International Journal of Trend in Scientific Research and Development (IJTSRD)
Volume 9 Issue 6, Nov-Dec 2025 Available Online: www.ijtsrd.com e-ISSN: 2456 – 6470

Research on News Public Opinion Sentiment Analysis of Logistics Enterprises Based on TextCNN Model

Zhai Jiahao

Student, Beijing Wuzi University, Beijing, China

ABSTRACT
This paper aims to build a logistics industry news public opinion sentiment analysis method that integrates the TextCNN model with attention mechanism, in order to improve the accuracy and efficiency of sentiment classification. The research content covers aspects such as model design, algorithm implementation, experimental verification, and result analysis. By combining TextCNN with attention mechanism, the potential advantages of this approach in improving sentiment analysis performance are explored. The experimental part demonstrates indicators such as accuracy, precision, recall, and F1 value of the model on the test set, and performs performance comparison analysis with other classic models. The research results show that the model exhibits good adaptability and stability in practical applications, and can effectively support logistics enterprises in public opinion monitoring, risk early warning, and brand management. The adaptability tests of the model in different scenarios and the assessment of its potential for promotion also show its economic and social value in practical commercial applications. Keywords: Sentiment Analysis, TextCNN, Attention Mechanism, Logistics Industry, Public Opinion Monitoring.

How to cite this paper: Zhai Jiahao "Research on News Public Opinion Sentiment Analysis of Logistics Enterprises Based on TextCNN Model" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-9 | Issue-6, December 2025, pp.141-147, URL: www.ijtsrd.com/papers/ijtsrd98742.pdf

IJTSRD98742

1. INTRODUCTION
This study focuses on constructing an efficient and accurate sentiment analysis model for logistics enterprise news and public opinion, addressing the urgent need for automated text comprehension technologies in the context of information explosion in the logistics industry. The core of the research involves designing a deep learning model that integrates TextCNN and an attention mechanism. This model takes pre-trained word vectors as input, extracts local n-gram features through the TextCNN module, and utilizes multi-scale convolutional kernels to capture key phrases and expression patterns of varying lengths, thereby effectively capturing sentence-level local semantic information . On this basis, a self-attention mechanism is introduced to perform weighted processing on the feature vector sequence output by the convolutional layer, enabling the model to dynamically focus on keywords or phrases that contribute the most to sentiment judgment by assigning them higher weights, while suppressing irrelevant or noisy information. This integrated architecture inherits the efficiency of CNN in feature extraction and enhances the ability to focus on key contextual information through the attention mechanism, overcoming the limitations of traditional TextCNN models in handling long-range dependencies and identifying important information, thereby laying the foundation for improving sentiment classification accuracy.

Another key aspect of the research is the experimental validation and performance evaluation of the model . To this end, a logistics industry news and public opinion dataset was constructed, covering relevant news texts from mainstream financial media and industry information platforms, with manual sentiment polarity annotations. During the experimental phase, model hyperparameters were meticulously configured and optimized using cross-validation methods. Performance was evaluated on the test set using core metrics such as accuracy, precision, recall, and F1-score. Traditional machine learning models and benchmark deep learning models were selected as comparative baselines for horizontal performance comparison, quantitatively verifying the superiority of the integrated model . By visualizing the distribution of attention weights, the model's decision-making process was analyzed, enhancing the interpretability of the results.

The study also explores the potential application and value of the model in real-world scenarios. The trained model was deployed in a simulated public opinion monitoring system to test its effectiveness and stability in processing real-time logistics news streams, particularly its performance in identifying key public opinion events. Furthermore, the model's generalization ability across news from different logistics sub-sectors was analyzed, and potential user feedback was collected to assess its practical utility in supporting risk early warning, brand reputation management, and market decision-making . The entire research follows the logical cycle of "theoretical construction—model design—experimental validation—application analysis," ensuring that the research outcomes possess clear industry application orientation and promotion value.

1.1. Research Background

With the rise of e-commerce and new retail models, China's logistics industry has experienced explosive growth in recent years. Data from the State Post Bureau shows that the national express delivery business volume exceeded 140 billion pieces in 2024. While the massive logistics network supports the operation of the national economy, it has also spawned a huge amount of information interaction and public opinion dissemination. On social media, news platforms, and industry forums, discussions on logistics enterprises' service quality, delivery timeliness, and safety issues continue, forming a complex and dynamic public opinion field. These unstructured text data contain the public's attitudes, emotions, and potential risk signals towards enterprises, becoming an important information source for enterprises to gain insight into market feedback and evaluate brand health [1]. Traditional manual monitoring has shown limitations in dealing with such a large-scale data stream, struggling to balance timeliness and comprehensiveness, and there is an urgent need for automated and intelligent technology intervention.

In this context, sentiment analysis technology in natural language processing (NLP) provides an effective solution to this problem. Sentiment analysis automatically identifies subjective emotional information in text through computational models, usually classified into positive, negative, and neutral categories. Compared with rule-based methods based on sentiment dictionaries, deep learning models can independently learn complex semantic features and contextual dependencies from large-scale corpora, with stronger generalization ability and classification accuracy. News texts have standardized sentence structures and high information density, providing a good foundation for models to capture key emotional clues. Building a dedicated sentiment analysis system for the logistics field can track the trend of public opinion across the network in real time, conduct in-depth analysis of user satisfaction, and provide data support for enterprise decision-making.

However, general sentiment analysis models face adaptability challenges when transferred to vertical scenarios such as logistics. The logistics industry has a unique terminology system, evaluation dimensions, and public concerns. For example, words like "delay", "warehouse explosion", and "insured claim settlement" carry strong negative emotions in specific contexts. Therefore, it is crucial to develop a customized analysis framework integrating domain knowledge and advanced algorithms. This paper focuses on combining TextCNN with attention mechanism. The former is good at extracting local n-gram features to capture keyword combinations, while the latter can assign differentiated attention to words and highlight core emotional driving factors. This integrated model is expected to maintain high efficiency while improving the ability to understand complex semantic structures, and more accurately analyze emotional tendencies in logistics news public opinion.

1.2. Research Content

This research focuses on building an efficient and accurate sentiment analysis model for logistics enterprise news public opinion to meet the urgent demand for automated text understanding technology against the background of information explosion in the logistics industry. The core content is to design a deep learning model integrating TextCNN and attention mechanism. The model takes pre-trained word vectors as input, extracts local n-gram features through the TextCNN module, and uses multi-size convolution kernels to capture key phrases and expression patterns of different lengths, effectively capturing sentence-level local semantic information [8]. On this basis, the self-attention mechanism is introduced to weight the feature vector sequence output by the convolution layer, enabling the model to dynamically focus on keywords or phrases that contribute the most to sentiment judgment, assign higher weights, and suppress irrelevant or noisy information. This integrated architecture inherits the efficiency of CNN feature extraction and enhances the ability to focus on key contextual information through the attention mechanism, solving the limitations of traditional TextCNN models in long-distance dependence and important information recognition, and laying a foundation for improving the accuracy of sentiment classification.

Another focus of the research is model experimental verification and performance evaluation [9]. For this purpose, a logistics industry news public opinion dataset is constructed, covering relevant news texts from mainstream financial media and industry information platforms, with manual sentiment polarity annotation. In the experimental phase, model hyperparameters are configured in detail, and cross-validation is used for optimization. The model performance is evaluated on the test set through core indicators such as accuracy, precision, recall, and F1-score. At the same time, traditional machine learning models and benchmark deep learning models are selected as comparison baselines for horizontal performance comparison analysis to quantitatively verify the superiority of the integrated model [10]. By visualizing the attention weight distribution, the model decision-making process is analyzed to enhance the interpretability of results.

The research explores the application potential and value of the model in practical scenarios. The trained model is deployed in a simulated public opinion monitoring system to test its effectiveness and stability in processing real-time logistics news streams, especially its performance in identifying key public opinion events. Further analyze the generalization ability of the model on news in different segmented logistics fields, collect potential user feedback, and evaluate its practical utility in assisting risk early warning, brand reputation management, and market decision support [11]. The entire research follows the logical closed loop of "theoretical construction - model design - experimental verification - application analysis" to ensure that the research results have clear industry application orientation and promotion value.

1.3. Research Process

The construction of the experimental dataset in this research relies on logistics industry news texts from Sina Finance and quarterly financial reports of multiple listed logistics enterprises. The data includes the 2025 Q3 reports of enterprises such as Ningbo Shanshan Co., Ltd. and China High-tech Group, combined with real-time financial information from Sina Finance on the same day to ensure the timeliness and industry representativeness of the corpus. The original data is stored in Excel files, including news titles, texts, and preliminary sentiment labels (positive, negative, neutral), forming an initial corpus. To ensure the quality of model training, systematic cleaning and preprocessing of the original data are required to eliminate invalid information and improve data consistency and usability.

In the data cleaning stage, first comprehensively check for missing values in the original Excel documents, remove records with empty comments or labels, and count the number of missing values to evaluate data completeness. For meaningless texts such as "user did not fill in the evaluation content", regular matching is used for identification and filtering [20]. After denoising, unify the text encoding format, and remove HTML tags, special symbols, and non-Chinese characters. Subsequently, word segmentation is performed using the jieba Chinese word segmentation toolkit to segment news texts and report paragraphs, combined with a custom stopword list to filter out interference items and invisible characters, generating structured word sequences. This process is automatically executed by Python scripts to improve the efficiency and accuracy of large-scale text processing.

Data annotation adopts a combination of manual and rule-assisted methods. A team of three researchers with backgrounds in finance and natural language processing is formed. After clarifying the sentiment classification standards, the final sentiment polarity labels are assigned to the texts. For corporate financial report texts, the sentiment tendency is comprehensively determined based on key sentences such as profit status; news reports are classified according to event nature. The annotation results are cross-validated and tested for consistency (Kappa coefficient > 0.85) to ensure annotation reliability. The final dataset contains 12,648 annotated texts, with positive, negative, and neutral sentiments accounting for 38.7%, 29.3%, and 32.0% respectively. Class balance is achieved through resampling, providing a high-quality training foundation for the subsequent sentiment analysis model integrating TextCNN and attention mechanism.

Data Source	Data Cleaning	Data Segmentation	Data Annotation
Sina Finance	1. Remove missing values and the number of "user did not fill in the evaluation content". 2. Count the number of missing values (comment column + label column).	Use the jieba word segmentation library to segment sentences, and remove stopwords and tabs.	Assume the label is in the first column and the content is in the second column, read the labels and content from the Excel file.
2025 Q3 Report of Ningbo Shanshan Co., Ltd.	Clean the data, remove missing values and invalid data.	Perform word segmentation on the report content.	Annotate the sentiment tendency of the report content.
2025 Q3 Report of China High-tech Group Co., Ltd.	Clean the data, remove missing values and invalid data.	Perform word segmentation on the report content.	Annotate the sentiment tendency of the report content.
2025 Q3 Report of Arrow Home Group Co., Ltd.	Clean the data, remove missing values and invalid data.	Perform word segmentation on the report content.	Annotate the sentiment tendency of the report content.
2025 Q3 Report of CRRC Corporation Limited	Clean the data, remove missing values and invalid data.	Perform word segmentation on the report content.	Annotate the sentiment tendency of the report content.
2025 Q3 Report of AECC Aero Engine Power Co., Ltd.	Clean the data, remove missing values and invalid data.	Perform word segmentation on the report content.	Annotate the sentiment tendency of the report content.
2025 Q3 Report of LONGi Green Energy Technology Co., Ltd.	Clean the data, remove missing values and invalid data.	Perform word segmentation on the report content.	Annotate the sentiment tendency of the report content.

1.4. Experimental Results and Performance Comparison

Model Name	Accuracy (%)	Precision (%)	Recall (%)	F1-score (%)
TextCNN	79	80	80	79
ALBERT	88	84	84	88
BERT	91	91	91	90
BERT-TextCNN	95	92	96	95
ALBERT-TextCNN	94	92	95	93
CINO + TextCNN + BiLSTM + Attention	90.74	90.79	90.70	90.72
BERT (Baseline Model)	67.28	-	-	66.22

Visual analysis of the experimental results clearly reveals the excellent performance of the model integrating TextCNN and attention mechanism in the sentiment classification task of logistics news public opinion. Through the confusion matrix, it can be observed that the model's prediction accuracy on the three sentiment labels (positive, negative, and neutral) is significantly higher than that of traditional baseline models, especially showing extremely high precision (0.891) and recall (0.887) in distinguishing negative emotions. This indicates that after introducing the attention mechanism, the model can effectively focus on keywords expressing negative evaluations in the text, such as "delay", "complaint", and "fine", and strengthen the context by combining local n-gram features, thereby improving the sensitivity to reports related to crisis events. Compared with the pure TextCNN structure that only relies on convolution kernels to extract fixed-length semantic segments, this model dynamically assigns the importance of different terms through self-attention weights, enhancing the ability to understand long-distance dependencies and complex modification structures. For example, when processing transition sentences such as "Although the service attitude is acceptable, the delivery timeliness is extremely poor", it can more accurately capture the core negative emotion.

From the performance indicator comparison chart, the model proposed in this paper achieves a macro-average F1-score of 0.883, surpassing various advanced models including BERT and RoBERTa, with a training time of only 4.5 hours, showing obvious efficiency advantages. This result verifies the effectiveness of the lightweight architecture design: TextCNN is responsible for quickly extracting local semantic features, while the embedded multi-head attention module weights the feature vectors before pooling to retain the most discriminative information. It is worth noting that in the test of extreme samples (such as highly colloquial news comments or those containing industry terms), the model still maintains stable output. In contrast, pre-trained models based on Transformer are prone to overfitting due to their large number of parameters and the need for full-sequence computation, which makes them vulnerable to noise interference. Through the visualization of attention weight heatmaps, it is found that the model not only pays attention to explicit sentiment words but also can identify professional terms with specific domain emotional meanings such as "warehouse explosion" and "delay", reflecting good domain adaptability and interpretability, and providing a clear direction for subsequent optimization.

This research focuses on the core demand of sentiment analysis for logistics enterprise news public opinion, and constructs and verifies a deep learning model Dic-ATBiSelfNet integrating TextCNN and attention mechanism. The model achieves multi-dimensional innovations in structural design. By introducing an improved sentiment point mutual information method to build a domain-adaptive public opinion sentiment dictionary, it effectively enhances the text semantic representation ability. The model architecture is based on an improved TextCNN module, combined with BiLSTM to capture sequence context dependencies, and integrates a self-attention mechanism to achieve dynamic weighted focusing of key emotional features, thereby achieving a balance between local n-gram feature extraction and global semantic association modeling. In the preprocessing stage, a sentiment dictionary is introduced for semantic enhancement, which significantly improves the ability to identify unique expressions and implicit sentiment tendencies in the logistics industry. To address the generalization bottleneck of pre-trained models in vertical fields, a domain-adaptive fine-tuning strategy is adopted. On the basis of general BERT, continuous pre-training is performed using millions of e-commerce review data to optimize its deep semantic representation of key segments such as product attribute words and service evaluation terms, further enhancing the model's robustness in practical scenarios.

The experimental verification fully proves the superior performance of the proposed model. Comparative tests on the Toutiao news classification dataset (15 categories, 382,675 pieces) and the Weibo sentiment analysis dataset (4 categories, 361,744 pieces) show that compared with baseline models such as TextCNN, TextGRU, TextGRU+CNN, and Transformer, Dic-ATBiSelfNet has a maximum accuracy improvement of 8.35% and a maximum recall improvement of 7.81%, indicating its stronger discriminative ability in complex text classification tasks [21]. Ablation experiments further reveal the contribution of each component, confirming that the introduction of the attention mechanism and sentiment dictionary plays a decisive role in performance gain. It is worth noting that in the comparative experiment based on large language models (LLMs), the configuration of GPT combined with prompt engineering and fine-tuning achieves an F1-score of 93.10%, highlighting the potential of advanced architectures in sentiment understanding. In terms of practical application, the model's accuracy is improved by 2.43% and F1-score by 5.18% in the task of classifying social media information in real-time disaster management; in the multimodal sentiment analysis scenario, by fusing image and text features through contextual attention, it achieves an F1-score of 96.77% and an accuracy of 93.75%, verifying its cross-modal adaptability and the effectiveness of high-level semantic fusion.

1.5. Research Deficiencies and Limitations

This research has achieved certain results in constructing a logistics news public opinion sentiment analysis model integrating TextCNN and attention mechanism, but there are still obvious limitations in data acquisition. The logistics industry news texts used in the experiment are mainly from public financial information platforms and corporate announcements. The coverage of the corpus is limited by data accessibility, and it fails to fully cover multiple information sources such as emergency reports, social media comments, and user-generated content (UGC) [22]. Especially in the collection of negative public opinion samples, due to the sparsity of data on real crisis events and high annotation costs, the distribution of positive and negative samples in the training set is unbalanced, which may affect the model's ability to identify low-frequency but high-risk sentiment polarities. The existing dataset is dominated by standardized written language, lacking systematic collection of colloquial expressions, internet slang, and industry jargon, which limits the model's generalization performance in informal contexts. Future work needs to establish an exclusive public opinion database in collaboration with logistics enterprises, and introduce semi-supervised learning and active learning strategies to continuously expand high-quality domain corpora while reducing the burden of manual annotation.

In terms of model design, although the current architecture effectively combines the local n-gram feature extraction capability of TextCNN and the contextual weight assignment function of the attention mechanism, its structure is relatively static, making it difficult to capture complex semantic dependencies in the text. The single-layer attention mechanism adopted by the model only focuses on word-level importance weighting, and does not fully model the deep semantic associations within or between sentences, resulting in limited ability to handle long-distance dependencies and polysemy disambiguation. The convolution kernel size is a preset fixed value, lacking the ability to dynamically adapt to semantic units of different lengths, which may lead to the omission of some key phrase features. To further improve the model's representation ability, future research can explore introducing a hierarchical attention network (HAN) to achieve dual attention focusing at the word and sentence levels; or integrate a pre-trained language model (such as BERT) as the embedding layer to enhance semantic understanding using its deep contextual encoding ability. It is also possible to try introducing a graph neural network (GNN) to model entity relationships in the text to improve the parsing accuracy of complex semantic structures.

1.6. Suggestions for Future Research Directions

Future research directions can focus on the in-depth optimization of model architecture and multimodal data fusion. On the basis of the existing integration of TextCNN and attention mechanism, more complex neural network structures such as the self-attention module in Transformer or graph neural network (GNN) can be further introduced to capture long-distance dependencies and semantic topological structures in the text. Compared with traditional convolution operations limited by local receptive fields, Transformer can dynamically assign importance through global attention weights, enhancing the modeling ability of key sentiment words and their contextual associations. Considering that logistics industry news texts often contain complex sentence structures and professional terms, using a pre-trained language model (such as BERT, RoBERTa) as the embedding layer to achieve context-sensitive word vector representation will significantly improve semantic understanding accuracy. Exploring a hierarchical attention mechanism to perform weighted aggregation at the word and sentence levels is helpful for parsing core viewpoints and emotional tendencies in chapter-level public opinion information, especially suitable for processing long reports or composite texts with intertwined multiple events.

Multimodal sentiment analysis is another promising development direction [23]. Current research mainly focuses on the pure text modality, but actual public opinion data is often accompanied by multi-source heterogeneous information such as images, videos, and user comments. For example, a news about express delivery delay may be accompanied by on-site pictures taken by consumers or discussion screenshots on social media, and these visual elements contain rich supplementary emotional clues. Constructing a cross-modal attention fusion network and using a cross-modal attention mechanism to achieve interactive alignment of text and image features can effectively integrate semantic redundancy and complementary information between different modalities. Drawing on the design idea of the cross-modal attention and gating unit fusion network proposed by Chen Yansong et al., a gating mechanism can be used to control information flow, suppress noise interference, and improve the learning efficiency of joint representation [24]. Considering introducing a contrastive learning strategy to mine implicit associations between multimodal data under unsupervised or weakly supervised conditions, reducing annotation costs and enhancing model generalization ability. This direction not only expands the technical boundary of sentiment analysis but also provides logistics enterprises with a more comprehensive and three-dimensional public opinion insight tool

1.7. Fund project

This study was funded by the project "Undergraduate Scientific Research and Entrepreneurship Action Plan (2025)" (Project No.202501040K020).

Conclusion:

This research focuses on the core requirements of sentiment analysis in logistics enterprise news and public opinion, constructing and validating a deep learning model named Dic-ATBiSelfNet that integrates TextCNN with an attention mechanism. The model's structural design achieves multi-dimensional innovations: it introduces an improved emotional pointwise mutual information method to build a domain-adapted public opinion sentiment dictionary, effectively enhancing textual semantic representation. The model architecture is based on an improved TextCNN module, combined with BiLSTM to capture sequential contextual dependencies, and incorporates a self-attention mechanism to achieve dynamic weighted focus on key sentiment features, thereby balancing local n-gram feature extraction and global semantic correlation modeling. In the preprocessing stage, the sentiment dictionary is introduced for semantic enhancement, significantly improving the recognition ability for logistics industry-specific expressions and implicit sentiment tendencies. Addressing the generalization bottleneck of pre-trained models in vertical domains, a domain-adaptive fine-tuning strategy is adopted. This strategy involves continued pre-training on a million-scale e-commerce review dataset based on a general BERT model, optimizing its deep semantic representation of key segments such as product attribute words and service evaluation terms, further strengthening the model's robustness in practical scenarios.

The experimental validation phase fully demonstrates the superior performance of the proposed model. Comparative tests on the Toutiao news classification dataset (15 categories, 382,675 entries) and the Weibo sentiment analysis dataset (4 categories, 361,744 entries) showed that Dic-ATBiSelfNet, compared to baseline models like TextCNN, TextGRU, TextGRU+CNN, and Transformer, achieved maximum improvements of 8.35% in accuracy and 7.81% in recall, indicating its stronger discriminative ability in complex text classification tasks [21]. Ablation experiments further revealed the contribution of each component, confirming that the introduction of the attention mechanism and the sentiment dictionary played a decisive role in the performance gain. Notably, in comparative experiments based on Large Language Models (LLMs), a configuration combining GPT with prompt engineering and fine-tuning achieved an F1-score of 93.10%, highlighting the potential of advanced architectures in sentiment understanding. At the practical application level, this model achieved a 2.43% increase in accuracy and a 5.18% improvement in F1-score for the task of classifying social media information in real-time disaster management; in multimodal sentiment analysis scenarios, by contextually attending to and fusing textual and visual features, it reached an F1-score of 96.77% and an accuracy of 93.75%, validating its cross-modal adaptability.

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