

HOW DO WE TELL COMPELLING STORIES?



THE SECRET IS LISTENING (FISCHHOFF, 2015)

- ✘ The first step in the communication process is letting people talk about the decisions that they face, until scientists can paraphrase what people say well enough to be told: “Yes, you understand us.”

KNOW YOUR AUDIENCE

- ✘ Analyze the science to identify the few facts that non-scientists most *need* to know, from among the many facts that it would be *nice* to know



I USED TO HATE WRITING ASSIGNMENTS, BUT NOW I ENJOY THEM.



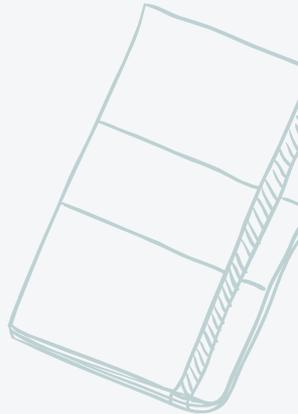
I REALIZED THAT THE PURPOSE OF WRITING IS TO INFLATE WEAK IDEAS, OBSCURE POOR REASONING, AND INHIBIT CLARITY.

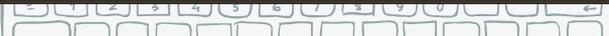
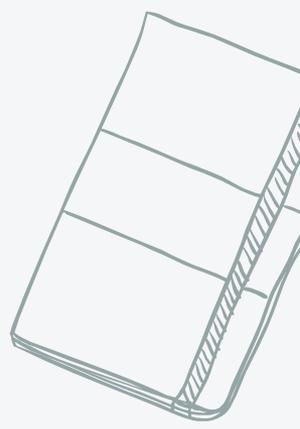
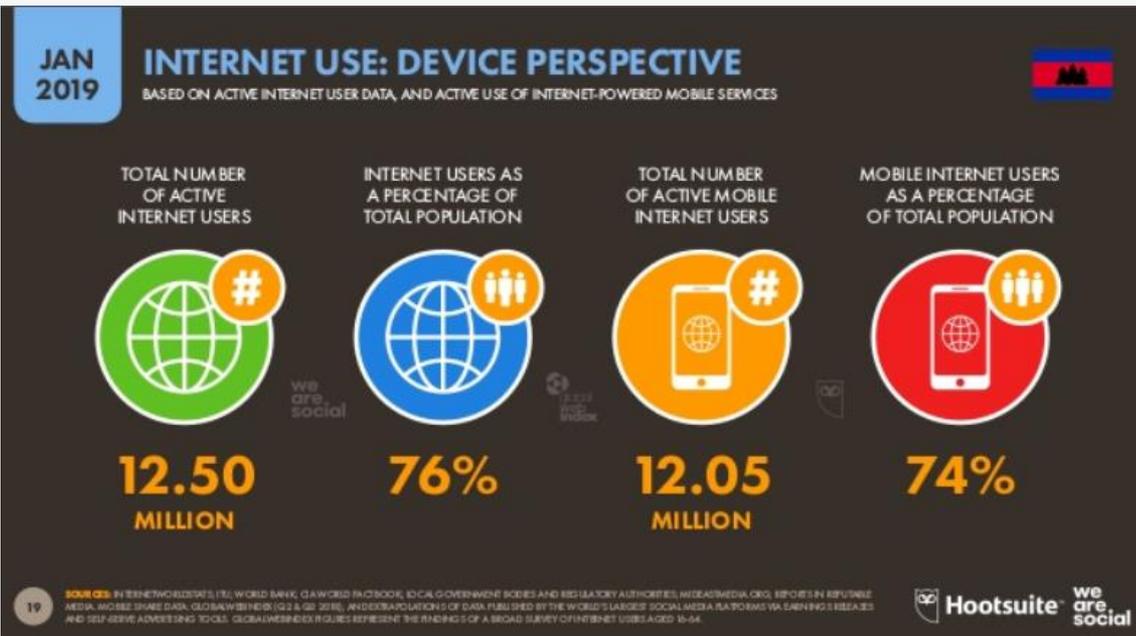
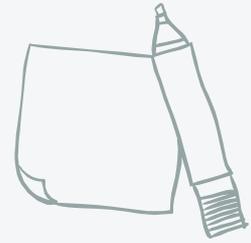


WITH A LITTLE PRACTICE, WRITING CAN BE AN INTIMIDATING AND IMPENETRABLE FOG! WANT TO SEE MY BOOK REPORT?



"THE DYNAMICS OF INTERBEING AND MONOLOGICAL IMPERATIVES IN DICK AND JANE: A STUDY IN PSYCHIC TRANSRELATIONAL GENDER MODES."





JAN
2019

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

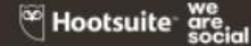


#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	KHMERLOAD.COM	02M 44S	2.11
04	SABAY.COM.KH	03M 05S	2.78
05	KOHSANTHEAPDAILY.COM.KH	02M 32S	1.85
06	FACEBOOK.COM	09M 43S	4.03
07	FRESHNEWSASIA.COM	02M 30S	1.95
08	GOOGLE.COM.KH	05M 51S	7.45
09	POPULAR.COM.KH	01M 15S	1.48
10	KBNNEWS	00M 43S	1.25

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	YAHOO.COM	04M 01S	3.60
12	BIOGSPOT.COM	03M 07S	2.43
13	DAPNEWS.COM	02M 01S	1.86
14	WIKIPEDIA.ORG	04M 15S	3.15
15	TODAYSHARING.COM	02M 00S	1.90
16	BUSINESS-CAMBODIA.COM	01M 21S	1.51
17	KHMER24.COM	15M 12S	9.45
18	PORN555.COM	00M 51S	1.57
19	HEALTH.COM.KH	01M 30S	1.55
20	INSTAGRAM.COM	05M 47S	3.86

22

SOURCE: ALEXA (FEBRUARY 2019). **NOTES:** TIME / DAY FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNFAMILIAR WEBSITES.



JAN
2019

TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018

Clip slide

#	SEARCH QUERY	INDEX
01	VINA24H	100
02	KHMER	73
03	GOOGLE	42
04	WWW	39
05	YOUTUBE	36
06	VINA24H.COM	33
07	CAMBODIA	32
08	TRANSLATE	32
09	VINA24H.COM.M	29
10	FACEBOOK	27

#	SEARCH QUERY	INDEX
11	MINH	23
12	GOOGLE TRANSLATE	21
13	MINH NGOC	20
14	LOTTERY KHMER	19
15	XOSO	17
16	PHNOM PENH	16
17	SO XO	15
18	YOU	10
19	VINA24	9
20	LIVESCORE	9

23

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019), KIPHO'S ANALYSE. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE INDEX VALUES FOR EACH QUERY IN DECEMBER 2018 TO DECEMBER 2017.



JAN 2019

LAOS

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL POPULATION



7.01 MILLION

URBANISATION: 35%

MOBILE SUBSCRIPTIONS



5.65 MILLION

vs. POPULATION: 81%

INTERNET USERS



2.70 MILLION

PENETRATION: 39%

ACTIVE SOCIAL MEDIA USERS



2.70 MILLION

PENETRATION: 39%

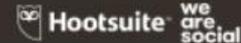
MOBILE SOCIAL MEDIA USERS



2.60 MILLION

PENETRATION: 37%

15 SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS, ITC; WORLD BANK, CIA WORLD FACTBOOK, (BROOKING) INSTITUTIONS; SOCIAL MEDIA: WE ARE SOCIAL, WE ARE SOCIAL; SOCIAL MEDIA: PLATFORMS SELF-SERVE ADVERTISING TOOLS, PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB: SOCIAL MEDIA REPORT; TECHASA; HUB ACHIVE; ROSSBU (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



JAN 2019

INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER OF ACTIVE INTERNET USERS



2.70 MILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



39%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS



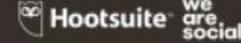
2.60 MILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



37%

19 SOURCES: INTERNETWORLDSTATS, ITC; WORLD BANK, CIA WORLD FACTBOOK, SOCIAL MEDIA: PLATFORMS SELF-SERVE ADVERTISING TOOLS, PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB: SOCIAL MEDIA REPORT; TECHASA; HUB ACHIVE; ROSSBU (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



JAN 2019

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	GOOGLE.CO.TH	06M 29S	8.02
04	FACEBOOK.COM	09M 43S	4.03
05	GOOGLE.LA	05M 13S	5.92
06	YAHOO.COM	04M 01S	3.60
07	MOVIE2FREE.COM	04M 39S	5.65
08	BLOGSPOT.COM	03M 07S	2.43
09	WIKIPEDIA.ORG	04M 15S	3.15
10	LIVEJASMIN.COM	01M 29S	1.40

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	LIVE.COM	03M 53S	3.76
12	PANTIP.COM	04M 40S	3.61
13	KAPOOK.COM	05M 46S	3.55
14	SANOOK.COM	03M 28S	2.12
15	GOALINTH	05M 26S	1.94
16	SOFTONIC.COM	02M 32S	2.80
17	POPADS.NET	00M 54S	1.53
18	XNXX.COM	14M 11S	10.21
19	MSN.COM	03M 40S	2.48
20	PORNHUB.COM	08M 43S	3.35

22

SOURCE: ALEXA (JANUARY 2019) **NOTE:** 'TIME / DAY' INDICATES ESTIMATED AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNFAMILIAR WEBSITES.



JAN 2019

TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018

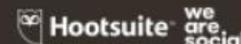


#	SEARCH QUERY	INDEX
01	หนัง	100
02	บอล	54
03	เพลง	27
04	YOUTUBE	24
05	FACEBOOK	24
06	GOOGLE	19
07	แอป	18
08	ผลบอล	17
09	บ้านบอล	13
10	WWW	12

#	SEARCH QUERY	INDEX
11	บอล สด	11
12	ดูหนัง	10
13	บอล วัน นี้	10
14	ละคร เพลง	9
15	TRANSLATE	9
16	XX	9
17	ตารางบอล	8
18	แปล วิจารณ์	8
19	X5MB	8
20	บ้าน ผลบอล	8

23

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019), KIPHO'S ANALYSIS. **NOTE:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 5). BE AWARE THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY) SEARCH RESULTS USING THAI CHARACTER, AND SPACING BETWEEN CHARACTERS, BOTH AS PER GOOGLE'S REPORTS.



JAN 2019

MYANMAR

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL POPULATION



54.10 MILLION

URBANISATION: 31%

MOBILE SUBSCRIPTIONS



56.57 MILLION

vs. POPULATION: 105%

INTERNET USERS



21.00 MILLION

PENETRATION: 39%

ACTIVE SOCIAL MEDIA USERS



21.00 MILLION

PENETRATION: 39%

MOBILE SOCIAL MEDIA USERS



21.00 MILLION

PENETRATION: 39%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS; ITIL: WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT

15 of 48

JAN 2019

INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER OF ACTIVE INTERNET USERS



21.00 MILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



39%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS



20.79 MILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

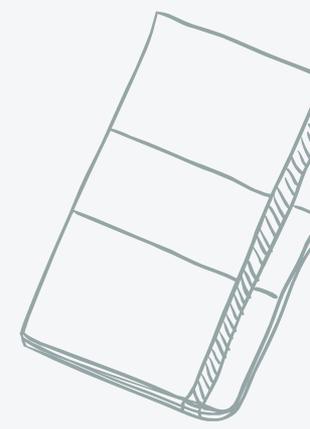


38%

19

SOURCES: INTERNETWORLDSTATS (ITL); WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS BY REPUTABLE MEDIA; MOBILE SHARE DATA: GLOBALWIRENEWS (Q2 & Q3 2018), AND EXTRAPOLATIONS OF DATA PUBLISHED BY THE WORLD'S LARGEST SOCIAL MEDIA PLATFORMS VIA EARNING STRATEGIES AND SELF-SERVE ADVERTISING TOOLS. GLOBALWIRENEWS FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

Hootsuite we are social



JAN 2019

TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	MYANMAR	100
02	VIDEO	27
03	DOWNLOAD	25
04	FACEBOOK	24
05	GOOGLE	22
06	JAPAN	20
07	YOUTUBE	12
08	GMAIL	11
09	KOREA	9
10	APP	9

#	SEARCH QUERY	INDEX
11	WWW	9
12	TRANSLATE	7
13	CHANNEL MYANMAR	7
14	GAME	6
15	MAP	5
16	GOOGLE TRANSLATE	5
17	FACEBOOK LOG IN	4
18	IBET789	4
19	GAMES	4
20	FOOTBALL	4

23

SOURCE: GOOGLE TRENDS (ACCESSIBLE JANUARY 2019); **INDEX:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE INDEX COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUME FOR THE TOP QUERY (AN INDEX OF 100). NOTE THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY. YEAR-ON-YEAR CHANGE FIGURES COMPARE THESE VALUES FOR EACH QUERY IN DECEMBER 2018 TO DECEMBER 2017.



JAN 2019

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	FACEBOOK.COM	09M 43S	4.03
04	MYANMARLOAD.COM	04M 17S	2.44
05	CHANNELMYANMAR.ORG	06M 38S	8.33
06	OPENIDAD.CO	01M 45S	3.04
07	TINYLINKRUN	03M 08S	3.02
08	GOOGLE.COM.MM	05M 45S	7.30
09	IBRAWADDY.COM	01M 18S	1.45
10	POFADS.NET	00M 54S	1.53

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	WIKIPEDIA.ORG	04M 15S	3.15
12	YAHOO.COM	04M 01S	3.60
13	BLIGSPOT.COM	03M 07S	2.43
14	UPGERS-ARMINE.COM	00M 33S	2.28
15	EXOSRV.COM	00M 48S	1.37
16	UOD2QUK646.COM	01M 03S	1.06
17	JF71QH5V14.COM	01M 26S	1.43
18	GCMOVIES.ORG	03M 10S	4.78
19	XNXX.COM	14M 11S	10.21
20	SHOPCOM.MM	02M 30S	1.95

22

SOURCE: ALEXA (JANUARY 2019); **INDEX:** TIME / DAY FIGURES REPRESENT ALEXA ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN HOURS:MINUTES:SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNFAMILIAR WEBSITES.



**JAN
2019**

VIETNAM

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



96.96

MILLION

URBANISATION:

36%

MOBILE
SUBSCRIPTIONS



143.3

MILLION

vs. POPULATION:

148%

INTERNET
USERS



64.00

MILLION

PENETRATION:

66%

ACTIVE SOCIAL
MEDIA USERS



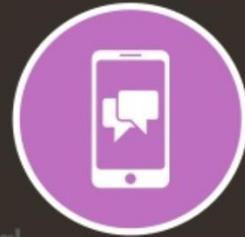
62.00

MILLION

PENETRATION:

64%

MOBILE SOCIAL
MEDIA USERS



58.00

MILLION

PENETRATION:

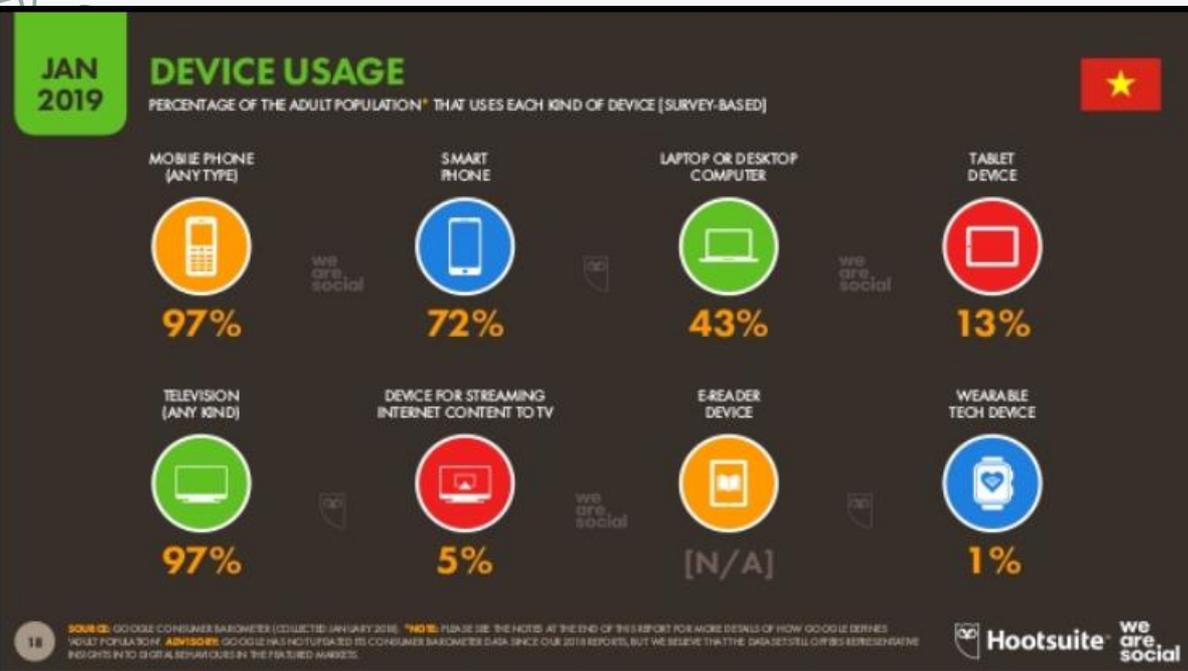
60%

we
are
social

we
are
social

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS.

Hootsuite we are



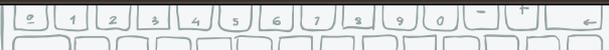
JAN 2019 TOP GOOGLE SEARCH QUERIES IN 2018

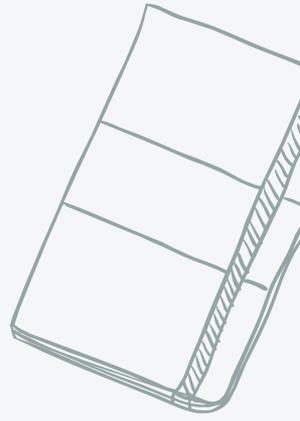
BASED ON SEARCHES THROUGHOUT 2018

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	PHIM	100	11	SO XO	24
02	XSMB	51	12	24H	23
03	FACEBOOK	41	13	NHAC	17
04	BAO	39	14	TIN TUC	14
05	BONG DA	34	15	GOOGLE DICH	14
06	XỔ SỐ	33	16	MINH NGOC	14
07	YOUTUBE	29	17	X5	13
08	XSMN	28	18	XỔ SỐ MIỀN BẮC	12
09	GOOGLE	28	19	SXMB	11
10	DICH	26	20	FACEBOOK DANG NHAP	11

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019). *NOTE: GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE INDEX COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 100) AND THAT THE QUERY RECEIVED 30% OF THE SEARCH VOLUME OF THE TOP QUERY. YEAR-ON-YEAR CHANGE ROUNDED. COMPARE INDEX VALUES FOR EACH QUERY IN DECEMBER 2018 TO DECEMBER 2017.

Hootsuite we are social





JAN 2019

SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	371,700,000	14M 19S	15.8
02	FACEBOOK.COM	SOCIAL	341,600,000	24M 46S	24.7
03	YOUTUBE.COM	TV & VIDEO	334,100,000	30M 21S	12.7
04	GOOGLE.COM.VN	SEARCH	281,200,000	12M 18S	7.3
05	VNEXPRESS.NET	NEWS	68,300,000	09M 36S	4.8
06	ZING.VN	SOCIAL	55,800,000	14M 04S	5.4
07	NEWS.ZING.VN	NEWS	36,400,000	06M 57S	3.2
08	KENH14.VN	NEWS	33,200,000	07M 22S	4.8
09	COCCO.C.COM	SEARCH	28,600,000	06M 02S	2.8
10	24H.COM.VN	NEWS	28,100,000	29M 14S	7.8

23

SOURCE: SIMILARWEB (JANUARY 2019). FIGURES BASED ON MONTHLY AVERAGE FOR Q4 2018. **NOTE:** MONTHLY TRAFFIC DOES NOT REPRESENT UNIQUE VISITORS. TIME PER VISIT FIGURES REPRESENT THE AVERAGE DURATION OF USER VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISOR:** SOME WEBSITES FEATURED IN THE RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



JAN 2019

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	PHIMMOI.NET	04M 29S	4.91
02	YOUTUBE.COM	08M 47S	5.02	12	24H.COM.VN	09M 13S	6.31
03	FACEBOOK.COM	09M 43S	4.03	13	KENH14.VN	08M 00S	4.85
04	DKN.TV	04M 45S	2.37	14	LAODONG.VN	02M 04S	2.06
05	GOOGLE.COM.VN	06M 25S	8.89	15	SHOPEE.VN	09M 06S	5.55
06	THETHAO247.VN	08M 19S	3.91	16	WIKIPEDIA.ORG	04M 15S	3.15
07	ZING.VN	07M 51S	4.13	17	DANTRI.COM.VN	07M 24S	3.83
08	VNEXPRESS.NET	10M 41S	5.12	18	TIG.VN	06M 23S	5.64
09	TAIMIENPHI.VN	02M 16S	2.10	19	VOV.VN	01M 59S	1.90
10	VTV.VN	03M 17S	2.76	20	THESTARTMAGAZINE.COM	15M 23S	12.28

24

SOURCE: ALEXA (JANUARY 2019). **NOTE:** "TIME / DAY" FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISOR:** SOME WEBSITES FEATURED IN THE RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

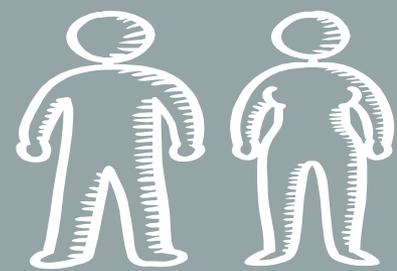


REMEMBER THESE:

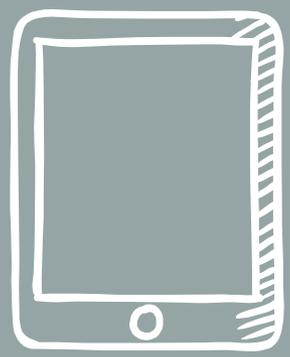
Message



Audience

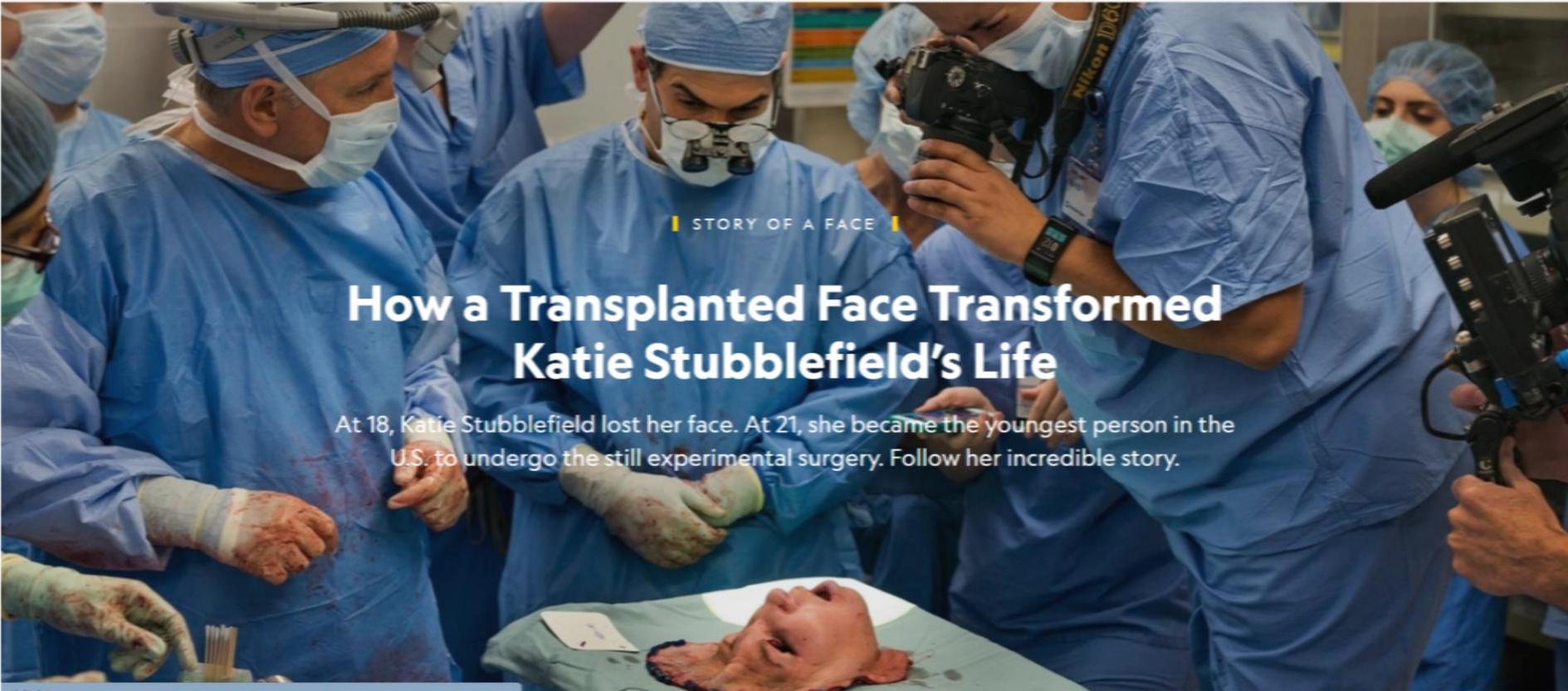


Medium



Language

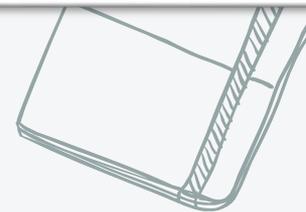


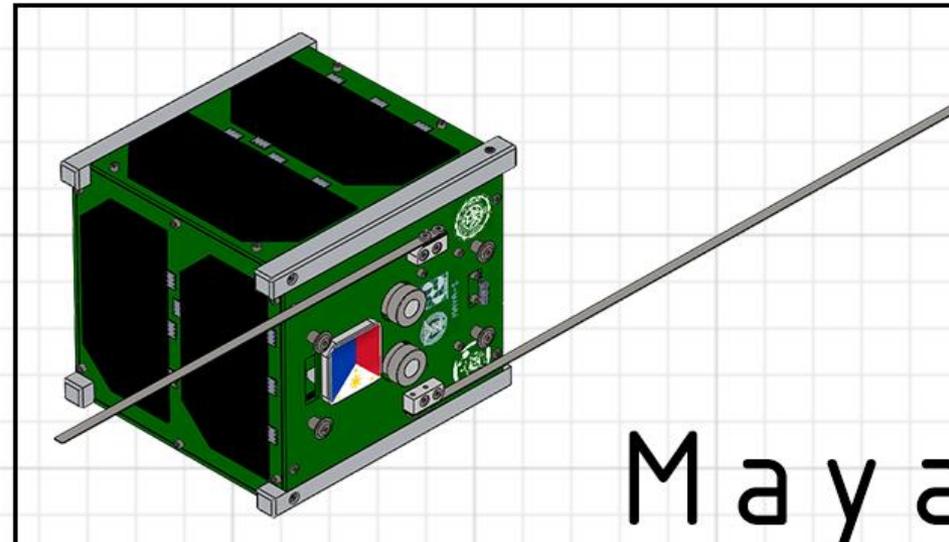


| STORY OF A FACE |

How a Transplanted Face Transformed Katie Stubblefield's Life

At 18, Katie Stubblefield lost her face. At 21, she became the youngest person in the U.S. to undergo the still experimental surgery. Follow her incredible story.





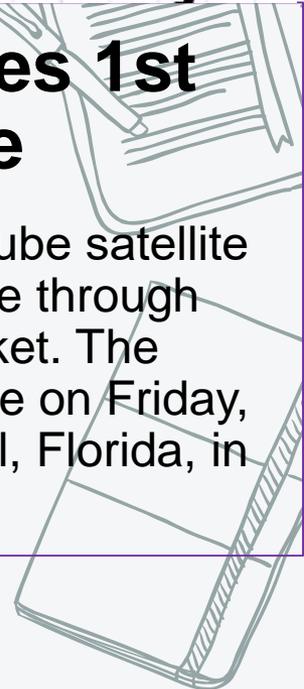
Maya

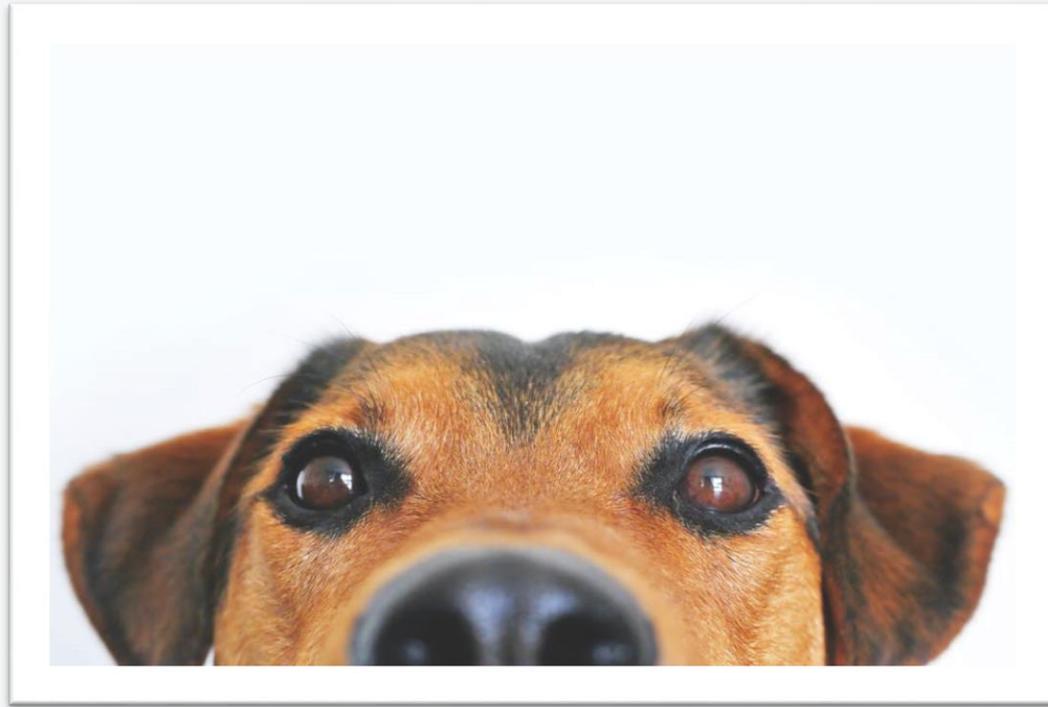
Asian CubeSats Off To Space

Three Asian cube satellites (CubeSats) were successfully launched into space aboard SpaceX's Falcon 9 rocket on Friday, June 29.

Philippines launches 1st CubeSat into space

Maya-1, the Philippines' first cube satellite (CubeSat) has flown into space through SpaceX Falcon-9 CRS 15 rocket. The rocket was launched into space on Friday, June 29, from Cape Canaveral, Florida, in the United States.





Write with your senses.



New plant species could detox mining-contaminated soil

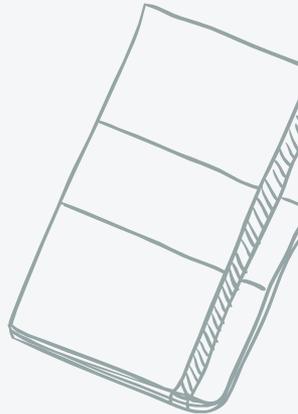
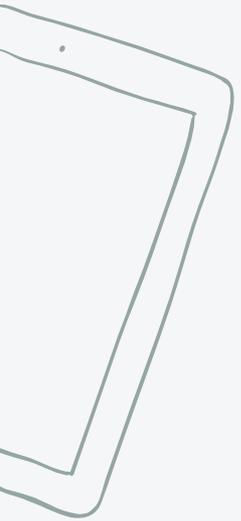
It's a discovery straight out of science-fiction: Filipino scientists have discovered a new plant species that feasts on metal. This unusual trait suggests this new species could be used to reduce metal contamination in soil, especially in mining sites.

One hot summer day in 2011...





***Identify your
thesis statement
first.***



02/05/19



Parboiling husked rice reduces arsenic content – study



About half of the 700 million tonnes of rice harvested globally each year gets parboiled. Copyright: [Chukwukajustice \[CC BY-SA 4.0\]](#). This image has been cropped.

Speed read

- Harvested rice grains are traditionally parboiled with the husk on in some countries

By: **Biplab Das**



[NEW DELHI] Arsenic contamination in rice poses a serious **health** risk in many parts of the world. But an international study has shown that husking rice before parboiling reduces arsenic content, potentially lowering the risk of cancer.

Parboiling rice in-the-husk is the traditional method by which rough rice is soaked in **water** and then partially cooked to **nutritionally** improve it and make it easier to process or store.

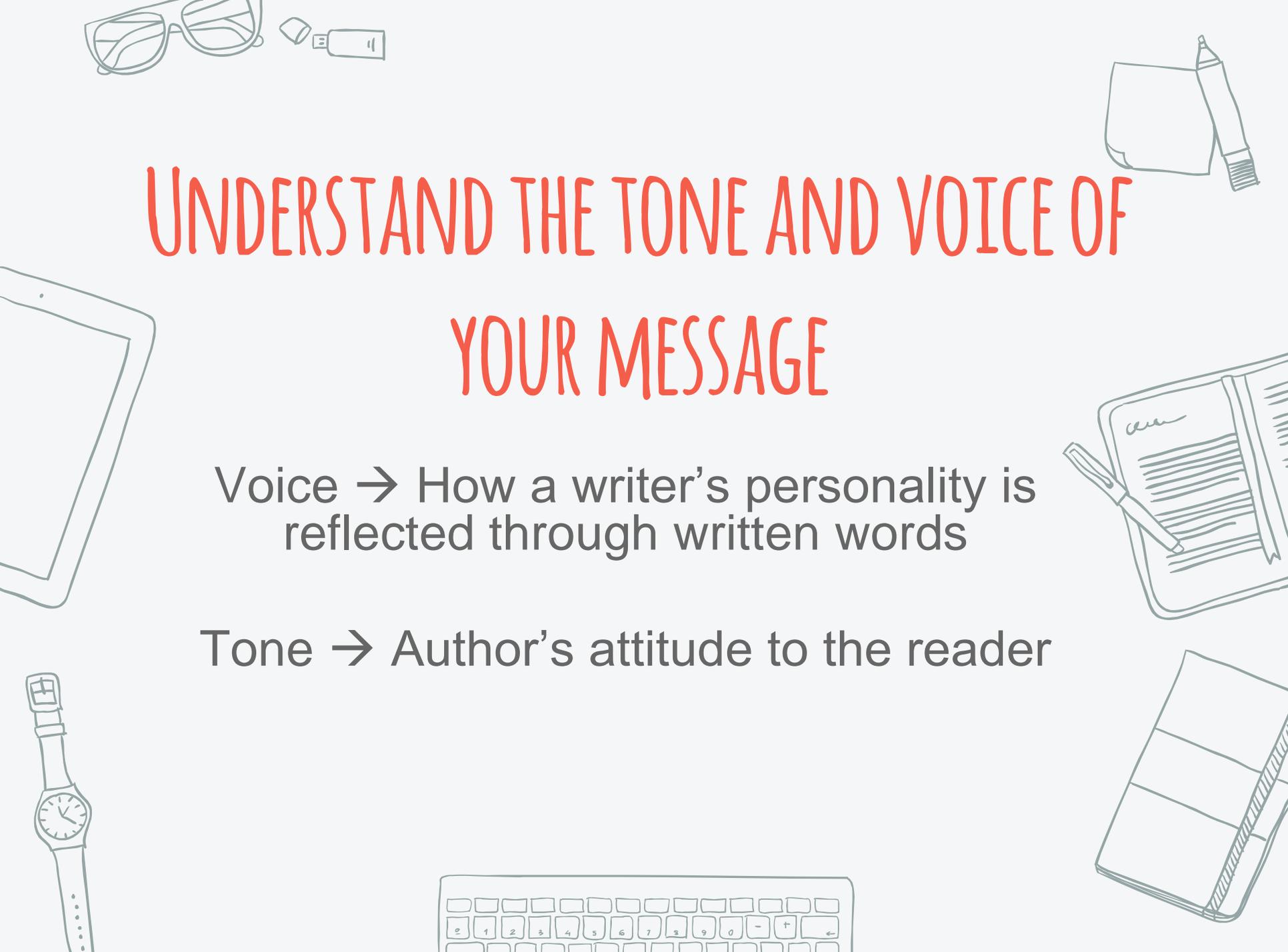
About half of the 700 million tonnes of rice harvested annually across the world is subjected to parboiling.

“Our aim was to remove inorganic arsenic because it is much more toxic than organic arsenic”

Mahmud Hossain Suman, Bangladesh Agricultural University

However, according to a **study** published April in *Environmental Science and Technology*, the traditional method of parboiling does not remove inorganic arsenic which naturally occurs in groundwater and contaminates the husk.

Parboiling husked whole grain, on the other hand, not only reduces arsenic by 25 per cent, but also increases its calcium content significantly, according to the researchers from Bangladesh and Northern Ireland.



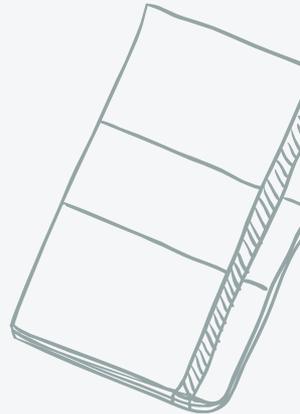
UNDERSTAND THE TONE AND VOICE OF YOUR MESSAGE

Voice → How a writer's personality is reflected through written words

Tone → Author's attitude to the reader



***You are speaking
WITH the readers, not
lecturing TO them.***



December 17, 2018 • [Features](#) • By [IPI](#)

Delicious Disruption— Trends in Food Innovation

If you thought whipping up a good meal was just about putting food over a fire, think again. Blockchain, AI and 3D printing are some of the latest trends in food innovation.

SHARE



Removing weak links in the food supply chain

Lapses in food safety have been the cause of hundreds of cases of foodborne illnesses, some of which can be serious and even life-threatening. Aside from being a public health concern, food safety lapses can cost companies millions of dollars. But more than just the financial toll, the loss of public trust can be even more difficult for a company to recover from.

Such unfortunate incidents could soon be a thing of the past with the incorporation of blockchain technology in the food supply chain. In a food supply blockchain, every step that a particular food item takes before it reaches the dinner table is recorded on a digital ledger using unique identifiers. This digital record can be made accessible to retailers or consumers through the food labelling, such as with QR codes, thus serving as a convenient and failsafe way of tracing the food's origin and quality.

If food contamination occurs, the information recorded on the blockchain helps accelerate the identification of affected batches of products as well as facilitate the detection of the source of contamination. Contaminated food can be rapidly recalled, thereby tightening food safety. The global food traceability market has been estimated to grow to US\$14 billion by 2019, making it a lucrative trend to tap into.

ANALOGIES NARRATIVES

- ✘ Human perceptual systems experience a very thin ribbon of reality. But to reason coherently about climate change, for example, people need to think in terms that extend far beyond a human lifetime.
- ✘ Narratives could help bring experiences that are outside of human scale within the realm of comprehension and consideration.



Shades of Gray: Haze in Metro Manila

Almost every morning, Metro Manila looks like it's under the curse of dementors from the *Harry Potter* series: a thick blanket of gray haze – sometimes in darker shades – envelops the cityscape, threatening to swallow the metropolis.



Ecological Genocide: When Cinangka Children's Hopes Were Killed By Lead Toxic

A number of children with mental disorder have been found in Cinangka Village, Ciampea Sub-district, near Bogor City, West Java. Research shows that lead (Pb) toxic from the wastes of used-battery smelting has polluted the entire village.

Blowing The Lid Off Food Safety In China

China needs to move beyond whistleblowers to tackle the issue of food safety, writes Sacha Cody.

SHARE

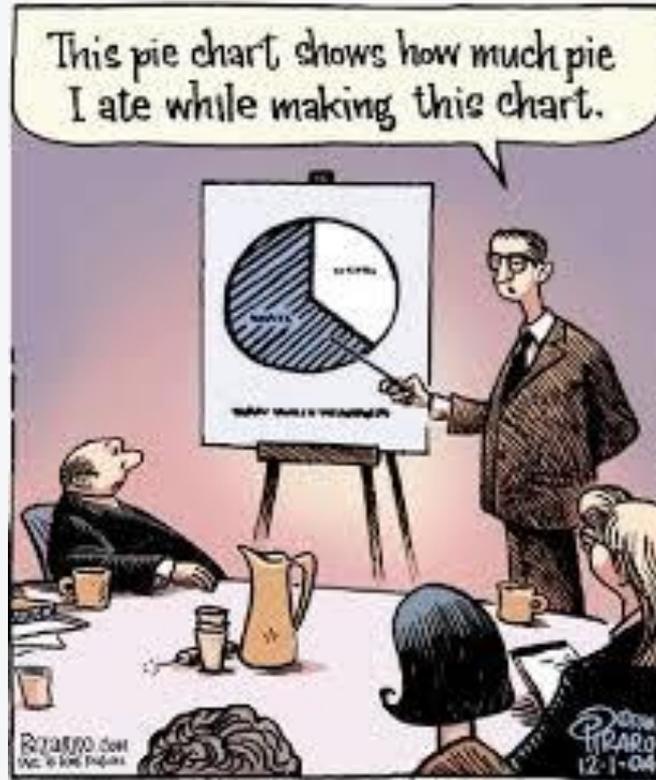


AsianScientist (Sep. 5, 2014) – In July, Shanghai’s Dragon TV exposed illegal food handling practices by Shanghai Husi Food Co., a major meat supplier to multinational corporations such as McDonald’s and KFC.

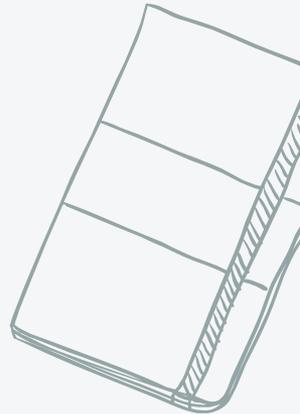
The story, which was the result of months of undercover investigative journalism and concealed video recording, showed footage of numerous violations including mixing expired meat with usable product as well as deliberately deceiving a regular inspection group from McDonald’s. Six Husi staff members were swiftly arrested. It is believed that such behavior had been going on for years, though Husi’s senior management claimed this was an isolated incident.

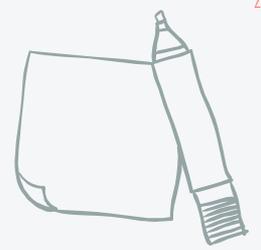
While food in China is generally safe, repeated food safety incidents make a mockery out of serious reform efforts. In all likelihood, only a small number of people violate food safety laws. But they have become China’s Achilles heel, remaining elusive and making it hard to clarify the scope of the problem.

The media, in partnership with whistleblowers, has been increasingly successful in exposing violators. The latest case is indicative of their approach.



It is better to use numbers than words when expressing probabilities.










Asia
Despite culls, import bans, swine fever to hit pork market for years



FILE PHOTO: Pigs are seen in Changtu county, Liaoning province, China on Jan 17, 2019. (Photo: Reuters)

04 Jun 2019 02:03PM
 (Updated: 04 Jun 2019 02:10PM)

Bookmark



HANOI: Millions of pigs have been culled as African swine fever cuts through China and beyond, devastating global food chains, with pork prices expected to soar from the food markets of Hong Kong

Experts warn it could take years to contain the hog-killing virus given the differing biosecurity standards on commercial pig farms and backyard smallholdings across Asia.

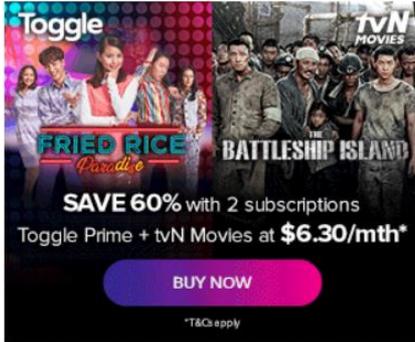
Checkpoints, sniffer dogs and strict import bans have been deployed in a desperate bid to control its spread, but the disease has already hit most provinces in China, reducing pork production by 30 per cent according to some estimates.

Beijing's official statistics say around one million pigs have been killed since the first outbreak in August last year - but that is widely considered to be an underestimate.

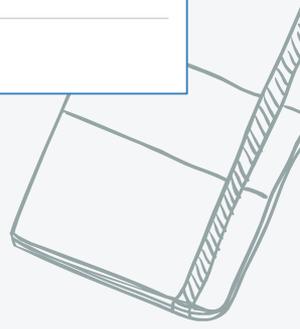
Live pig prices are up by around 40 per cent year-on-year in China, and pork imports from Europe, Canada and Brazil into the country are climbing.

READ: North Korea swine flu outbreak puts South on edge

Advertisement



Toggle
FRIED RICE Paradise
THE BATTLESHIP ISLAND
 tvN MOVIES
SAVE 60% with 2 subscriptions
 Toggle Prime + tvN Movies at **\$6.30/mth***
BUY NOW
 *T&Cs apply



TAKE NOTE: NO TO FEAR MONGERING!



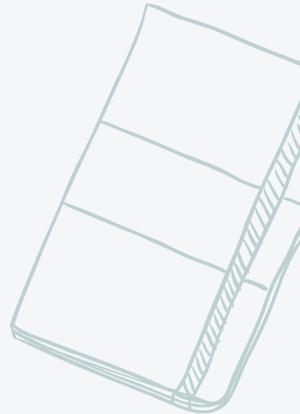
U.S. consumer's main concern is harm to human health

Food companies are caving into consumer's fears and misconceptions about their food. By prominently placing these added-on words on labels, these companies justify their decision as boosting their marketing edge over a competitive product on the grocery shelf. But what does this do to our long-term discourse of food fear-mongering running rampant across the United States and elsewhere? Ultimately, it erodes consumer trust in eating these foods in the first place which could backfire down the road.

[New research](#) by the [International Food Information Council \(IFIC\) Foundation](#) tested consumer's views of GMOs when shown different food labels displaying their disclosure of containing 'bioengineered (BE) foods.' When shown a food label without a BE disclosure, 31 percent of the respondents had human health concerns. But if a BE 'plant' symbol was on the label, 50 percent had concerns of effect on human health. This same research found that the vast majority (85 percent) of those who avoid GMOs do so out of human health concerns, 43 percent because of the environment, 36 percent had concerns of animal health, and 34 percent avoided GMOs due to concerns over agriculture/farming.



HAVE LOTS OF FUN!





THANKS!

Any questions?

You can find me at:

Shaira Panela (Facebook)

@alingshaira (Twitter/IG)

rsfpanela@gmail.com

