

# WisersOne Platform

## User's Manual

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Media Intelligence

Data Center 

Discover &amp; Analysis



WiseSearch

### 3.2.1.1 Data Center

Customers can view all articles about the monitoring items at the data center, screen out and have a look at articles based on date, public sentiment, media category and type.

The screenshot shows the Data Center interface with the following details:

- Monitoring Item:** Hong Kong Transportation
- Number of Articles:** 141
- Filter:** Filter Folder Name... (empty)
- Display Options:** Today, All 80, Publication, Broadcast, Web, Blog, Forum, Social Mention, WeChat, APP, Q&A, Video, Filter
- Results:**
  - WeChat:** 2018-02-07, 【约吗？】港与一香港高铁下半年通车，提及：香港特别行政区中通社记者公司留意《关于广深港高速铁路香港段 香港段征地准备工作重点事项征询意见》
  - sina.com:** 2018-02-07, 2018香港移居申请条件有哪些？
  - xid.net:** 2018-02-07, 【铁路新闻】相距甚远的大机场机场专用铁道改造成轻轨电车，本人指导的大学生创新项目可以考！
  - club.autonome.com.cn/:** 2018-02-07, 小说香港情未尽五
  - Mini Eastday:** 2018-02-07, 老照片：上世纪50年代的香港，很有港片里的味道
  - Apple Daily:** 2018-02-07, 【文化籽】香港漫画家李小龙：黄志明的子弹电影世界
  - WeChat:** 2018-02-07, ...开心。」他曾经自己找不动人，最终找归顺拍戏，暮雨竹林山清好才得拍几集，五五首次亮相特型，他
  - am730:** 2018-02-07, ...
- Page:** Page 1 of 1

### 3) Display Setting

When logging into the data center after monitoring items are confirmed, click the setting button to set up news demonstration format of your own.

The screenshot shows the Data Center interface with the following details:

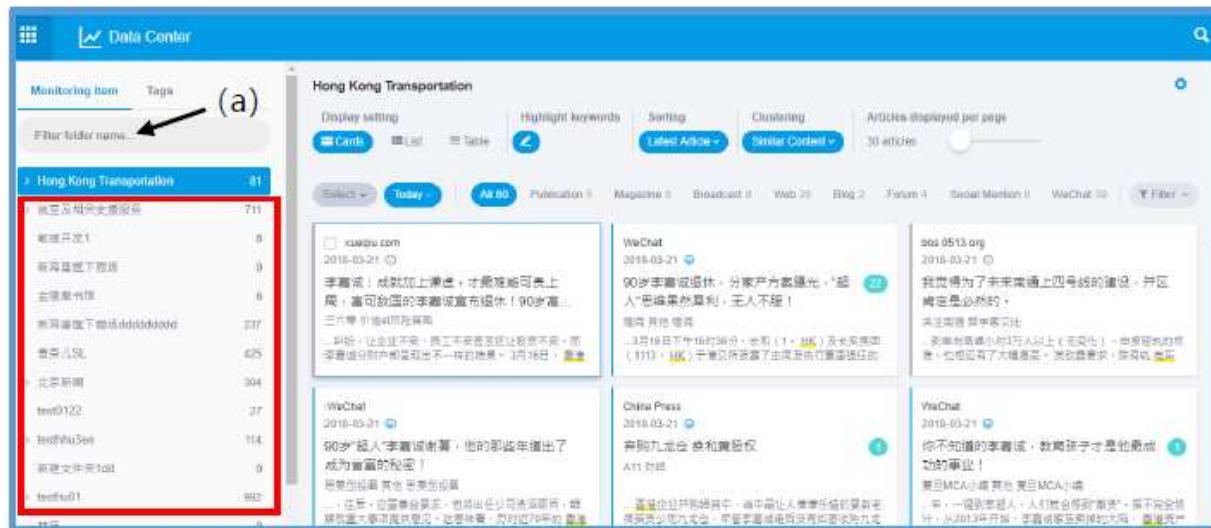
- Monitoring Item:** Hong Kong Transportation
- Number of Articles:** 11
- Filter:** Filter folder name... (empty)
- Display Options:** Select, Today, All 80, Publication, Magazine, Broadcast, Web, Blog, Forum, Social Mention, WeChat, Filter
- Setting Buttons:**
  - Display setting:** A red box highlights this button.
  - Highlight keywords:**
  - Sorting:** Latest Article, Syndic Content
  - Clustering:**
  - Articles displayed per page:** 30 articles, with a slider and a 'Pages 1~' button.

## 4) Search Function

You could have a quick search on the monitoring item list by inputting keywords. Click the top right corner  to have a quadratic search of articles by keyword, or input folder name of monitoring item name to have a quick search at the folder search column (a).



The screenshot shows a search interface with a search bar at the top containing the text "ortation". Below the search bar is a results table with three columns. The first column contains article titles and URLs, the second column contains publication details, and the third column contains brief descriptions. The interface includes various filters and sorting options.



The screenshot shows the Data Center interface with a search bar at the top containing the text "Hong Kong Transportation". Below the search bar is a results table with three columns. The first column contains article titles and URLs, the second column contains publication details, and the third column contains brief descriptions. A red box highlights the search bar, and an arrow points to it from the label "(a)".

If you have labeled articles you are interested to classify them, you could check

related news by inputting the label name at search column (a).

The screenshot shows the 'Data Center' interface with the 'Tags' tab selected. At the top, there's a search bar labeled 'Search tag...'. Below it, a list of tags is shown: '活动推广' (0), '测试' (0), and 'aa' (0). To the right of the search bar are several filtering options: 'Display setting' (Card, List, Table), 'Highlight keywords', 'Sorting' (Latest Article, Similar Content), and 'Articles displayed per page' (set to 30). Below these are buttons for 'Publication', 'Magazine', 'Broadcast', 'Web', 'Blog', 'Forum', 'Social Media', 'WeChat', 'APP', 'Q&A', and a 'Filter' button.

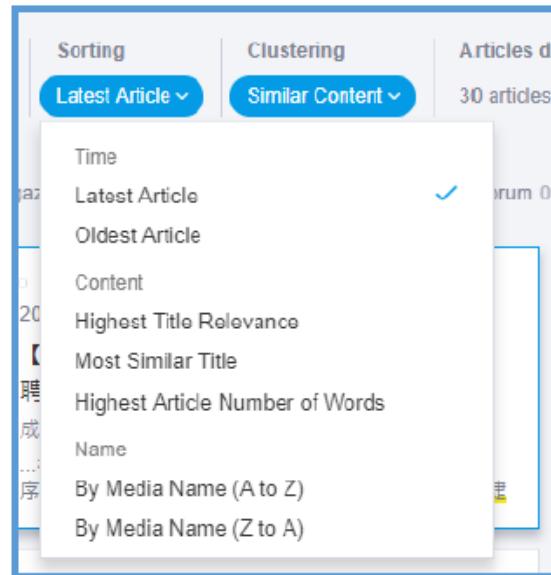
## 5) Screening Function

Click button to screen out by monitoring item, date, sentiment and media type or have multi-condition screening.

The screenshot shows the 'Data Center' interface with the 'Filter' button highlighted. On the left, a sidebar lists monitoring items like 'Hong Kong Transportation' (62), '被逼开港' (1), '新闻报道' (0), '金庸圆周率' (0), '新闻基座下香港' (242), '香港' (432), '北京新闻' (222), 'neoo122' (39), 'sohu.com' (114), '新浪文件夹1dd' (0), and 'sohu001' (1019). The main area has three red boxes highlighting filter sections: 'Date' (Today, Yesterday, Last 3 days, Last 1 week, Last 2 weeks, Last 1 month, Last 2 months, Last 3 months, Custom...), 'Sentiment' (Positive, Neutral, Negative), and 'Media type (multi select)' (Mainland China Media, Hong Kong Media, Taiwan Media, Macau Media, Other Regions Media). At the bottom, there are three news card examples: 'twappleseed.com' (2018-03-21), 'WeChat' (2018-03-21), and 'sohu.com' (2018-03-21).

## 6) Sort Order Ways

- Select “article relevance” to have a sort order by relevance to keywords.
- Select “latest” or “last” to have a sort order by publishing date.
- Select “media from A to Z” or “media from Z to A” to have a sort order by the initial letter of the media name.



- Select “Highest Word Count” to sort articles from those with the highest word count or from those with the lowest word count.
- Group articles by selecting “highest similarity and relevancy”, and the articles will be sorted by number of similar or related articles.

## 7) View Articles

Click an article, then the information about the article, such as its title, synopsis, media and tone will be shown on the right.

The screenshot shows a web-based application titled "Data Center". The main interface displays a grid of news items. Each item includes a thumbnail, the source website, the publication date, the headline, a brief summary, and a link to the original article. The columns are labeled: Source, Publication Date, Headline, Content, and Link.

Source	Publication Date	Headline	Content	Link
twoeggz.com	2018-03-21	为何《最终幻想14》能从一欧洲地区到世界第二?	新闻 ...前了一个伤口很糟糕，但好歹可以继续的主要困难是...需要补一拍人尾，而以在日本主要还是草图的	<a href="http://twoeggz.com">twoeggz.com</a>
chininfo.com	2018-03-21	央行副行长购买资产预案(修订稿)	发行股份购买资产预案(修订稿) 上交所公告 代函 300000 调研 平板热卖 公告日期: 发行股份购买资产预案(修订稿) 审批: 公告时间: 2018-03-21	<a href="http://chininfo.com">chininfo.com</a>
WeChat	2018-03-21	【简历微至时间】3月22号22:00】【专员招聘】成都国科微电子有限公司	简历时间: 简历 成都IT行业经验 ...模快开发; 而在要求: 执业资格: C类软件开发经验或...有大项目成功经验者优先; 其他: ... 利害 取消说	<a href="#">WeChat</a>
sohu.com	2018-03-21	谈谈自己8年另类IT职业经历-职场迷茫的新人们	...用开玩笑的时候还真有点真, 做工作的时候还真真...已早习惯的东西, 而加上互联网公司, 你懂的, 那是... 利害 取消说	<a href="#">sohu.com</a>
iftoday	2018-03-21	18th ATCC开幕典礼企业领袖高峰论坛	...若合伙人没有足够的行业经验, 领头去跟业务经理... 利害 取消说	<a href="#">iftoday</a>
twoeggz.com	2018-03-21	为何《最终幻想14》能从一欧洲地区到世界第二?	新闻 ...前了一个伤口很糟糕，但好歹可以继续的主要困难是...需要补一拍人尾，而以在日本主要还是草图的	<a href="http://twoeggz.com">twoeggz.com</a>

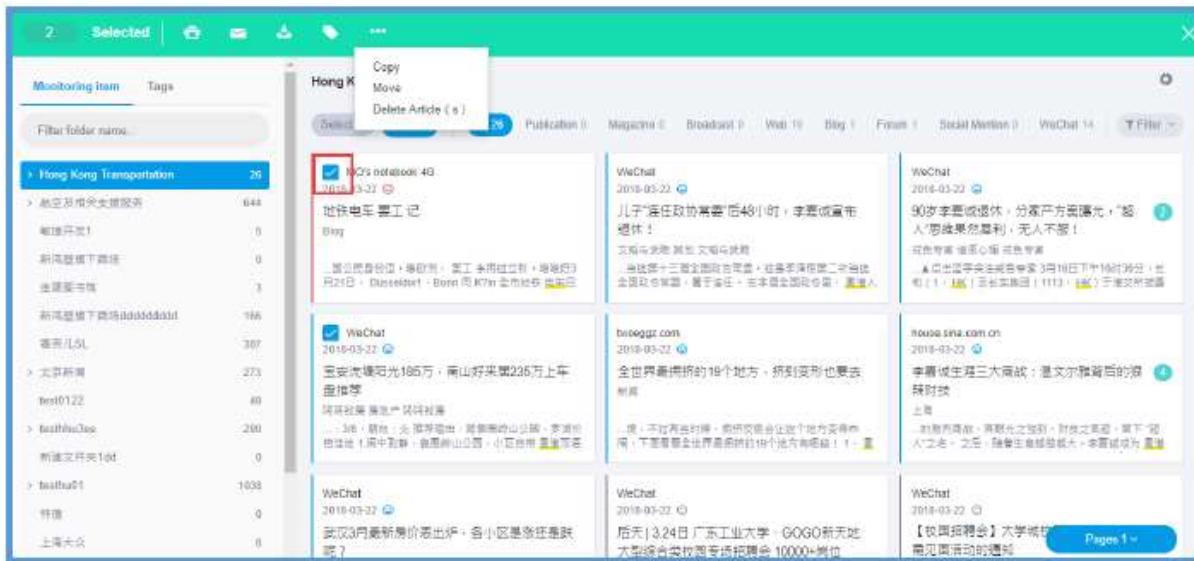
The headline, content, publication date, link to the original website, media, author(s), layout, word count and appraised media value can be shown in the article.

Keywords can be highlighted if you select “Highlight Keyword” .

This screenshot shows a detailed view of an article within the Data Center. The article content is displayed with several words highlighted in yellow, indicating they are the selected keywords. The interface includes a sidebar with navigation and search functions.

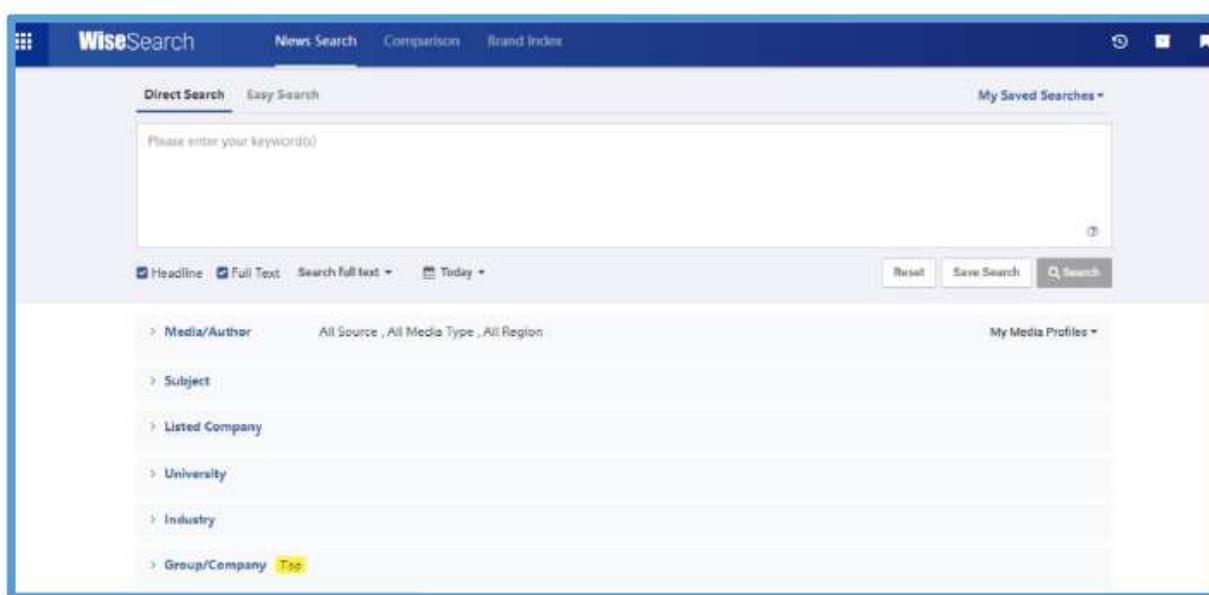
## 8) Article Operation

The data center supports batch selection. You can choose the articles you are interested in and print, download, delete, move and copy them. You can also move your mouse to the left side of news media and click “□” to select article(s).



### **3.2.3.1 WiseSearch**

WiseSearch, the world's leading searchable media and business intelligence database, provides you with reliable information about market research, brand research, industry research and business intelligence to help you make the right business decisions.

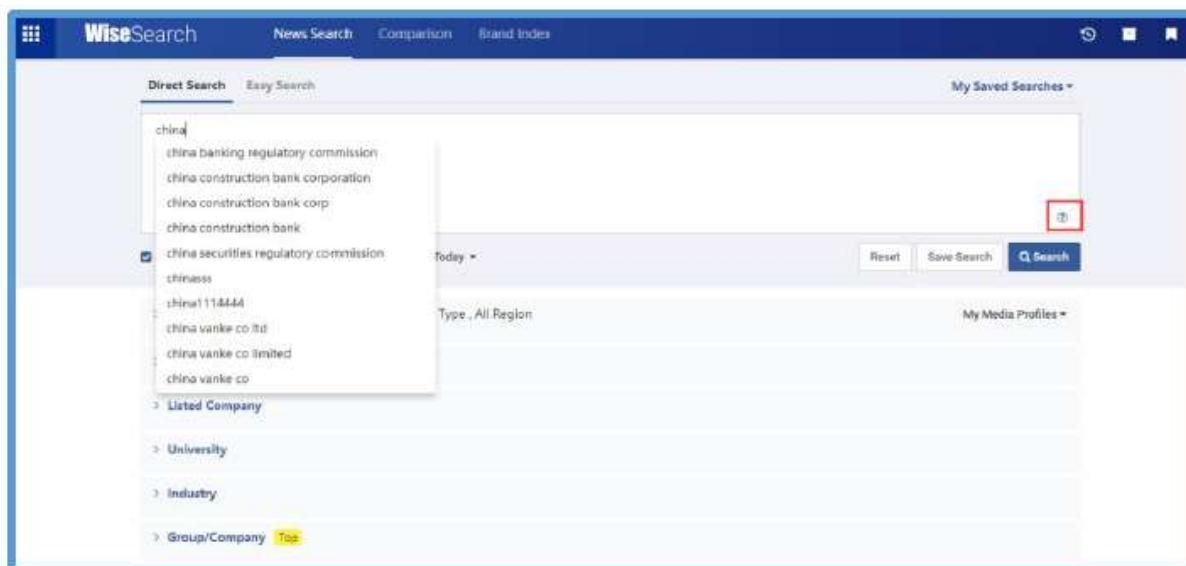


#### **1) News Search**

WiseSearch provides search options from different dimensions to help you search news more quickly and precisely. Relevant keywords will be presented during input of search keywords, and keywords can be selected to search.

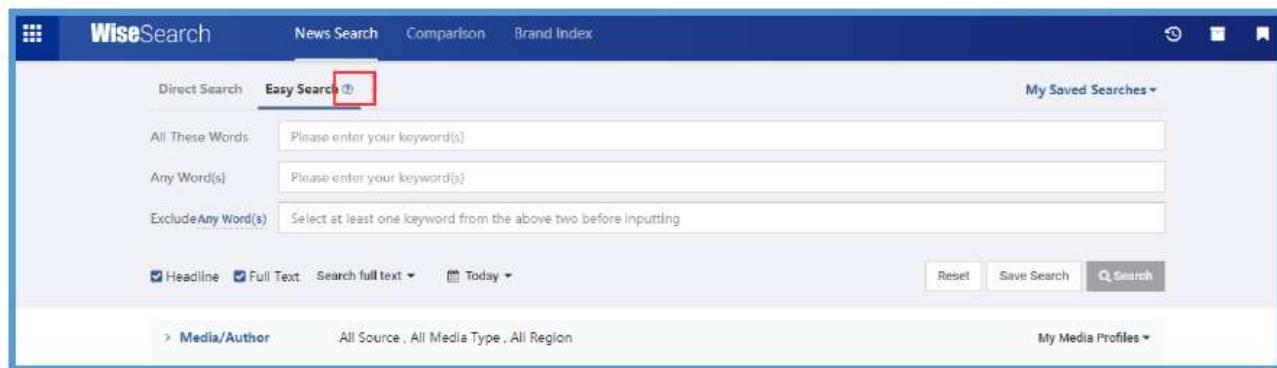
## ① Direct Search

Under the default search logic, when a user inputs a keyword and click the search button, search can be carried out. If a user needs to input several keywords, the user should separate keywords with spacing. If there is no conjunction, the default logical relationship among several keywords is And. You can use conjunctions such as “and”, “or” and “not”, or symbolic conjunctions such as “+”, “/” and “-” between keywords to specify search criteria and make your search more precise. Click  for details.



## ② Easy Search

Click “Logic input” above the input box on the search page. “Logic input” has four search modes, “including all”, “including any one”, “excluding all” and “excluding any one”. You can input keywords in a corresponding box and click “search” to begin searching. If there are many keywords, separate them with spaces. Click  for details.



## 2) Comparison

You can establish a comparative item via the “Comparative analysis” function. Select an industry, input keywords, set date and media criteria and add two to six conditions, and then click “Run Analysis” to save them and go to a new page to see the comparison results.

**New Comparison**

All Industries	Automobile	Fashion	Personal Care	Food & Beverage	Cell Phone	Computer	Real-estate	Pharmacy	Bank	Hospitality	Aviation	University	Listed Company
----------------	------------	---------	---------------	-----------------	------------	----------	-------------	----------	------	-------------	----------	------------	----------------

This analysis is limited to All Industries

Comparison Criteria

Please enter keyword

Date

2018-02-21 To 2018-03-21 Last 1 month

More Options ▾ My Media Profiles ▾

Negative Keywords(Optional) ▾

VS

Comparison Criteria

Please enter keyword

Date

2018-02-21 To 2018-03-21 Last 1 month

More Options ▾ My Media Profiles ▾

Negative Keywords(Optional) ▾

+ New Comparison

Cancel Reset Run Analysis

## ① Comparison results - Charts

Click the left of the page to see the charts, click  to fold the presentations.

Click "New Comparison" to add new contents.



## ② Charts and statistics on the right

- Click to edit the charts, hiding them, showing them and ranking them;
- Click to export the charts. Pick the charts you need and download them in PDF or Excel.

