

# How to navigate the Sentiment Report

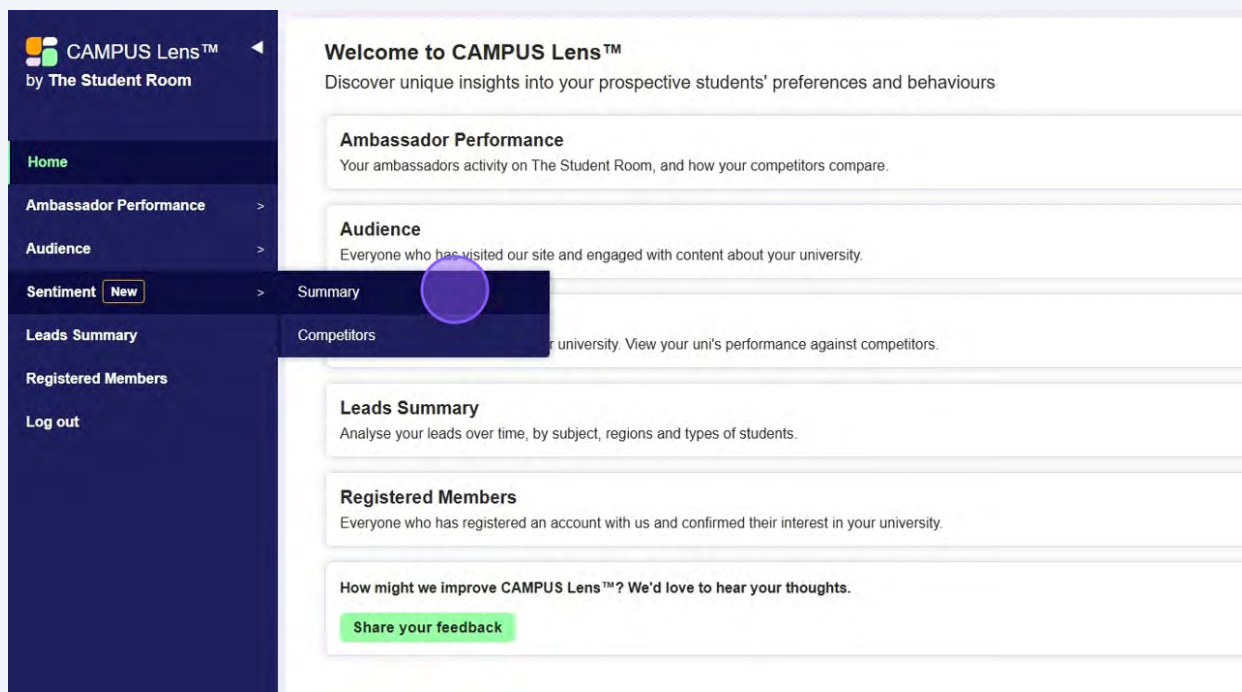


This guide is essential for effectively navigating the sentiment report, allowing you to analyse student sentiment by topic, regions, subjects and competitors

1

Navigate to <https://campus-lens.tsrmatters.com> login and select **Sentiment** and select **Summary**.

The sentiment report is updated daily. The report will include two years of rolling data allowing you to analyse year on year trends. There are two pages to the report a summary and competitor overview.



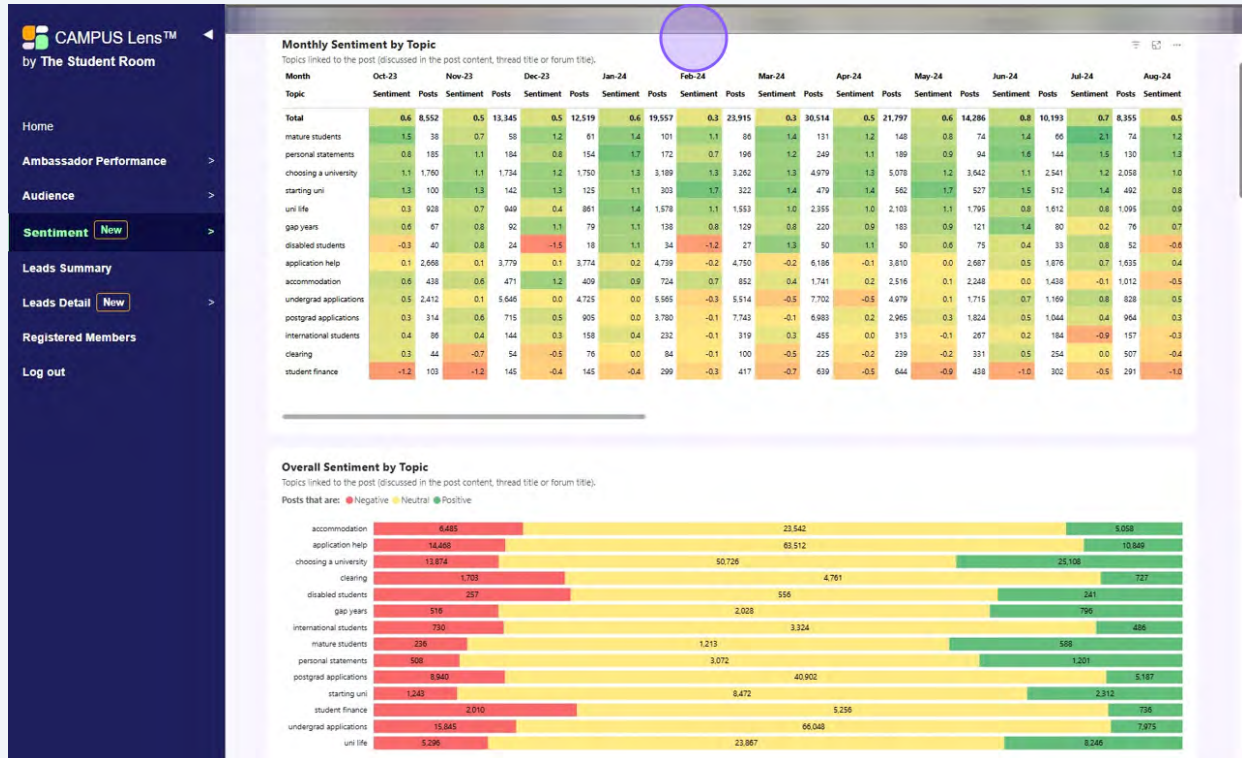
Tip! We use AI to process every post related to study help, universities and careers and identify any university mentions and then assign a sentiment score based on the tone of the conversation.

A sentiment score of 5 is very high, -5 is very low and 0 and 1 are neutral

2

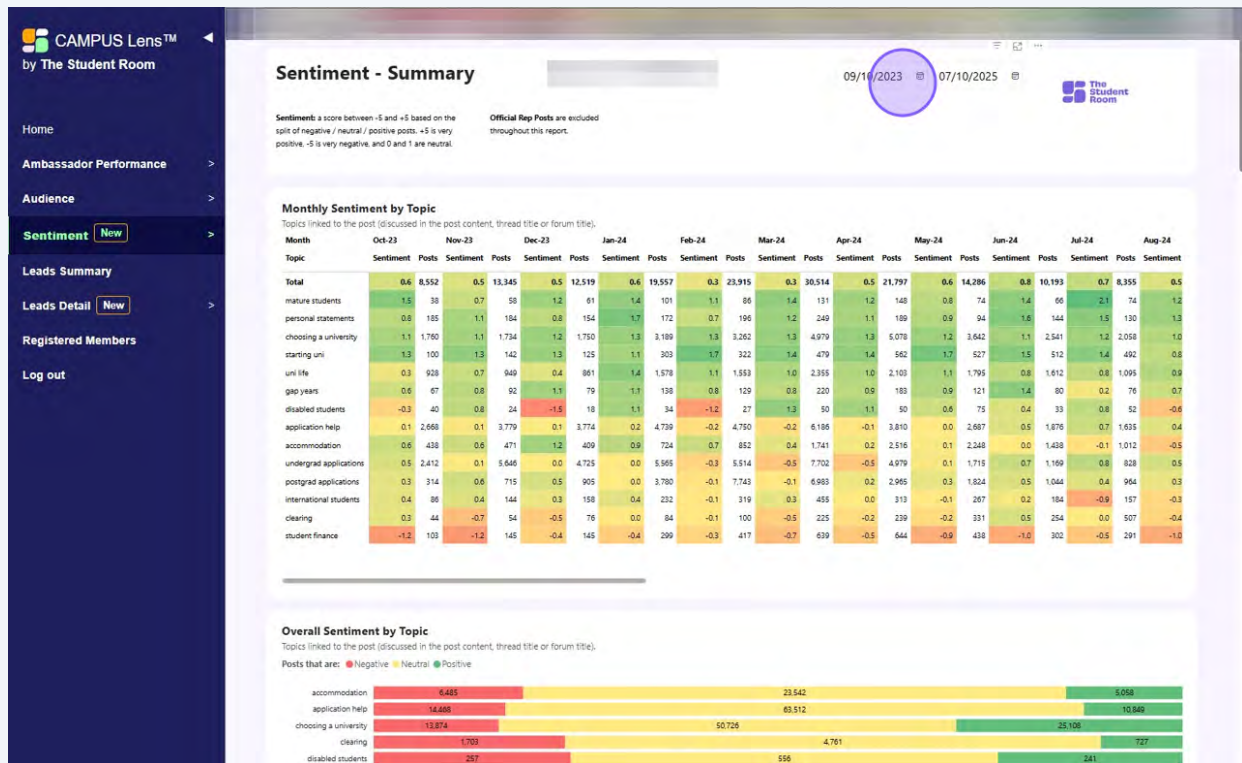
On the **summary page** the first chart shows you a colour coded view of your sentiment **scores by month and by topic** and the number of posts associated with that score.

The second bar chart shows you a **breakdown of posts by negative, neutral and positive scores** by topic.



3

Click on the **calendar icon** to change the reporting period, the report includes two years of rolling data and is updated daily.

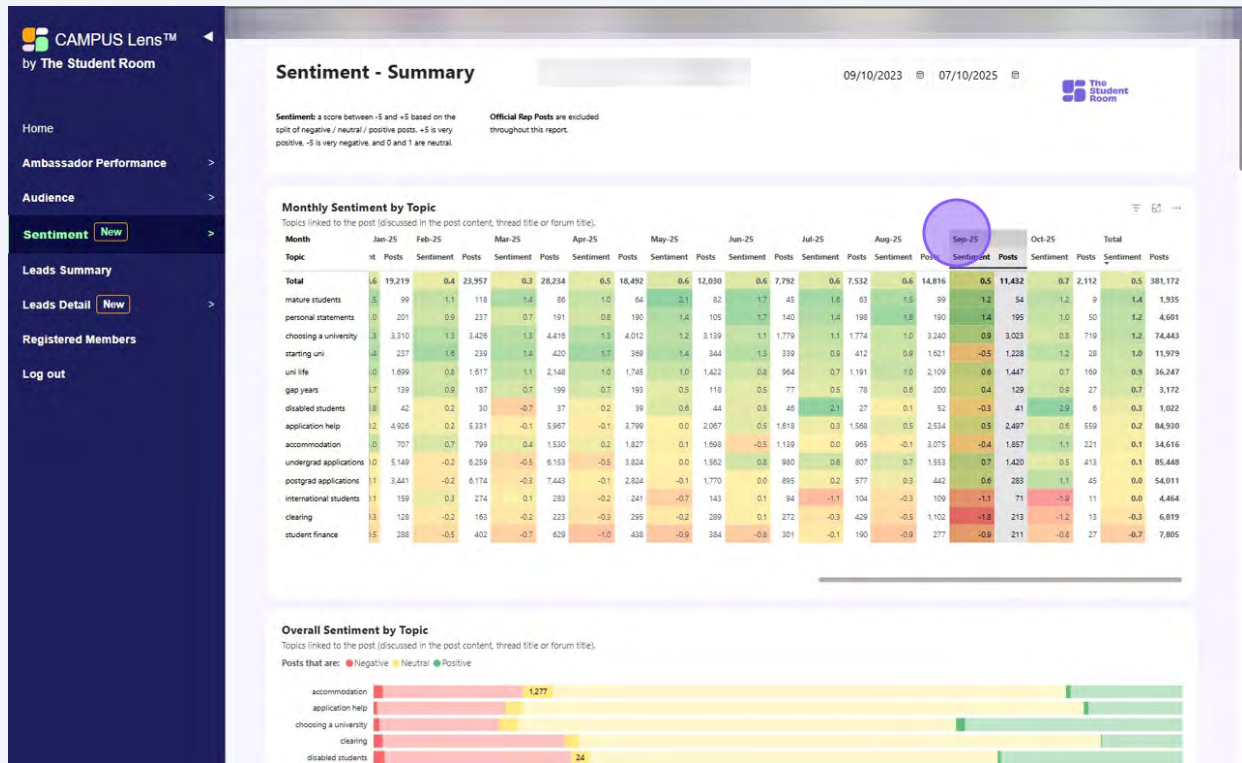


Tip! Any filters you apply to the report will apply to all pages within this report only and will be reset when you close your browser.

4

You can **click on any areas of the charts which will filter the data**. The filtering will apply to all the charts within the report. For example you can filter a certain month, topic or score.

- Click the area again to remove the filter.



5

When you apply a filter to any of the charts, **navigate to the last table in the report.** This provides you with a list of the threads associated to the filter you have applied.

Here you can view the individual post by clicking on the + button or use the link to open up the discussion on The Student Room website. This is a useful tool to help you understand positive and negative scores in more detail.

You can change the sort order of the sentiment score to low to high by clicking on the area highlighted.

The screenshot displays the CAMPUS Lens™ interface. On the left is a dark blue sidebar with navigation options: Home, Ambassador Performance, Audience, Sentiment (highlighted with a 'New' badge), Leads Summary, Leads Detail (with a 'New' badge), Registered Members, and Log out. The main content area is titled 'Posts you're mentioned in' and contains a table. The table has three columns: 'Thread Title', 'Average Sentiment', and 'Post Subjects'. The 'Average Sentiment' column is highlighted in green, and a purple circle highlights the 'Average Sentiment' header. The 'Post Subjects' column lists various topics related to university applications and student life. The table is sorted by 'Average Sentiment' in descending order, with the highest score of 5.0 at the top.

Thread Title	Average Sentiment	Post Subjects
	5.0	Healthcare professions
	5.0	
	4.0	Social sciences
	4.0	
	4.0	Social sciences
	3.9	Bio- and human sciences
	3.8	Healthcare professions
	3.8	Social sciences
	3.6	
	3.5	Social sciences
	3.4	Business and management; Physical science, engineering, maths; Social sciences
	3.2	
	3.2	Social sciences
	3.0	Healthcare professions
	3.0	Physical science, engineering, maths
	3.0	Healthcare professions
	3.0	Healthcare professions
	3.0	
	3.0	Healthcare professions
	3.0	Healthcare professions
	3.0	Social sciences
	3.0	Healthcare professions



6

The next two charts show you a breakdown of **sentiment scores by region**. We have grouped some users as "unknown" when their region cannot be identified.

- Click on an area to filter the report and navigate to the end of the report to see the related discussions.
- Click again on the area selected to remove the filter.

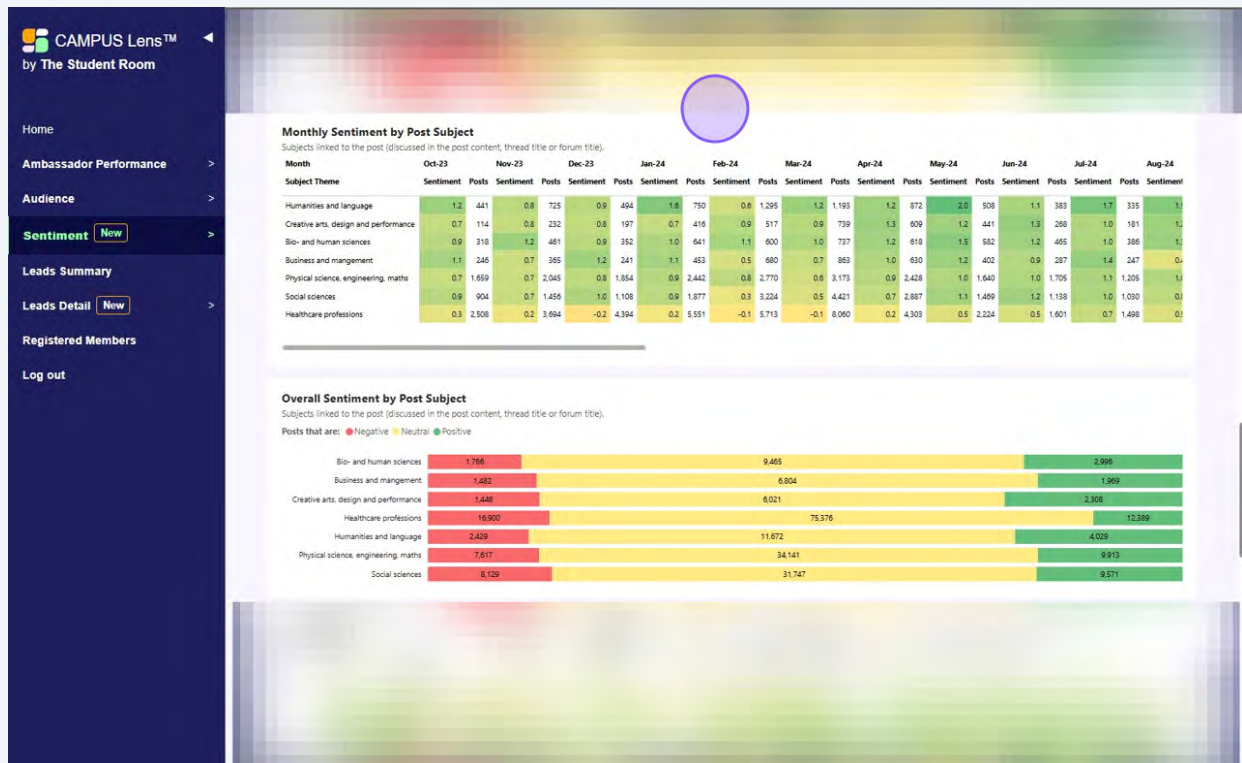
**Monthly Sentiment by Region**

UK Region is based on explicit data where provided, otherwise, it's derived from the user's IP address. 'UK - Unknown' means the user has indicated they're in the UK, but we have no further location details.

Month		Oct-23		Nov-23		Dec-23		Jan-24		Feb-24		Mar-24		Apr-24		May-24		Jun-24		Jul-24	
Country	Region	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts
UK	Total	0.6	6,967	0.5	11,514	0.4	10,565	0.7	15,695	0.4	18,513	0.4	23,430	0.6	17,435	0.7	11,376	0.8	8,391		
	South West England	0.7	351	0.6	487	0.4	421	1.1	653	0.6	735	0.7	1,036	0.7	934	1.1	726	1.1	579		
	North East England	0.8	114	0.1	301	0.6	173	1.0	340	0.7	489	1.2	487	1.1	426	1.2	285	1.1	183		
	East Midlands	1.0	333	0.4	428	0.5	500	1.1	681	0.7	571	0.7	865	1.0	690	1.0	500	0.9	402		
	East of England	0.9	550	0.7	979	0.4	1,086	0.9	1,346	0.3	1,800	0.4	2,167	0.7	1,515	0.9	1,005	0.8	701		
	Yorkshire and the Humber	0.4	449	0.9	720	1.1	600	1.0	813	1.0	1,115	0.6	1,441	0.6	898	0.5	559	0.4	593		
	Wales	0.9	176	0.3	331	0.4	273	0.4	455	0.2	409	0.5	570	0.7	421	0.6	253	0.6	206		
	Scotland	0.4	186	0.5	437	0.5	357	0.7	626	0.4	934	0.4	1,335	0.5	893	0.7	553	0.7	302		
	South East England	0.2	1,080	0.4	1,768	0.4	1,674	0.6	2,239	0.2	2,407	0.5	2,914	0.5	2,371	0.8	1,587	0.8	1,146		
	London	0.5	1,790	0.3	3,013	0.3	2,826	0.5	4,574	0.3	5,373	0.3	6,541	0.6	4,958	0.7	2,891	0.9	2,179		
	UK - Unknown	0.4	807	0.6	1,115	0.3	855	0.3	1,447	0.4	1,577	0.3	1,976	0.6	1,446	0.5	923	0.8	583		
	West Midlands	1.0	519	0.6	881	0.4	895	0.8	1,083	0.3	1,337	0.3	1,877	0.6	1,270	0.4	818	0.8	683		
	North West England	0.3	552	0.4	931	0.1	787	0.5	1,271	0.4	1,526	0.4	1,923	0.6	1,383	0.5	854	0.6	731		
	Northern Ireland	0.8	60	-0.1	123	0.1	118	0.1	167	-0.5	240	0.4	298	0.2	230	-0.7	422	0.5	103		
Other	Total	0.5	1,165	0.2	1,825	0.8	1,951	0.4	3,796	0.1	5,384	0.0	7,075	0.1	4,362	0.4	2,910	0.4	1,802		
	Channel Islands	0.3	26	0.4	14	-0.6	11	0.6	11	1.2	5	1.5	16	-0.5	25	2.7	11	-1.3	4		
	Isle of Man	-1.7	2	3.5	3	1.6	6	0.4	14	-2.3	13	0.4	13	-0.3	16			1.5	7		
	Unknown	-0.6	23	0.0	67	0.2	49	1.7	65	0.0	126	0.0	62	-0.1	69	1.4	36	0.1	23		
	International	0.5	1,114	0.2	1,741	0.8	1,885	0.3	3,706	0.1	5,240	0.0	6,984	0.1	4,252	0.3	2,863	0.4	1,768		

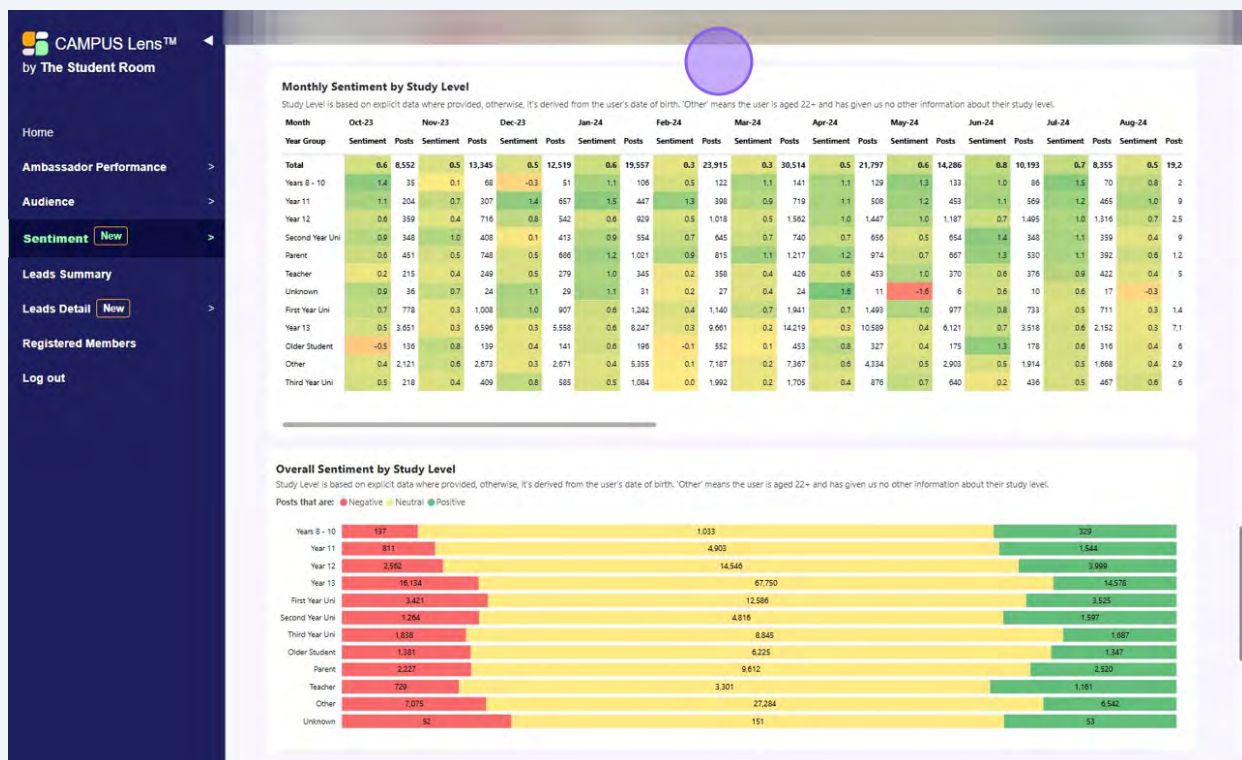
7

The next two charts show you a **breakdown of sentiment by high level subject grouping**.



8

The last two charts give you an **overview of sentiment by study level**. This is based on data that users shared when they signed up or derived from date of birth.



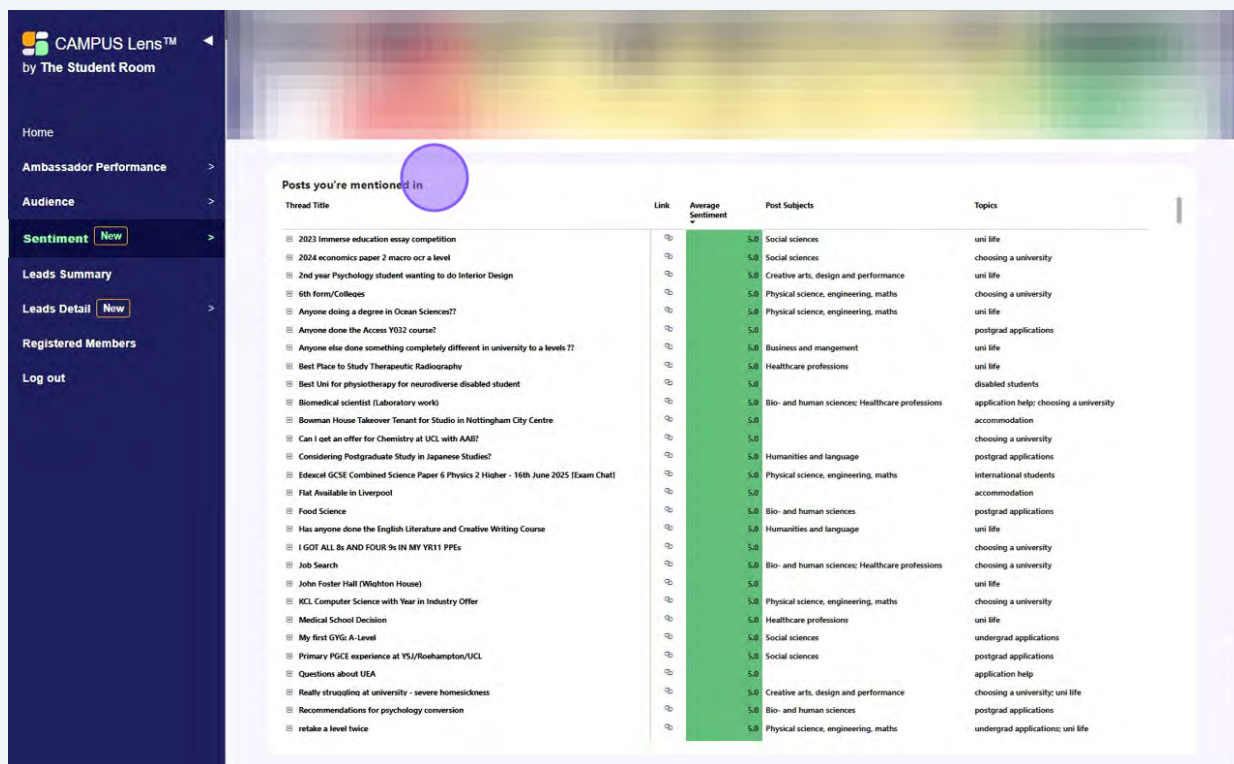
9

The last table on the summary page provides you with a **detailed list of ALL the threads and posts** associated with each sentiment score.

You can click the + button to read the individual posts or use the link to view the whole discussion on The Student Room website.

You can also sort the sentiment score to low to high.

This table is best used when you filter the data within the other charts in the report for example by month, topic, region, subject area or study level to allow you to analyse sentiment and individual positive and negative comments in detail.



Thread Title	Link	Average Sentiment	Post Subjects	Topics
2023 Immense education essay competition		5.0	Social sciences	uni life
2024 economics paper 2 macro ocr a level		5.0	Social sciences	choosing a university
2nd year Psychology student wanting to do Interior Design		5.0	Creative arts, design and performance	uni life
6th form/Colleges		5.0	Physical science, engineering, maths	choosing a university
Anyone doing a degree in Ocean Sciences??		5.0	Physical science, engineering, maths	uni life
Anyone done the Access Y032 course?		5.0	Business and management	postgrad applications
Anyone else done something completely different in university to a levels ??		5.0	Healthcare professions	uni life
Best Place to Study Therapeutic Radiography		5.0	Healthcare professions	disabled students
Best Uni for physiotherapy for neurodiverse disabled student		5.0	Bio- and human sciences; Healthcare professions	application help; choosing a university
Biomedical scientist (Laboratory work)		5.0	accommodation	choosing a university
Boorman House Takeover Tenant for Studio in Nottingham City Centre		5.0	Humanities and language	postgrad applications
Can I get an offer for Chemistry at UCL with AAB?		5.0	Physical science, engineering, maths	international students
Considering Postgraduate Study in Japanese Studies?		5.0	accommodation	postgrad applications
Edexcel GCSE Combined Science Paper 6 Physics 2 Higher - 16th June 2025 (Exam Chat)		5.0	Bio- and human sciences	uni life
Flat Available in Liverpool		5.0	Humanities and language	postgrad applications
Food Science		5.0	choosing a university	uni life
Has anyone done the English Literature and Creative Writing Course		5.0	Bio- and human sciences; Healthcare professions	choosing a university
I GOT ALL B+ AND FOUR 9s IN MY VR11 PPEs		5.0	uni life	choosing a university
Job Search		5.0	Physical science, engineering, maths	uni life
John Foster Hall (Waghton House)		5.0	Healthcare professions	choosing a university
KCL Computer Science with Year in Industry Offer		5.0	Social sciences	uni life
Medical School Decision		5.0	Healthcare professions	undergrad applications
My first GY6 A-Level		5.0	Social sciences	postgrad applications
Primary PGCE experience at Y5/Roehampton/UCL		5.0	Physical science, engineering, maths	application help
Questions about UEA		5.0	Creative arts, design and performance	choosing a university; uni life
Really struggling at university - severe homesickness		5.0	Bio- and human sciences	postgrad applications
Recommendations for psychology conversion		5.0	Physical science, engineering, maths	undergrad applications; uni life
retake a level twice		5.0		



Tip! We have optimised our AI prompts to achieve the highest possible accuracy, it's important to note that AI is not infallible. Occasionally, it may misidentify a university mentioned or assign a sentiment score that doesn't align with expectations, these instances are occasional.

We do not manually adjust individual post scores, as doing so would compromise the consistency and integrity of the overall dataset. However, isolated inaccuracies should not significantly impact broader sentiment trends.

If you notice a recurring issue or pattern that affects the reliability of the data, please discuss with your account director.



10

Navigate to the **Competitor page** to see how your sentiment scores align with competitors and your tariff group.

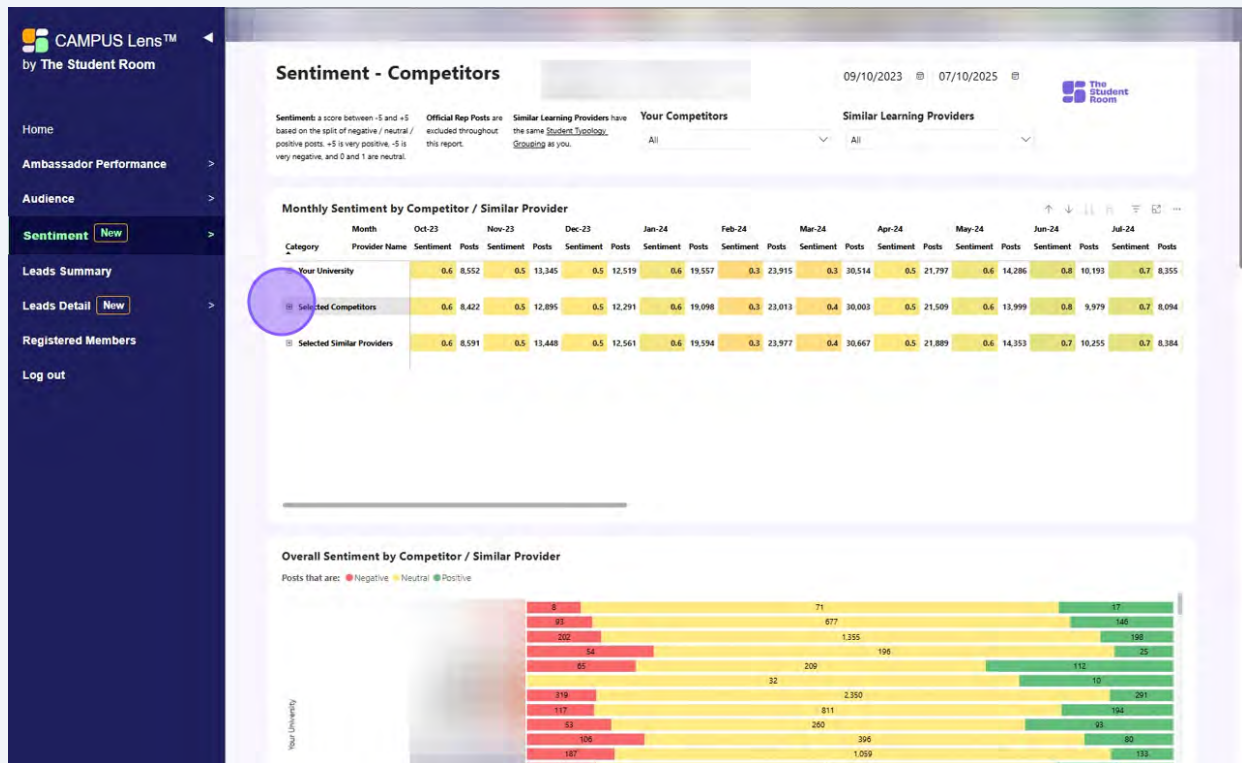
The first chart shows you **sentiment score by month vs. your competitors** and the second is broken down by negative, neutral and positive posts.



11

Click on the + button to collapse the select competitors to **see an overview of similar providers** which is your tariff group.

You can also use the drop downs at the top of the report to filter by a competitors or similar universities for comparison.



## 12 The next two charts show a comparison by topic and region.



## 13 The next chart provides sentiment score comparison by high level subject grouping.



## 14 The final chart is a **comparison by study level**.

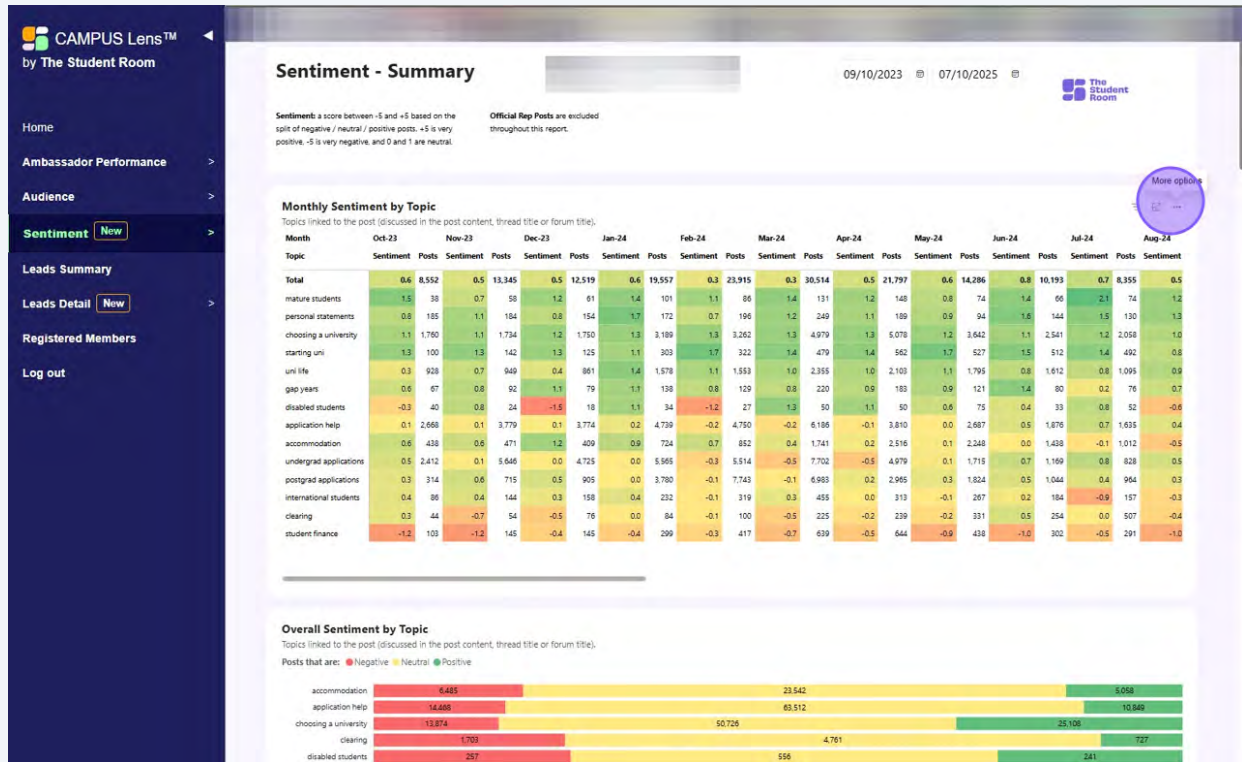




15

- To export any graph or table:

- Hover over the visual.
- Click the three dots (...).



## 16 Click "Export data".

CAMPUS Lens™  
by The Student Room

Home

Ambassador Performance

Audience

**Sentiment** New

Leads Summary

Leads Detail New

Registered Members

Log out

### Sentiment - Summary

09/10/2023 07/10/2025

Sentiment: a score between -5 and +5 based on the split of negative / neutral / positive posts. +5 is very positive, -5 is very negative, and 0 and 1 are neutral.

Official Rap Posts are excluded throughout this report.

#### Monthly Sentiment by Topic

Topics linked to the post (discussed in the post content, thread title or forum title).

Month	Topic	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts
Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24									
Total	0.6	8,552	0.5	13,345	0.5	12,519	0.6	19,557	0.3	23,915	0.3	30,514	0.5	21,797	0.6	14,286	0.8
mature students	1.5	38	0.7	58	1.2	61	1.4	101	1.1	86	1.4	131	1.2	148	0.8	74	1.4
personal statements	0.8	185	1.1	184	0.8	154	1.7	172	0.7	196	1.2	249	1.1	189	0.9	94	1.6
choosing a university	1.1	1,760	1.1	1,734	1.2	1,750	1.3	3,189	1.3	3,262	1.3	4,979	1.3	5,078	1.2	3,642	1.1
starting uni	1.3	100	1.3	142	1.3	125	1.1	303	1.7	322	1.4	479	1.4	562	1.7	527	1.5
uni life	0.3	928	0.7	949	0.4	861	1.4	1,578	1.1	1,553	1.0	2,355	1.0	2,108	1.1	1,795	0.8
gap years	0.5	67	0.8	92	1.1	79	1.1	138	0.8	129	0.8	220	0.9	183	0.9	121	1.4
disabled students	-0.3	40	0.8	24	-1.5	18	1.1	34	-1.2	27	1.3	50	1.1	50	0.6	75	0.4
application help	0.1	2,668	0.1	3,779	0.1	3,774	0.2	4,739	-0.2	4,750	-0.2	6,186	-0.1	3,810	0.0	2,687	0.5
accommodation	0.6	438	0.6	471	1.2	409	0.9	724	0.7	852	0.4	1,741	0.2	2,516	0.1	2,348	0.0
undergrad applications	0.5	2,412	0.1	5,646	0.0	4,725	0.0	5,965	-0.3	5,514	-0.5	7,702	-0.5	4,979	0.1	1,715	0.7
postgrad applications	0.3	314	0.6	715	0.5	905	0.0	3,780	-0.1	7,743	-0.1	6,983	0.2	2,965	0.3	1,824	0.5
international students	0.4	86	0.4	144	0.3	158	0.4	232	-0.1	319	0.3	455	0.0	313	-0.1	207	0.2
clearing	0.2	44	-0.7	54	-0.5	76	0.0	84	-0.1	100	-0.5	225	-0.2	239	-0.2	331	0.5
student finance	-1.2	103	-1.2	145	-0.4	145	-0.4	299	-0.3	417	-0.7	639	-0.5	644	-0.9	438	-1.0

#### Overall Sentiment by Topic

Topics linked to the post (discussed in the post content, thread title or forum title).

Posts that are: ● Negative ● Neutral ● Positive

Topic	Negative	Neutral	Positive
accommodation	6,485	23,542	5,058
application help	18,468	65,512	10,548
choosing a university	13,874	50,726	25,108
clearing	1,703	4,761	727
disabled students	267	555	241

Export data

Show as a table

Spotlight

Get insights

Sort descending

Sort ascending

Sort by

## 17 Click "Export".

CAMPUS Lens™  
by The Student Room

Home

Ambassador Performance

Audience

**Sentiment** New

Leads Summary

Leads Detail New

Registered Members

Log out

### Sentiment - Summary

None/Multiple Selected

09/10/2023 07/10/2025

Sentiment: a score between -5 and +5 based on the split of negative / neutral / positive posts. +5 is very positive, -5 is very negative, and 0 and 1 are neutral.

Official Rap Posts are excluded throughout this report.

#### Monthly Sentiment by Topic

Topics linked to the post (discussed in the post content, thread title or forum title).

Month	Topic	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts	Sentiment	Posts
Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24									
Total	0.6	8,552	0.5	13,345	0.5	12,519	0.6	19,557	0.3	23,915	0.3	30,514	0.5	21,797	0.6	14,286	0.8
mature students	1.5	38	0.7	58	1.2	61	1.4	101	1.1	86	1.4	131	1.2	148	0.8	74	1.4
personal statements	0.8	185	1.1	184	0.8	154	1.7	172	0.7	196	1.2	249	1.1	189	0.9	94	1.6
choosing a university	1.1	1,760	1.1	1,734	1.2	1,750	1.3	3,189	1.3	3,262	1.3	4,979	1.3	5,078	1.2	3,642	1.1
starting uni	1.3	100	1.3	142	1.3	125	1.1	303	1.7	322	1.4	479	1.4	562	1.7	527	1.5
uni life	0.3	928	0.7	949	0.4	861	1.4	1,578	1.1	1,553	1.0	2,355	1.0	2,108	1.1	1,795	0.8
gap years	0.5	67	0.8	92	1.1	79	1.1	138	0.8	129	0.8	220	0.9	183	0.9	121	1.4
disabled students	-0.3	40	0.8	24	-1.5	18	1.1	34	-1.2	27	1.3	50	1.1	50	0.6	75	0.4
application help	0.1	2,668	0.1	3,779	0.1	3,774	0.2	4,739	-0.2	4,750	-0.2	6,186	-0.1	3,810	0.0	2,687	0.5
accommodation	0.6	438	0.6	471	1.2	409	0.9	724	0.7	852	0.4	1,741	0.2	2,516	0.1	2,348	0.0
undergrad applications	0.5	2,412	0.1	5,646	0.0	4,725	0.0	5,965	-0.3	5,514	-0.5	7,702	-0.5	4,979	0.1	1,715	0.7
postgrad applications	0.3	314	0.6	715	0.5	905	0.0	3,780	-0.1	7,743	-0.1	6,983	0.2	2,965	0.3	1,824	0.5
international students	0.4	86	0.4	144	0.3	158	0.4	232	-0.1	319	0.3	455	0.0	313	-0.1	207	0.2
clearing	0.2	44	-0.7	54	-0.5	76	0.0	84	-0.1	100	-0.5	225	-0.2	239	-0.2	331	0.5
student finance	-1.2	103	-1.2	145	-0.4	145	-0.4	299	-0.3	417	-0.7	639	-0.5	644	-0.9	438	-1.0

#### Overall Sentiment by Topic

Topics linked to the post (discussed in the post content, thread title or forum title).

Posts that are: ● Negative ● Neutral ● Positive

Topic	Negative	Neutral	Positive
accommodation	6,485	23,542	5,058
application help	18,468	65,512	10,548
choosing a university	13,874	50,726	25,108
clearing	1,703	4,761	727
disabled students	267	555	241

Which data do you want to export?

Export your data in the format that suits your needs. If you have a lot of data, the number of rows you export might be limited depending on the file type you select. [Learn more about exporting data](#)

**Data with current layout**

Export this data in the same layout you see now, but without any icons, colors, or other formatting you added.

**Summarized data**

Export the summarized data used to create your visual (for example, sums, averages, and medians).

**Underlying data**

Export the raw data used to calculate the data in your visual.

File format:

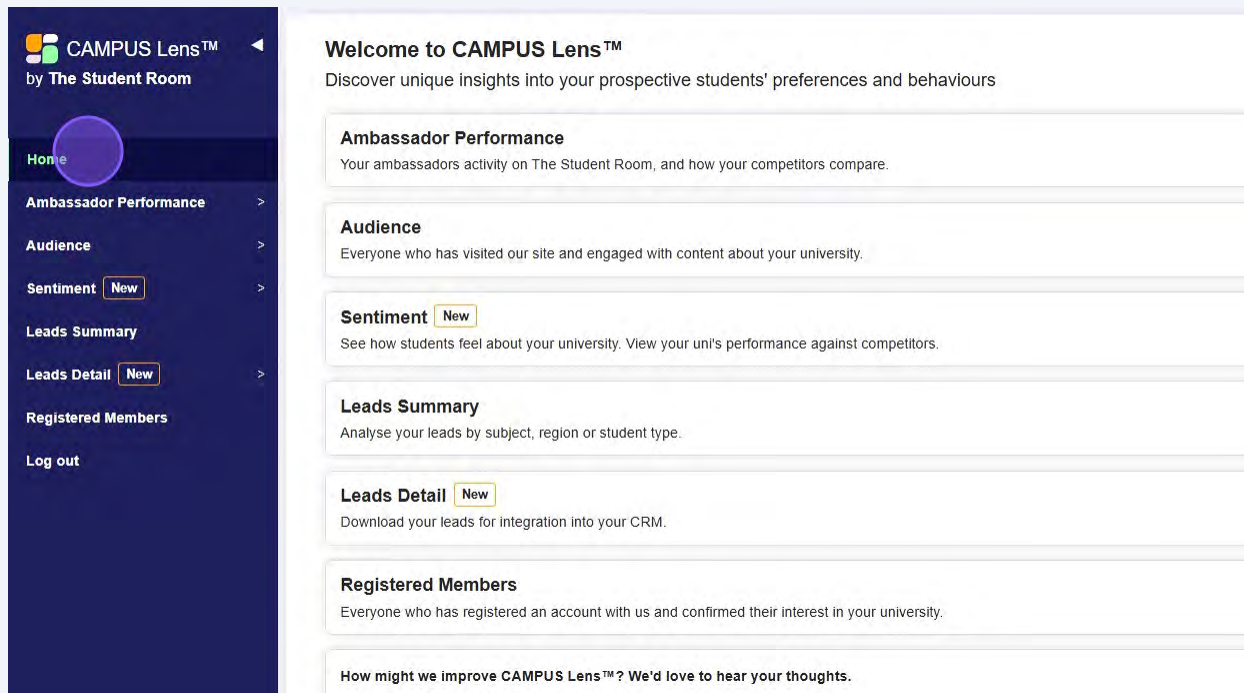
xlsx (Excel 150,000-row max)

Export

Cancel

18

Click **Home** to browse additional reports, and don't forget to leave feedback to help us improve!



**CAMPUS Lens™**  
by The Student Room

**Home**

**Ambassador Performance** >

**Audience** >

**Sentiment** **New** >

**Leads Summary**

**Leads Detail** **New** >

**Registered Members**

**Log out**

**Welcome to CAMPUS Lens™**  
Discover unique insights into your prospective students' preferences and behaviours

**Ambassador Performance**  
Your ambassadors activity on The Student Room, and how your competitors compare.

**Audience**  
Everyone who has visited our site and engaged with content about your university.

**Sentiment** **New**  
See how students feel about your university. View your uni's performance against competitors.

**Leads Summary**  
Analyse your leads by subject, region or student type.

**Leads Detail** **New**  
Download your leads for integration into your CRM.

**Registered Members**  
Everyone who has registered an account with us and confirmed their interest in your university.

How might we improve CAMPUS Lens™? We'd love to hear your thoughts.