

Evaluating Online Learning Experiences: Sentiment Analysis of Indian Working Professionals' Feedback

Anadi Trikha*

Centre for Distance and Online Education, Manipal University Jaipur, Jaipur, India

Email address:

anaditrikha@gmail.com (Anadi Trikha)

*Corresponding author

Abstract

This study presents a comprehensive analysis of sentiment derived from feedback provided by online MBA learners regarding their educational experience, leveraging the power of R programming. Through natural language processing techniques and sentiment analysis algorithms implemented in R, sentiments have been scrutinised, aiming to discern patterns, trends, and insights regarding their online degree experience. Results from the sentiment analysis revealed a nuanced understanding of the learners' perceptions and sentiments towards various aspects of their online MBA journey, including course content, instructor support, learning platform usability, networking opportunities, and overall program satisfaction. Through visualisations and statistical summaries generated using R, an in-depth analysis of sentiment trends and highlighted notable findings gleaned from the feedback data are presented.

Keywords

Sentiment Analysis (SA), Natural Language Processing (NLP), Online Education, Professional Education, Qualitative Data