

A THRIVEMATTIC RESEARCH STUDY · 2026

DEEP-DIVE REPORT 03

Reddit Sentiment & The Student Voice

The Indian applicant narrative already exists — 1,660 posts of it. The question is whether your campus site answers the threads, or lets the aggregators do it for you.

Cohort **18 India campuses**

Data **April 2026**

Sources **10+ India-education subreddits**

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Prepared for foreign-university India launch teams. Figures verified 19 May 2026 against the 2026Q2 research dataset.

EXECUTIVE SUMMARY

The conversation is **already happening**

Across 15 of the 18 campuses, Indian applicants are already debating fee value, GIFT City liveability and parent-campus comparisons on Reddit. Sentiment is broadly positive but variable – and the campus site that addresses the recurring threads directly is the one that wins the linkback economy.

+63

Cohort mean Reddit sentiment (–100 to +100), across the 15 campuses with a footprint and 1,660 India-context posts. Positive, but with a 49-point spread between campuses.

METHODOLOGY

What feeds this report

Student and aspirant discussions were collected across 10+ India-education subreddits (including r/Indian_Academia, r/IndiaSpeaks, r/IndianStudents, r/StudyAbroad) and scored with VADER sentiment on a –100 to +100 scale. **1,660 India-context posts** across 15 campuses. Three campuses have no footprint in the crawl: Deakin GIFT City (blocks non-browser crawlers), Lancaster and La Trobe (pre-launch, no public presence yet). The cohort mean of +63 is computed across the 15 campuses with posts – campuses with zero posts have no sentiment to average.

KEY FINDINGS

Three things the data **makes plain**

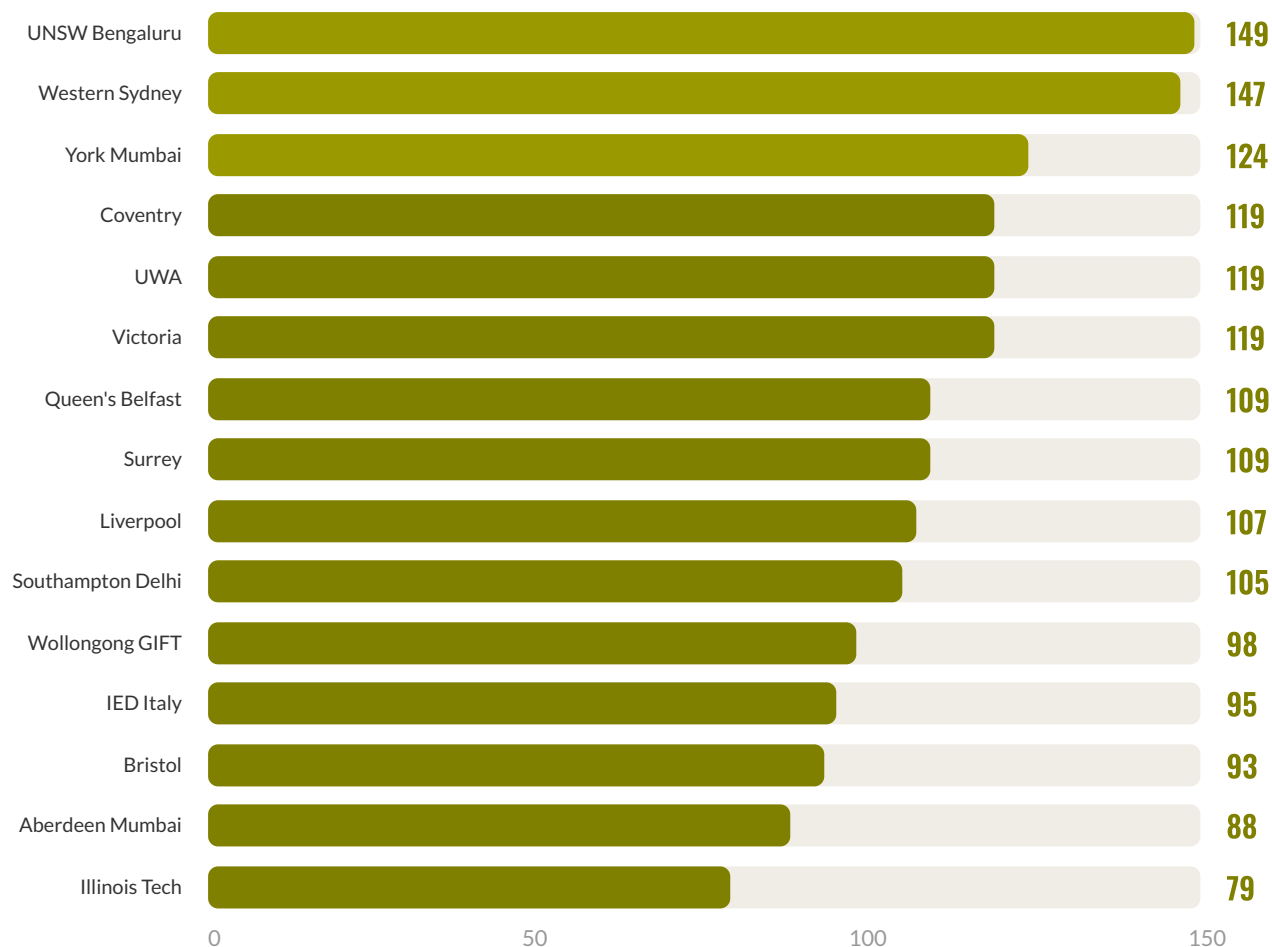
FINDING 01

Conversation concentrates on a handful of campuses

UNSW Bengaluru, Western Sydney and York Mumbai together account for **25% of all cohort conversation** (420 of 1,660 posts). These campuses are inheriting the early student narrative that compounds enrolment confidence; the quieter campuses are not yet in the conversation at all.

Reddit conversation volume — 15 campuses with a footprint

India-context posts per campus · 1,660 total · scale 0–150. Deakin, Lancaster and La Trobe have no footprint yet.



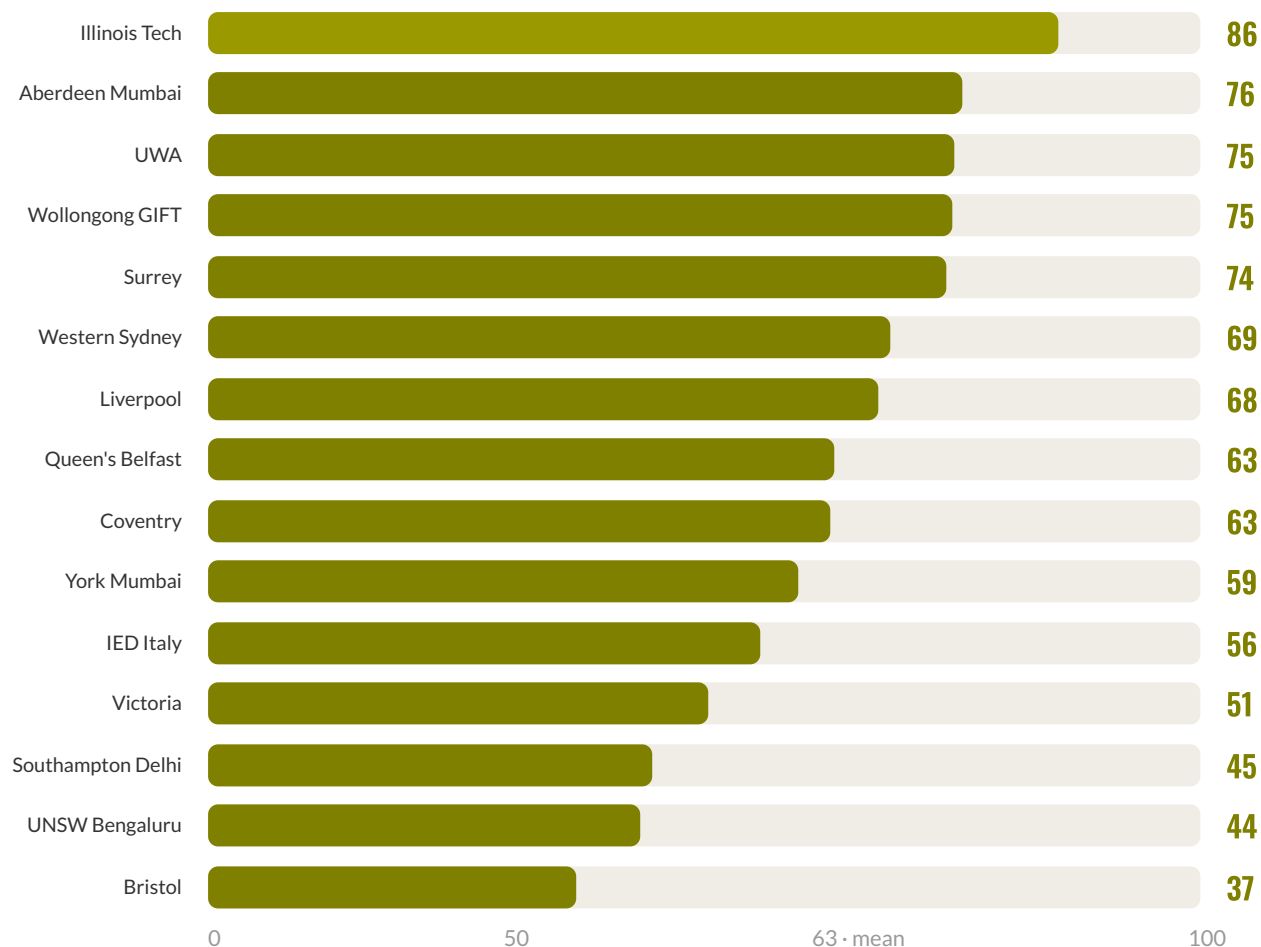
FINDING 02

Positive overall — but a 49-point spread

Sentiment runs from **Illinois Tech** at **+86** down to **Bristol** at **+37**, around a cohort mean of **+63**. High volume does not guarantee warm sentiment: **UNSW Bengaluru** leads conversation volume yet sits below the mean on sentiment (**+44**) — the most-discussed campus is also one of the most scrutinised.

Reddit sentiment — 15 campuses with a footprint

Sentiment score 0–100 (mapped from –100...+100) · cohort mean +63.



FINDING 03

The reality-check thread is consistent — and answerable

Across campuses, the recurring threads are the same: fee-versus-home-currency comparisons, GIFT City and city-of-campus liveability, and parent-versus-India-campus value. These are predictable and on-site-answerable. The campus that ships a transparent INR fee table, a liveability FAQ and an honest parent-vs-India comparison earns the linkback when the next applicant asks — the three silent campuses (Deakin, Lancaster, La Trobe) are forfeiting that inheritance entirely.

THE FULL DATA

All 18 campuses

CAMPUS	POSTS	SENTIMENT	STATUS
UNSW Bengaluru	149	44	FOOTPRINT
Western Sydney	147	69	FOOTPRINT
York Mumbai	124	59	FOOTPRINT
Coventry	119	63	FOOTPRINT
UWA	119	75	FOOTPRINT
Victoria	119	51	FOOTPRINT
Queen's Belfast	109	63	FOOTPRINT
Surrey	109	74	FOOTPRINT
Liverpool	107	68	FOOTPRINT
Southampton Delhi	105	45	FOOTPRINT
Wollongong GIFT	98	75	FOOTPRINT
IED Italy	95	56	FOOTPRINT
Bristol	93	37	FOOTPRINT
Aberdeen Mumbai	88	76	FOOTPRINT
Illinois Tech	79	86	FOOTPRINT
Deakin GIFT	0	—	CRAWLER-BLOCKED
Lancaster	0	—	PRE-LAUNCH
La Trobe	0	—	PRE-LAUNCH

BEFORE AUGUST 2026

Three moves that **compound**

- 1 Answer the recurring threads on-site.** A transparent INR fee table, a GIFT City / city-of-campus liveability FAQ, and an honest parent-vs-India comparison page directly address the three highest-frequency Reddit debates and become the linkbackable source.
- 2 Seed the narrative before launch.** The three silent campuses have no inherited student story. Pre-launch content, student ambassadors and answered questions build the footprint that the high-volume campuses already enjoy.
- 3 Treat the high-volume campuses' threads as an early-warning system.** Where volume is high but sentiment trails the mean (UNSW Bengaluru, Southampton Delhi, Bristol), the specific threads pulling sentiment down are a precise content brief.

See exactly where your campus stands

Request a per-campus scorecard: your Reddit volume and sentiment versus the cohort, the recurring threads pulling your number, and the content that answers them — free for any campus in the 18-campus cohort.

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