



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Srinivas Research Centre for Sentiment Analysis



Prof. Kishore Baglodi

Social media today has become an indispensable part of human lives. Life today cannot be imaged without connecting to the outside world as social media has become an indisputable part of the modern society. 31 per cent of the global population use social media. Every aspect of today's life is affected by social media and computerization. Every decision making policy takes into account the online media. Every sector is directly impacted with the effectiveness of its product as proposed by the online media. Education sector is no exception. Students unlike yesteryears make an informed decision before opting a particular course and a particular institution. The reviews and the feedbacks obtained on the educational institution sites, blogs and other discussion forums enable the students to make a right choice towards their future.

Massive Open Online Courses (MOOCs) was incepted in 2006 and have gained momentum since 2012. It is a form of distance education that provides a vast audience right from students to working professionals. The striking feature of MOOC is the open – access feature that promotes open licencing to provide the most recent update of the current technology. MOOCs are provided in insolation and also as a tie with premier educational institutions which act as an added advantage to both the MOOC providers and the educational institution. Coursera, edX, Udacity, DataCamp are some of the top MOOC providers.

The courses offered by MOOCs are free and paid. The platform provides extensive course curriculum and built in features such as compilers and interpreters for the exercises depending upon the course chosen.

The primary objective of any educational institution is its holistic growth. The growth comprises primary stakeholder viz. Instructors and students. The quality of an educational institution can be duly assessed by assessing the quality of the students. To improve the teaching methodology and course curriculum the feedbacks obtained from the students plays a vital role. Evaluation of the instructor and the class as a whole has now become primary culture.

Feedbacks obtained measure the effectiveness of the instructor and help them make change and improve their teaching methodology. Feedbacks that are obtained are in various formats. A standard template in a hard format, Google forms or through portals. With respect to the MOOCs, feedbacks can be obtained through reviews that are posted by the students on the websites. The nature of these feedbacks can be thus structured or semi structured resulting in a varied content. The concept of feedback not just improves teaching methodology but also paves the way for an improvement in framing the course curriculum thereby contributing to the overall growth of the educational institution.

Educational Data Mining (EDM) is a branch of data mining that is oriented towards the education sector and explores and rectifies the underlying problems. The evaluation of the written or textual piece of data to obtain the hidden expression is called sentiment analysis. Sentiments can be positive, negative or neutral. The overall sentiment can be calculated with the emotions associated with the data. Emotions correspond to Robert Plutchik's basic eight emotions viz. Anticipation, Anger, Joy, Disgust, Fear, Trust, Sadness, and Surprise. Sentiment analysis is also termed as opinion mining. It is not a one time process but a continuous approach to obtain the right polarity towards the data content.

Sentiment analysis in the work primarily focuses on the student feedback obtained as text data. For the sentiment analysis to happen data has to pre-processed. Pre-processing is done to remove irrelevant content that does not contribute to the generation of sentiments. After the pre-processing step, the cleaned data is taken up for the analysis of sentiments.

Paper presentations

1. Archana Rao P N and Kishore Baglodi, “Role of Big Data in Education Sector: A Review”, International Conference on Advanced It, Engineering and Management, Computer Society of India, SACAIM, 2017.
2. Archana Rao P N and Kishore Baglodi, “Role of Big Data in Education Sector: A Survey”, Recent Trends in Environmental Science and Engineering, RTESE,2017.

Publication deatails

1. Archana Rao P N and Kishore Baglodi, “Role of Big Data in Education Sector: A Review”, International Journal of Latest Trends in Engineering and Technology (JLTET), Special issue SACAIM, pp.022-024, e-ISSN: 2278-621X.