food; 4. Not old people or athletes but frequent cramps; 5. Frequent fatigue and headache; 6. Kidney often feels pain; High blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the proper intake of salt.</a>			
3.Nickname: 熊叔厨房	Identity: celebrity	Data: 2018-12-04	Repost: 454
<a href="#">Does the baby want to eat chicken too? This braised chicken for children with less salt and less oil can be said to be the healthiest braised chicken. Winner winner chicken dinner!</a>			

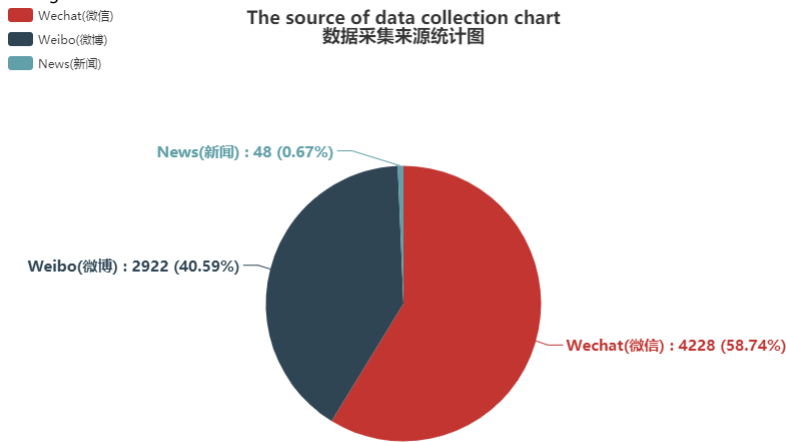
4.Nickname: 新浪新闻	Identity: media	Data: 2018-12-13	Repost: 261
<a href="#">Do you have the nine signs of eating too much salt? 1. Always thirsty; 2. Always go to the toilet; 3. Always want to eat junk food; 4. Not old people or athletes but frequent cramps; 5. Frequent fatigue and headache; 6. Kidney often feels pain; High blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the proper intake of salt.</a>			
5.Nickname: 你不要脸的样子真可	Identity: general user	Data: 2018-12-02	Repost: 196
<a href="#">After just weighing my weight, my diet is less salty, less oily, more vegetarian, and quits staying up late. The body is getting better. After reading "Flesal World", I want to eat meat! !!!! Chen Xiaqing, are you a devil?</a>			
6.Nickname: 新浪财经	Identity: media	Data: 2018-12-19	Repost: 179
<a href="#">[Do you have the nine signs of eating too much salt? ] 1. always thirsty; 2. often go to the toilet; 3. always want to eat junk food; 4. non-elderly and non-athletes but frequent cramps; 5. frequent fatigue and headache; 6. kidney pain; 7. high blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the right amount of salt.</a>			
7.Nickname: 观察者网	Identity: website	Data: 2018-12-13	Repost: 114
<a href="#">Do you have the nine signs of eating too much salt? 1. Always thirsty; 2. Always go to the toilet; 3. Always want to eat junk food; 4. Not old people or athletes but frequent cramps; 5. Frequent fatigue and headache; 6. Kidney often feels pain; High blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the proper intake of salt.</a>			
8.Nickname: 健康饮食达人	Identity: celebrity	Data: 2018-12-21	Repost: 113
<a href="#">High blood pressure is caused by eating habits. High salt, high calories, and high cholesterol are fatal "killers." Balanced fruit juice can lower blood pressure in patients with hypertension. Learn about it?</a>			
9.Nickname: 山东新华制药官方微博	Identity: organization	Data: 2018-12-17	Repost: 108
<a href="#">Do you have the nine signs of eating too much salt? 1. always thirsty; 2. often go to the toilet; 3. always want to eat junk food; 4. non-elderly and non-athletes but frequent cramps; 5. frequent fatigue and headache; 6. kidney pain; 7. high blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the right amount of salt.</a>			
10.Nickname: 中科体检	Identity: organization	Data: 2018-12-29	Repost: 105
<a href="#">[Do you have the nine signs of eating too much salt? ] 1. always thirsty; 2. often go to the toilet; 3. always want to eat junk food; 4. non-elderly and non-athletes but frequent cramps; 5. frequent fatigue and headache; 6. kidney pain; 7. high blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the right amount of salt~</a>			
11.Nickname: 生命时报	Identity: media	Data: 2018-12-24	Repost: 103
<a href="#">[Do you have the nine signs of eating too much salt? ] 1. always thirsty; 2. often go to the toilet; 3. always want to eat junk food; 4. non-elderly and non-athletes but frequent cramps; 5. often feel fatigue and headache; 6. kidney pain; 7. high blood pressure 8. Some parts of your body will swell; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the intake of salt.</a>			
12.Nickname: 生命时报	Identity: media	Data: 2018-12-16	Repost: 97
<a href="#">[Do you have the nine signs of eating too much salt? ] 1. always thirsty; 2. often go to the toilet; 3. always want to eat junk food; 4. non-elderly and non-athletes, but frequent cramps; 5. frequent fatigue and headache; 6. often feel kidney pain; High blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the right amount of salt~</a>			
13.Nickname: 中科体检	Identity: organization	Data: 2018-12-25	Repost: 89
<a href="#">[People with heavy taste are prone to 6 diseases] 1. Osteoporosis. Excessive sodium salt in the diet increases calcium excretion, which can lead to osteoporosis and even fractures. 2, a cold. Sodium ions inhibit the activity of respiratory cells, making cold viruses more susceptible to invading the respiratory tract. 3. gastritis, stomach cancer. After taking too much high-salt food, the osmotic pressure of salt will cause direct damage to the gastric mucosa.</a>			
14.Nickname: 新闻晨报	Identity: media	Data: 2018-12-13	Repost: 76
<a href="#">Do you have the nine signs of eating too much salt? 1. Always thirsty; 2. Always go to the toilet; 3. Always want to eat junk food; 4. Not old people or athletes but frequent cramps; 5. Frequent fatigue and headache; 6. Kidney often feels pain; High blood pressure; 8. Some parts of your body are swollen; 9. Sometimes you can't think clearly... If you have these signs, please pay attention to the proper intake of salt.</a>			
15.Nickname: 贾老师营养健康ABC	Identity: celebrity	Data: 2018-12-06	Repost: 72
<a href="#">Through the results of the DASH study, we can see the importance of salt reduction in controlling blood pressure. As long as the intake of salt is reduced, it will effectively lower blood pressure and prevent chronic diseases. Recent research has shown that the main source of Chinese salt intake is cooking salt (accounting for 77.5% of the per capita salt). In order to do a good job of salt control, we need to start with children's education. Through the activity of small hands and big hands, establish a good behavior of children's diet (using salt) to help improve the lifestyle of family salt. Education information should be simple, clear, and good to implement!</a>			
16.Nickname: 中科体检	Identity: organization	Data: 2018-12-13	Repost: 71
<a href="#">[Five Ways to Reduce Belly] 1) Reduce salt, eat light diet and eat less processed food; 2) Eat more dietary fiber, such as oranges, mushrooms, broccoli, etc.; 3) Keep away from sweeteners and eat less food with the words "sorbitol", "xylitol"; (4) Drink more water; 5) Avoid increasing digestive pressure and eat more whole grain food.</a>			

# Part 2 Trans-Fatty Acid

## Chapter 1 Overall Analysis

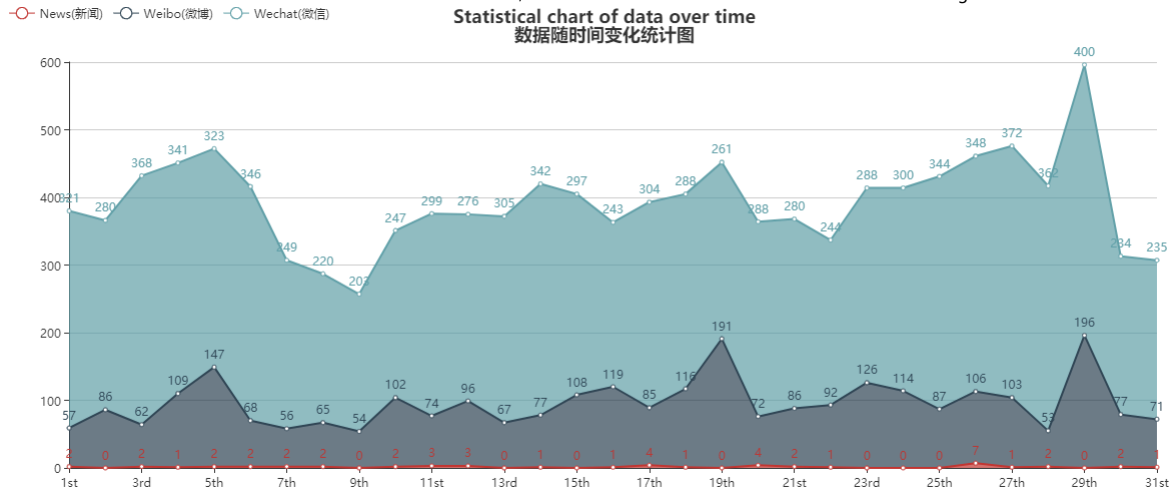
### 1. The analysis on the data collection source

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:

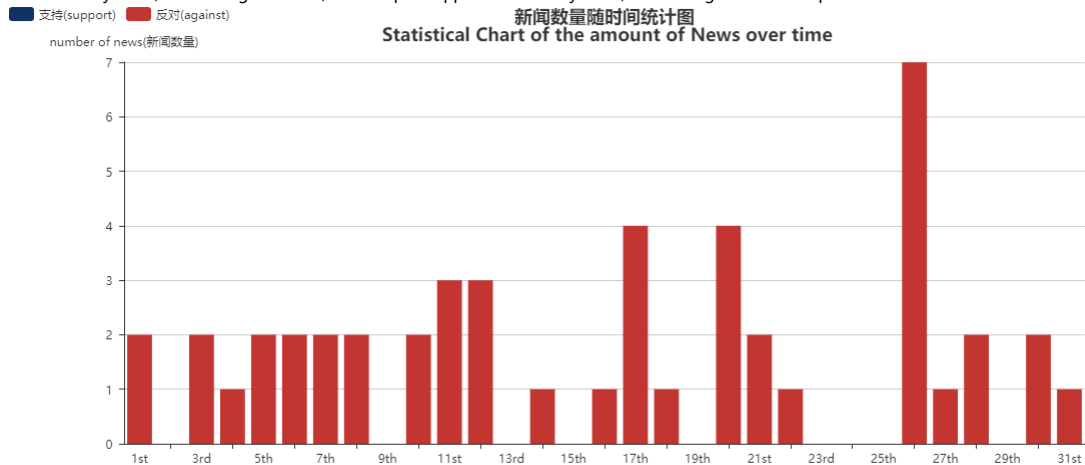


## Chapter 2 The analysis on News Reports of trans-fatty acids

### 1. Overall analysis

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

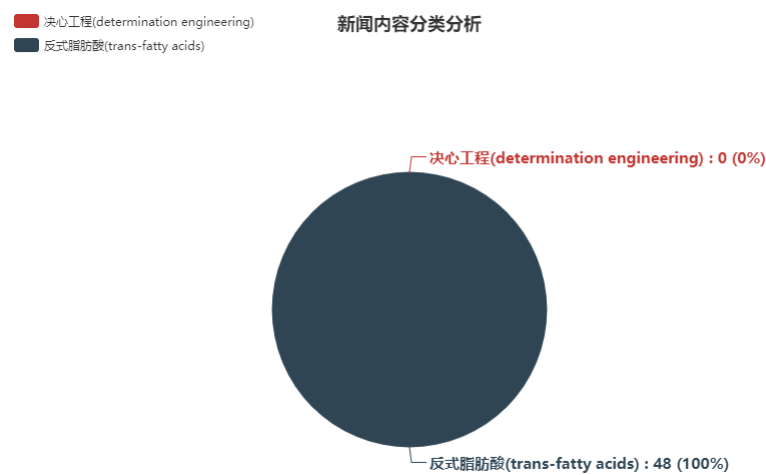
This month, the study has monitored 48 reports about trans-fatty acids. The time distribution trend of the change of amount of trans-fatty acids report is shown as following. Among them, the 26th day has the largest amount of reports, and the 2nd, 9th, 13th, 15th, 19th, 23th, 24th, 25th, 29th day has 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

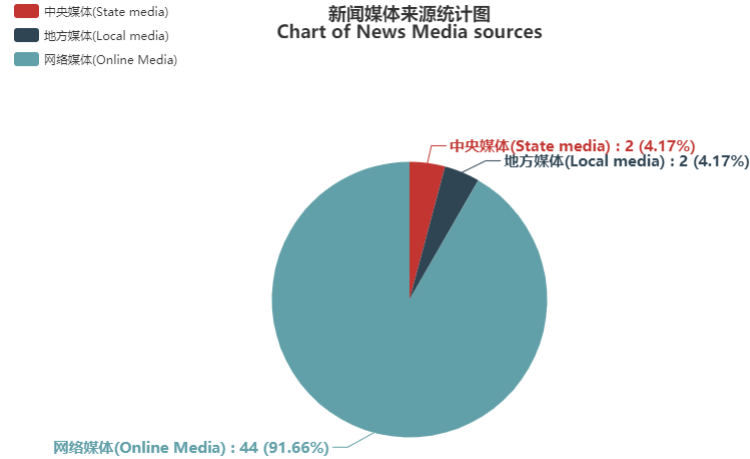


This study divides the related content from news reports about trans-fatty acids into two parts, including the trans-fatty acids and determination project. The specific statistics chart is shown as below:



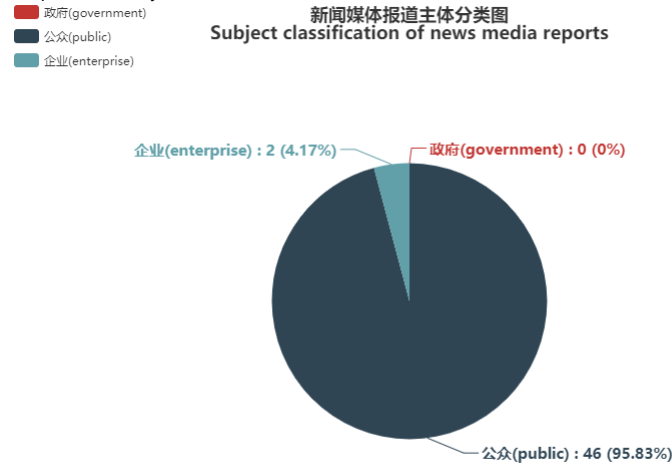
2. The analysis of information source from news reports

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:



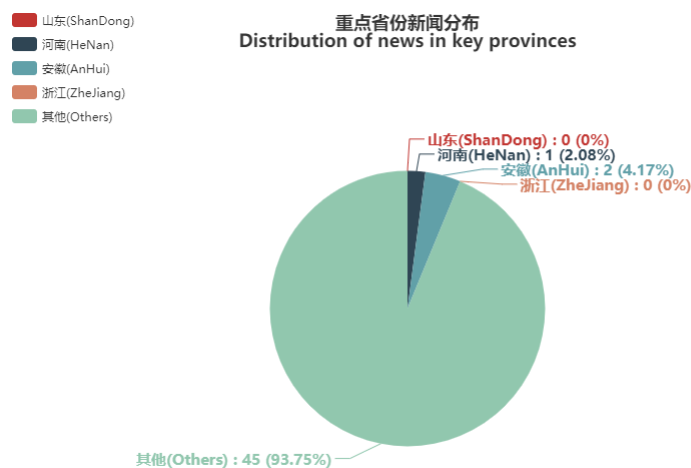
3. The analysis of news reports subjects

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

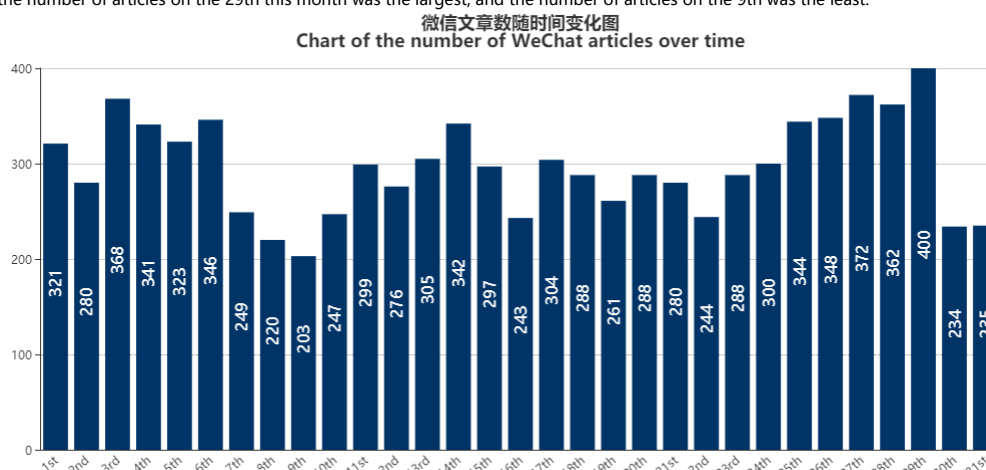
The table of the key news reports titles is shown as below:

1. <a href="#">Is whole milk bad? This is a misunderstanding.</a>	Data: 2018-12-01	Media: People's net
2. <a href="#">Edible oil oxidizes easily when put too long! Doctor teaches you 4 ways to eat the right oil</a>	Data: 2018-12-01	Media: The Great Era (Press Release)
3. <a href="#">Is your cooking oil safe? How to use edible oil healthier?</a>	Data: 2018-12-03	Media: Central Plains Network
4. <a href="#">What's the best breakfast for students?</a>	Data: 2018-12-03	Media: TOM
5. <a href="#">Artificial meat born to "lighten the burden" of the earth will be served on the table. Will you eat it?</a>	Data: 2018-12-04	Media: Sina network
6. <a href="#">Why is it unfit to eat oil that has been repeatedly heated?</a>	Data: 2018-12-05	Media: China Edible Oil Information Network
7. <a href="#">What delicious new products have come out of Winter Heart Convenience Store recently?</a>	Data: 2018-12-05	Media: Sina network
8. <a href="#">Sugar abstainers claim to lose weight without hunger. Can 30 kilograms of sugar abstainers really become thinner and younger?</a>	Data: 2018-12-06	Media: Dongfang net
9. <a href="#">Experts tell you what the healthiest day is like</a>	Data: 2018-12-06	Media: Multidimensional News Network
10. <a href="#">The thicker the fish soup, the less nutritious it is.</a>	Data: 2018-12-10	Media: People's net

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

### 1. Overall analysis

There are 4,228 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 29th this month was the largest, and the number of articles on the 9th 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:

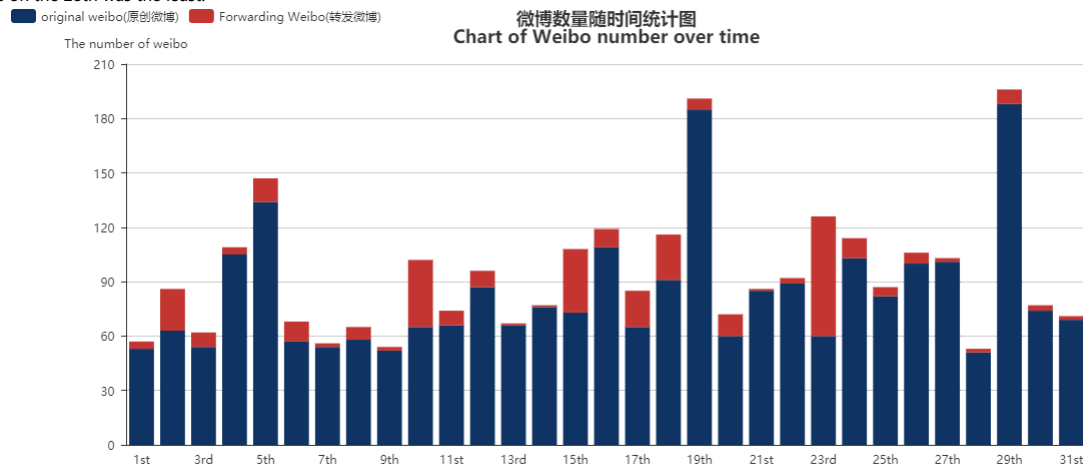
1. <a href="#">This item kills 500,000 people every year and has been called down by the WHO! It is hidden in the food you eat every day.</a>	Data: 2018-12-07	Repeat Number: 561
2. <a href="#">Thrombosis is related to diet. Be sure to eat less or not eat these four foods.</a>	Data: 2018-12-13	Repeat Number: 281
3. <a href="#">It kills 500,000 people every year and has been called out by the WHO to stop using it! It's hidden in the food you eat every day....</a>	Data: 2018-12-13	Repeat Number: 32

4. <a href="#">The intestine fears five kinds of food! Which is your favorite?</a>	Data: 2018-12-05	Repeat Number: 28
5. <a href="#">Eight kinds of food are "ageing agents". Come in and see how many kinds of food among it you eat every day.</a>	Data: 2018-12-01	Repeat Number: 23
6. <a href="#">Keep your face poor, your feet rich, your heart poor, your lungs rich.</a>	Data: 2018-12-04	Repeat Number: 21
7. <a href="#">These six kinds of milk are absolutely not for children to drink, and the second kind of them you may buy every day!</a>	Data: 2018-12-05	Repeat Number: 19
8. <a href="#">Eat less man-made food and more God-made food! This sentence must be remembered.</a>	Data: 2018-12-12	Repeat Number: 19
9. <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: 2018-12-19	Repeat Number: 19
10. <a href="#">Eating too much scrambled eggs with tomatoes may cause sudden death of myocardial infarction : The food you think is health may be a invisible killer.</a>	Data: 2018-12-01	Repeat Number: 17

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

### 1. Overall analysis

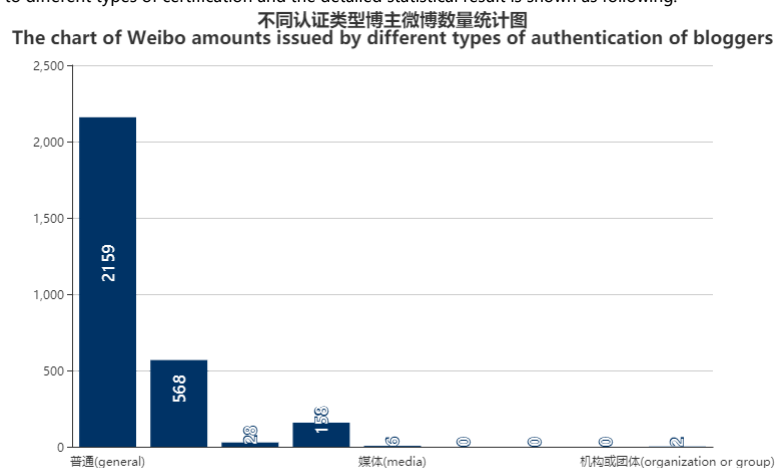
In Weibo, we have monitored 2,922 microblogs on trans-fatty acids. 2,575 of them are original posted microblogs, and 347 of them are reposted microblogs. The time distribution trend of trans-fatty acids microblogging changes is shown as below. Among them, the number of microblogs on the 29th this month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



### 2. The analysis of microblog issuers

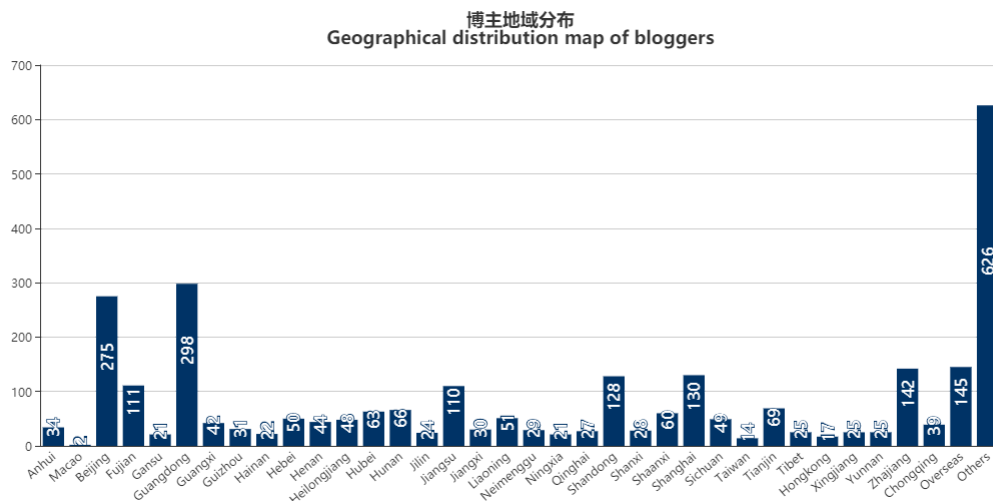
#### 2.1 The analysis of bloggers certification types

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:



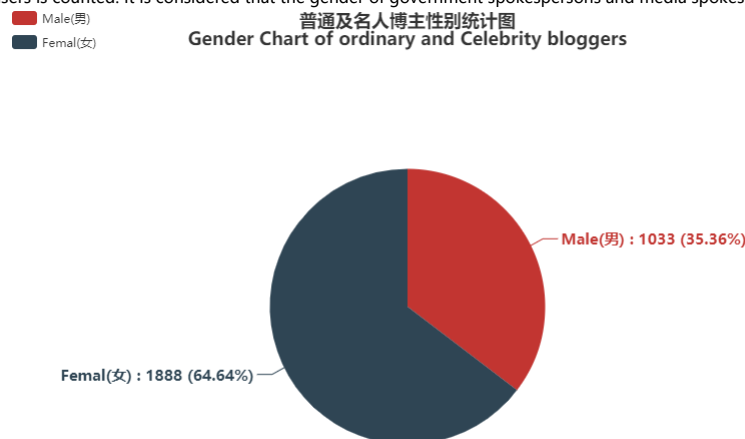
#### 2.2 The analysis of the area of the bloggers

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.



## 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: 吃货樱桃	Identity: celebrity	Data: 2018-12-19	Repost: 2491
<a href="#">Although I really like to drink the silk stocking tea from Lanfang Garden and bought it many times, I was surprised by this new Hong Kong-style milk tea! This milk taste is really strong!!! And it is the kind of healthy milk that can be drunk, not the fat. It enhances the taste of the milk while preserving the taste of the tea, which is really delicious! Not only super good but also low in calories! It is even lower than the yogurt every 100ml!!! And this is a limited edition! As long as you taste it, you can't stop it!</a>			
2.Nickname: 春润生活派	Identity: celebrity	Data: 2018-12-22	Repost: 334
<a href="#">[4 tips to eliminate the intestines] 1 Eat orange fruits and vegetables: orange fruits and vegetables are rich in vitamin C and β-carotene, which can avoid abdominal fat accumulation; 2 supplement selenium: selenium can fight cancer and reduce the incidence of abdominal obesity; Eat more fish and eggs: eating high-quality protein such as fish and eggs is easy to produce satiety, and is beneficial to lose weight; 4 eat the right fat: eat more olive oil, linseed oil, walnut oil, tofu; eat less food containing trans fat such as margarine milk tea.</a>			