

Huawei Mate XT Mobile Phone Release Event Theme Mining and Sentiment Analysis

Yujia Wang*, Xueli Yu, Haiyun Xu

Business School, Shandong University of Technology, Zibo 255000, China

*Corresponding Author: YujiaWang0326@163.com

Abstract

Under the background of the rise of domestic products and technology autonomy, the release of Huawei Mate XT mobile phone has aroused high public attention to local scientific and technological innovation. Social media is the main front of public opinion, and its user comments provide core data for consumer cognition and emotion analysis. Based on a total of 2035 user comments on Weibo and rednote platform, this study integrates the LDA topic model and SnowNLP sentiment analysis technology to understand the public's concerns and emotional tendencies. The results show that the user comments focus on the two dimensions of technical characteristics and market response, and both show a positive dominant trend. Users highly recognized the three-fold screen form innovation and local technology breakthrough, but the durability and weight of the folding screen caused some concerns; Global marketing and the "extraordinary master" brand narrative effectively strengthen user identification, but the high-end pricing and Apple, millet comparison disputes remain high. In this regard, this paper puts forward suggestions such as strengthening independent technology innovation, optimizing tiered pricing strategy, and improving after-sales service system, so as to provide decision-making reference for Huawei to balance technological breakthrough and market demand.

Keywords

Huawei Mobile Phone; LDA; SnowNLP; Theme Mining; Sentiment Analysis.

1. Introduction

Since the 20th century, driven by policy guidance and the "double cycle" strategy, China's domestic brands have achieved quality improvement and technological breakthroughs, and consumers strongly support domestic products, which is not only a consumption choice, but also a deep resonance of national confidence and industrial transformation and upgrading. And on September 10, 2024, Huawei launched the highly anticipated Huawei Mate XT Extraordinary Master at its brand festival and the new product launch conference of Harmony Intelligent Mobility Alliance. This device is considered to be Huawei's latest work in the folding screen technology and smart device market. As the world's first commercial three-fold mobile phone, it immediately caused a hot discussion across the Internet. The launch of Huawei Mate XT has attracted great attention from domestic and foreign media, because it is not only a new phone, but also marks China's great progress in the field of science and technology.

In the Omnimedia era, communication between people has become more convenient, and social media has become a key form of social interaction [1]. These social media platforms (e.g. Weibo, rednote) provide channels for individuals and groups to discuss market consumption and socio-cultural impact events. As a new product attracting much attention, Huawei Mate XT mobile phone has accumulated a large number of network comments on social media. Considering the wide application and cross-integration of topic mining and sentiment analysis

fusion analysis technology in many fields, this paper takes the comments related to the launch event of Huawei Mate XT mobile phone on Weibo and rednote as an example. The topic mining and emotion analysis of the comments related to the event are aimed at understanding the public's main concerns and emotional tendencies for this electronic product, assisting potential consumers to make consumption decisions, and providing improvement suggestions and ideas for subsequent enterprises.

2. Related Research Progress

2.1. Sentiment Analysis Methods

Sentiment analysis is mainly based on text data and is the main content of natural language processing, also known as opinion mining and tendency analysis. In short, it is the process of analyzing, processing, summarizing and reasoning the subjective text with emotional color.

The development process of sentiment analysis can be traced back to the early 21st century, and the dictionary-based sentiment analysis is one of the earliest and most intuitive methods. The core idea is to use a pre-defined sentiment dictionary to judge the overall emotional tendency by matching words in a text. The method is simple and intuitive, and does not require complex machine learning models, so it was widely used in the early days, however, its limitations have gradually been exposed over time. Dictionary construction relies on manual annotation and its quality directly affects accuracy. Meanwhile, it is difficult to deal with polysemy ambiguity and dynamic changes of context. In order to overcome these limitations, scholars have proposed some improvement methods. Nguyen and Huynh (2022) [2] used a special dictionary in the financial field to conduct sentiment analysis of corporate bankruptcy events. Viegas et al. (2020)[3] combined semantic rules and syntactic structures to improve the accuracy of sentiment analysis.

With the maturity of machine learning technology, from the mid-2000s to the early 2010s, text sentiment analysis methods based on machine learning have become a research hotspot. Commonly used classifiers include support vector machines, naive Bayes, logistic regression and decision trees. Among them, support vector machine (SVM) is suitable for high-dimensional sparse text data with low sensitivity to noise by finding the best hyperplane to segment emotion categories. Ahmad et al (2018) [4] proposed a grid search method to adjust SVM performance for more accurate sentiment analysis. Naive Bayes, based on conditional independence hypothesis and Bayes' theorem, calculates word frequency probability to judge emotion, is trained quickly and has low memory consumption, and performs better in short text or simple emotion polarity classification. Dey et al. (2021) [5] used the trained Bernoulli Naive Bayes classification model to perform emotion analysis on FaceBook posts and achieved a high accuracy of 90.41%. The Decision Tree uses a tree structure to recursively divide features and generate interpretable classification rules, which are intuitive and easy to adjust, but easy to fit complex texts, and need pruning or integration methods to improve generalization ability [6][7]

In the late 2010s, the breakthrough of deep learning technology promoted the innovation of sentiment analysis. Recurrent neural networks (RNN), short-duration memory networks (LSTM), and convolutional neural networks (CNN) are widely used to automatically capture sequential features and local semantics of text, significantly improving the analysis of long text and complex contexts. With the iteration of deep learning technology, in order to break the performance bottleneck of a single model, scholars begin to explore heterogeneous model stacking, Abide et al. (2020) [8] and other weighted mechanisms based on RNN variants combined with CNN to string DWR together, and solve the problem that traditional methods are difficult to effectively capture grammar, semantic and contextual emotional information in sentiment analysis. Başarslan and Kayaalp (2023) [9] used the LSTM-RNN model to obtain results superior to other models. In recent years, pre-trained language models (such as BERT)

have become the mainstream through the paradigm of "continued pre-training + fine-tuning", which uses large-scale corpora to learn general semantic representations, further breaking through the bottleneck of cross-domain and fine-grained sentiment analysis [10], and forming the current optimal approach.

2.2. Progress in Topic Model Development

The development of topic model has experienced a technical transition from basic feature extraction to complex semantic modeling. Early Latent Semantic analysis (LSA) captured lexical associations through matrix decomposition, but lacked probabilistic generative interpretation. PLSA built the first probabilistic framework to model documents as a mixed distribution of topics, but was limited by fixed document set inference. Latent Dirichlet distribution (LDA) [11] provides the theoretical basis for modern topic models by introducing Bayesian hierarchy to achieve topic generalization inference. With the expansion of application requirements, researchers derived hierarchical Dirichlet processes (HDP) to break through the preset number of topics, CTM to model topic correlation, and dynamic topic model (DTM) to capture temporal evolution on the LDA framework. In recent years, the neural topic model [12] promoted by the wave of deep learning enhances semantic representation through variational autoencoder and other technologies. Li et al. (2023) [13] have also broken through the text boundary by constructing a multimodal event topic model, effectively modeling social media documents. This evolutionary path shifts from linear algebra to probabilistic graph model, upgrades from static analysis to dynamic evolution, and expands multi-modal collaboration from a single text mode. It not only deepens the theoretical exploration of semantic expression mechanism, but also reflects the continuous drive of practical application scenarios to technological innovation, forming a bidirectional iterative development model of methodology and application requirements.

2.3. Development Progress of Social Media

China's mainstream social media platforms have shown significant progress in the diversification of user-generated text data. As the core platform of public opinion, microblog posts and comments continue to focus on social hot and entertainment topics, and realize rapid information dissemination through short texts, hashtags (#) and @ functions. In 2025, its average daily post volume exceeds 300 million, and the proportion of real-time and controversial content in comment interaction has increased, and it still maintains a high penetration rate among young users. Within the wechat ecosystem, the text content of moments and public accounts tends to be personalized, users are more inclined to share fragments of life, and the comment area has gradually become an extension of acquaintances' social interaction. Rednote takes UGC content as its core, and user notes are expanded from a single product evaluation to a full-dimensional record of life style. The "link seeking" behavior in the comment area is transformed by the platform into a "buyer" function, and users can directly mount product links through comments, forming a closed loop of " Sparking interest - Deinfluencing - Feedback ". The emotionally positive words in the text data account for 68%. Highlighting the economic characteristics of community trust. In the field of short video, such as Tiktok, user-posted text and video content are closely integrated, and rolling comments and popular challenges make interaction more instant. The platform's algorithms can analyze the emotional tendencies of comments and recommend relevant content based on them, making content dissemination more "appropriate".

3. Research Design

3.1. Research Objectives and Contents

This paper takes the text data related to the "Huawei Mate XT mobile phone release" event under Weibo and rednote as the research object, and adopts text mining, sentiment analysis, visual analysis and other methods to conduct research on the collected text data.

First, Python data package is used for data collection, and data preprocessing is performed on the collected text data. Secondly, LDA theme modeling is carried out on the processed data, and theme classification is carried out, and the product features or controversial points of Huawei Mate XT that are most concerned by the public are clarified by clustering high-frequency keywords and topics. Thirdly, on the basis of theme classification, SnowNLP sentiment analysis was carried out for each type of text, quantified the positive, negative or neutral emotional tendency of users, judged the acceptance of the overall public opinion on Huawei Mate XT, and combined with theme analysis, clear the public's emotional attitude towards specific functions or events; Finally, through the analysis results, we can understand the public's cognition, attitude and behavioral tendency towards the product, so as to provide data support for brand decision-making, marketing and product optimization.

This research innovatively integrates topic-emotion dynamic analysis, breaking through the traditional technical path of processing semantics and emotion in isolation in text mining. Through LDA cross-platform clustering of heterogeneous data from Weibo and rednote, we not only capture the topic differentiation in the discussion of technology products such as folding screen mobile phones, but also use SnowNLP's fine-grained emotion polarity recognition in the Chinese context to realize the association analysis of "theme-emotion - platform".

3.2. General Idea Design

This paper takes the Huawei Mate XT mobile phone in Weibo and rednote as the research object, uses Python to collect text, preprocesses text data, and then carries out text mining and sentiment analysis, and visually analyzes the results, and finally summarizes and prospects. The flow chart of research design is shown in Figure 1.

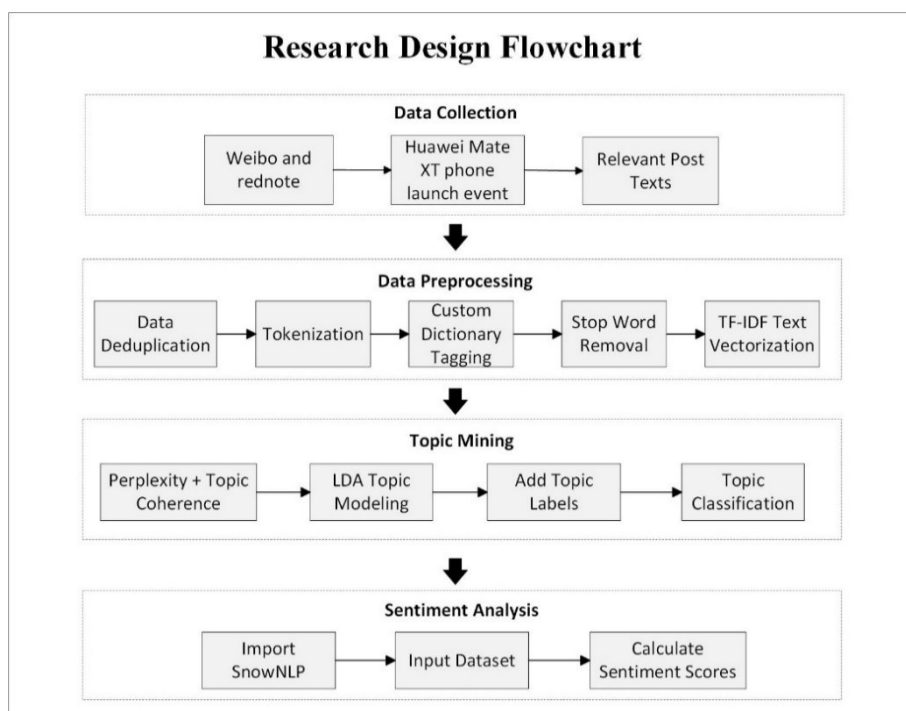


Figure 1. Research Framework

3.3. Data Collection

In this paper, Requests library of Python software was used to crawl the contents of posts under the search terms "Huawei Mate XT mobile phone" and "Huawei three-fold mobile phone" on Weibo and rednote platforms. Remove the useless data such as pictures and expressions in the data of the two platforms, as well as the same id exactly the same document, and then carry out data integration, after the re-operation, a total of 2035 texts were collected. Some text information is shown in Table 1.

Table 1. Research Data Collection Information

Data resource	Content	Release time	likes	comments
Weibo	Huawei three-fold phone, really looking great no matter how you fold it!	Fri Dec 6	325	17
	You've actually seen a Huawei tri-fold office in Starbucks	Fri Oct 18	525	27
	Finally have three folds, It looks great no matter how you fold it!	Sat Mar 01	104	5
rednote	I'm still a little stuck with this three-fold phone.	Sat Jan 11	10	46
	I have to say it's been a few months and it's still amazing to watch the triple fold	Wed Feb 26	126	189
	Hahaha, the essential triple-folding during the Spring Festival. As always, no matter how you fold it, it's still cool. No more words. Left hand grabs the Land Rover, right hand holds the triple-folding. #Spring Festival needs a sense of ceremony, it's so cool.	Sat Feb 1	264	116

4. LDA Topic Analysis

4.1. Text Topic Number Extraction

In this paper, LDA model is used for topic extraction, and confusion degree and topic consistency are selected to determine the best number of topics. Perplexity measures the prediction ability of models, the lower the value, the better the fitting effect. An increase in the number of topics generally reduces perplexity, but too many topics may overfit and affect test performance. By analyzing the meaning correlation of high-frequency words in the topic, the topic consistency evaluation judges whether they reflect the realistic concept cluster: a high score indicates that the topic vocabulary has inherent logic, so as to avoid the algorithm from excessively deconstructing the text and forming meaningless fragmented topics. In order to improve the accuracy of the LDA topic model, this paper drew a visualization diagram of confusion degree (see Figure 2) and theme consistency (see Figure 3), and comprehensively selected the number of topics according to the visualization results. The visualization diagram shows that when the number of topics increases to 8, the confusion curve becomes stable and the model performance becomes saturated. And the theme consistency reaches the highest value in the range of 7-8, which verifies its lexical logic, so 8 themes are finally selected.

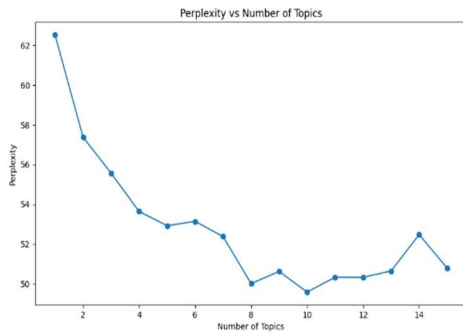


Figure 2. Perplexity Trend

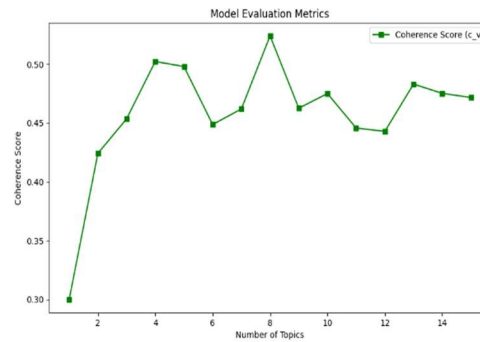


Figure 3. Coherence Score

4.2. Add Subject Tags

After determining the optimal number of topics, this paper sets the topic prior distribution hyperparameters $\alpha=0.1$, $\beta=0.01$, and then begins to train the LDA topic model and extract the "subject-word" distribution matrix. Eight themes were extracted, with 10 feature words under each theme. Subject labels were added manually according to the core keywords of each theme, and the results were shown in Table 2.

Table 2. "Topic-word" distribution matrix

Number	Topic	Key Words
1	User experience	mate xt, Extraordinary Master, Experience, huawei, Full text, Foldable screen, mate70, x6, Indeed
2	Emotional Feedback	Feel, Extraordinary Master, matext, Like, Really, Boss, Wenzhou, Samsung, Gathered, Interpretation
3	Domestic product innovation	Video, Mobile phone, Triple folding, China, Digital technology, King, Spain, Experience, Amazing
4	Performance evaluation	Series, matext, Harmony, Extraordinary Master, Open test, Glory, pro, Native, Inch, Device
5	Multi-screen office	Mobile, Screen, Tablet, Expand, Experience, Design, Full text, Office, Ingenious application, Users
6	Price sensitivity	Mobile phone, Foldable screen, Apple, Full text, Really, Price, An, Iphone, Xiaomi, Use
7	International buzz	Publish, Overseas, Global, Mobile phone, Product, Formal, Innovation, Onlookers, Science and technology, Full text
8	Brand image	Extraordinary, Guo Jingjing, Extraordinary Master, Brand, xt, mate, Life, Diving, Plan, Full text

4.3. Theme Classification

Based on the above topic extraction results and comprehensive analysis, this paper summarizes the subject into two categories: Class1 Product technical characteristics and innovative

application (Topic1, Topic3, Topic4, Topic5) and Class2 market response and consumer sentiment (Topic2, Topic6, Topic7, Topic8).

Class1 Focus on the technical breakthrough and application scenario innovation of Huawei Mate XT Extraordinary Master mobile phone. From the keywords in the theme of "User experience", it can be seen that users pay special attention to the interactive experience brought by the innovation of screen form. The "tablet" that can be put in the pocket brings users a wonderful and amazing experience. In the theme of "domestic product innovation", the key words ("China", "amazing") highlight Huawei's breakthrough in localization technology, "three fold" screen technology upgrade, which not only strengthens the differentiated competitiveness of products, but also arouses users' pride in local scientific and technological strength. And the key words of the "performance evaluation" theme ("Harmony", "equipment") point to the actual effect of the collaborative optimization of hardware and software. In addition, the keywords of the theme of "multi-screen office" ("office", "expansion", "Ingenious application") indicate that the folded mobile phone can adapt to document processing, split screen collaboration and other functions after expansion, to meet the needs of business users for mobile office.

Class2 reflects the strategic layout of Huawei Mate XT Extraordinary Master mobile phone in consumer market and the shaping of user's mind. "Like" points to emotional identification, "boss" implies that the product locks the target group through design and performance, and becomes the extension of identity symbol. In the theme of "price sensitivity", keywords ("price", "Apple", "Xiaomi") reveal users' sensitivity to product pricing and cognition of market competition pattern. The comparison of foldable screen phones with iPhone and Xiaomi flagship models not only reflects Huawei's benchmarking strategy in the high-end market, but also exposes consumers' tradeoff on cost performance. The globalization communication strategy takes "Chinese innovation" as the narrative core, pushing the product voice to the world and breaking through the traditional boundary of technological discourse power. "Brand image" is bound by the celebrity effect and national spirit, sublimating the product into an emotional symbol, conveying the narrative of struggle and national glory.

4.4. LDA Theme Mining Conclusions

According to the LDA theme analysis, the following conclusions can be drawn: (1) According to the confusion degree and theme consistency visualization, the optimal number of themes is 8; (2) After manual annotation, the eight themes of public concern are: user experience, emotional feedback, domestic product innovation, performance evaluation, multi-screen office, price sensitivity, international buzz and brand image (3) Based on the theme clustering results, the eight themes are divided into two categories: product technical features and innovative applications and market response and consumer sentiment.

5. SonwNLP Emotional Analysis Case Study

5.1. Analysis Ideas

In order to have a more comprehensive understanding of the emotional tendency in the text data, this paper extracts and saves the two types of data according to the results of the above classification, and uses the snow NLP library for emotion analysis. If the score is between 0.1 and 0.4, the corresponding emotion polarity is set to "negative"; if the score is between 0.4 and 0.6, the corresponding emotion polarity is set to "neutral"; if the score is between 0.6 and 1, the corresponding emotion polarity is set to "positive". The closer the score is to 1, the more the emotion polarity is set to "negative". The text has a stronger positive affective tendency, and conversely, the closer the score is to 0, the stronger the negative affective tendency of the text.

Based on this, this paper lists the affective scores and polarity of some data (see Table 3), and discusses the affective tendencies of the two types of texts respectively.

Table 3. Partial Data Sentiment Score Results

	Text	Sentiment Score	Sentiment
Class 1	Experience, very good, high-end atmosphere on the grade, running memory is very good, data transmission is very domineering, worth buying.	1	Positive
	You can't fold it any way you want haha	0.484	Neutral
	Too big and heavy, bought it, used it for a few days and didn't use it, didn't really suit me.	0.047	Negative
Class 2	Ok, high class and high class	0.996	Positive
	Cell phone average.	0.559	Neutral
	Three folds are still so expensive. Can you tell me why	0.1	Negative

5.2. Category 1 Emotional tendencies

The text data of Class1 was 1043 pieces. The emotion distribution pie chart (see Figure 4) and emotion distribution density chart (see Figure 5) were drawn for the data set Class1. According to the results, the public showed a significant positive tendency towards the technical features and innovative applications of Huawei Mate XT Extraordinary Master mobile phone. The emotion density distribution shows that the average emotion score is 0.65 (range 0-1), indicating that the overall emotion is biased towards positive, and most comments are concentrated in the middle and high segments, reflecting the public's recognition of Huawei's technological innovation.

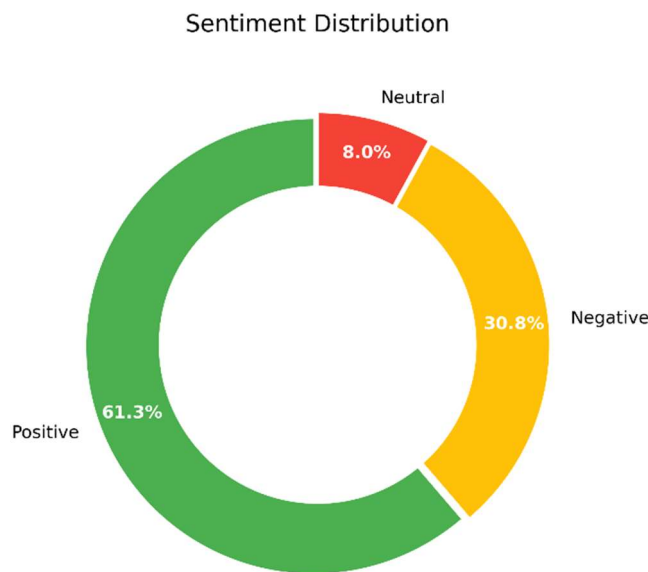


Figure 4. Class 1 Emotional Distribution

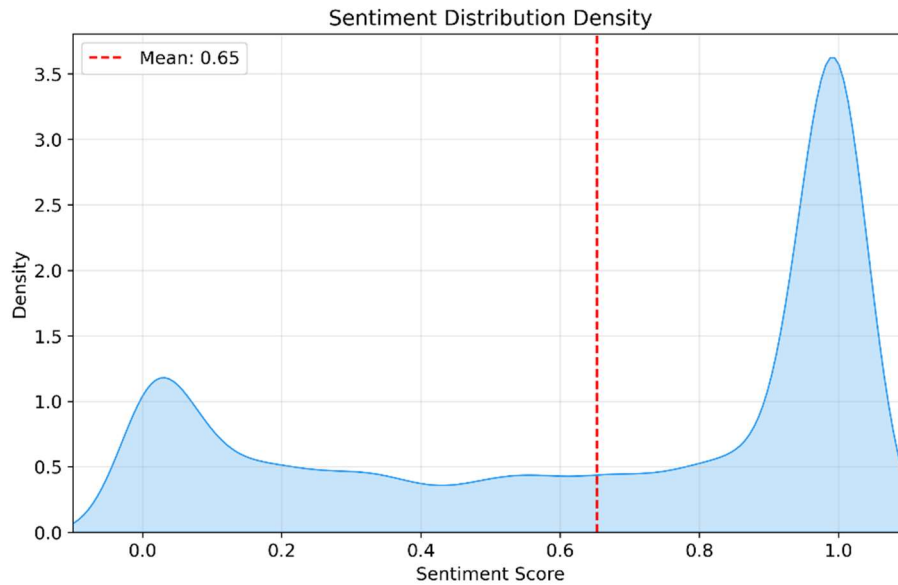


Figure 5. Class 1 Sentiment Distribution Density

After the analysis of overall affective tendency, the semantic-affective correlation network of Class1 was further constructed, high-frequency words were cross-analyzed with affective polarity to reveal the differences in affective tendency of different keywords, and Sankey diagram were drawn to display the results visually (see Figure 6).

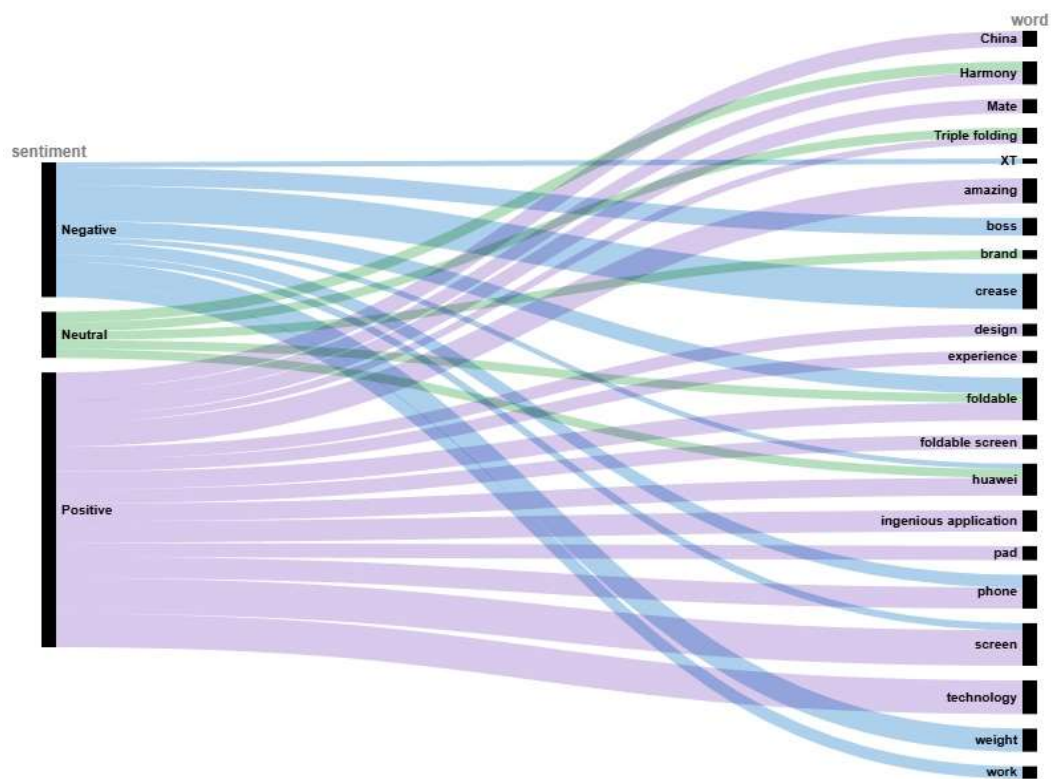


Figure 6. Class1 Semantic-Emotional Association Sankey Diagram

Research data show that consumers show a significant preference for technological innovation of products. 61.3% of positive comments were highly correlated with keywords such as "foldable screen", "technology" and "ingenious application" in Class1. The core words such as

"screen" and "technology" showed a high frequency distribution in the positive feedback. It can be seen that the public has shown great interest in the breakthrough design of the world's first three-fold mobile phone and the multi-scene adaptation function from the fully unfolded 10.1-inch mobile office tablet, to the three-screen collaborative smart device, and then to the portable handheld terminal. The smooth interaction and multi-device collaboration ability of HarmonyOS further strengthen the perception of technological superiority, and the words "amazing" and "China" clearly reflect the breakthrough progress of local enterprises in key fields such as flexible display technology and precision machinery design, which is triggering consumers' deep identification and emotional resonance of national scientific and technological strength; In the negative feedback of 30.8% of users, the three dimensions of "weight", "crease" and "boss" formed a strong correlation. This points to the obvious and realistic challenges facing Huawei's three-fold mobile phone -- the durability of the folding screen structure, the portability balance of the three-fold form, and the limitations of the target users have become the focus of controversy; The neutral evaluation accounted for 8.0%, which mainly focused on the objective description of hardware parameters or scene functions, reflecting the rational attention of users to product details.

In summary, this kind of emotion is mainly concentrated in the positive area, which echoes the logic of "technology-driven experience" emphasized in category 1. When the foldable screen sublimates from physical form innovation to productivity tool, the user's actual use feedback becomes the key anchor point of emotional identification, while a small number of negative voices reveal the subtle tension between technical ideal and practical application.

5.3. Category 2 Emotional Tendencies

The text data of Class2 (market response and consumer sentiment) shows a more positive trend as a whole from the sentiment analysis results. We can draw the pie chart of emotion distribution (see Figure 7) and the density chart of emotion distribution (see Figure 8). The data show that the positive evaluation accounts for 65.8% (higher than the 61.3% of classification 1), the negative evaluation accounts for 28.3% (lower than the 30.8% of classification 1), and the neutral evaluation is only 5.9%. This distribution indicates that the public's discussion at the market level is more emotionally oriented and dominated by positive emotions.

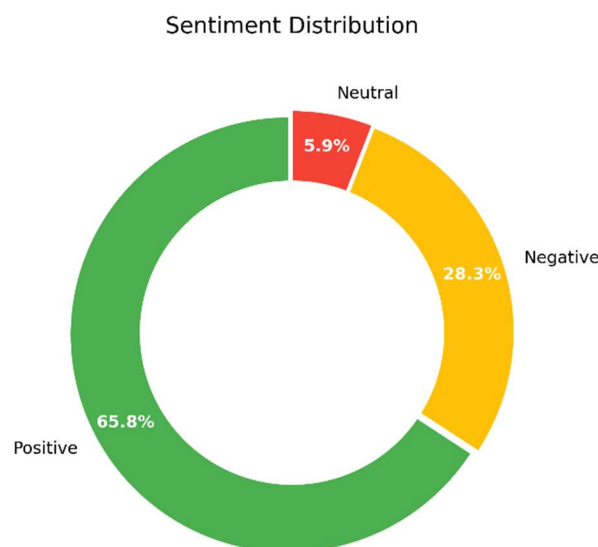


Figure 7. Class 2 Emotional Distribution

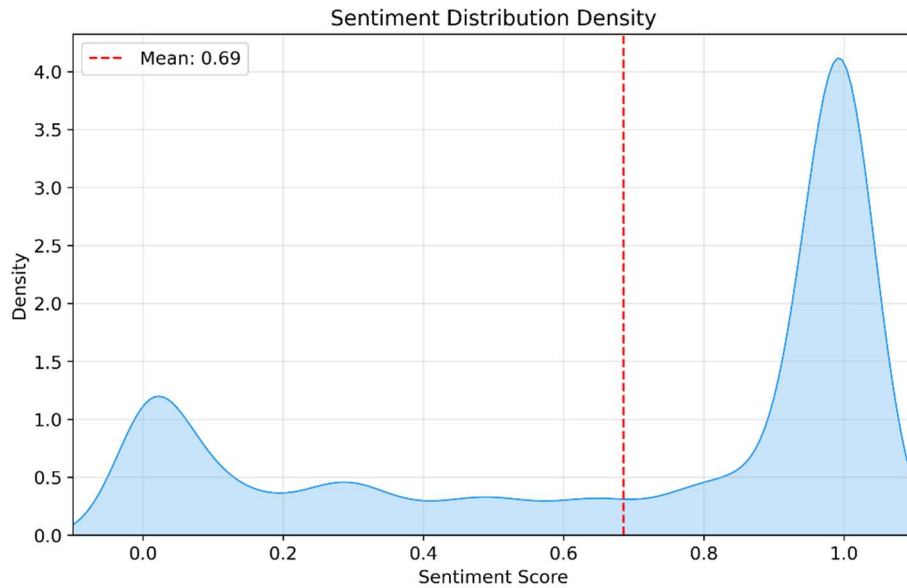


Figure 8. Class 2 Sentiment Distribution Density

Similarly, this study also constructs a Class2 semantic-emotion association network, and the results are visualized by Sankey diagram (see Figure 9).

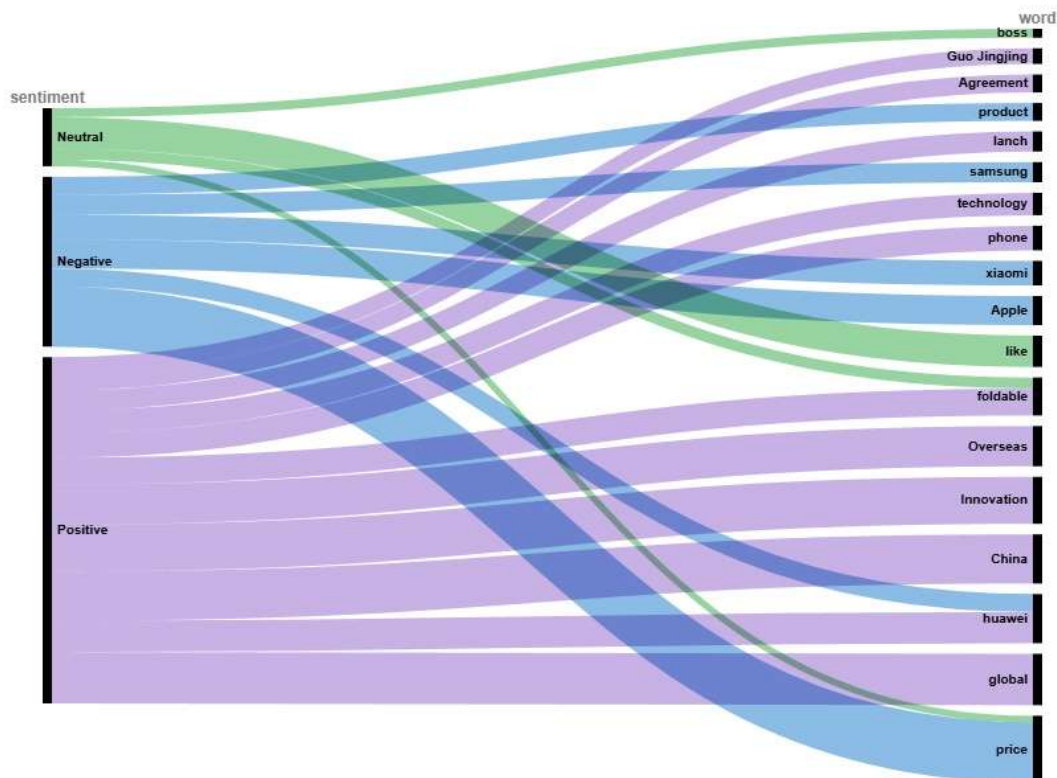


Figure 9. Class2 Semantic-Emotional Association Sankey Diagram

65.8% of the positive comments were deeply coupled with the two themes of " International buzz " and "brand image". The celebrity effect brought by the keyword "Guo Jingjing" conveys the values of the brand's pursuit of perfection. The "Huawei Meet Extraordinary Brand Plan", which she participated in as the first guest, has triggered 230 million discussions in the Weibo topic, delivering a good brand effect. The key words "global", "China", "innovation" and

"overseas" form an obvious gathering in the figure. The release of Huawei Mate XT mobile phone shows China's innovation strength to the world, making China no longer just a geographical label, but a new symbol with the meaning of technological sovereignty, which further strengthens consumers' sense of identity and national pride of domestic products; However, 28.3% of the negative evaluation mostly from the dispute over the price, Sankey diagram shows that "Apple", "Xiaomi" and "Samsung" these brand words appear frequently, the public is used to Huawei and Apple, Xiaomi and other well-known brands compared, and show negative emotions, reflecting the public's sensitivity to high-end pricing. In addition, the very low proportion of neutral comments (5.9%) indicates that user discussions are more inclined to emotional expression rather than objective description -- words such as "like" and "boss" not only point to functional recognition, but also imply symbolic consumption of social status.

On the whole, the emotional distribution of category 2 reveals that Huawei has successfully created a high-end image through global communication and symbol marketing, but the controversy over pricing strategy may become a trigger point for negative emotions. How to find a balance between emotional resonance and rational value will be the key for Huawei to consolidate its market position.

5.4. Conclusion of Emotion Analysis

The SnowNLP sentiment analysis was conducted for the two categories after LDA classification, and the following results were obtained: ①Class1 data set had 1043 text data, and the average sentiment score was 0.65. The overall sentiment tendency was positive, and the public generally held a positive attitude towards the folding screen innovation. Through further construction of "semantic-emotion" correlation network and simple analysis combined with visualization, it is found that the positive emotion of the public comes from the keyword "technology, ingenious application, foldable, amazing, experience, China", the negative emotion comes from the keyword "crease, weight, boss, screen", and the neutral emotion comes from the keyword "Huawei, mobile phone, triple-folding". A large number of positive comments show that the actual experience strengthens the recognition of made in China, while a small number of negative comments reflect the practical contradiction between the idealized design of the technology and the real application scenarios, and the neutral comments reflect the objective evaluation of the public on the new phone. ②Class2 data set has 992 texts, with an average sentiment score of 0.69, showing a more positive trend overall. 65.8% of the keywords from positive emotion were "technology, innovation, overseas, global, Guo Jingjing, Huawei", 28.3% of the keywords from negative emotion were "price, Xiaomi, Apple, Samsung, product", and 5.9% of the keywords from neutral emotion were "like, big guy, brand, price". It shows that global marketing and celebrity effect strengthen the public's sense of national identity, but the negative evaluation focuses on high-end pricing disputes, and the user discussion is highly emotional, reflecting the trend of identity symbolization in consumer behavior.

6. Research Suggestions

After LDA topic mining and SnowNLP sentiment analysis on the text comment data of the public, this paper obtains the main concerns of the public on the "Huawei Mate XT mobile phone release" event and the source points of different emotions. Based on this, the following suggestions are put forward for the development of Huawei Mate XT mobile phone.

6.1. Drive the Globalization of Domestic Products with Scientific and Technological Innovation, and Break through Technical Barriers

Through continuous and intensive R&D investment, Huawei has achieved technological independence in 5G, artificial intelligence, chip design and other fields, and achieved breakthrough achievements in the research and development of Kirin series chips and the

ecological construction of Harmony operating system. The advent of Mate XT, the world's first mass-produced three-fold mobile phone, not only shows the innovation of hinge technology and flexible screen materials, but also binds "China screen" with high-end productivity tools, promoting the transformation of domestic products from "cost performance" to "technology premium". In the future, it is necessary to further research the chip manufacturing process, and deepen the collaboration with the global software ecology, so that technological innovation can be transformed into the right to speak of international standards, and break the Western technology monopoly.

6.2. Build a Flexible Pricing System to Balance High-End Positioning and Market Penetration

Huawei has consolidated its position in the high-end market through technology examples such as 5G patents and HarmonyOS, but it has also faced questions from consumers about cost performance. It is recommended to implement tiered pricing: the top "extraordinary master" series to maintain luxury premium, the mid-end to launch a simplified version of the folding screen benchmark Samsung Galaxy Z Fold, and the basic level to attract ecological users through the straight plate model equipped with the same chip. In addition, the high cost of the three-fold screen mobile phone is the root cause of the high price. I hope that Huawei can further reduce the cost and accelerate market penetration through process improvement and yield improvement in the future.

6.3. Strengthen After-Sales Service Network to Enhance Users' Trust Perception

Based on the negative feedback caused by "crease" and "weight" under the theme of "user experience" in the theme analysis, it is suggested to build a full life cycle service system. In view of the structural peculiarity of the folding screen, the "worry-free folding plan" is launched: providing free hinge maintenance for the first year, special subsidies for replacing old ones with new ones, and setting up a social platform "folding screen maintenance class" to demonstrate cleaning and storage skills through short videos. And open the topic of # foldable screen engineer online on social media, the technical team will answer users' questions in real time, and the after-sales response speed will be compressed to 6 hours. By optimizing the service touch points, the negative experience is transformed into an opportunity to build brand loyalty.

7. Summarize and Outlook

7.1. Summary

Based on 2035 user data from Weibo and rednote, this study combined with LDA theme model and SnowNLP sentiment analysis to analyze the public opinion characteristics of Huawei Mate XT mobile phone release event. This paper first collects the original data, then preprocesses it, extracts 8 core themes through LDA theme modeling, and finds that the public focuses on the event in two categories: "product technical features and innovative application" and "market response and consumer emotion". On the basis of theme classification, SnowNLP emotion analysis was carried out for each type of text, and combined with theme analysis, it was concluded that the public had a positive attitude towards product innovation and application, but also expressed concerns about the durability and weight of the folding screen; They support the global marketing strategy, but are highly sensitive to the price of mobile phones; And finally, understand the public's cognition, attitude and behavioral tendency towards the product through the analysis results, so as to provide data support for brand decision-making, marketing and product optimization.

7.2. Outlook

The main shortcomings of this paper are as follows: (1) In the part of data collection, the amount of data collected is small, and only the text data on Weibo and rednote platforms are considered, but the data on other platforms are not considered, which may lead to the overall understanding of event comments is not comprehensive enough. (2) In the sentiment analysis part, this paper adopts the relatively basic SnowNLP sentiment analysis method, which may lead to inaccurate analysis results.

In view of the shortcomings of this paper, the amount of data can be further expanded in the future, and the multi-platform data can be dynamically analyzed. The deep learning method can also be considered for the emotion analysis part to process the data, and continue to follow up the development trend of Huawei Mate XT mobile phone.

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