

"Dialogue Between Pastoralism and Civilization": An Analysis of Cognition and Emotion Toward Traditional Chinese Culture in Li Ziqi's Videos Based on YouTube Comments

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Abstract. This study takes English comments on Li Ziqi's videos featuring traditional crafts on YouTube as its research object, employing a combined method of LDA topic modeling and sentiment analysis to systematically explore the cognitive structure and emotional responses of overseas audiences toward traditional Chinese culture. The findings reveal that Li Ziqi's videos, through their "pastoral idyll" lifestyle imagery and Eastern female representations, have triggered a strong resonance with overseas viewers regarding Chinese culture. The comment topics are concentrated in areas such as natural life, femininity, and cultural identity, with an overall positive emotional tendency. Furthermore, the paper uncovers the intrinsic mechanism linking audience cognition and emotional responses, emphasizing the critical role of emotional resonance in cross-cultural communication. The conclusions provide new empirical support and strategic insights for the international dissemination of Chinese culture.

Keywords: Li Ziqi; traditional Chinese culture; cross-cultural communication; LDA topic model; sentiment analysis; YouTube comments; natural language processing.

1. Introduction

Against the backdrop of global cultural diversification and media convergence, traditional state-led modes of cultural export have gradually been supplanted by individualized and socialized communication pathways. As a non-official self-media creator, Li Ziqi has emerged as a representative case of Chinese culture "going global" through her portrayal of pastoral life, traditional craftsmanship, and Chinese aesthetics on YouTube. Her videos have not only attracted tens of millions of fans worldwide but also sparked overseas audiences' interest and curiosity in traditional Chinese lifestyles, earning recognition from *People's Daily* as a model for "telling Chinese stories well, spreading Chinese voices, and showcasing Chinese styles." Through visually driven narratives, emotional resonance, and cultural embedding, she has constructed a gentle, authentic, and poetic image of Chinese culture in the international context, embodying an important dimension of contemporary China's cultural soft power.

The success of the Li Ziqi phenomenon lies not only in the sophistication of her content but also in her effective circumvention of the "cultural discount" issue, achieving a transformation from high-context to low-context culture. In her "silent culinary films" that transcend language, she employs visual and auditory symbols as primary media, enabling overseas audiences to understand cultural contexts without relying on language—greatly enhancing the perceivability and acceptability of Chinese culture. This cross-cultural narrative, centered on "pastoral idyll" landscapes, abandons reliance on grand narratives or nationalist frameworks; instead, it realizes a shift from national-level communication to individual resonance through "micro-narratives" and "life-oriented perspectives," fostering global audiences' identification with traditional Chinese values.

This study adopts natural language processing methods such as LDA topic modeling and sentiment analysis to conduct semantic and emotional mining of English comments on YouTube, exploring how audiences recognize, interpret, and emotionally engage with Chinese cultural elements in the videos. The research focuses on the following questions: What cultural contents resonate most widely among audiences? Are there significant differences in emotional attitudes across different topics? And do audiences' emotional responses correlate with the video's narrative styles and cultural presentation

strategies? Through these analyses, this study aims to provide empirical evidence and strategic insights for the international communication of Chinese culture.

2. Literature Review

2.1. International Communication of Traditional Chinese Culture: Dilemmas and Pathways

Against the current backdrop of Western media dominating global information dissemination, the international communication of traditional Chinese culture faces challenges such as difficulties in local adaptation, restricted media channels, and vulnerability to marginalization within Western-centric discourse structures—collectively manifesting as the so-called "cultural discount." Wang Jingjing (2021) notes that the long-standing traditional model of external communication, characterized by state-led initiatives and grand narratives, has shown limited effectiveness amid the transformation of the global media ecosystem, struggling to foster emotional identification and cultural understanding among overseas audiences. Similarly, Zhang Lun et al. (2021) argue that achieving more effective international communication requires a shift from a "state-centric discourse" to "pluralistic narrative nodes," fully leveraging the roles of ordinary individuals and social media.

The emergence of the Li Ziqi phenomenon exemplifies a new pathway for Chinese cultural export within the context of "decentralized communication." Zhang Hongyun (2020) posits that through life-oriented, visual, and individualized expressions, Li Ziqi avoids cultural barriers and misinterpretations common in traditional communication, effectively reducing "cultural discount" and achieving the implicit dissemination of Chinese culture. Her videos transform elements of traditional Chinese culture into a tangible, visible, and experiential life aesthetics, encouraging active "decoding" by overseas audiences and thereby constructing a more nuanced model of cultural communication. Zhang Yi and Qiu Hongfei (2023) further contend that social media endows cultural communication with stronger user interactivity and participation, helping to break the Western-dominated information monopoly and enable multidirectional flows of cultural content. Thus, strengthening research on communication effects based on audience feedback—exploring content acceptance mechanisms, cognitive pathways, and emotional responses—represents a critical task for enhancing China's cultural soft power.

2.2. Applications of Natural Language Processing in Cultural Communication Research: LDA and Sentiment Analysis

In recent years, artificial intelligence technologies in natural language processing (NLP) have been widely applied to the mining of social media corpora and communication studies. Among these, the Latent Dirichlet Allocation (LDA) model, with its ability to automatically identify latent semantic topics from large-scale unstructured texts, has been extensively used in structured analyses of public opinion data such as comment texts, bullet-screen messages, and news headlines (Blei et al., 2003; Liu & Zhang, 2012). For instance, Liu Yanwen and Wei Yun (2023) note that this method has been effectively validated in scenarios such as tourism reviews, cultural feedback, and brand perception, successfully revealing user focus and discourse patterns.

Within cross-cultural communication contexts, the LDA model also offers advantages in identifying audiences' acceptance attitudes and depth of understanding toward cultural imagery and traditional elements (Zhang Yi & Qiu Hongfei, 2023). Additionally, the LDA model is often paired with sentiment analysis models to quantify subjective emotions in texts. By identifying positive/negative tendencies and emotional intensity, these combined approaches help researchers map audiences' emotional responses to specific cultural content (Pang & Lee, 2008; Cambria et al., 2017). For example, studies have attempted to integrate LDA with sentiment analysis models such as VADER and BERT, achieving promising results in fields like cultural industries, film/television communication, and educational content feedback (Bai Jian & Hong Xiaojuan, 2022; Zhao et al., 2021).

3. Data Sources and Research Methods

3.1. Data Sources and Preprocessing

The corpus of this study is derived from the comment sections of 16 "traditional craftsmanship" videos on Li Ziqi's official YouTube channel ("Liziqi"). These videos cover various categories of traditional Chinese handicrafts, including textile dyeing and weaving, woodworking and papermaking, brewing and restoration, clothing production, and straw weaving and embroidery, with a time span from 2018 to 2024. Among them, after a temporary hiatus from the platform in July 2021, Li Ziqi released 3 new works in November 2024, while the remaining 13 are early original creations.

Data crawling yielded 424,324 raw comments, covering the entire comment sections. To enhance the accuracy and representativeness of the analysis, the research team conducted rigorous cleaning, including removing null values, emojis, duplicate comments, excessively short texts, advertising information, and non-semantic content. Only comments with an English content ratio exceeding 70% were retained. Ultimately, 191,453 high-quality English comments were obtained, accounting for 45.1% of the original total. These comments cover multiple themes, time periods, and rounds of user interaction, demonstrating strong authenticity and cross-cultural representativeness.

In the preprocessing stage, the NLTK toolkit was used for text tokenization, lowercasing, and removal of punctuation and non-alphabetic characters. Additionally, an expanded stopwords list was constructed based on default stopwords to exclude high-frequency but low-semantic terms such as "video," "like," and "good," thereby improving the accuracy of topic identification. Finally, initial topic classification was completed through keyword matching, providing a data foundation for subsequent analyses.

3.2. Research Methods

(1) LDA Topic Modeling

Latent Dirichlet Allocation (LDA), a classic probabilistic generative model proposed by Blei et al. (2003), is used to automatically identify latent topic structures from large-scale text corpora. LDA assumes that a document is composed of a mixture of several topics, and each topic is represented by a probability distribution over a set of words. It can excavate the thematic structure of documents from the corpus without manual annotation, making it a widely applied unsupervised learning method in the fields of natural language processing and text mining. The model simulates the document generation process through the following generative procedure:

For each topic, sample the word distribution:

$$\phi_k \sim \text{Dirichle } t(\beta) \quad (1)$$

For each document $d = 1, \dots, D$, sample the topic distribution:

$$\theta_d \sim \text{Dirichle } t(\alpha) \quad (2)$$

For each word in the text $w_{d,n}$:

$$z_{d,n} \sim \text{Multinomial } l(\theta_d), w_{d,n} \sim \text{Multinomial } l(\phi_{z_{d,n}}) \quad (3)$$

The marginal likelihood of a document is:

$$P(W_d | \alpha, \beta) = \int_{\theta_d} \prod_{n=1}^{N_d} \sum_{z=1}^K P(w_{d,n} | \phi_z) P(z | \theta_d) P(\theta_d | \alpha) d\theta_d \quad (4)$$

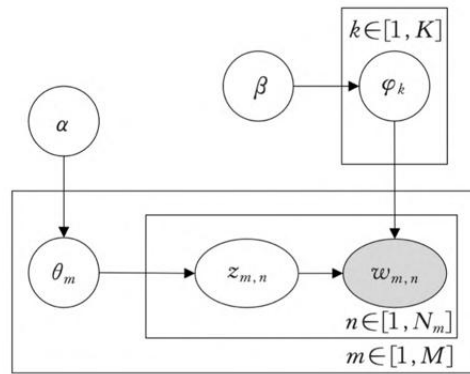


Figure 1 Schematic Diagram of the LDA Model

(2) Sentiment Analysis

To identify emotional tendencies in the text, this study employs the TextBlob library for sentiment analysis. TextBlob is a Python-based natural language processing tool with a built-in sentiment analyzer that assigns scores for sentiment polarity and subjectivity to text through dictionary matching and rule-based methods. The polarity score ranges $[-1,1]$ with positive values indicating positive sentiment, negative values indicating negative sentiment, and zero indicating a neutral attitude. The subjectivity score ranges from $[0,1]$, The higher the score, the more subjective the statement; the lower the score, the more it tends to be an objective description. TextBlob's sentiment analysis relies on a pre-constructed sentiment lexicon in the Pattern library, where each word is assigned specific weights and orientations within its context. Combined with part-of-speech and modifier structures for holistic judgment, it enables preliminary classification of text sentiment without the need for training.

4. Analysis Results

4.1. LDA Topic Analysis

(1) High-Frequency Word Analysis

A word frequency analysis of 191,453 English comments revealed that overseas audiences formed cognitive focuses centered on emotional projection and cultural identity while watching Li Ziqi's videos. High-frequency terms in the comments, such as "liziqi," "beautiful," "happy," and "welcome," reflect strong admiration for her personal image, with her gentle and diligent qualities perceived as representative of a new Eastern female archetype. Meanwhile, words like "miss," "waiting," and "comeback" indicate audiences' emotional attachment and sustained attention during her hiatus, embodying a typical mechanism of media-based emotional maintenance.

In the cultural dimension, the co-occurrence of high-frequency terms such as "chinese," "china," "bamboo," "grandma," and "life" suggests audiences' positive perceptions of traditional Chinese lifestyles. Notably, the emotional salience of "grandma" highlights intergenerational affection as a key medium for triggering resonance. Additionally, terms like "heart," "bless," and "dear" in the word cloud further emphasize audiences' emotional immersion and psychological comfort during viewing.

Overall, the results of the word frequency analysis largely validate the study's hypothesis: Through visual expressions of elements such as natural pastoral landscapes, traditional craftsmanship, and family interactions, Li Ziqi has activated overseas audiences' cognitive interest in and emotional responses to traditional Chinese culture. This, in turn, has fostered a cross-cultural expressive system interweaving "pastoralism—culture—individual" at the semantic level. The word cloud shown in Figure 2 further illustrates this linguistic distribution structure visually, intuitively presenting the emotionally charged terms and cultural imagery embedded in the comment corpus.

Table 1 Distribution of High-Frequency Words

High-frequency words	their frequencies	High-frequency words	their frequencies	High-frequency words	their frequencies	High-frequency words	their frequencies
liziqi	18622	happy	15470	welcome	13377	beautiful	11442
miss	8582	missed	6523	life	6235	grandma	5996
girl	5988	finally	5833	work	5789	god	5753
waiting	5495	omg	5415	long	5326	glad	4780
chinese	4559	china	4405	woman	4387	talented	4255
people	4137	india	3978	world	3618	oh	3551
hard	3444	us	3400	ur	3176	ziqu	3166
im	3064	youtube	2871	li	2741	live	2647
dear	2509	wish	2481	real	2432	lady	2204
bless	2197	grandmother	2113	que	2066	anything	2059
take	2057	bamboo	1991	wonderful	1903	heart	1865
believe	1859	cute	1822	indonesia	1775	women	1764
comeback	1733	lol	1730				



Figure 2 Word Cloud Distribution

(2) Identification of Hotspot Topics

Through processing and analysis of the English comment corpus, this study categorized the comment texts based on 7 manually defined semantic topics and their corresponding keyword sets. The results, as shown in Table 2, reveal significant differences in attention levels among different topics, reflecting the diverse interests of overseas audiences in the Chinese cultural elements and narrative styles embedded in Li Ziqi's videos.

Among all comments, the topic "Recognition and Projection of Female Images" accounted for the highest proportion (23.3%), indicating that the gentle, independent, and diligent image portrayed by Li Ziqi is highly recognized by overseas audiences—particularly female commenters. Keywords such as "queen" and "hardworking" reveal a cultural projection of gender ideals.

Closely following are "Yearning for and Immersion in Natural Pastoral Life" (21.0%) and "International Communication and Cultural Identity" (15.1%), which respectively reflect audiences' spiritual escape into pastoral idylls and their active engagement with Chinese culture. These themes construct a resonant pathway linking pastoralism, aesthetics, and cultural understanding.

In contrast, topics such as "Content Production" and "Emotional Healing" accounted for smaller proportions but still constitute the aesthetic underpinnings of the videos' appeal. Overall, the audience's cultural acceptance process manifests as a multidimensional pathway from visual perception to emotional identification. The interwoven emotional connections to individual images, natural imagery, and traditional culture collectively shape the global influence of the Li Ziqi phenomenon.

Table 2 Analysis of LDA Comment Topic Structure

ID	Topic Name	Number of Comments	Percentage	Keywords
1	Admiration and Amazement at Traditional Chinese Culture	7782	13.2%	culture, silk, cotton, art, furniture, food, bamboo, country, respect, incredible
2	Yearning for and Immersion in Natural Pastoral Life	12362	21.0%	nature, life, relaxing, healthy, place, heart, safe, eyes, mind, young
3	Recognition and Projection of Female Images	13725	23.3%	girl, queen, princess, pretty, cute, lovely, kind, strong, skills, hardworking
4	Emotional Solace and Spiritual Healing	4615	7.8%	bless, relaxing, heart, mind, safe, peace, care, comment, life, inspiration
5	Emotional Resonance with Home and Memory (Including Filial Piety Dimensions)	7064	12.0%	family, old, home, crying, place, girl, young, care, grandma, love
6	Affirmation of Content Production and Video Aesthetics	4518	7.7%	content, music, dress, beauty, video, furniture, art, skills, strong, true
7	International Communication and Cultural Identity (From the Perspective of Overseas Audiences)	8898	15.1%	culture, world, respect, incredible, country, art, silk, food, beautiful, peace

(3) Analysis of Keyword Overlap between LDA Topics and Manual Topics

Prior to conducting LDA modeling, this study predefined seven manual topics and constructed keyword sets for each based on cultural content and semantic structures. To verify the rationality and representativeness of these manual topics, this study further calculated the overlap ratio between the predefined topic keywords and the high-frequency words extracted by the LDA model.

Results showed that five out of the seven topics achieved a 100% keyword overlap rate, while the remaining two reached 90%, with an average overlap degree of 97.1%. This indicates that the manual topics can effectively cover the main semantic structures and cultural content reflected in the actual comment corpus [*Due to space constraints, details of this section are not included in the main text, and relevant data are available upon request.*].

The high consistency between the manually classified topics and LDA topics at the keyword level demonstrates a robust logical connection between topic induction and semantic modeling in this study, enhancing the explanatory power and reliability of subsequent analyses.

4.2. Sentiment Analysis

(1) Analysis of Sentiment Distribution

After conducting TextBlob sentiment analysis on the overall comments, the average sentiment score of the entire corpus was found to be 0.299 (on a scale of -1 to 1, where positive values indicate positivity and negative values indicate negativity), falling within the positive tendency range. This suggests that Li Ziqi's videos have triggered widespread positive emotional responses on overseas platforms. The average subjectivity score was 0.533, indicating that commenters expressed emotions with a certain degree of subjectivity while retaining elements of objective description—endowing the comments with interactivity and analytical value for cultural cognition.

From the sentiment performance of each sub-topic in Table 3, the topic "Transmission and Resonance of Positive Values" achieved the highest sentiment score (0.370), with 92% of comments exhibiting explicitly positive emotions. This indicates that the values conveyed in Li Ziqi's videos (such as diligence, kindness, and respect for elders) have resonated widely among overseas audiences. Similarly, although "Admiration and Amazement at Traditional Chinese Culture" also demonstrated an overall positive sentiment (0.259), it had a relatively higher proportion of negative comments (11.1%), reflecting that some audiences may hold biased understandings or cognitive distance toward certain cultural elements.

In addition, the sentiment scores for "Recognition and Projection of Female Images" and "Yearning for and Immersion in Natural Pastoral Life" were 0.333 and 0.307, respectively, with positive comments accounting for over 78% in both cases. This indicates that the Eastern female image and pastoral aesthetics portrayed by Li Ziqi have formed positive cultural mappings among global audiences. Such recognition is rooted not only in aesthetic and perceptual dimensions but also in deeper cognitive layers, including individual character, lifestyle, and gendered dispositions.

The combined analysis of sentiment results and topic classifications reveals that the traditional Chinese cultural symbols embedded in Li Ziqi's videos not only transcend linguistic barriers through a "de-verbalized" approach but also activate audiences' emotional identification and cultural resonance in a global context, generating cross-cultural communication effects characterized by both cognitive depth and emotional breadth. These findings validate the proposed "pastoral-culture-emotion" tripartite pathway in this study, providing robust empirical support at the data level for the reception mechanisms of international Chinese cultural communication.

Table 3 Sentiment Scores of Sub-Topics

Topic	Average Sentiment Score	Positive Ratio	Negative Ratio	Neutral Ratio
1. Admiration and Amazement at Traditional Chinese Culture	0.259	68.50%	11.10%	20.40%
2. Yearning for and Immersion in Natural Pastoral Life	0.307	79.90%	6.20%	14.00%
3. Recognition and Projection of Female Images	0.333	78.90%	4.40%	16.70%
4. Emotional Solace and Spiritual Healing	0.282	72.70%	7.00%	20.40%
5. Emotional Resonance with Home and Memory	0.27	77.50%	10.10%	12.40%
6. Affirmation of Content Production and Video Aesthetics	0.273	70.40%	6.50%	23.10%
7. Transmission and Resonance of Positive Values	0.37	92.00%	5.10%	3.00%

(2) Analysis of the Relationship between Sentiment, Evaluation Levels, and Topics

To explore the relationships between emotional tendencies, rating levels, and topic classifications, this study presents a Sankey diagram illustrating their interconnections (Figure 3). From the

emotional dimension, positive sentiment dominates, with an overall mean sentiment score of 0.299, indicating that Li Ziqi's videos have effectively fostered emotional identification and cultural (favorable perceptions) among overseas audiences. Sentiment ratings are predominantly 3 or 4 points, reflecting audiences' tendency to express moderately positive evaluations; 5-point (highest) ratings are concentrated primarily in Topic 3 ("Recognition and Projection of Female Images") and Topic 2 ("Yearning for and Immersion in Natural Pastoral Life"), highlighting the strong emotional appeal of these content categories.

In particular, the Eastern female image conveyed in Topic 3—centered on gentleness and resilience, integrating traditional virtues with modern female autonomy—easily evokes audiences' emotional projection and identity recognition in cross-cultural communication. Such "soft expression" is one of the widely discussed narrative strategies in China's cultural outreach efforts (Zhang Hongyun, 2020). Meanwhile, Topic 2 and Topic 5 ("Home and Memory") also garnered substantial positive sentiment, confirming that natural and familial imagery possess cross-cultural emotional commonality among global audiences.

Neutral sentiment is mostly directed toward Topic 1 ("Appreciation of Traditional Culture") and Topic 6 ("Content and Aesthetics"), reflecting audiences' tendency toward rational appreciation and limited emotional engagement when encountering highly cultural or artistic content. Negative sentiment accounts for an extremely low proportion, with 1- to 2-point ratings scattered across topics without clustering around specific themes—indicating that even critical voices, if present, have not formed systematic cultural resistance or negative feedback.

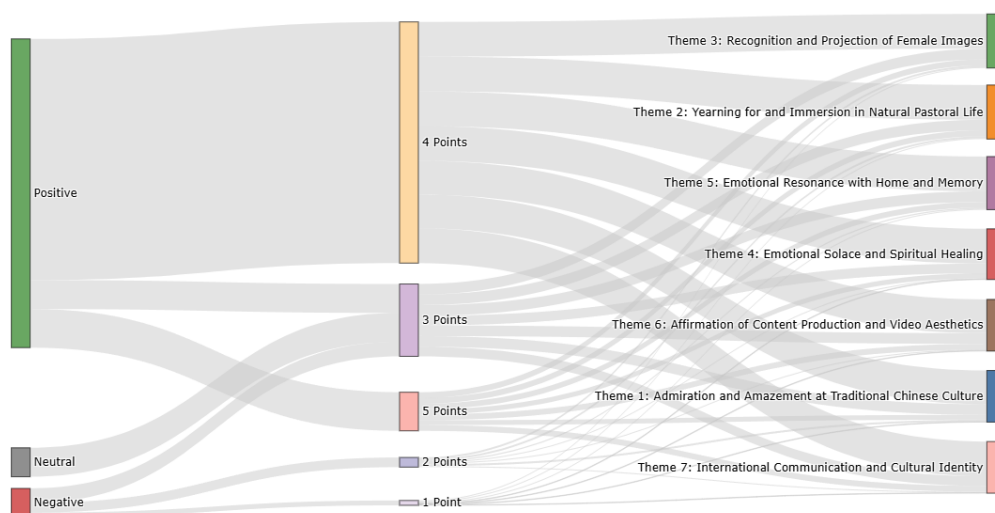


Figure 3 Relationship between Sentiment, Evaluation Levels, and Topics

5. Conclusions and Prospects

Based on English comment data from Li Ziqi's traditional craftsmanship videos on YouTube, this study systematically explored the cognitive structures and emotional responses of overseas audiences toward traditional Chinese culture using LDA topic modeling and sentiment analysis—two natural language processing methods. The findings reveal that Li Ziqi's success in overseas communication stems not only from her highly aestheticized content and portrayal of pastoral lifestyles but, more importantly, from her construction of a gentle yet resilient, individual yet universal Eastern female image. This image effectively triggers emotional resonance and cultural identification with traditional Chinese culture among overseas viewers. The most salient topics in the comments—"Recognition and Projection of Female Images," "Yearning for and Immersion in Natural Pastoral Life," and "International Communication and Cultural Identity"—indicate that gendered qualities, life aesthetics,

and cultural postures in Li Ziqi's videos have collectively become vital carriers of cross-cultural exchange.

Emotionally, the comments exhibit a highly positive overall tendency, with sentiment scores concentrated in the medium-to-high range. This suggests that the videos not only disseminate cultural content but also establish emotional connections between viewers and Chinese culture. Among the topics, "Transmission and Resonance of Positive Values" received the highest positive sentiment ratings, indicating that traditional values (e.g., diligence, kindness, respect for family) possess strong cross-cultural emotional appeal. Additionally, the emotional differentiation analysis shows that neutral sentiments are predominantly associated with culturally symbolic topics, such as traditional craftsmanship and aesthetic expressions. This implies that audiences tend to approach these cultural elements with rational scrutiny rather than emotional immersion.

The findings of this study offer the following insights for the international communication of Chinese culture: First, greater emphasis should be placed on individual communicators and daily-life content. In the context of global cultural pluralism, individual narratives—compared to state-led grand narratives—possess greater affinity and trustworthiness, helping to bridge the distance associated with "cultural otherness." The Li Ziqi phenomenon demonstrates that non-linguistic, decentralized video communication pathways exhibit stronger cultural adaptability and audience inclusivity, warranting adoption and promotion in cultural export strategies. Second, communication content should prioritize the construction of emotional mechanisms. Emotions are not merely byproducts of communication but critical triggers for generating identification and cultural acceptance. International communication practices should systematically incorporate designs for emotional resonance—such as expressions of family affection, natural imagery, and the gentle portrayal of gendered images—to enhance the appeal and identifiability of Chinese culture in international contexts.

Looking forward, future research could expand the scope of analysis by incorporating comparative studies of comments from multiple platforms (e.g., TikTok, Instagram) to explore variations in cross-cultural reception across different media ecosystems. Additionally, longitudinal tracking of audience perceptions before and after cultural events or policy shifts could further clarify the dynamic mechanisms of cultural influence. Moreover, combining qualitative methods (e.g., in-depth interviews) with quantitative text analysis would help uncover deeper psychological motivations behind audience responses, providing a more nuanced understanding of cross-cultural communication processes.

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