



WisersOne Platform

User Manual

Wisers Information Limited
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1.1 Purpose of Compilation.....	2
1.2 Definition	2
II. Requirement on Platform Operating Environment	2
III. Introduction of Platform Function	3
3.1 Switch Product.....	3
3.2 Monitor Articles.....	3
1) Setup Display	4
2) Search Function	4
3) Filter Function	5
4) Sorting	6
5) Grouping.....	7
6) Select Date.....	8
7) Select Media	8
8) Browse Article	9
9) Operate Article	10
3.3 WiseSearch.....	11
1) Search News	12
2) Screen News	13
3) Search Scope	14
4) Screen Article	14
5) Article Functional Area.....	16
6) Setting	16

I. Document Description

1.1 Purpose of Compilation

WisersOne Platform is built on big data and artificial intelligence technology. It serves as a corporate-level intelligent SAAS cloud-based platform that empowers enterprises to enhance the value of their brand, optimise communication and marketing effectiveness, bolster reputation management, explore market intelligence, prevent corporate risk and support business decision-making.

This document aims to detail the functions available on WisersOne Platform so that users can get to know how to apply them.

1.2 Definition

WisersOne Platform, hereinafter referred to as “Platform”.

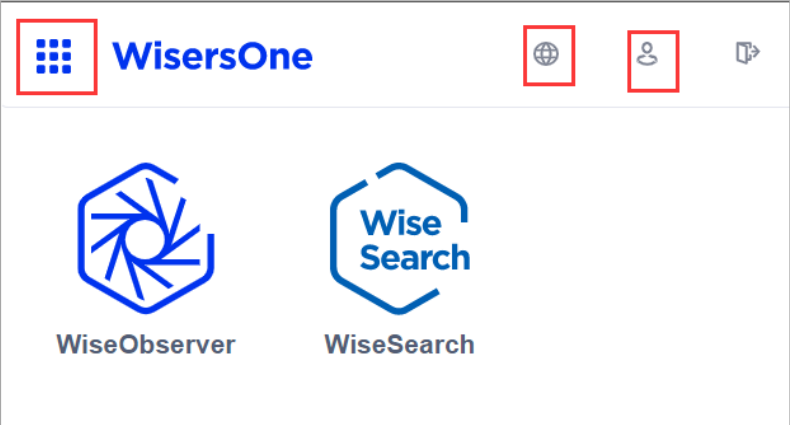
II. Requirement on Platform Operating Environment

- Browser: Google Chrome is suggested for the best usage results. In addition, the Platform supports Internet Explorer11.0, Microsoft Edge, Firefox, 360 extreme speed browser, among others.
- Resolution: The best screen resolution is 1366 x768.

III. Introduction of Platform Function

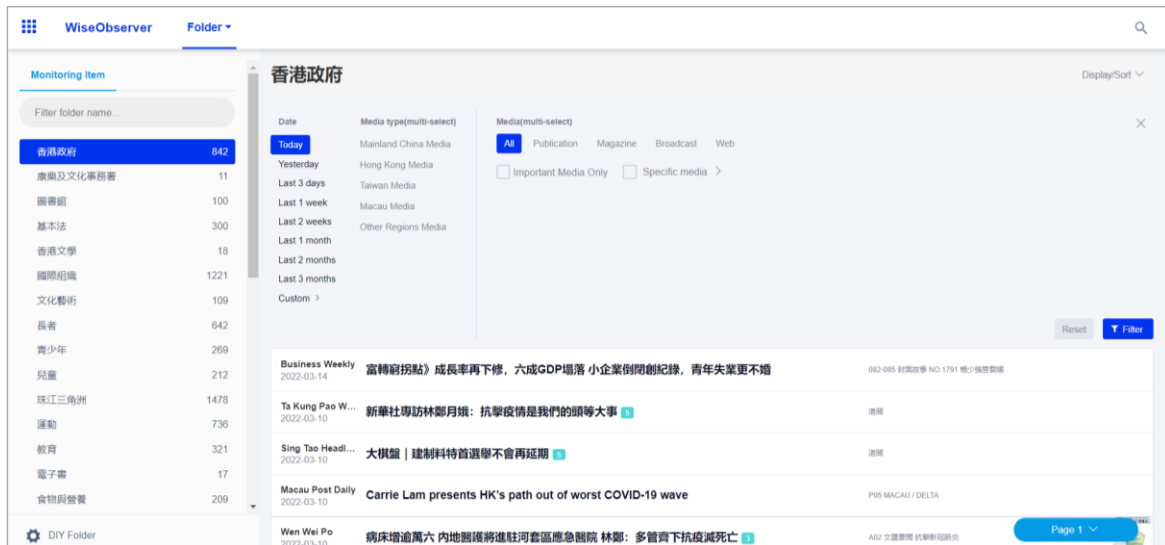
3.1 Switch Product

After log in, users can switch products through the 3x3 square grid; change display fonts (simplified Chinese, traditional Chinese or English, etc) through the “small globe”; proceed with information setup including account password through the portrait icon.



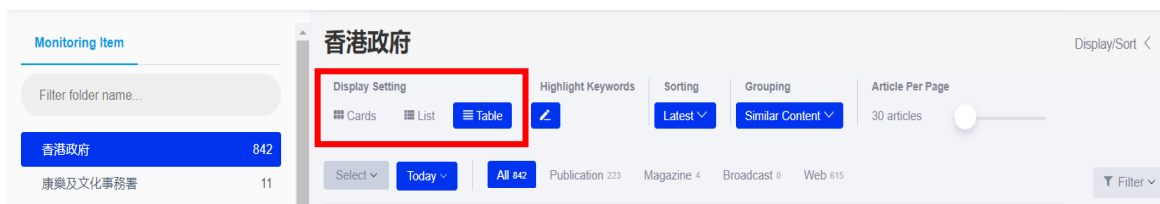
3.2 Monitor Articles

Users can monitor all articles under each monitoring item and proceed with article screening and browsing based on date, media category and media type of monitoring items according to daily usage habit.




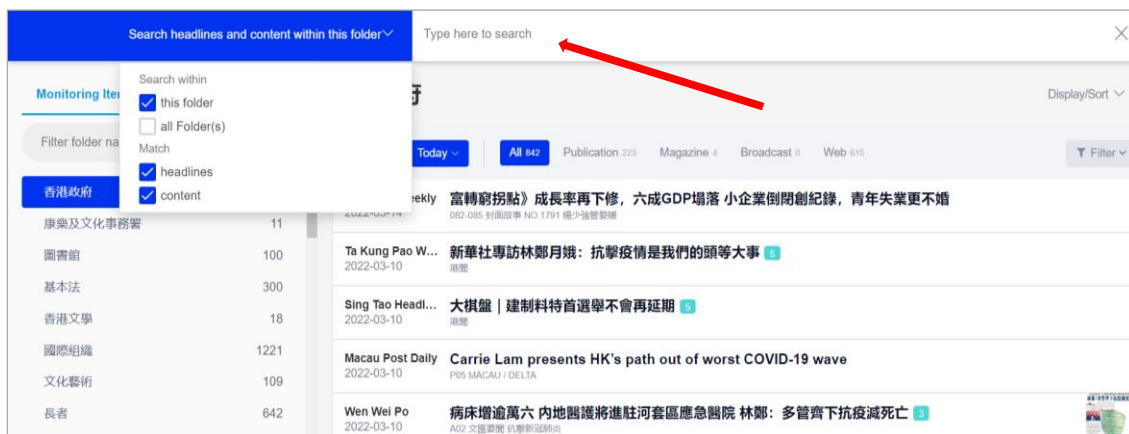
1) Setup Display

After a monitoring item is established, users can press the setup key after logging in the data centre and proceed with different setup on news display according to one's usage habit.



2) Search Function

Users can input a keyword to proceed with a quick search for the monitoring item table. They can click  on the right upper corner while browsing the article to proceed with a second search on the keyword.

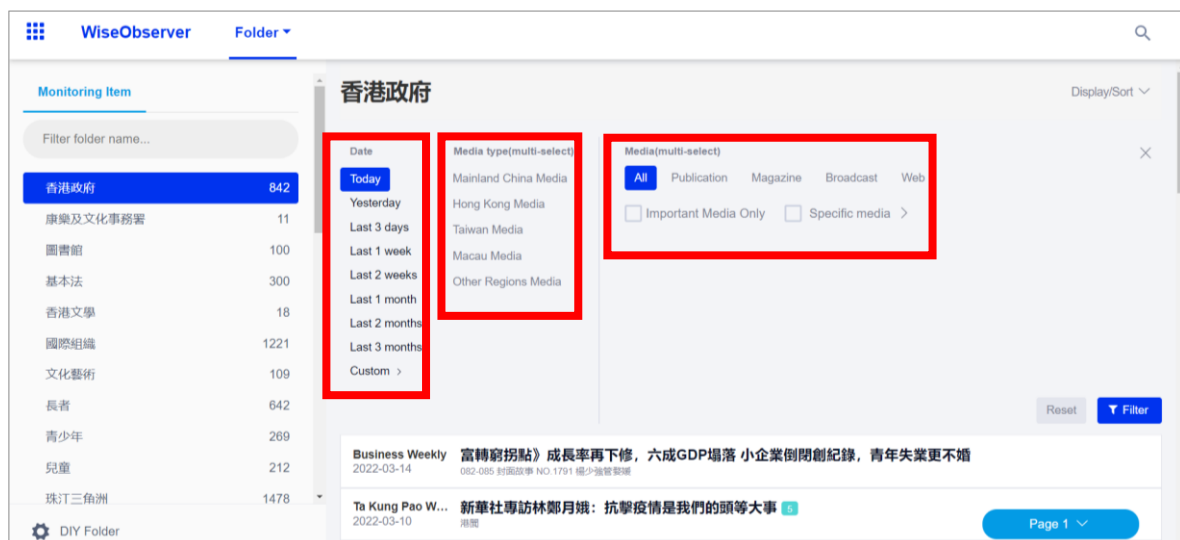


Users can also input the name of the folder or monitoring item under column (a) of the search folder to proceed with a quick search.

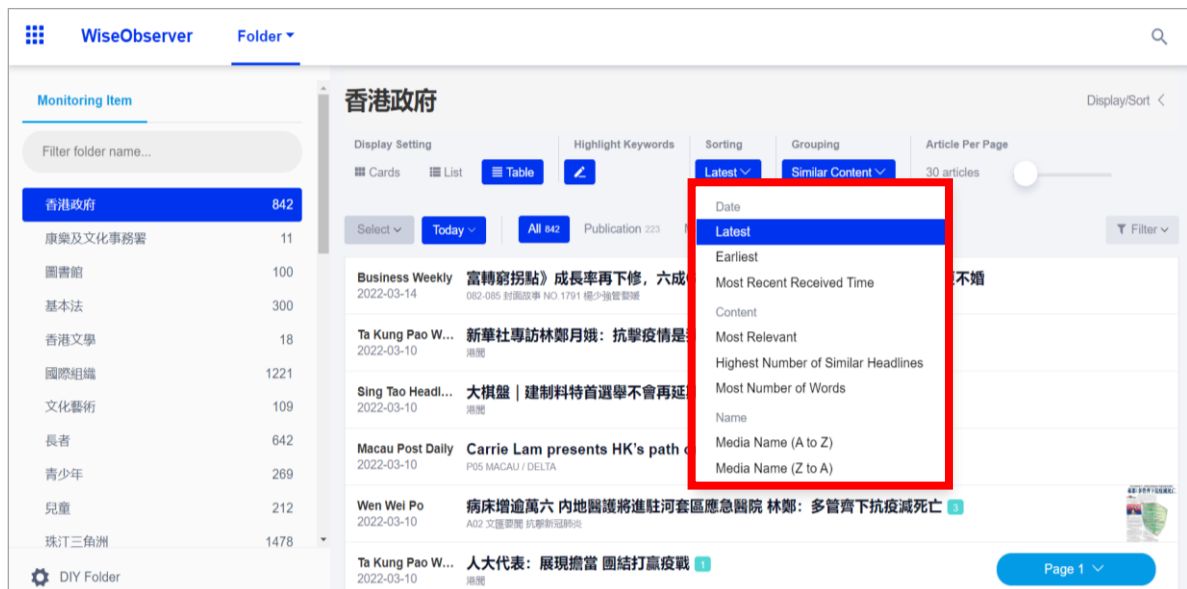


3) Filter Function

Users can press the “filter” key to select different monitoring item, date and media category to proceed with screening according to one’s usage habit. Multiple screening conditions can also apply simultaneously.



4) Sorting



The screenshot shows the WiseObserver interface for the '香港政府' folder. The sorting dropdown menu is open, showing the following options: Date, Latest, Earliest, Most Recent Received Time, Content, Most Relevant, Highest Number of Similar Headlines, Most Number of Words, Name, Media Name (A to Z), and Media Name (Z to A). The 'Latest' option is currently selected and highlighted in blue. The main content area displays a list of articles from various sources, including Business Weekly, Ta Kung Pao, Sing Tao, Macau Post Daily, Wen Wei Po, and Ta Kung Pao.

- Select “latest” or “earliest” to sort the articles in reverse or chronological order based on the release time.
- Select “most recent received time” to sort the articles in reverse order based on the time they entered into our database.
- Select “highest number of similar headlines” to sort the articles in descending or ascending order according to the volume after the headline cluster.
- Select “most relevant” to sort the articles in descending or ascending order according to the volume after the article cluster.
- Select “most number of words” to sort the articles in descending or ascending order according to the word count.
- Select “media name (A to Z)” or “media name (Z to A)” to sort the articles according to the first alphabet of the media name of the released articles.

5) Grouping

- Same Headline: Get articles from the previous 20,000 within that date range.
- Similar Content & Very Similar Content: Get all articles under that folder (up to 200,000), and the headline will follow that of the first article under that cluster.



- Corresponding number on the right hand side of the article: Except for the current article, the total number is shown for all the following articles under that cluster.



6) Select Date

Users can decide when to check the article.

Today ▾ | All 842 | Publication 223 | Magazine 4 | Broadcast 0 | Web 615

Today

Yesterday

Last 3 days

Last 1 week

Last 2 weeks

Last 1 month

Last 2 months

Last 3 months

Custom >

03/10/2022

03/10/2022

< March 2022 >

Su	Mo	Tu	We	Th	Fr	Sa
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

to

Su	Mo	Tu	We	Th	Fr	Sa
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Confirm

7) Select Media

Important Media Only: Wiser utilize big data technology, concluded a list of Important Media as parameter for users to filter.

Specific Media: Users can base on own preference and needs to select specific media' s articles.

Media(multi-select)

All | Publication | Magazine | Broadcast | Web

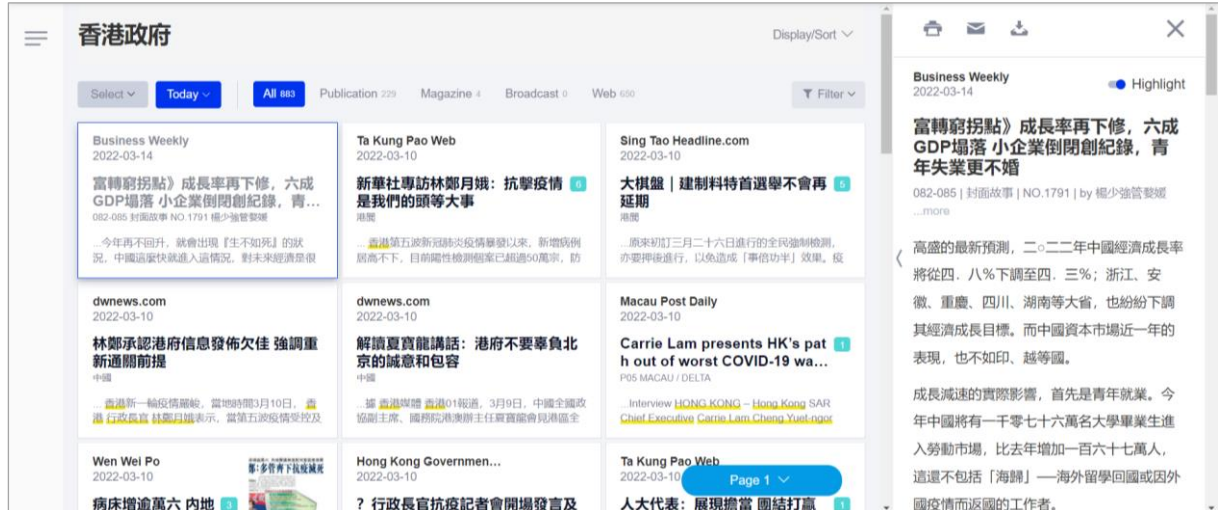
Important Media Only | Specific media ▾

Enter media name

- am730
- BAUHINIA -- 紫荊雜誌
- Beijing Daily -- 北京日報(數字報)
- Bloomberg Businessweek (CHI) -- 彭博商業週刊(中文版)
- Business Weekly -- 商業周刊(台灣)
- Capital Magazine -- 資本雜誌
- Central News Agency(CNA) Chinese News -- 中央社中文即時新聞

8) Browse Article

Click the article, then information like headline, synopsis and media will be shown on the right hand side.

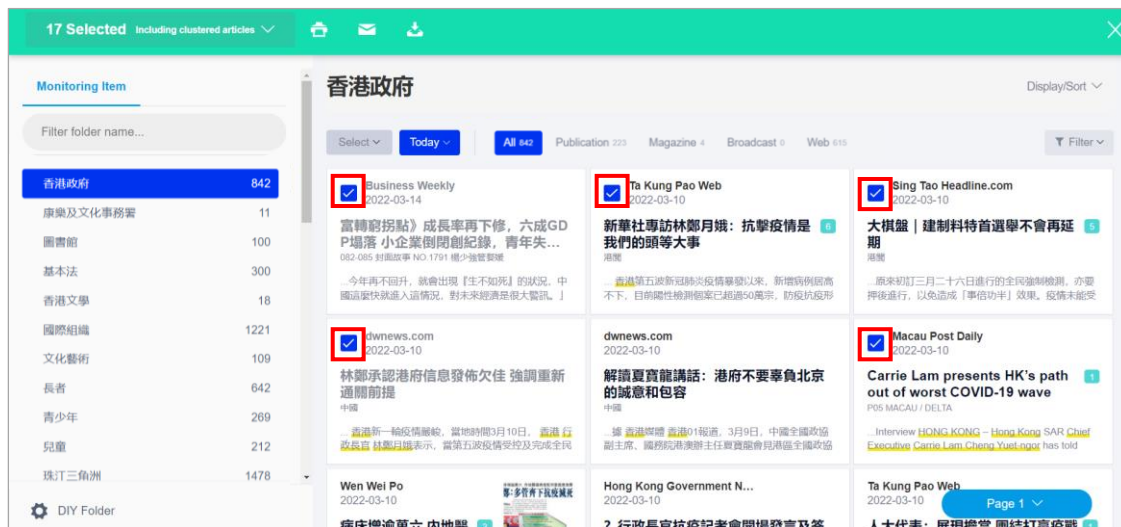


Information such as headline, content, date, original text link, media, author, page layout, word count will be shown inside the news article. All keywords will be highlighted after "highlight" is selected.



9) Operate Article

A batch of articles can be selected under the article monitoring function. Users can select any article which they are interested in and proceed with printing, download, deletion, re-location, copy and other functions. User can move the cursor to the left hand side of the news media name, then press “” to select the article.



Users can select the articles and press download, then set up the article sorting

Download

Include

- Title
- Content
- Image
- Covers
- Remove duplicate covers

Only the first 100 articles with image will be printed

Format

PDF >

Compress to .zip

Others

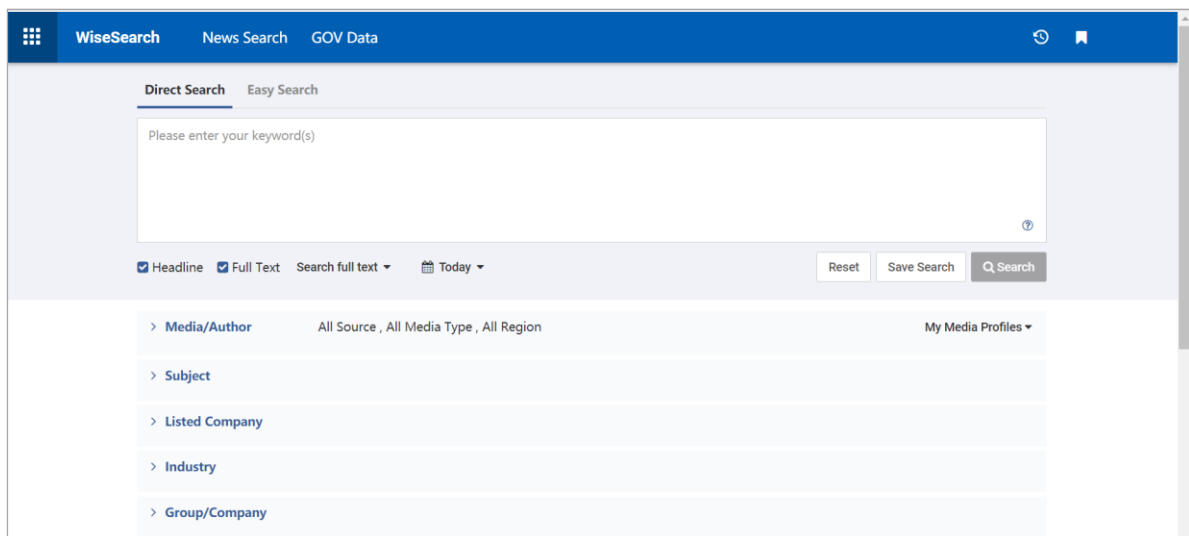
- Highlight keywords



Users can select an article and press “move to top”, “move to end” or “move to...” to proceed with sorting, then press “save all” to confirm.

3.3 WiseSearch

Based on the world-leading all-media business intelligence database, WiseSearch provides reliable market research, brand research, industry research and business intelligence, thereby facilitating users to make business decisions.

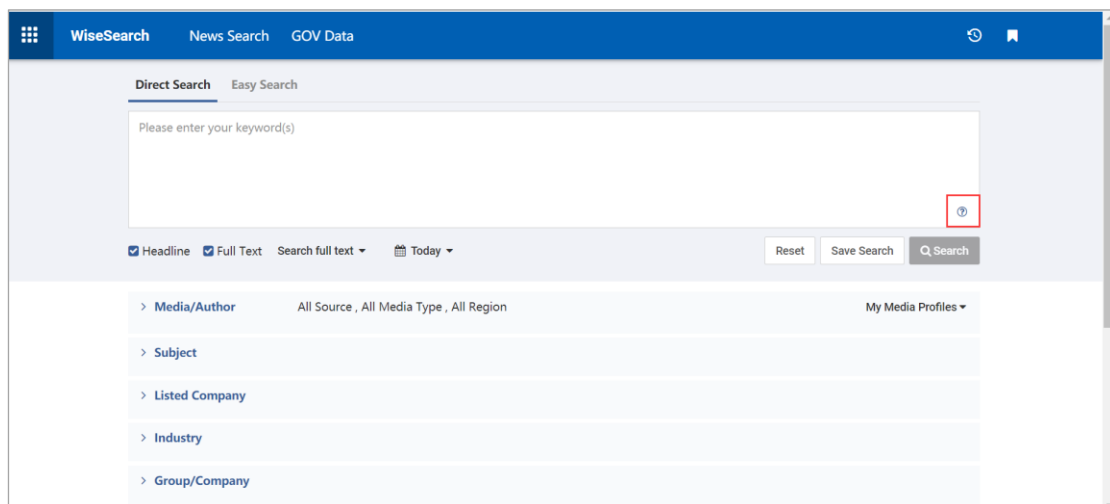


1) Search News


WiseSearch provides multi-dimensional search functions to help users search news and information more rapidly and more accurately. When inputting a keyword, the notification bar will show relevant keywords for users to choose from.

① Direct Search

Under the presupposed logic, users only need to input a keyword and click the “Search” button to find the results. If multiple keywords are required, users need to separate the keywords with space. In the absence of connectors, the default logical relationship between multiple keywords is “and”. The system allows the use of alphabetical connectors “and”, “or”, “not”, or symbolic connectors “+”, “/”, “-” to build more sophisticated search strings for more targeted results. Click the image below to check the tips.



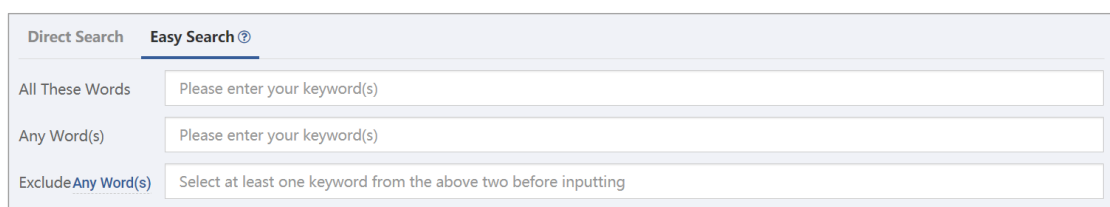
② Easy Search

Click “Easy Search” on the top of the input box of the search page to enter the page. There are four search modes under “easy search”, namely “include all of the following, include any of them, exclude all of the following, and exclude any of them”. Users can input keywords in the corresponding item and click the search button to search. If there are multiple keywords, separate them with space. Click  to check the tips.

- “All These Words” indicates the relationship between keywords is “and” (also), meaning each

sorted article must include all the keywords input.

- "Any Word(s)" indicates the relationship between keywords is "or" (either), meaning each sorted article includes at least one keyword input.
- "Exclude all word(s)" indicates the relationship between keywords to be excluded is "and" (also), meaning articles including all keywords will be excluded.
- "Exclude any word(s)" indicates keywords to be excluded are in parallel and articles that contain any of the keywords would be excluded.



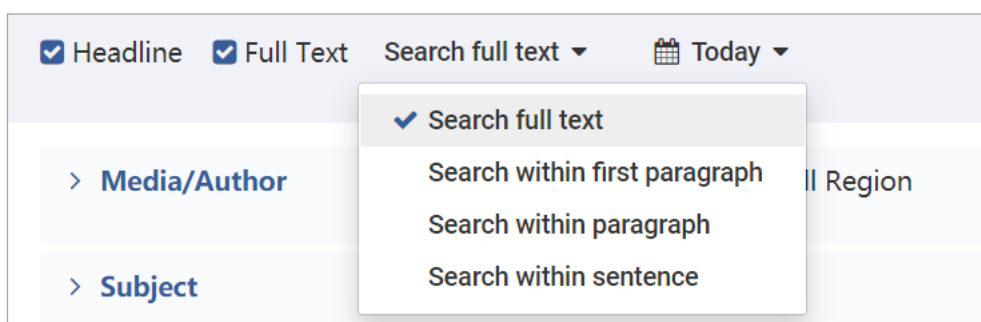
The screenshot shows the 'Easy Search' interface with three search options:

- All These Words:** Please enter your keyword(s)
- Any Word(s):** Please enter your keyword(s)
- Exclude Any Word(s):** Select at least one keyword from the above two before inputting

2) Screen News

You may screen news according to headlines, content and time.

Text search: you may screen articles by retrieving content, searching the first paragraph and searching within the same paragraph and the same sentence.



The screenshot shows the search interface with the following elements:

- Filters: **Headline**, **Full Text**, **Search full text** (dropdown), **Today** (calendar icon dropdown)
- Search Scope Dropdown:
 - Search full text**
 - Search within first paragraph
 - Search within paragraph
 - Search within sentence
- Navigation: **> Media/Author**, **> Subject**

You may choose the following terms based on users' demands and you may also designate the author, media, column and page.

Media/Author All Source , All Media Type , All Region My Media Profiles

Media Add to My Media Profiles

All Source <input checked="" type="checkbox"/>	Web <input checked="" type="checkbox"/>	All Media Type <input checked="" type="checkbox"/>	All Region <input checked="" type="checkbox"/>
Publication <input checked="" type="checkbox"/>		General News <input checked="" type="checkbox"/>	Mainland China <input checked="" type="checkbox"/>
		Financial <input checked="" type="checkbox"/>	Hong Kong <input checked="" type="checkbox"/>
		Other Industries <input checked="" type="checkbox"/>	Macau <input checked="" type="checkbox"/>
			Taiwan <input checked="" type="checkbox"/>
			Other Regions <input checked="" type="checkbox"/>

Selected Media/Author

Search or select media(s)

Author Column Section

You may filter news with following terms based on users' demand so as to screen out targeted news.

Media/Author All Source , All Media Type , All Region

Subject

Listed Company

Industry

Group/Company

Brand/Product


3) Search Scope

Similar words: articles containing synonymous terms would be shown when this item is selected .

Other Search with Similar Words

Search Scope

Similar Words

My Thesaurus 

4) Screen Article

Users can sort articles retrieved on the right side through the following dimensions.

Full Text ▾ Search in Result 🔍

Tags ▸

Industries

Subject

Company/Other Entity

Brand/Product

Premium Media

Media Region

Media Language

Filter

- **Search bar:** You may search by keywords in the full text or headline of the article.
Example: Select full text search and enter Coca-Cola and then you will see all articles with Coca-Cola in the text.
- **Tags:** You may sort by matched labels and unmatched labels.
- **Industries:** You may sort by industry mentioned in article search results.
Example: Enter keyword Coca-Cola to search and then you will see industries classified by the system, such as restaurants and hotels, and after selecting these industries for sorting, you will see related keywords in the articles.
- **Subject:** You may sort by subject mentioned in article search results.
Example: Enter keyword Coca-Cola to search and then you will see subjects classified by the system, such as enterprise and economy, and after selecting these subjects for sorting, you will see related keywords in the articles.
- **Company/Other Entity:** You can sort results by company/other entity mentioned in the search results.
Example: Input Coca-Cola to sort results by company/other entity mentioned in the search results.
- **Brand/Product:** You can sort results by brand/product mentioned in the search results.

Example: Input Coca-Cola and sort results by brand/product categorized by the system, such as Coca-Cola or Pepsi-Cola, to filter search results with the keyword.

- **Premium Media:** You can sort results by media category.

Example: Input Coca-Cola and sort results by premium publication and premium websites.

- **Media Region:** You can sort results by media region.

Example: Input Coca-Cola and sort results by regions, such as Hong Kong.

- **Media Language:** You can sort articles by language.

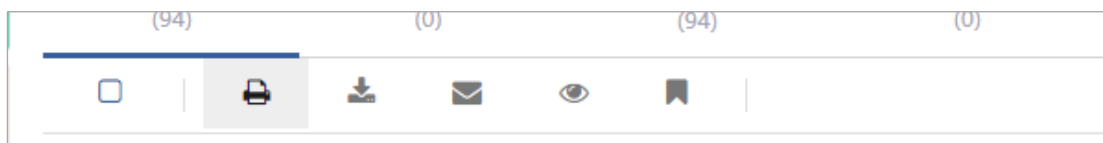
Example: Enter keyword Coca-Cola and then sort articles by English or Chinese.

- **Filter:** After all selections are done, click “filter”. The result will be displayed on the page.

5) Article Functional Area

Users can meet customers’ basic needs through the following functions.

Print, download, e-mail, browse and add to my folder.



6) Setting

- **Sorting:** Sort articles based on user needs.
- **Clustering:** By default, similar articles on the list are clustered. Users can choose whether to cluster and how to cluster.
- **List Viewing Model:** List or table format.
- **Articles Displayed per Page:** Users can select to display 20, 30, 50, 100 or 200 headlines per page.
- **Display of Abstract:** Users can select to display article summary by turning on the switch.

⚙️ Setting ▾

Sorting

- 🔥 Hot Topic
- 👤 Relevancy
- ✓ ⏴ Date Descending
- ⏵ Date Ascending
- ↓^A/_Z Media from A to Z
- ↓^Z/_A Media from Z to A
- ↓⁹/₁ Number of Words from More to Less
- ↓¹/₉ Number of Words from Less to More

Clustering

- Off
- ✓ **Similar Headline and Content**
 - Same Headline(s)
 - Similar Contents

List Viewing Model