

WisersOne Platform User's Manual

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Media Intelligence _____



Data Center 

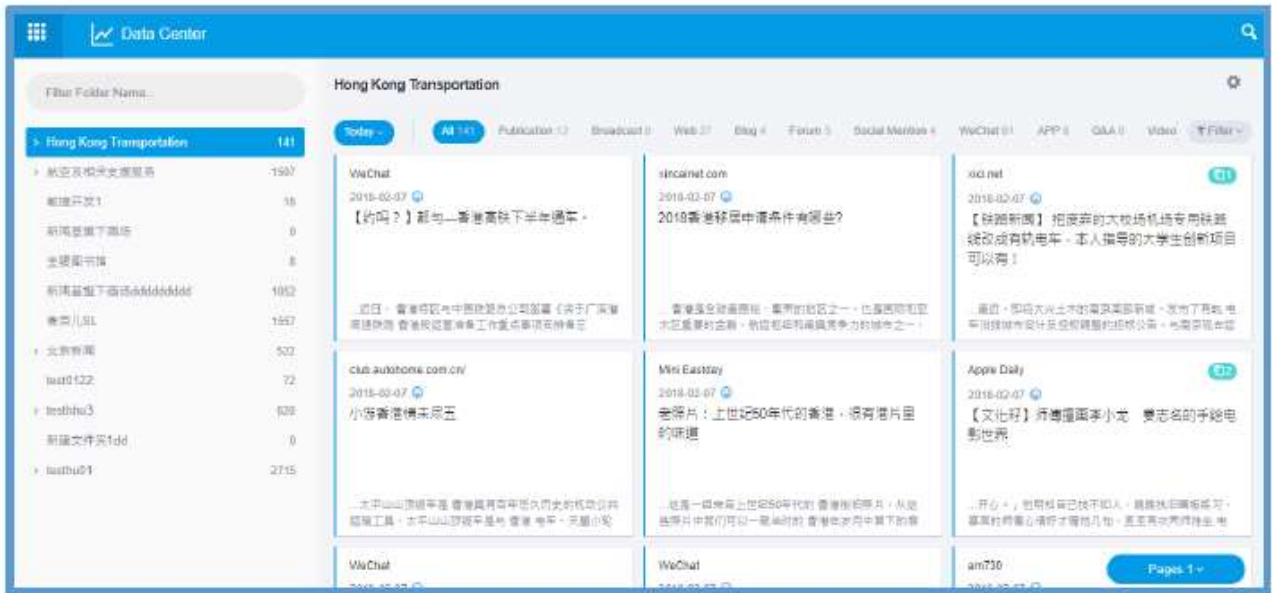
Discover & Analysis _____



Wise Search

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.




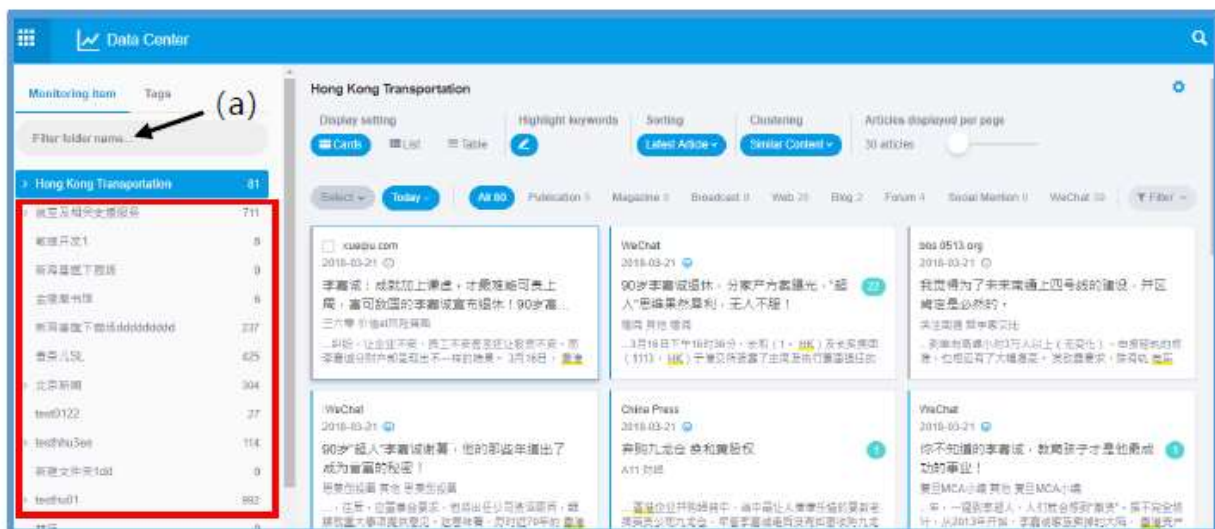
3) Display Setting

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



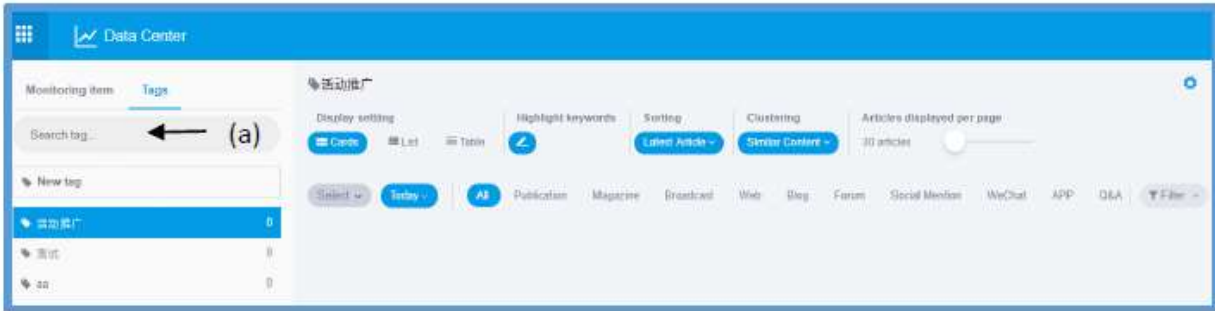
4) Search Function

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).




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).



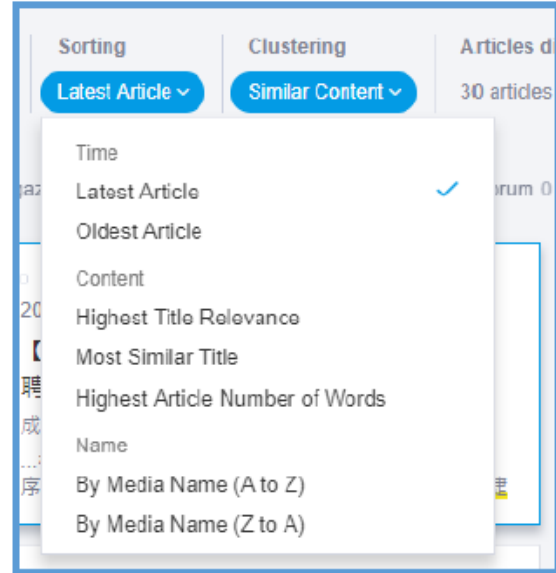
5) Screening Function

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



6) Sort Order Ways

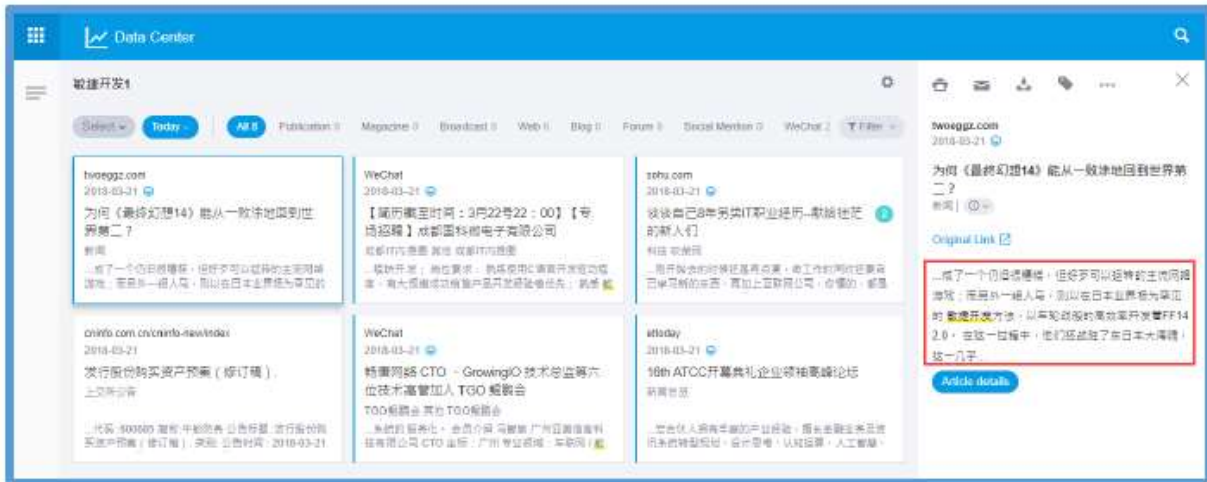
- Select “article relevance” to have a sort order by relevance to keywords.
- Select “latest” or “last” to have a sort order by publishing date.
- Select “media from A to Z” or “media from Z to A” to have a sort order by the initial letter of the media name.



- 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.

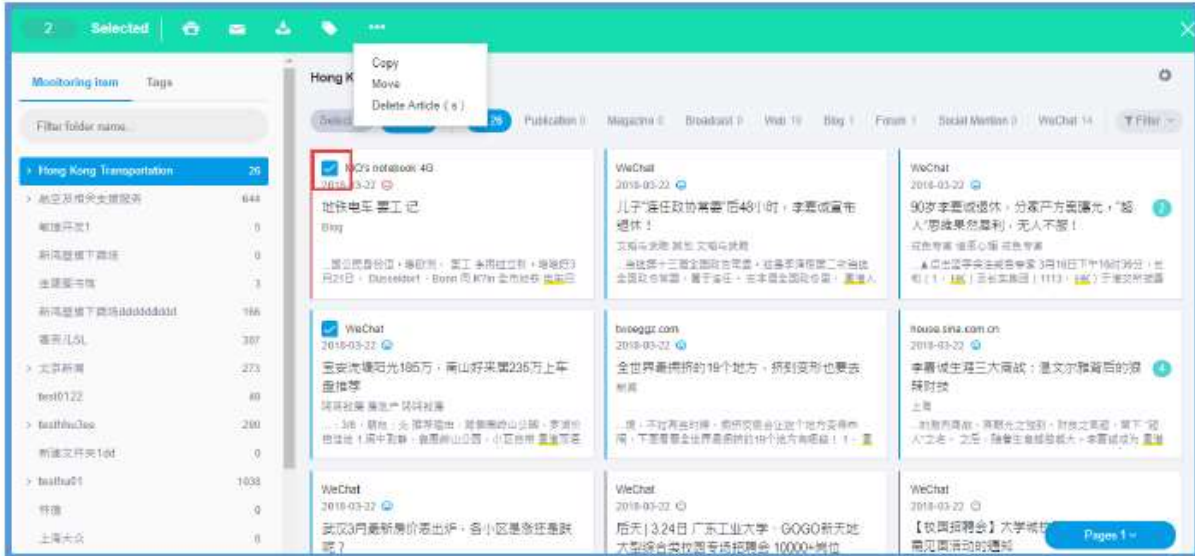


The headline, content, publication date, link to the original website, media, author(s), layout, word count and appraised media value can be shown in the article. Keywords can be highlighted if you select "Highlight Keyword" .



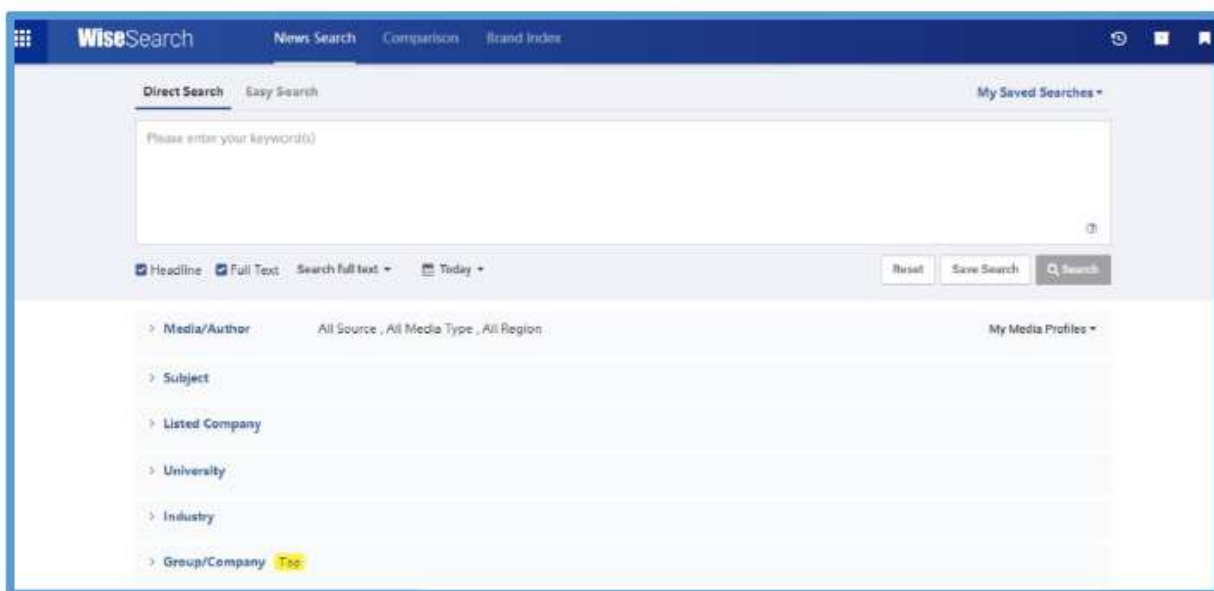
8) Article Operation

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.

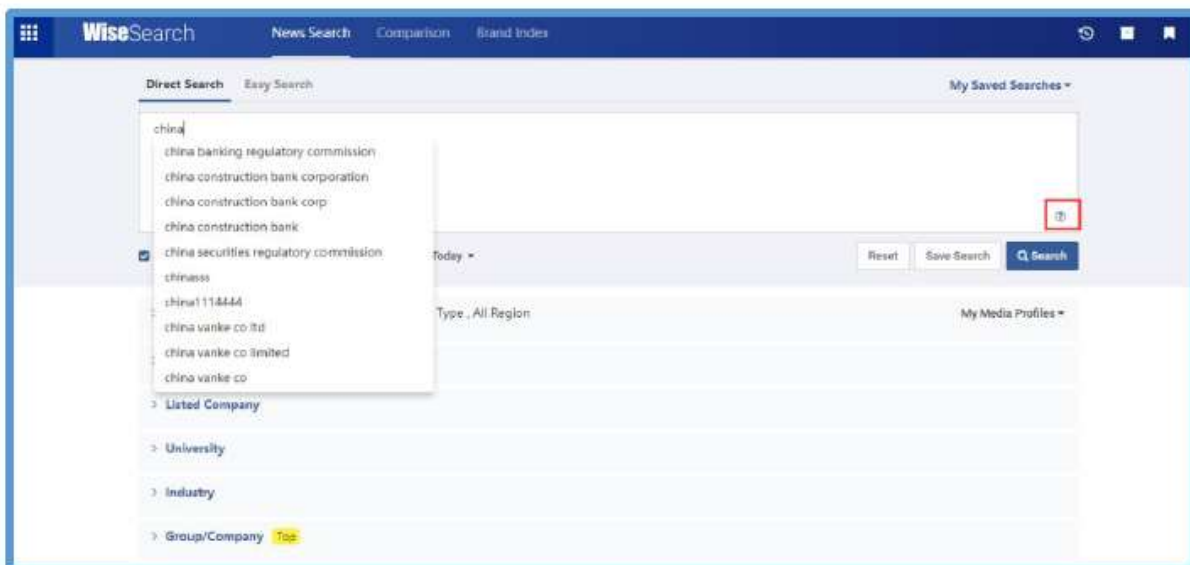


1) News Search


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.

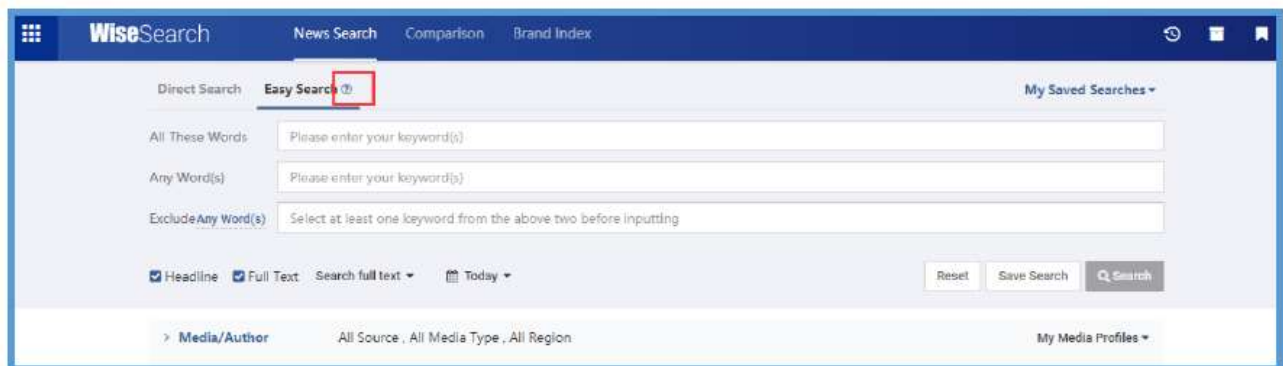
① Direct Search

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

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

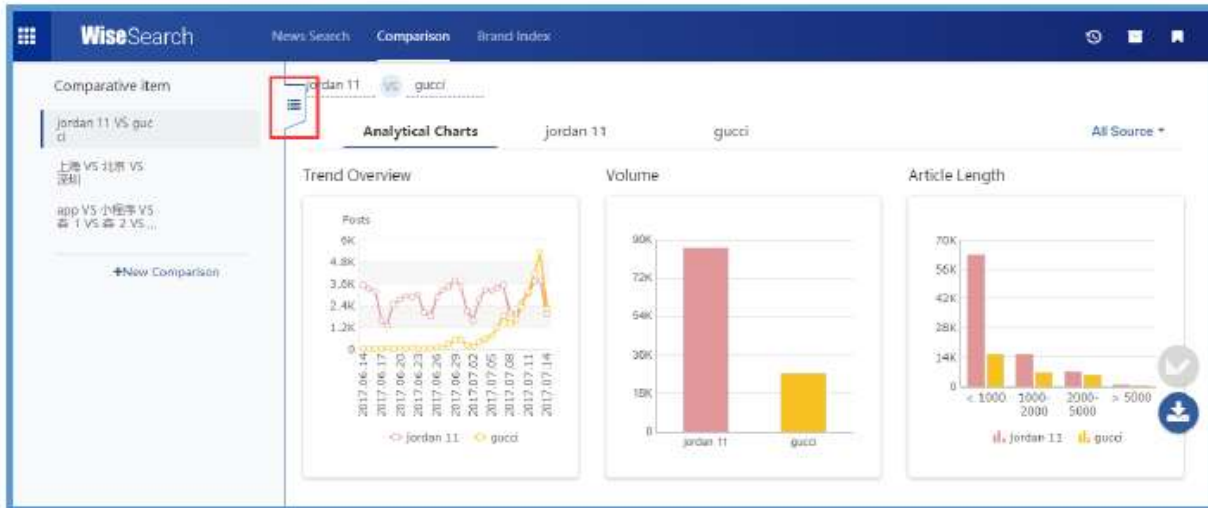
Negative Keywords(Optional)

+ New Comparison



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.

