

WisersOne

Media Center platform operating manual



WisersOne covers a gamut of communications scenarios, mining underlying insights from social media monitoring data



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Hot search keywords subscription Turn on subscription ✕

Keyword setting

Please enter the keywords you want to monitor: Support up to 50 groups, press enter to save

Please enter keywords for hot search monitoring

Receive via: Email Wechat

Please enter the email address you want to receive messages: Support up to 5, separated by ; Recently-used address >

Please input the email address

Save

5. Monitor

5.1 Monitoring module page introduction: (monitoring item billboard page, new monitoring item page).

5.1.1 Platform where monitoring items have been created:

enter the platform to preset the content of the first monitoring item in the navigation tree, and display it in the list mode;

Monitor

Search selected folder, separate keywords by "*" | Headline & content | Search | Last 1 month | List

匯豐銀行 19,905 Pieces Latest

港股倒升14點後復跌 美期逼近三百點
Now.com (Instant News) | 2022-10-17 15:31:33
...升1.2%。藍籌**匯豐**(00005)受美期升帶動，日幅升0.6%；渣打(00388)升1.7%；中環(00683)升1.8%；輸改(03692)跌3.2%。滬升幅最大藍籌，但摩...

HK\$21k | 522 words | 財經 | Negative

匯豐控股(00005)出現大手買入20.4萬股, 成交價\$4...
aastocks.com/sc/Default.aspx | 2022-10-17 15:26:07
【大手成交 **匯豐**(00005)在下午4:30出現大手買入，成交價為20.4萬，成交價為...
...升1.0，升幅0.64萬。至目前為止，股價升1.11%，今日最高價為41.0，而...

HK\$34k | 134 words | Neutral | 685

港股倒升14點後復跌 美期逼近三百點
EJ Insight | 2022-10-17 15:24:00
...升1.2%。藍籌**匯豐**(00005)受美期升帶動，日幅升0.6%；渣打(00388)升1.7%；中環(00683)升1.8%；輸改(03692)跌3.2%。滬升...

Media Type (Multiple Selection)

All 19,905

Online Media 10,706

Social Media 0

WeChat 0

Newspaper 948

Magazine 77

Government Infor... 7

News-Agency 2

APP 0

Forum 0

Blog 0

Short Video/Livestr... 0

Video 0

Broadcast 145

E-commerce 0

Customer Review 0

Others 0

Sentiment

Positive 5.330

Neutral 8.061

Negative 6.510



5.1.2 Create Monitor

Create Monitor

Monitoring type

General monitoring (selected)

Monitor competitors, industry and yourself news. Real-time access to high-value information from the network.

Event monitoring

Create an event analysis report containing 12 dimensions. Gain insight into the propagation path and influence of events.

Folder Name: Create Monitor1 Path: Home

Rules Please enter the monitoring content, and press comma or Enter to separate words. **Quick** **Advanced**

keywords Must contain all keywords **Recommendation**

keywords

Example

Total 0 combinations.

Total: 0/100 **Preview** **Create**

5.2 Introduction to the function of the monitoring module

5.2.1 Added monitoring item entry

Method 1: You can enter the page of new monitoring items through the new monitoring items under [Monitoring] in the left-side navigation pane.

Monitor

Overview Hotspot **Monitor** Analysis KOL Brand Campaign

Monitoring Dashboard **+ Create Monitor**

Monitoring Item	Count
匯豐銀行	74.0K
其他銀行	19.9K
監管機構及香港金融...	31.4K
MIRROR演唱會舞台...	25.2K

DIY Folder(s)



Method 2: You can click the Add Monitoring Item icon through the navigation tree -> to enter the Add Monitoring Item page.



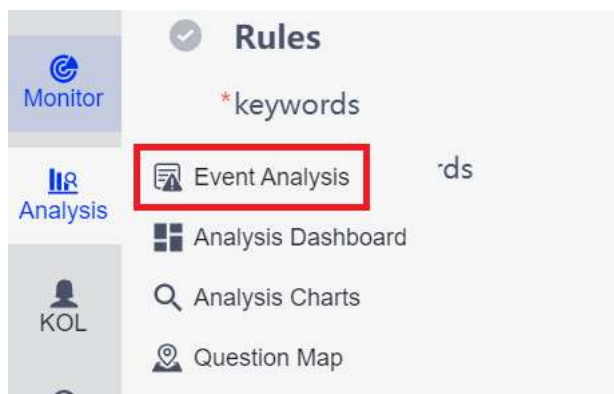
5.2.2 Introduction to monitoring type: (Note: General type monitoring can be continuously monitored without an end time, and the maximum support time span for event type monitoring is 3 months).

Monitoring types are divided into: **general monitoring and event monitoring;**



- The default option is "General Monitoring", which can be used for daily public opinion monitoring;
- You can select the "Event Monitoring" type, and after selecting this type, the recorded data under the monitoring item will be automatically analyzed for event analysis and the event analysis results will be generated.

You can query the event analysis results in the navigation bar [Analysis]-[Event Analysis], or you can jump to view the details through the icon on the right side of the Panel. The event analysis function is controlled by the activation of the background;



5.2.3 Introduction to Folder Name and Path:

Folder Name: Displays the default name, which can be modified, and the name can be entered up to 20 characters



Path: the first path of the default navigation tree, you can select the desired path location in the drop-down box;

Folder Name Path ▼

5.2.4 Introduction to the general monitoring and event monitoring entry rules:

(Note:

1. The input of multiple keywords is separated by the Enter key or comma;
2. The two boxes of keywords can only enter either or both, and when both boxes enter keywords, it means that all keywords entered in the first box and any keywords in the second box are combined in line, resulting in a logical relationship with the keyword;
3. A total of 100 keywords can be entered in the two keyword input boxes, and the maximum length of each keyword is 50 characters.)

The settings of input, exclusion words, inclusion rules, content type, sentiment determination, and media selection in advanced mode will be consistent with the general monitoring type;

5.2.4.1 Quick Mode (General Purpose Monitoring, Event Monitoring)

5.2.4.1.1 Introduction to General Monitoring:

- **Keywords (first box):** The default is the logical relationship of "and (and)", when multiple keywords are entered in this box, it means that the article must be all in the middle before it can be included in the article;
- **Keywords (second box):** the default is the logical relationship of "or (or)", when multiple keywords are entered in this box, it means that the article will be included in the article as long as one of them is reached;
- **Excluded Keywords:** multiple keywords can be entered, and the logical relationship between multiple words is "or (OR)", which means that the excluded words in the article will not enter the monitoring item, and the number of excluded words that can be entered is not limited;
- **Keyword combination example: display the logical expression of the** input keyword, only the first 10 combined contents are displayed, the combination logic of each line is a rule for entry, and the logical relationship between multiple lines is OR;
- **Settings:** full content + headline (default), headline only, rules are to limit the position of monitoring keywords;



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Rules Please enter the monitoring content, and press comma or **Quick** **Advanced**
Enter to separate words

keywords
Must contain all keywords **Recommendation**

keywords
Contains at least one of the keywords **Recommendation**

Exclude Keywords

The relationship between exclude keywords are "or"

Settings **Headline + Content** **Headline Only**

Example
Total **0** combinations

- **Intelligent recommendation:** The recommendation model of AI-related words is applied, and related words are recommended according to the keywords entered, and relevant words can be directly selected to add to the keyword box, or related words can be deleted, and the system will automatically display other substitutes.

keywords
Must contain all keywords **Recommendation**

Japan x Asia x Europe x Chinese x Vietnam x
Korea x Beijing x Shanghai x Cambodia x Thailand x

5.2.4.1.2 Introduction to event monitoring:

(Note: the first box of keywords, the second box of keywords, excluded words, examples of keyword combinations, and entry judgment are consistent with the general monitoring logic).

- **Event description:** You can put a paragraph of the event description into the text box, click to get the word segmentation, the word segmentation result will be automatically added to the keyword (first box) as a monitoring keyword, you can delete or add the word segmentation result.



Event description

keywords
Must contain all keywords

keywords
Contains at least one of the keywords

5.2.4.2 Advanced Mode:

(Note: Event monitoring is consistent with general monitoring logic; You can enter up to 100 keywords, and the maximum length of each keyword is 50 characters.)

Enter the required keyword expression, logical symbols (and, or, parentheses, double quotes) can also be entered by clicking the logic icon in the lower right corner;

Rules

*Advanced syntax

Enter keywords according to advanced syntax

Exclude Keywords

5.2.5 Introduction to Sentiment:

Sentiment determination options are divided into: post sentiment (preset), subject sentiment



Sentiment Post Sentiment Collapse ^

- Post Sentiment
- Subject Sentiment

- Default**
- Negative Sensitivity
- !

Post Sentiment: divided into default, negative sensitivity.

Default: If the negative score of the article is greater than 0.5, it is judged as negative; if the positive score is greater than 0.5, it is judged as positive;

Negative sensitivity: If the negative score of an article is greater than 0.3, it is judged as negative, which is suitable for monitoring items that expect more comprehensive detection of negative articles.

Subject Sentiment: You can choose to use the keywords of the monitoring item as the subject to determine the emotion of the article, when the subject is mentioned negatively, the emotion of the article will be noted negative, and when the subject is mentioned as positive, the emotion of the article is positive.

Sentiment Subject Sentiment Collapse ^

- Post Sentiment
- Subject Sentiment

Judge the article sentiment based on keywords. If the subjects are found to be negative using AI technology, the whole article is considered negative.

- All
- chinese
- citizens
- plan
- evacuate

Account monitoring, to select the subject sentiment need to enter the subject word.

Sentiment Post Sentiment Collapse ^

- Post Sentiment
- Subject Sentiment

- Default**
- Negative Sensitivity
- !

5.2.6 Introduction to monitoring time:

(Note:

1. General monitoring has a maximum span of 12 months for data monitoring;
2. The maximum span of event monitoring is 3 months)

The default is continuous monitoring from this point on, and the click of the time option can be made according to the demand. You can set a set time range in the custom options.



Date 2022-10-17 - Continuous Monitoring Collapse ^

- Current**, continuous monitoring
- last 1 week, continuous monitoring
- last 1 month, continuous monitoring
- last 3 months, continuous monitoring
- Custom

5.2.7 Introduction to Media Selection: (Note: The logical relationship between media selection and account selection as "or", that is, the media range delimited by media selection does not affect account selection).

5.2.7.1 Media Type

The options are All media types (default), Custom media types;

Media All; All Collapse ^

Media Type Media Region

- All media types
- Custom media type

When you click Custom Media, the Media Type option pops up, you can check the corresponding media type range according to your needs, or you can add the specified media you need by searching for media. Search for media ranges with GID;

Please enter the media you are searching for

All media 711k >

- All
- Online Media 607k
- Social Media 119
- WeChat 3
- Newspaper 3.4k
- Magazine 4.4k
- Government Information 7

5.2.7.2 Media Region (Note: If the GID has only one media region, the page will not display the Media Region option).

Default media region: All regions, you can check the required media region;



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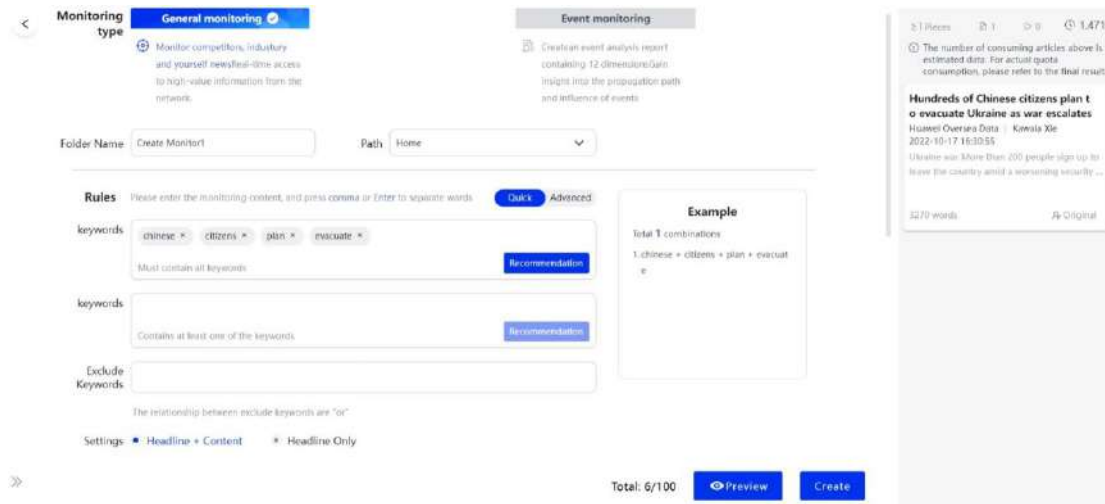
The media region is displayed according to the media range opened by the GID, and the GID of different regions is displayed differently in the media region options;



5.2.8 Preview

Click the "Preview" button on the right side to view the content of the article according to the setting conditions (display the total number of articles, graphic articles, video articles, and search time);

Click the article title to view the article details;



5.2.9 Save

Click the save button to pop up the Folder Name, Location, and Sentiment of the monitoring item, and the selected subject word will be prompted when using the subject Selection.

Backtracking task prompt: If the monitoring item has backtracking data, it will indicate the amount of data consumed by the ontology backtracking task and the remaining amount after submission.

Save: Save the set monitoring conditions as monitoring items, and the system will monitor or backtrace the data according to the set conditions, and record them in real time;

Cancel: Cancels the saving of the monitor and closes the pop-up layer.



Folder Name: Create Monitor1

Folder Location: Home

Folder Sentiment: Subject Sentiment

Subject(s) Selection: chinese, citizens, plan, evacuate

Please double-check the input keyword(s) to avoid consuming unnecessary quota due to the broad keyword settings.

Cancel

Save

5.2.10 List Mode

In the navigation tree, click "Monitoring Path" or "Monitoring Items" to display the content of the article on the right, displaying the name of the monitoring item and the number of articles.

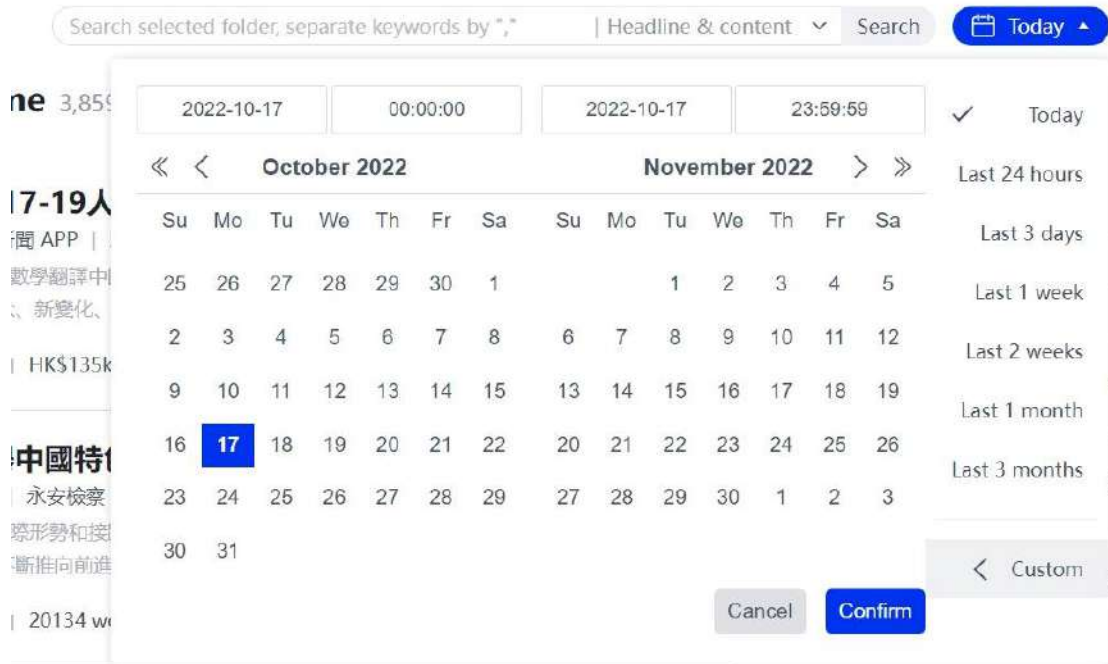
In the upper right corner of the list mode, the function operation is displayed, which is divided into time, browsing settings, list mode to be changed, and usage statistics.

The screenshot displays the 'Monitor' interface. On the left, there is a navigation tree with 'Home' selected, showing 67,789 pieces. The main content area shows a list of monitoring items. The first item is '中電60萬用戶參與「怪電任務」 4小時共慳30萬度電' with 0 words and a neutral sentiment. The second item is '“創新科技嘉年華2022”在港開幕 點燃香港創科熱情' with 897 words and a positive sentiment of 13. The third item is '【章程】2022第五屆但昭義鋼琴教學展演邀請賽' with 7530 words and a neutral sentiment. On the right, there are filters for 'Media Type' (All 67.8k, Online Media 24.2k, Social Media 5.5k, etc.) and 'Sentiment' (Positive 31,254, Neutral 32,675, Negative 3,724).

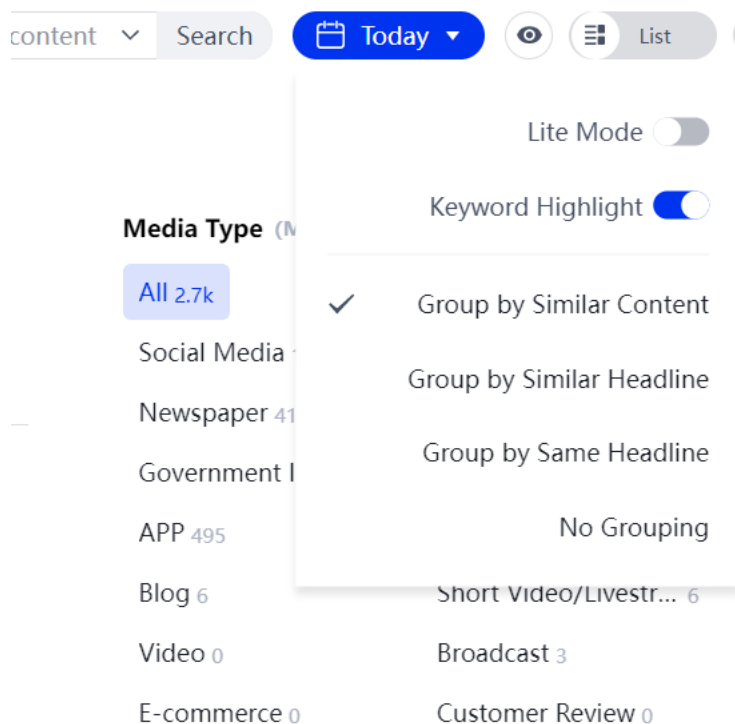
5.2.10.1 Issue: (Global control function, default is today).

You can select the date option in the date setting or set a custom time period according to your needs, and all monitoring items/paths on the platform will display the article content within the specified time;

The custom time range is set to 1 year, and the time selection can be accurate to the minute;



5.2.1 0.2 Browse Settings



Lite mode: Condensed browsing turns on the field content displayed in the article list;
Opened: Display the title, picture, media, author, release time, collection status, report/release, original/reprint, emotion, and clustered articles of the article;



HK logs 5,361 COVID-19 cases today including ...

Dimsum Daily | Dimsumdaily Hong Kong

2022-10-17 16:39:18

Original Positive

Not open :

《財資快訊》美電穩報 7 . 8 4 9 9 , 美元兌人幣升...

經濟通 | 2022-10-17 16:44:00

...002 . 1500 一個月 2 . 4500 2 . 4500 2 . 4500 兩個月 3 .
0000 3 . 0000 2 . 9500 三個月 3 . 9000 3 . 9000 3 . 7...

HK\$3.2k | 892 words |

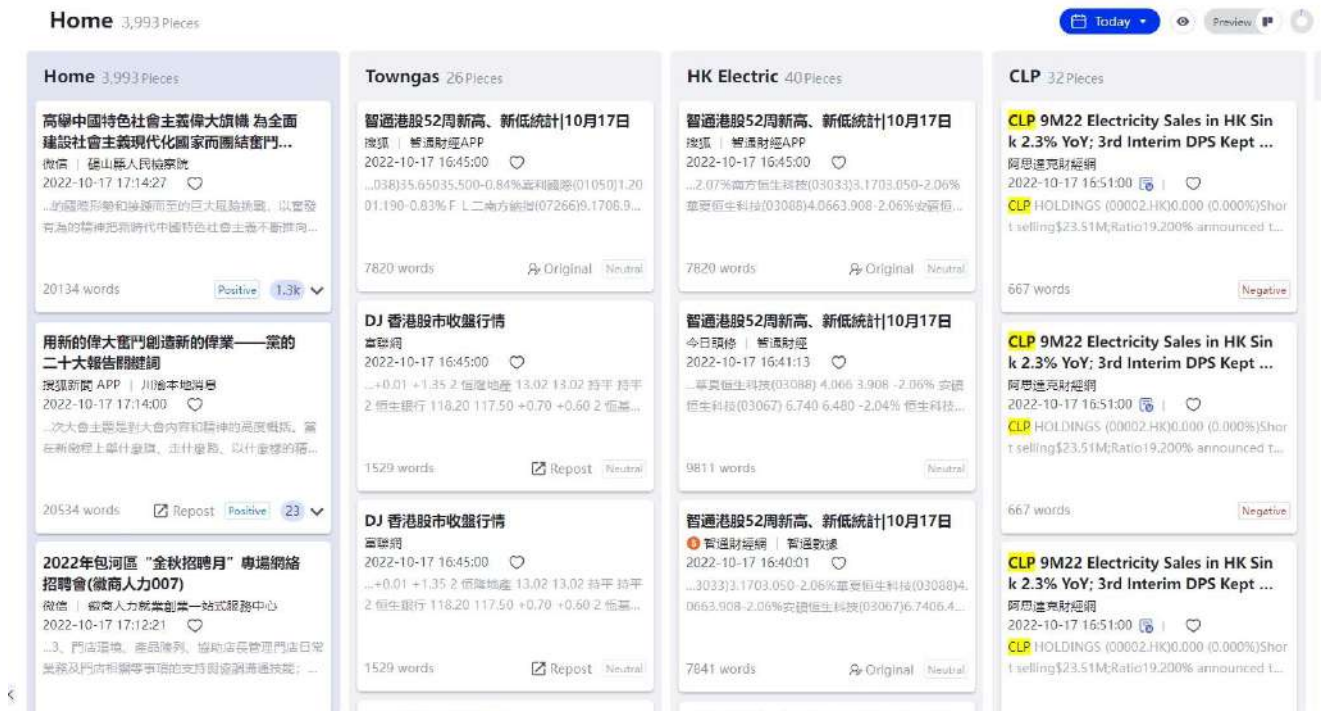
Neutral 5

Keyword highlighting: Set the keyword display of the monitoring item article to highlight or disable, and open: the keyword is highlighted, and the keyword is not highlighted when it is not enabled;

Clustering settings: Divided into content similar clusters, title similar clusters, title same clusters, and no clustering

5.2.10.3 Overview mode switching

Platform browsing is divided into two modes: list mode (default display) and overview mode, and you can click to switch between browsing mode



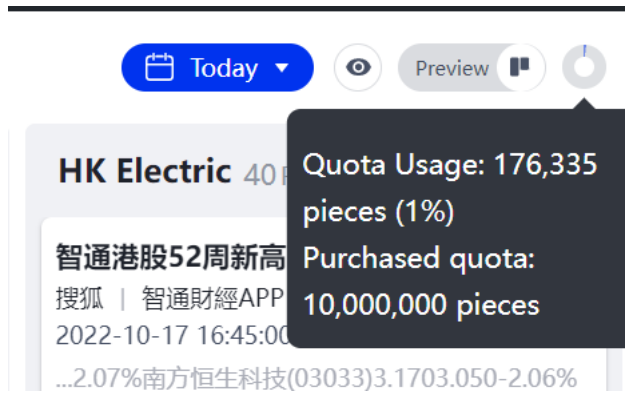


5.2.10.4 Usage Statistics: When the usage of the platform reaches the upper limit, the navigation tree is locked and cannot be edited

Note:

1. (quota) is the total number of articles that can be entered on the platform, according to the number of articles entered by the monitoring items for statistics, such as an article entering different monitoring items will be counted as many, the platform will stop entering the text after reaching the upper limit of usage, the navigation tree will be locked, and the platform can only browse non-editable operations;
2. The quota is only the amount of articles used to calculate the monitoring items, excluding the consumption of PF folder, MIT folder, and short video/live broadcast manual addition;
3. Quota is the same as the concept of mobile phone traffic, which can be expanded by appending data packets after use, and cannot be released by deleting monitoring items.

The platform involves 3 quotas: article volume, subtitle resolution volume, and interaction update volume (as shown in the figure below)



Mouse pointing to display the amount of articles used, the amount of video subtitle analysis, and the amount of interactive updates, and the icons will be displayed in different colors when different amounts are used;

Click the usage icon to pop up the usage statistics page, which will display the statistics of article volume, video analysis usage, and update interactions;

Quota Usage					
Path	Folder Name	Createtime	Operating Date	Articles Volume	Percentage of Total
-Home	香港藝術	2022-10-14 10:48:10	2022-10-14 10:57:25	18k	0.2%
-Home	Eason Chan演唱會	2022-10-12 14:15:06	2022-10-12 14:25:41	652	-
-HK PD Testing>...	英國女王逝世 (中國)	2022-09-09 14:28:54	2022-09-09 17:48:47	295k	3%
-HK PD Testing>...	英國女王逝世 (台...	2022-09-09 15:53:42	2022-09-09 15:53:42	10k	0.1%
-HK PD Testing>...	英國女王逝世 (香...	2022-09-09 15:49:17	2022-09-09 15:49:17	8.5k	0.1%
-HK PD Testing	壯志凌雲：銀行伙...	2022-09-09 11:05:36	2022-09-09 11:39:16	1.8k	-
-HK PD Testing	阿媽有咗第二個 (...	2022-09-09 11:03:59	2022-09-09 11:38:54	6.3k	0.1%
-Directory	演唱會紅壇迪士尼	2022-09-07 13:37:53	2022-09-07 13:39:17	96	-

Load more



5.2.10.5 Article sorting

Sort type: latest, oldest, engagement, comment, clustering, media name, relevancy, bookmarked

- **By latest:** Sorted by the publication time of the article from near to far;
- **By oldest:** Displayed in order of the publication time of the article from far to nearest;
- **By Engagement:** Displayed in descending order by the number of interactions of the article;
- **By Comment:** Displayed in descending order by the number of comments on the article;
- **By clustering:** Sorted by the number of article clusters from highest to lowest;
- **By media name: Sort display** by media name A-Z or Z-A;
- **By relevancy:** sorted from high to low by the score of the article to the keyword, which is only suitable for the ranking of keyword search results;
- **Bookmarked:** Prioritize the displayed articles that have been bookmarked.



5.2.10.6 List display and operation

Article list fields display: title, summary, picture, media, author, release time, interaction volume (likes, comments, reading, coins, barrages, etc. are calculated according to the data collected by the platform), advertising value, word count, media layout, report/release, original/reprint, delete, emotional modification, clustering, collection;



Home 3,994 Pieces Latest ▾

高舉中國特色社會主義偉大旗幟 為全面建設社會主義...

微信 | 碭山縣人民檢察院 | 2022-10-17 17:14:27

...的國際形勢和接踵而至的巨大風險挑戰，以奮發有為的精神把新時代中國特色社會主義不斷推向前進。他在報告中說，五年來，我們堅持加強黨的全面領導和黨中央...

🔄 0 | 20134 words | 語 碭山縣人民檢察院 ❤️

Positive 1.3k ▾

用新的偉大奮鬥創造新的偉業——黨的二十大報告關...

搜狐新聞 APP | 川渝本地消息 | 2022-10-17 17:14:00

...次大會主題是對大會內容和精神的高度概括。黨在新徵程上舉什麼旗、走什麼路、以什麼樣的精神狀態、朝着什麼樣的目標繼續前進，對團結和激勵全國各族人民為...

🔄 0 | HK\$135k | 20534 words | 語 搜狐新聞 ❤️

📄 Repost Positive

23 ▾

2022年包河區“金秋招聘月”專場網絡招聘會(徽商...

微信 | 徽商人力就業創業一站式服務中心 | 2022-10-17 17:12:21

...3、門店環境、產品陳列、協助店長管理門店日常業務及門店相關事項的支持與協調溝通技能；4、具有家居建材行業工作經驗，有軟裝定制、

Page 1 >

In the article list, you can perform the following operations on a single article: delete, favorite, emotion, clustering, read/unread article, page turning

Steps to delete an article:

- Delete: Click the delete icon to delete articles that do not need to be displayed;

高舉中國特色社會主義偉大旗幟 為全面建設社會主義... 
微信 | 碭山縣人民檢察院 | 2022-10-17 17:14:27
...的國際形勢和接踵而至的巨大風險挑戰，以奮發有為的精神把新時代中國特色社會主義不斷推向前進。他在報告中說，五年來，我們堅持加強黨的全面領導和黨中央...
🔄 0 | 20134 words | 語 碭山縣人民檢察院 ❤️ Positive 1.3k ▾

- Pop-up options: currently selected article, Spread to similar articles (selected range), Spread to similar articles (site-wide)



1 Please select the articles to delete (Check the modification result at Notification Center - Article Change).

Selected Articles

Expand to similar articles (within the selected range)

Expand to similar articles (All folders)

Reason for Deletion (Multiple Choice)

Irrelevant article(s)

Repeatedly receive similar article content

Other reasons

Cancel

Confirm

- **Reason for deletion:** You can select the reason for deleting the article multiple times, and the system will record the reason to optimize subsequent articles;

Bookmark article steps:

- **Favorite:** Click Favorite to mark the article as a favorite; Articles that have already been marked as favorites can be unfavorited

高舉中國特色社會主義偉大旗幟 為全面建設社會主義...

微信 | 礪山縣人民檢察院 | 2022-10-17 17:14:27

...的國際形勢和接踵而至的巨大風險挑戰，以奮發有為的精神把新時代中國特色社會主義不斷推向前進。他在報告中說，五年來，我們堅持加強黨的全面領導和黨中央...

0 | 20134 words | 礪山縣人民檢察院



Positive

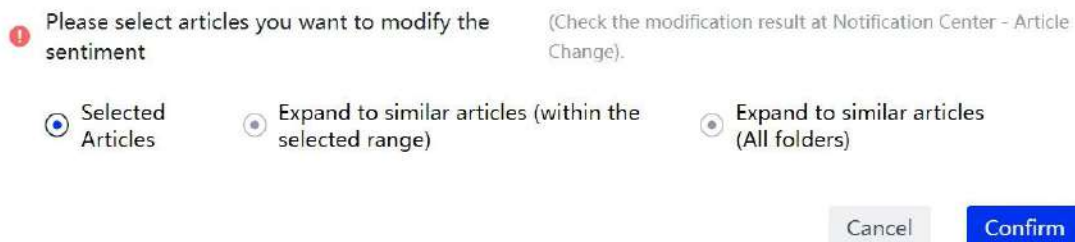
1.3k

Sentiment value modification operation steps : (the system can manually modify the sentiment values marked as positive, negative, and medium, and for short videos and live broadcast articles, the system will mark unknown emotions and cannot be modified).

- Click the sentiment icon of the article to pop up the sentiment value option;



- Pop-up options when selecting type: Currently pending article, Proliferate to similar articles (selected range), Proliferate to similar articles (site-wide)



- Click the sentiment icon of the article to pop up the sentiment value option, and click the modified sentiment value to complete the sentiment modification.

Steps to cluster the number of articles:



- Click on the clustered number to display the clustered article content down at the current article position; Click again to collapse the display.



《環球經濟》全球主要地區經濟數據一覽

ETNet | 2022-10-18 08:50:00

... 2.60% 新西蘭 0.4% 2季 1.7% 2季 7.2% 3季 3.3% 2季 3.50% 巴西 3.2% 2季 1.2% 2季 7.17% 9月 8.9% 8月 13.7...

HK\$3.2k | 1110 words | 基金

Neutral 2

《環球經濟》全球主要地區經濟數據一覽
ETNet | 2022-10-18 08:50:00
HK\$3.2k | 1110 words | 基金

《環球經濟》全球主要地區經濟數據一覽
ETNet | 2022-10-18 08:50:00
HK\$3.2k | 1110 words | 即時新聞

Article read/unread :

- The article display distinguishes between read articles and unread articles, and articles that have clicked to view the details of the article will be grayscale, and the style of unviewed articles will not change.

《環球經濟》全球主要地區經濟數據一覽

ETNet | 2022-10-18 08:50:00

... 2.60% 新西蘭 0.4% 2季 1.7% 2季 7.2% 3季 3.3% 2季 3.50% 巴西 3.2% 2季 1.2% 2季 7.17% 9月 8.9% 8月 13.75% 俄羅斯 -4.1% 2季 -13.7% 9月 3.8% 8月 7.50% 印度 13.5% 2季 -7.41% 9月 ...

HK\$3.2k | 1110 words | 基金

Neutral 2

【大行炒D乜】高盛點評內銀股，大和腰斬思摩爾目標價兼降至持有

ETNet | 2022-10-18 08:44:00

... 維持買入 4.02 (0.2282)
瑞信 3.70 → 3.90 維持中性 新濠 瑞信 4.70 → 5.20

HK\$3.2k | 3308 words | 公司評析

Original Neutral 3

港股ADR預計恆指今早高開200點 報16,813點 AASTOCKS新聞 2022/10/18 08:30 推薦 ...

aaastocks.com/scj/Default.aspx | 2022-10-18 08:37:11

ADR預託證券 | 代號 | 相對股價(HKD) | 港股對預託證券溢價(%) 長和 | CKHUY.NASD OTHER | 42.468 | 0.08% 中電控股 | CLPHY.NASD OTHER | 53.458 | 1.39% 香港中華煤氣 | HOKCY.NASD OTHER | 6.354 | 4.19% 九龍倉集團 | WARFY.NASD OTHER | 25.394 | 0.02% 匯豐控股 | HSB...

HK\$34k | 1588 words

Neutral

開市焦點:黑期今早升約260點 阿里 滙控ADR跑出

Now.com (Instant News) | 2022-10-18 08:31:39

... ADR港股比例指數收報16815, 較本港恒指收市高202點或1.2%。滙控(00005)ADR折合港元收報42.1元, 高0.95元或2.32%; 阿里巴巴(09988)ADR收75.33元, 高2.9%。恒指昨日最多跌278點報16308, 再11年新低, 之後開始拉升, 收報16612點, 升25點。大市...

HK\$21k | 1419 words | 財經

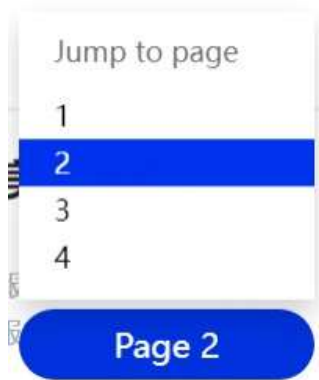
Page 1

Neutral 7



Page number modification steps:

- As you scroll down, the page numbers automatically follow;
- You can enter the page number in the number of jump pages to jump to the specified page; You may also turn the page with a down or up arrow.



5.2.11 batch operation: (support emotional modification, update of interaction volume (Chinese media), deletion, collection, email, sharing, sharing WeChat, download, sharing, and copy mobile operations on the currently checked articles).

Note: The update interaction volume is controlled by the activation of the background, and the function entry is not displayed when it is not enabled.

Sharing WeChat is only available to customers in China and not for customers in other regions;

Copy moves are only available for editing custom curated measures, not DIY measures



- **Modify emotion:** Click **Modify emotion**, the **emotion option** pops up, and select the corresponding emotion option



- Pop-up options when emotion is selected, currently selected article, spread to similar articles (selected range), spread to similar articles (site-wide)



1 Please select articles you want to modify the sentiment (Check the modification result at Notification Center - Article Change).

Selected Articles

Expand to similar articles (within the selected range)

Expand to similar articles (All folders)

Cancel

Confirm

- **Update engagement:** Click to update the engagement data of the Chinese media currently checked in the article;
- **Delete:** Click to delete the currently checked article;

1 Please select the articles to delete (Check the modification result at Notification Center - Article Change).

Selected Articles

Expand to similar articles (within the selected range)

Expand to similar articles (All folders)

Reason for Deletion (Multiple Choice)

Irrelevant article(s)

Repeatedly receive similar article content

Other reasons

Cancel

Confirm

- **Bookmark:** Click to bookmark the currently selected article, bound according to the user

1 Please select the articles you want to bookmark (Check the modification result at Notification Center - Article Change).

Selected Articles

Expand to similar articles (within the selected range)

Expand to similar articles (All folders)

Cancel

Confirm

- **Email:** Send the currently checked article to an email;
- **Share:** Generate H5 page from the currently checked article;
- **Share WeChat:** Share the currently checked article with WeChat, which is suitable for users in China;
- **Print:** Click to print and input the currently checked article;
- **Download:** Generate an excel document with the currently ticked article;
- **Copy and Move:** Copy or move the currently selected article to other monitoring items, which is suitable for mapping tools to sync to MC's editor's custom selection folder.

5.2.12 Article details page: Click the article title to expand the article details on the right; The article details page displays the function operation bar and article content information.



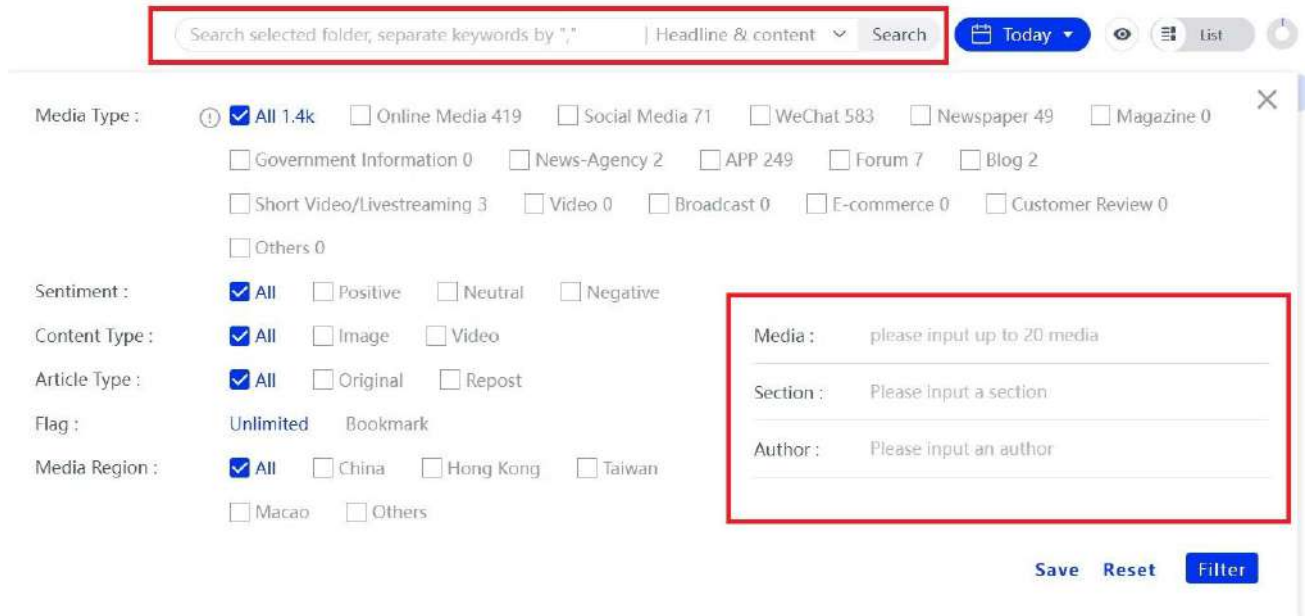
Media Center platform operating manual



- **Function operation bar:** enlarge, update interactions, delete, bookmark, email, download, share, close operation;
- **Enlarge:** Enlarge the details page and click Page Restore;



- **Close:** Close the article details page, update the number of interactions, delete, favorite, email, download, share functions with 4.6 batch operation;
- **Keywords:** Keywords are highlighted when turned on, and not displayed when closed;
- **Previous:** Display the content of the previous article, and the previous article is grayed out and cannot be clicked in the first article;
- **Next:** Show the content of the next article; In the last article, the next article is grayed out and cannot be clicked;
- **Video details page:** The video content and video cover are obtained in the article, and the video can be played directly on the detail page; You can set the playback speed or play it in full screen.



The relationship between the filter and the keyword, and each filter condition is "and";

- **Search:** Multiple keywords can be separated by commas (up to 10 are supported); Supports only headline; headline and content search



- **Media type:** You can choose different media types for information query, media types include online media, Weibo, WeChat, print media, APP, forum, blog, short video/livestreaming, long video, radio/TV, e-commerce, customer review, and others;
- **Sentiment:** It can be queried according to the sentiment type of the information, and the sentiment type includes positive, neutral, and negative;
- **Media scope: The default is all media**, and articles can be filtered by Party Central Media, Cyberspace Administration Level 1, Cyberspace Administration Level 2, and financial media (the media scope option is affected by the activation of the SA function);
- **Content type:** According to the content of the article, the options are divided into image and video, and the default is all;
- **Weibo authentication:** information query according to the authentication type of the corresponding author of Weibo, the authentication type filter conditions are only effective for Weibo media, and the authentication types include All, Yellow V, Blue V, and Daren;
- **KOL level:** default to all, optional super head;
- **Article type:** Information query can be carried out according to the original/repost information determined by the system;
- **Tag type:** It can be queried according to whether the information is marked as important information, the default is unlimited, when the tag type is selected as re-favorite information, the articles marked as favorites can be filtered out separately;
- **Kol:** All by default, optional financial KOL;
- **Media region:** According to the region to which the media belongs, the region option is displayed, and the article can be filtered by checking it;



- **Specify media:** You can query information according to the specified media, enter the media name and press Enter to fuzzily search for the media name, and select the media in the fuzzy search list before you can query the specified media; (You can select up to 20 media names to search at a time).

5.2.14 Statistics

- **Media type** (display: online media, Weibo, WeChat, newspapers, magazines, government newsletters, news agencies, APP, forums, blogs, short videos/livestreaming, long videos, radio/TV, e-commerce, customer review, others; Subject to the scope of media opened by GID, media types that are not opened are not displayed).



- **Sentiment:** count the number of positive, neutral, and negative sentiment articles in the Chinese chapter of the current monitoring item;
- You can click the positive, negative, and medium sentiment names to filter the articles on the left, and click the sentiment name again to filter and cancel.



- **Word Cloud:** Statistics of the top 30 hot words in the Chinese chapter of the current monitoring item, pointing to display the hot word cloud and corresponding word frequency; Click the article on the left side of the hot word to filter and filter, and click the selected hot word again to restore the article list.



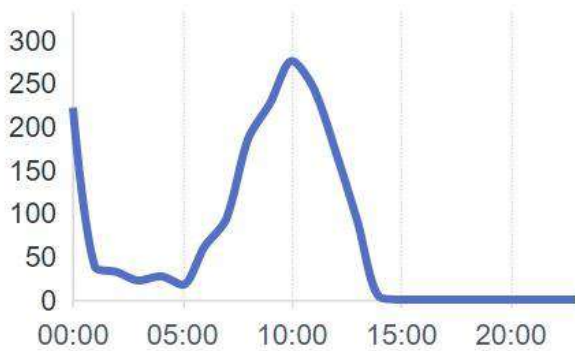
Word Cloud



- **Buzz trend:** Pointing to the time node, you can display the volume of articles in the specified time section, click the node to filter and filter the articles on the left, and restore the list of articles at the selected time again;
- **Insights:** Click to jump to the WBI platform.

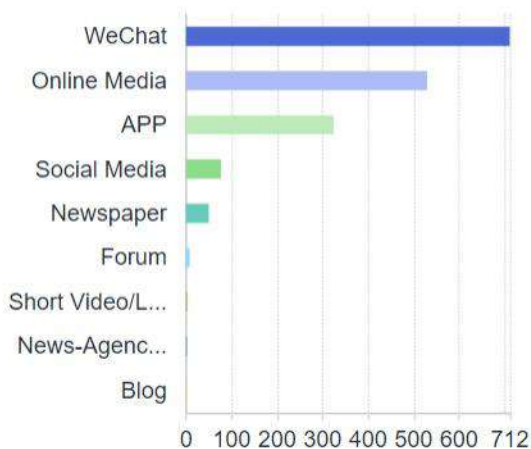
Buzz Trend

Insight Analysis



- **Media distribution chart:** The marker points to the column, you can display the volume of articles of the media type, click the node to filter the articles in the panel on the left, and click the selected media type again to restore the article list.

Media Distribution



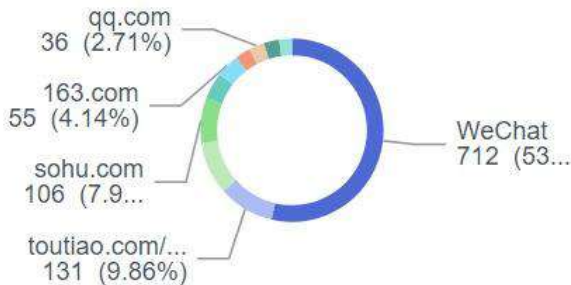
- **TOP Media/Platforms:** The media name of the TOP10 by article volume, pointing to display



Media Center platform operating manual

the media name, number of articles, and proportion of articles; Click the article on the left side of the node to filter and filter, and click the selected node again to restore the article list.

TOP Media/Platforms



- **Collapse to expand:** statistical area, you can click "》" to collapse the display, Click "》" to open the filter area.

5.2.15 Overview mode

Browse article information by panel, a monitor or path is displayed as a column, scroll down to display more articles.

5.2.16 Panel operation

Point to the upper right corner of the panel to display: insight analysis, event analysis, expansion statistics, list, and other functions.



- **Insight Analysis:** Click to jump to the WBI analysis platform;
- **Event analysis:** Click to jump to the event analysis page, and a new page opens;
- **Expand Statistics:** Click to expand the statistics list
- **List:** Click to switch to list mode display;
- **Other functions:** Click the pop-up function options: Update engagement, Share email, Share link, Print, Download.

5.2.17 Navigation tree (left).

Display: monitoring path and monitoring item The number of articles entered in the current time frame;

Click the monitoring path to display the next level down. ▾

The folder sources of the navigation tree are divided into three categories: 1 featured monitoring, 2 DIY monitoring, 3 My favorites The three categories will have different operation permissions; The display order is fixed.

- **Featured monitoring:** Users cannot create/modify/delete/drag monitoring items;
- **DIY monitoring:** The monitoring path and monitoring items created by the source MC platform can be created/modified/deleted/dragged at will;
- **My Favorites:** used to display the articles that have been favorited, users cannot create/modify/delete/drag monitoring items;



Monitor

The screenshot shows the Monitor interface with an operation toolbar at the top containing icons for search, new, edit, delete, share, download, alert, event, and insight. Below the toolbar is a list of monitoring paths:

Monitoring Path	Count
All	414
其他銀行	414
監管機構及香港金融...	351
MIRROR演唱會舞台...	53

Below this list is a section titled "DIY Folder(s)" with an expand/collapse arrow. It contains the following folders:

Folder Name	Count
Home	1.5K
Listing Division	5
Directory	28
HK PD Testing	598
事件	37

At the bottom of the folder list is a "My Favourites" section with a count of 0.

Operation toolbar: displays search, new, edit, delete, share, download, alert, event, and insight analysis.

Monitor



Search: Quickly search monitoring paths or monitoring items by keywords; Click the search icon to pop up the search bar down, and then click the search icon to collapse the display of the search bar.

Monitor

The screenshot shows the Monitor interface with a search bar containing the text "HK". Below the search bar is a list of monitoring paths:

Monitoring Path	Count
All	414

Below this list is a section titled "DIY Folder(s)" with an expand/collapse arrow. It contains the following folders:

Folder Name	Count
Home	1.5K
HK Electric	35
HK PD Testing	598

At the bottom of the folder list is a "My Favourites" section with a count of 0.



Media Center platform operating manual



Add to:

- **Create Monitor:** Click the Create Monitoring icon to enter the page of the newly added Monitor.
- **Create Path:** Click Create Path to create a monitoring path on the node of the current navigation tree structure; The path name supports a length of 20 characters, which can create a monitoring path and build a monitoring architecture, and the platform can support up to 7-layer architecture.



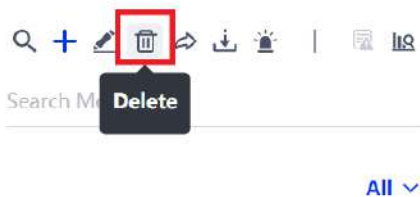
Edit: Click the edit icon to start editing the current monitoring item/path;



- When it is currently a path, click Edit to modify the path name, click Save to exit editing after the modification is completed, and click Exit Editing;  
- If the monitoring is currently in place, clicking Edit will open the page for editing the monitoring conditions and modify the name and monitoring conditions.

Delete: (Note: If there are paths or monitoring items under the path, you cannot directly delete the path; When a monitoring item has a retrospective task, the monitoring item cannot be deleted directly;)

Delete the created DIY monitoring items or paths.



Share: Check the menu of one or more monitoring paths or monitoring items Click the share icon to pop up the sharing settings page.



Monitor



Download: Select one or more monitoring paths or monitoring items, and click the download icon to pop up the download settings page; Up to 100,000 pieces of data can be downloaded, and the downloaded documents are in EXCEL format;

Monitor



- Generate an excel document according to the set download fields.



Download Up to 100K articles (Excel), or 500 articles (PDF/HTML/DOC/JPG) each time

Selected range: All articles by default

Cluster by similar content No Clustering

Download Requirements

Content: Default

Format:

Select Fields To ensure the download speed, please only select the necessary fields Collapse ^

Article Related

All No. Doc ID Headline Abstract Content

Media Name Media Name(Eng) Section Date(Time)

Media Type Media Category Author Sentiment Bookmark

WordCount LinkType ClusterID Number of clustered articles

[Download](#)

Warning: The function is not displayed when it is not enabled, and the early warning icon is displayed after the function is enabled, and click the pop-up alert setting page; Features are detailed in [10.5 Alert](#).

Monitor

Search Monitor 

Alert Settings
Set up alert content



Alerts ✕

Alert parameter setting

Monitored items:

Media type: Sentiment style: Original and reprinted media:

Please input keywords to trigger alert: Please press "Enter" after you complete

and or

Total: 0/100

Alert reminder setting

Edit alert item name:

Receipt time: to Receipt frequency: Weekend

Receive via: Email Wechat

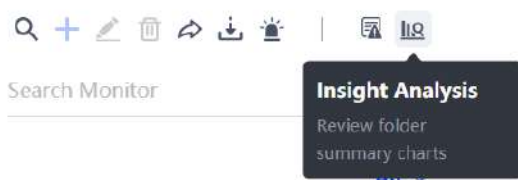
Save

Event Analysis: You can click the event analysis icon to enter the event analysis page.



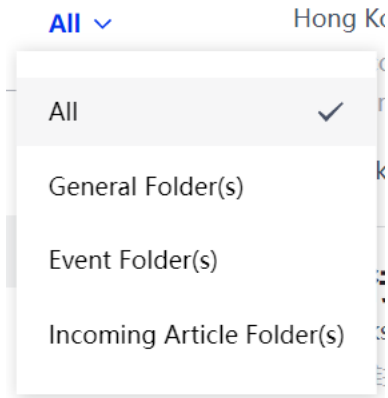
Insight analysis: check one or more monitoring paths or monitoring items, click the icon to enter the WiseBI analysis center, and perform analysis and mining in various dimensions; If WiseBI is not enabled, the function cannot be clicked and a prompt message will appear.

Monitor



Monitoring and filtering: (Note: The first login on the same day, the platform defaults to today, and a reminder message will pop up if there is a new entry in the monitoring item; When the user views the prompt, dismisses the prompt, or switches the time range, the prompt message is no longer displayed for that day.)

- **Monitoring items can be screened, and the dimensions of screening are:** general folder(s), event folder(s) and incoming article folder(s).

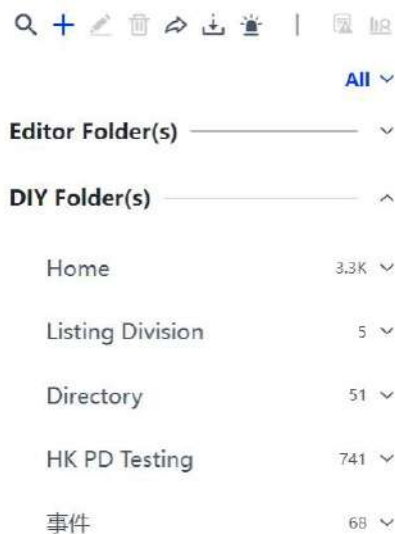


- **The monitoring with entry is:** the monitoring item has an article entered within the current time frame. (For new entry reminders entering the platform, click to view, which is to use "incoming article folder(s)" to filter monitoring items).

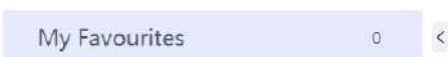
My favorites :(Note: Because favorite articles will cross folders, the display of emotions will conflict, so "My Favorites" will not support the display of emotions, and deletion also has the same problem, so only unfavorites do not support the delete function).

"My Favorites" is displayed at the bottom of the navigation tree Articles that click "Favorites" on the platform will be displayed in the "My Favorites" folder.

Monitor




Expand and receive: The default is the expanded state, click the collapse icon to collapse the display.

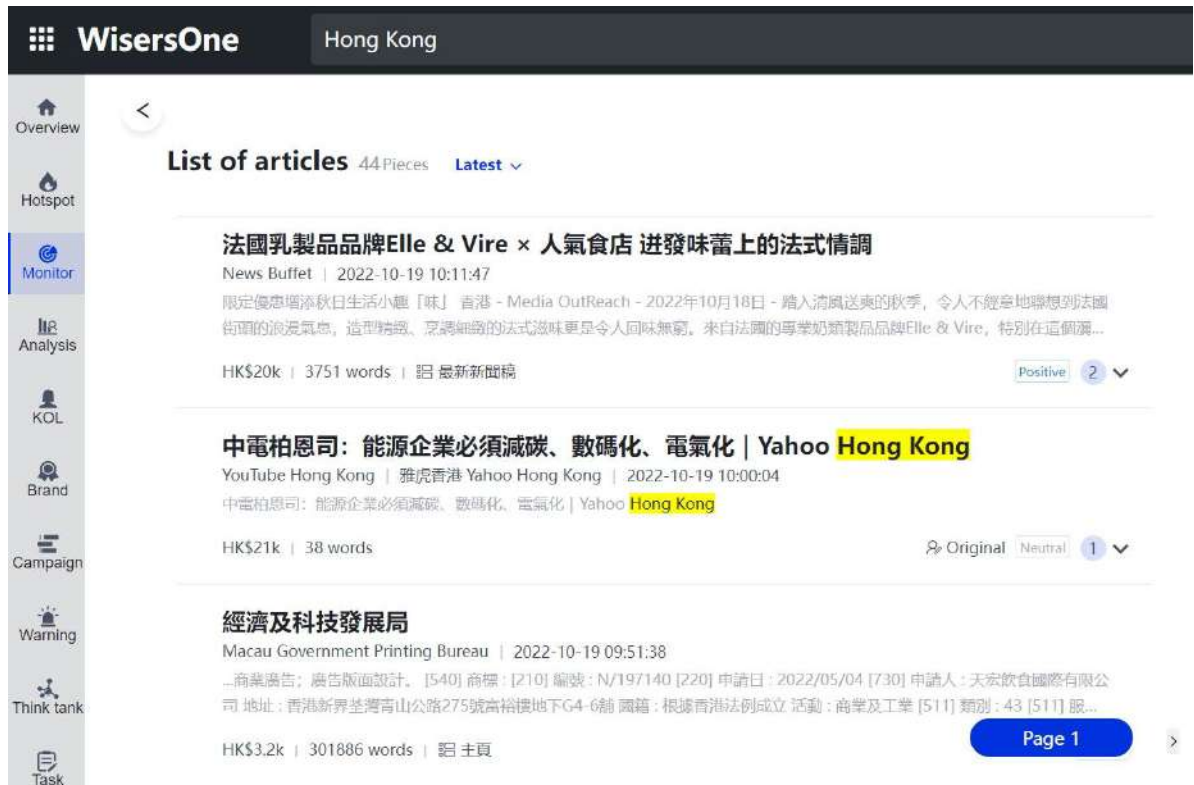




5.2.18 Global search

Search entry: (Note: The search data scope includes all DIY monitoring items of the platform).

- Display the location of the search box on the head of the platform, enter the search keywords, separate them with commas (,), enter multiple keywords, click the search icon, and search; 
- Enter a relationship between multiple keywords as "and", up to 10 groups of keywords.



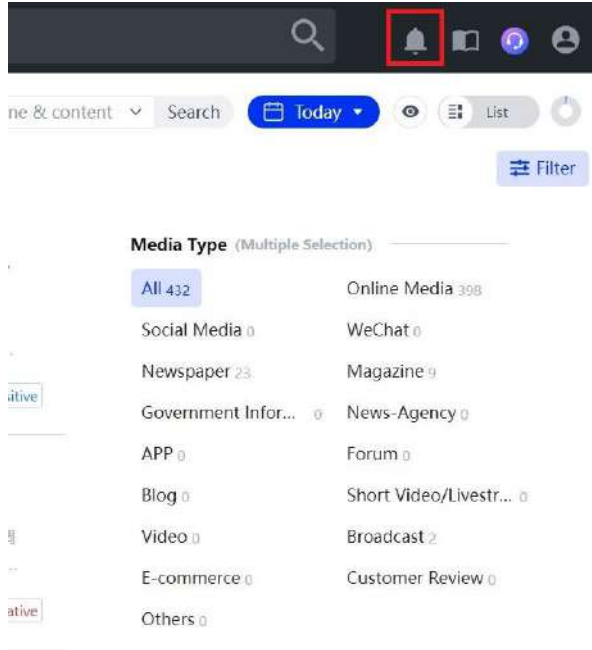
Search result display: After clicking the search icon, the page can jump to the search results page, showing the number of articles and the list of articles in the search results.





5.2.19 Notification Center

Pop-up notification: The completion of downloading information on the platform, the change of monitoring items, the adjustment of navigation structure, and the change of article operation will all pop up information reminders in the notification center; Click Notification Center to view the details of the platform changes.



Download Records: Displays the download task record, task status, and operation.

- Download: Download the document to the local computer for the downloaded file that has been generated;
- Delete: Deletes the downloaded task that has already been generated.



Data updates: Displays data update records (dead link updates, interaction updates), and updates monitoring items or site search data by the operator at a specific operation time.



Media Center platform operating manual

Notification Center								
Download Records	Data Updates	Article Changes	Path Changes	Folder Changes				
Name	Operator	Createtime	Period	Type	Requeste...	Updatabl...	Actual Upd... Status	Operation
-xhy-回归测试>DCT补文-通用回回-on ...	user2	2022-09-30 17:04	2022-09-30 - 2022-09-30	Engagement1	1	1	Completed	Download
-xhy-回归测试>DCT补文-通用回回-on ...	user2	2022-09-30 17:04	2022-09-30 - 2022-09-30	Dead Link	1	1	Completed	Download
-1-1级路径	admin	2022-09-29 18:43	2022-09-29 - 2022-09-29	Engagement196	196	189	Completed	Download
-1-1级路径	admin	2022-09-29 18:43	2022-09-29 - 2022-09-29	Engagement196	196	189	Completed	Download

Article changes: Displays the article change record, and the operation user changes the article at a specific operation time.

Notification Center							
Download Records	Data Updates	Article Changes	Path Changes	Folder Changes			
Operating Date	Operator	Path	Headline	Type	Details	Status	Operation
2022-10-18 14:21:36	user2	-0707回归测试	#这是9671.2万分之一的回答#正因...	Bookmark	Waiting for 2 pieces	Bookmark	Completed
2022-10-18 14:21:12	user2	-0707回归测试	吃黑巧克力相当于尝过...的味?!#黑巧克...	Bookmark		Bookmark	Completed
2022-10-18 14:21:10	user2	-0707回归测试	#这是9671.2万分之一的回答#正因为有...	Bookmark		Bookmark	Completed
2022-10-16 09:23:30	user2	-xhy-回归测试>测试文章列表	宁波装修装饰公司【免费报价】	Bookmark		Bookmark	Completed

Path changes: Displays the change record of the navigation structure, and the operation user performs specific changes to the navigation structure at a specific operation time.

Notification Center					
Download Records	Data Updates	Article Changes	Path Changes	Folder Changes	
Operating Date	Operator	Original Path	New Path	Type	
2022-10-16 15:38:39	user7	-Molly-DCT上传数据演示使用	-Molly-DCT上传数据演示使用>数据不走	Create Monitor	
2022-10-16 11:29:00	user2	-新建路径	-一二三四五六七八九十一二三四五六七八九十	Modify path name	
2022-10-16 08:58:37	user2	-	-新建路径	Create Path	
2022-10-14 17:25:53	user7	-Molly-DCT上传数据演示使用	-Molly-DCT上传数据演示使用>新建监测项1	Create Monitor	

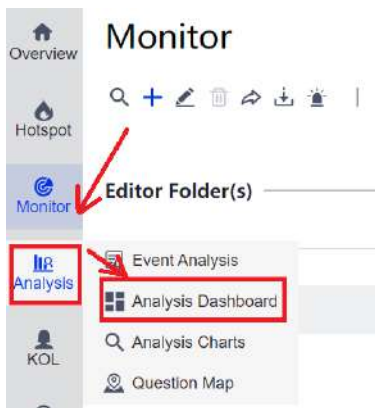
Folder changes: displays the change record of the monitoring item, and the operation user can edit and change the monitoring item at the specific operation time.



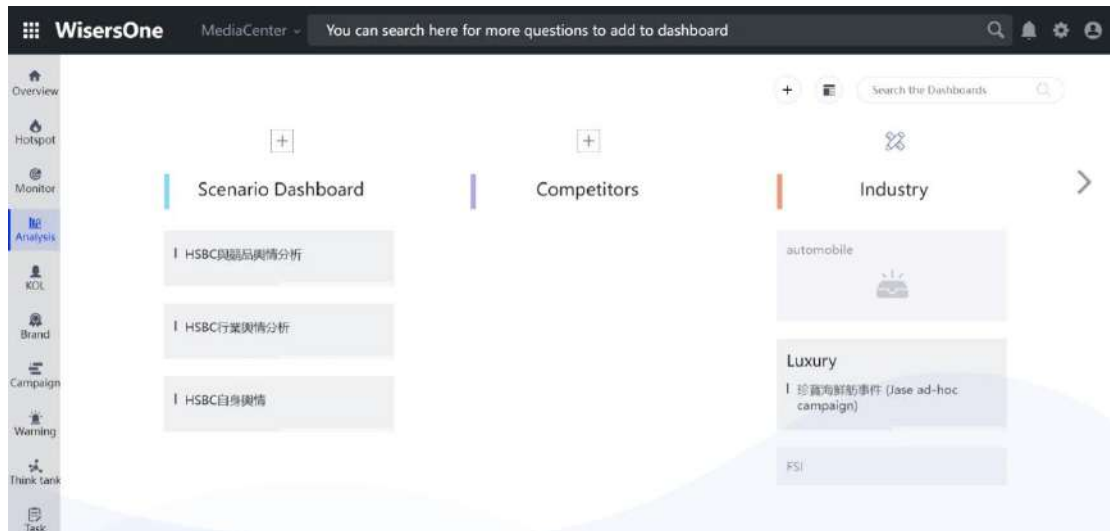
Notification Center						
Download Records	Data Updates	Article Changes	Path Changes	Folder Changes		
Operating Date	Operator	Path	Type	Backdate	Backdate Progress	
2022-10-16 15:38:39	user7	-Molly-DCT上传数据演示使用>删除不走	Create Monitor Yes		<div style="width: 100%;"></div>	Done
2022-10-14 17:25:53	user7	-Molly-DCT上传数据演示使用>新建监测项1	Create Monitor Yes		<div style="width: 100%;"></div>	Done
2022-10-13 10:35:09	user7	-Molly-DCT上传数据演示使用>新建监测项1	Create Monitor Yes		<div style="width: 100%;"></div>	Done
2022-10-11 15:37:15	admin	-Molly-DCT上传数据演示使用>K50至尊版-2	Create Monitor NO			-
2022-10-11 14:51:43	admin	-新建路径1>测试事件监测	Create Monitor NO			-

6. Wisers BI platform

6.1 Platform entrance: After logging in to the platform, if the account belongs to a user in the CN region, you can enter the Wisers BI platform by clicking [Analysis] in the left navigation tree; if there is a non-Wisersone platform on the account opening platform, you can still switch the platform through the nine-square grid in the upper left corner.



6.2 Enter the platform: When entering WBI for the first time, there is no content by default because the billboard is not created.



6.3 Create a billboard - analyze the construction of a billboard:

Before the creation of a billboard, you can set up a billboard in advance; Billboards are divided into private billboards and public billboards, and the content of public billboards is visible to users under the customer.

6.3.1 How to create a private billboard: Click [+] in the upper left corner of the [Analyze Billboard] page to create a private billboard; Click [+] to create a new billboard, enter the billboard title and click [Save] to successfully create a private billboard.



Create a new dashboard

Title

