

Sentiment Analysis Of Therapy As A Marketed Service

Text, Social Media & Web Analytics – Capstone Project

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Introduction & Problem Statement

Therapy has shifted from a purely clinical service to a marketed commodity. Online platforms, apps and subscription models have expanded access but also raise concerns about commodification and authenticity of care.

- **Core question:** How do people feel about paying for therapy when it is sold like a product?
- **Key tension:** Access & convenience vs. trust, authenticity and perceived value.
- This project uses online reviews and social media text to quantify sentiment around therapy as a marketed service.

Objectives & Scope

- Analyze public sentiment toward therapy platforms marketed as services (apps and online platforms).
- Identify recurring themes in user feedback: cost, accessibility, quality, trust, stigma and user experience.
- Examine whether commercialization affects perceived authenticity and effectiveness of mental health care.

Scope: English reviews and posts from the last 2–3 years, covering major global and Indian therapy apps and social media discussions (Twitter, Reddit, Quora).

Limitations: Non-English and offline experiences are not captured; online reviews may over-represent very satisfied or very dissatisfied users.

Methodology

- **Data collection:** Reviews from therapy app stores and social media posts using relevant keywords and hashtags (e.g., #therapy, #onlinecounseling).
- **Pre-processing:** Remove duplicates, spam and non-English text; normalize text (lowercasing, punctuation removal, tokenization).
- **Sentiment analysis:** Use VADER / TextBlob to classify polarity (positive, negative, neutral) and compare with ratings or labels.
- **Topic modeling:** Apply LDA / BERTopic to extract themes such as quality & effectiveness, accessibility, marketing vs. authenticity and user experience.
- **Visualization & interpretation:** Word clouds, bar charts and theme–sentiment heatmaps, linked back to debates on mental health as a commodity.

Key Insights & Conclusion

- Overall sentiment is mixed: many users appreciate affordability and convenience, but a significant share criticise high cost, impersonal interactions and “scripted” therapy.
- Commercialization creates a clear trade-off: it expands access, yet can undermine perceptions of authenticity, trust and the deeper purpose of therapy.
- Themes like cost, therapist quality and marketing promises versus reality drive both positive and negative opinions about therapy platforms.

By combining sentiment analysis and topic modeling, the project shows how people negotiate therapy as both a form of care and a purchasable service, offering insights for platforms, therapists and policymakers on making digital mental health more ethical, trustworthy and accessible.