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# REDDIT SENTIMENT ANALYSIS

Foreign Universities in India – Digital Presence Research 2026

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# OVERVIEW & SENTIMENT DISTRIBUTION

**1,338**

TOTAL REDDIT  
POSTS

**12**

UNIVERSITIES  
ANALYZED

**111.5**

AVG POSTS PER  
UNIVERSITY

**75%**

POSITIVE  
SENTIMENT

## SENTIMENT BREAKDOWN

**9** POSITIVE SENTIMENT

**2** MIXED SENTIMENT

**1** NEGATIVE SENTIMENT

## KEY INSIGHT

75% of universities analyzed have positive Reddit sentiment, indicating generally favorable online perception among students and discussion communities.

Only 1 university (University of Bristol) has negative sentiment, while 2 universities (Southampton, IED) show mixed sentiment patterns.

The average sentiment score across all 12 universities is 64.1 out of 100, with scores ranging from 39.8 (lowest) to 82.8 (highest).

# UNIVERSITY REDDIT PRESENCE

UNIVERSITY	POSTS	SENTIMENT	SCORE	TOP SUBREDDITS
Western Sydney University	140	POSITIVE	66.5	UWS, australia, JEENEEtards
University of York	122	POSITIVE	58.8	WorkReform, studyAbroad, nba
Coventry University	119	POSITIVE	62.2	theyknew, agedlikemilk, UniUK
University of Bristol	119	NEGATIVE	39.8	UKUniversityStudents, Futurology, 6thForm
University of Surrey	117	POSITIVE	68.7	surrey, UKUniversityStudents, 6thForm
University of Western Australia	116	POSITIVE	71.2	uwa, TrueUnpopularOpinion, AskUS
Queen's University Belfast	110	POSITIVE	74.8	northernireland, UCAT, Belfast
University of Liverpool	110	POSITIVE	71.0	interestingasfuck, UCAS, OutoftheTombs
University of Southampton	107	MIXED	48.2	sotonuni, MensRights, 6thForm
University of Wollongong	100	POSITIVE	69.3	UAETeenagers, australia, studyAbroad
Istituto Europeo di Design	92	MIXED	55.9	studyAbroad, mildlyinteresting, IndiaTech
Illinois Institute of Technology	86	POSITIVE	82.8	csMajors, Superstonk, nfl

# KEY INSIGHTS

## STUDENT ENGAGEMENT

Foreign universities in India have generated over **1,338 Reddit discussions**, with an average of **111.5 posts per institution**. This indicates moderate online discussion about these international campus programs. Western Sydney University leads with 140 posts, while Illinois Institute of Technology has the fewest at 86 posts.

## OVERALL SENTIMENT

**75% of discussions are positive**, suggesting generally favorable perception among students and Reddit users. The strong positive sentiment indicates successful student experiences and good word-of-mouth. Key discussion communities include **studyAbroad**, **UniUK**, **6thForm**, and country-specific subreddits like **australia** and **northernireland**.

**Notable:** Illinois Institute of Technology has the highest sentiment score (**82.8**), while University of Bristol has the lowest (**39.8**) with negative sentiment. This 43-point gap represents the widest sentiment disparity across all analyzed universities.

# SUMMARY & RECOMMENDATIONS

## HIGH PRIORITY

### Reputation Management for University of Bristol

University of Bristol is the only institution with negative sentiment (score: 39.8). An active reputation management strategy is needed, including monitoring key subreddits (UKUniversityStudents, Futurology, 6thForm), addressing student concerns, and increasing positive engagement in discussion threads.

## MEDIUM PRIORITY

### Monitor & Engage Key Subreddits

Universities should actively monitor and participate in high-traffic subreddits where prospective students discuss international education: **studyAbroad**, **JEENEETards**, **UniUK**, **6thForm**, and **UCAS**. Authentic engagement in these communities can directly influence enrollment decisions.

## OPPORTUNITY

### Leverage Positive Sentiment for Growth

With 75% favorable discussions across the cohort, there is strong word-of-mouth potential to be harnessed. Universities should encourage student ambassadors to share experiences on Reddit, amplify positive testimonials, and create official AMAs (Ask Me Anything) to boost visibility and credibility.