

Research Notebook Entry Week 10:

Understanding how university stakeholders view the institution can be done by analyzing the sentiment of university documents and comparing them to their global rankings. For this task, you should take the following actions:

gather your academic records: Gather a sample of university materials, such as press releases, mission statements, annual reports, and strategic plans.

Use a sentiment analysis tool to do sentiment analysis on each document. Determine the positivity, negativity, or neutrality of a text by performing a sentiment analysis. For sentiment analysis, several tools are available, including Vader, TextBlob, and AFINN.

Assign sentiment scores: Based on the findings of the sentiment analysis, assign a sentiment score to each document. The emotion score may take the form of a number between -1 (negative sentiment) and +1. (positive sentiment).

Find out the university's global rankings: Reputable sites like Times Higher Education, QS World University Rankings, and Academic Ranking of World Universities are good places to start.

Verify sentiment scores against global rankings: To see if there is a relationship between the sentiment scores and the global rankings, plot the data. For instance, a high sentiment score and a high world rank for a university may indicate that its stakeholders have a favourable opinion of the institution.

It's critical to remember that sentiment analysis is not a perfect science and can be affected by a variety of variables, including the text's quality, its writing environment, and the tool's accuracy. To assure accuracy, it is crucial to employ multiple instruments and cross-check the outcomes.

I would first acquire a sample of university documents, such as mission statements, annual reports, strategic plans, and press announcements, to determine the sentiment of these documents and compare them to their global rankings. With a program like Vader, TextBlob, or AFINN, I would then undertake sentiment analysis. I would use this analysis to identify whether a document's sentiment is good, negative, or neutral, and I would then assign each document a sentiment score based on the findings.

I would consult reliable sources like Times Higher Education, QS World University Rankings, and Academic Ranking of Global Universities to ascertain the university's global rankings. After I acquire the global rankings, I will plot the sentiment scores against the rankings to determine whether there is a relationship between the two.

It's critical to remember that sentiment analysis is not a perfect science and that it might be impacted by things like the text's quality and its writing environment. To assure accuracy, I would therefore employ a variety of sentiment analysis tools and cross-check the outcomes. In general, evaluating the tone of academic documents and comparing them to global rankings can be a valuable exercise in determining how stakeholders view the university.