

OSAP, Social Media and Perceptions of Postsecondary Education Affordability

Hanna Woldeyohannes

Access in Practice – Putting Great Ideas to Work

April 4, 2018

Research Objective

- How are communications about the new OSAP influencing public perceptions of PSE affordability and financial aid in Ontario?



February 2016

-

December 2017

Social Media Data Sources

The study used text mining (qualitative and quantitative) content analysis and sentiment analysis methods to systematically analyze communications on social media platforms.

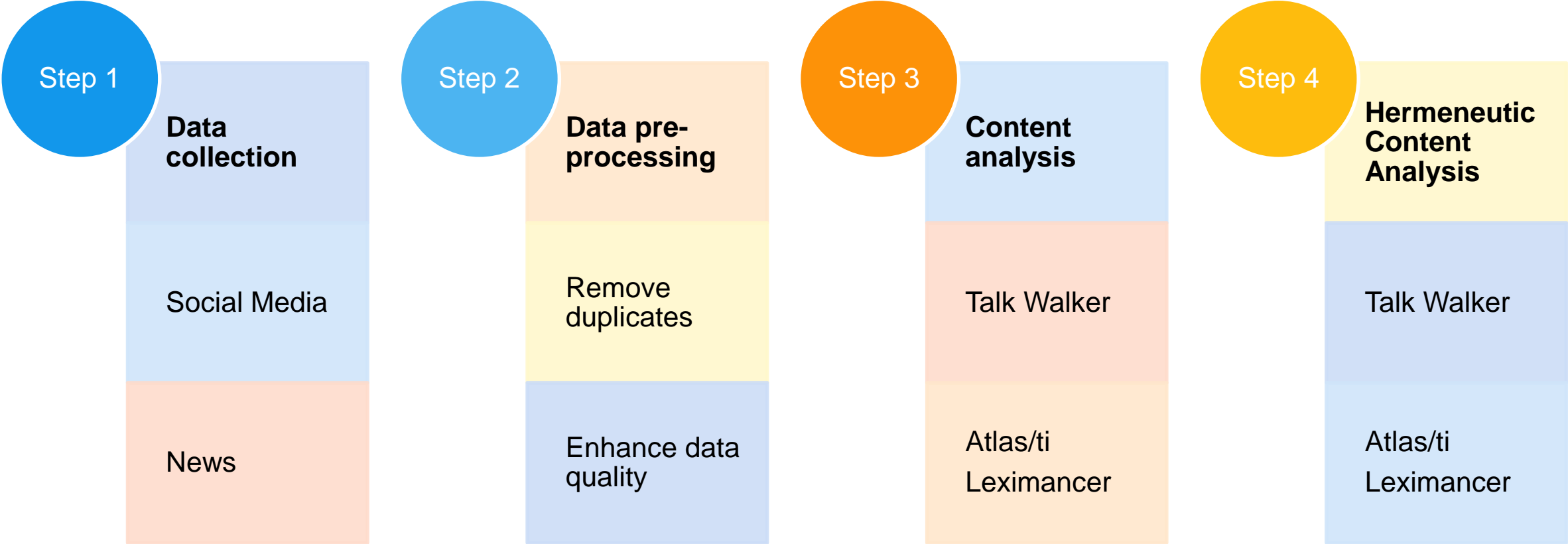


Social Media Keywords

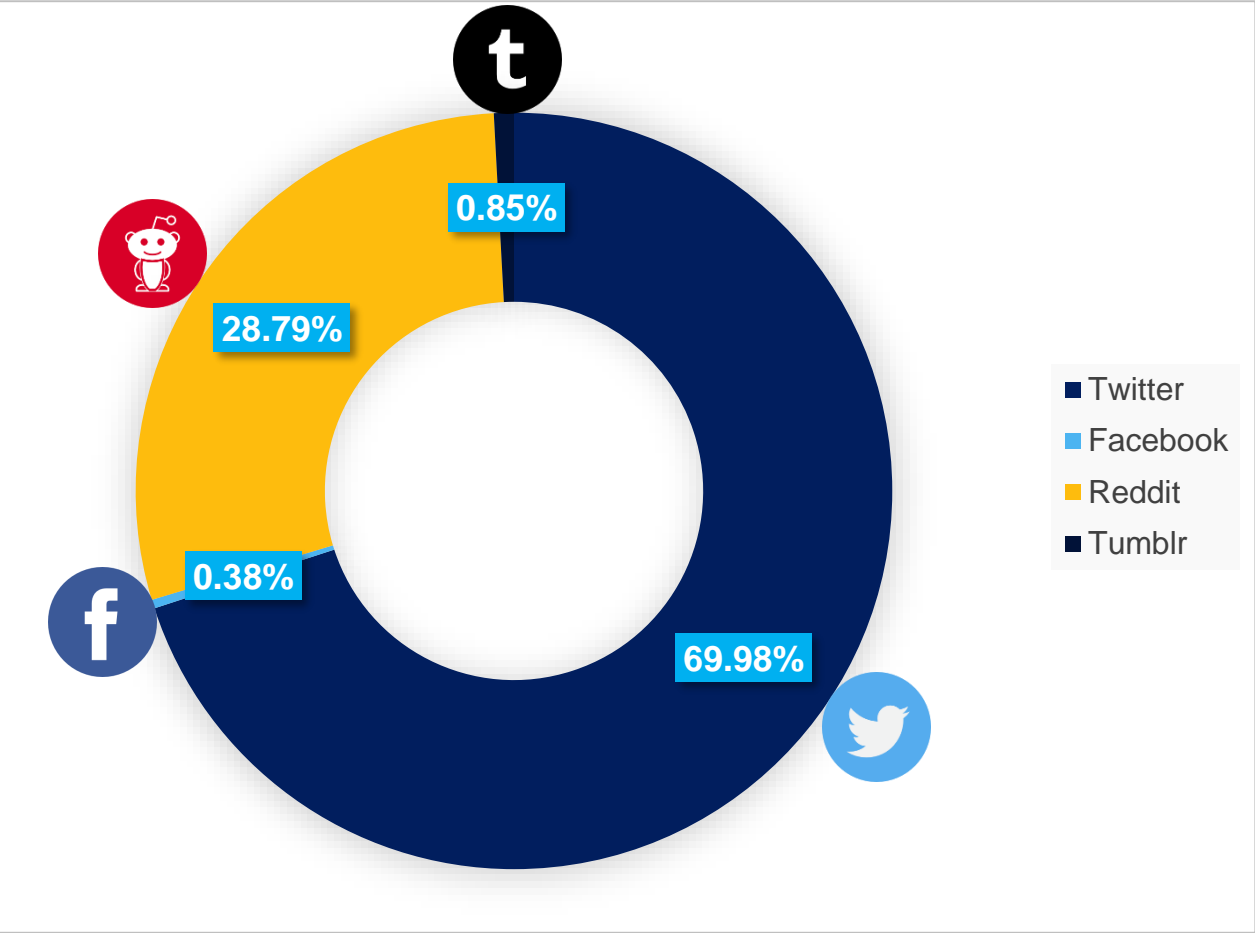
- 1) OSAP
- 2) #OSAP
- 3) Financial aid
- 4) Free tuition
- 5) #freetuition
- 6) Student grant
- 7) Student loan
- 8) Student debt
- 9) Net billing



Method of Analysis



Distribution of OSAP Mentions across Data Sources



Twitter	34,130
Reddit	14,044
Tumblr	416
Facebook	183

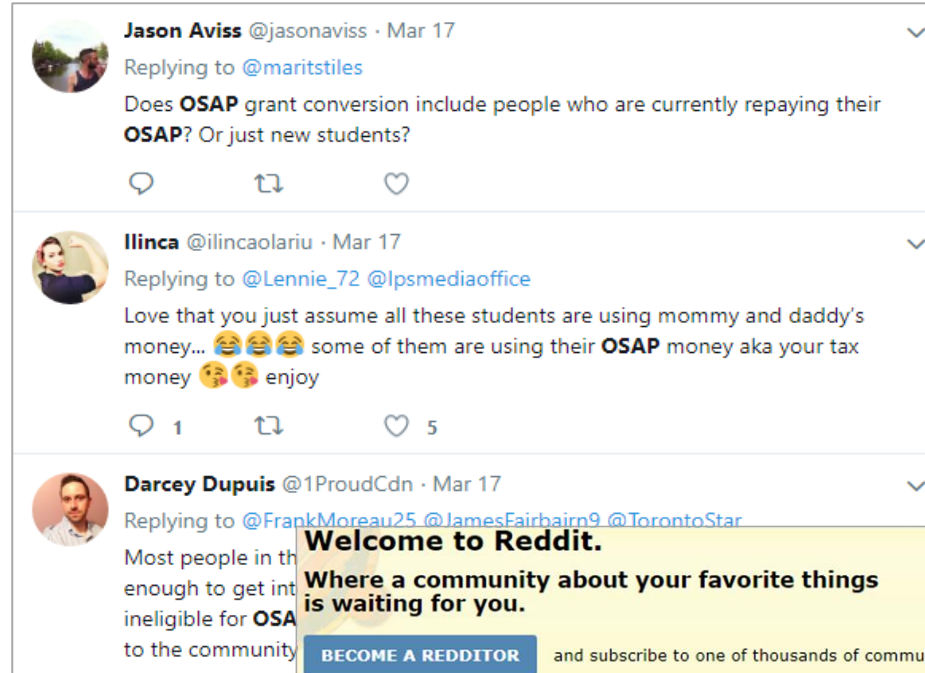
Data Source Types

Twitter

- Focus on the individual
- Intention is self-expression

Reddit

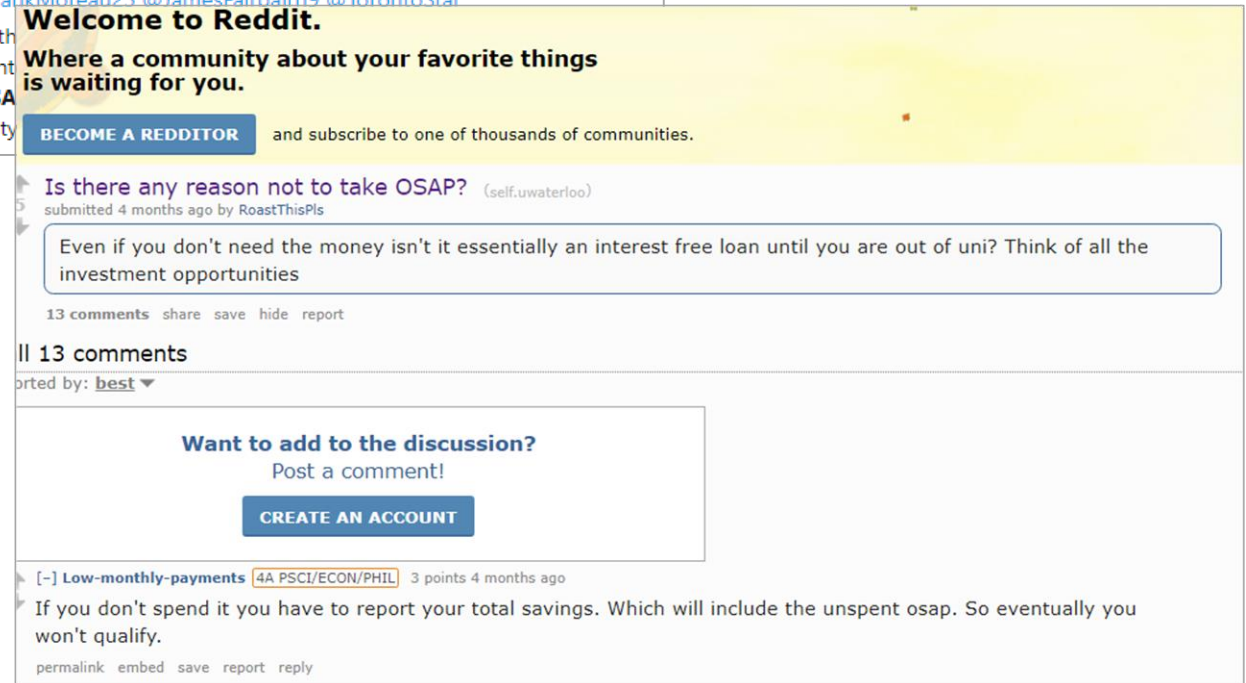
- Focus on the community
- Intention is to contribute to a discussion



Jason Aviss @jasonaviss · Mar 17
Replying to @maritstiles
Does **OSAP** grant conversion include people who are currently repaying their **OSAP**? Or just new students?

Ilinca @ilincaolariu · Mar 17
Replying to @Lennie_72 @Ipsmediaoffice
Love that you just assume all these students are using mommy and daddy's money... 😂😂😂 some of them are using their **OSAP** money aka your tax money 🤔😏 enjoy

Darcey Dupuis @1ProudCdn · Mar 17
Replying to @FrankMoreau25 @JamesFairbairn9 @TorontoStar
Most people in the world are not eligible for **OSAP** to the community



Welcome to Reddit.
Where a community about your favorite things is waiting for you.

BECOME A REDDITOR and subscribe to one of thousands of communities.

Is there any reason not to take OSAP? (self.uwaterloo)
submitted 4 months ago by RoastThisPls

Even if you don't need the money isn't it essentially an interest free loan until you are out of uni? Think of all the investment opportunities

13 comments share save hide report

13 comments
Sorted by: best

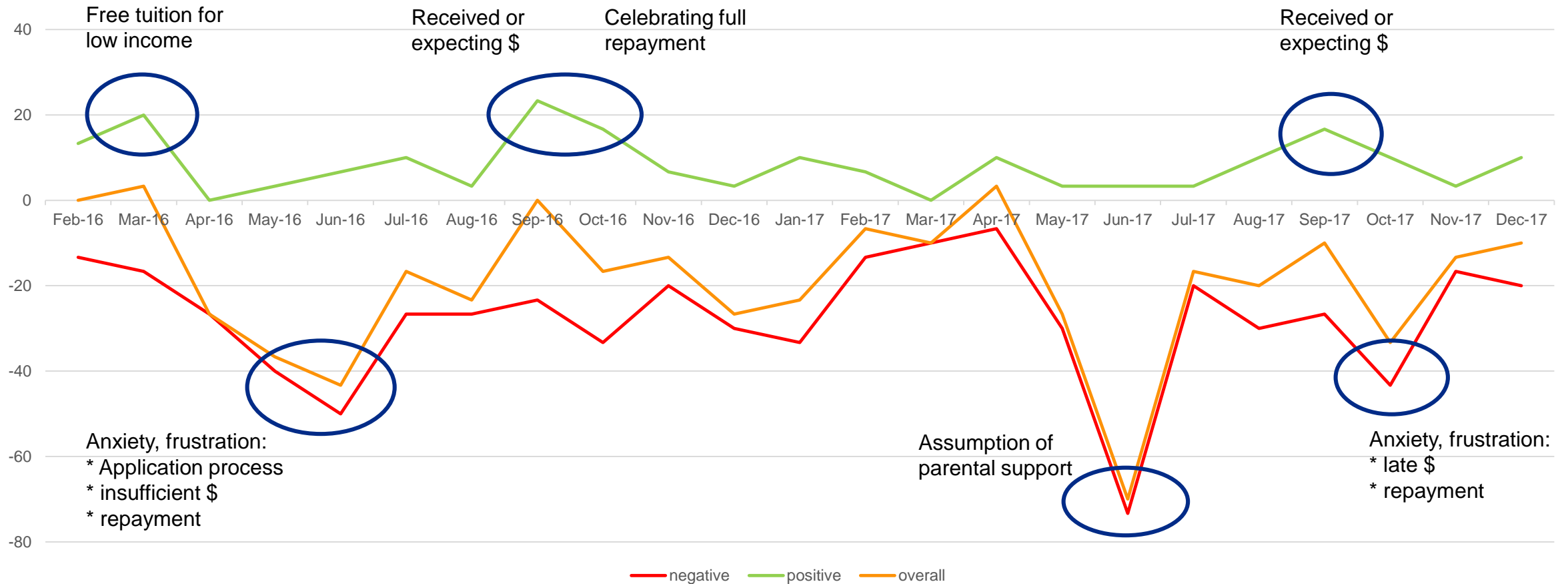
Want to add to the discussion?
Post a comment!
CREATE AN ACCOUNT

[...] Low-monthly-payments 4A PSCI/ECON/PHIL 3 points 4 months ago

If you don't spend it you have to report your total savings. Which will include the unspent osap. So eventually you won't qualify.

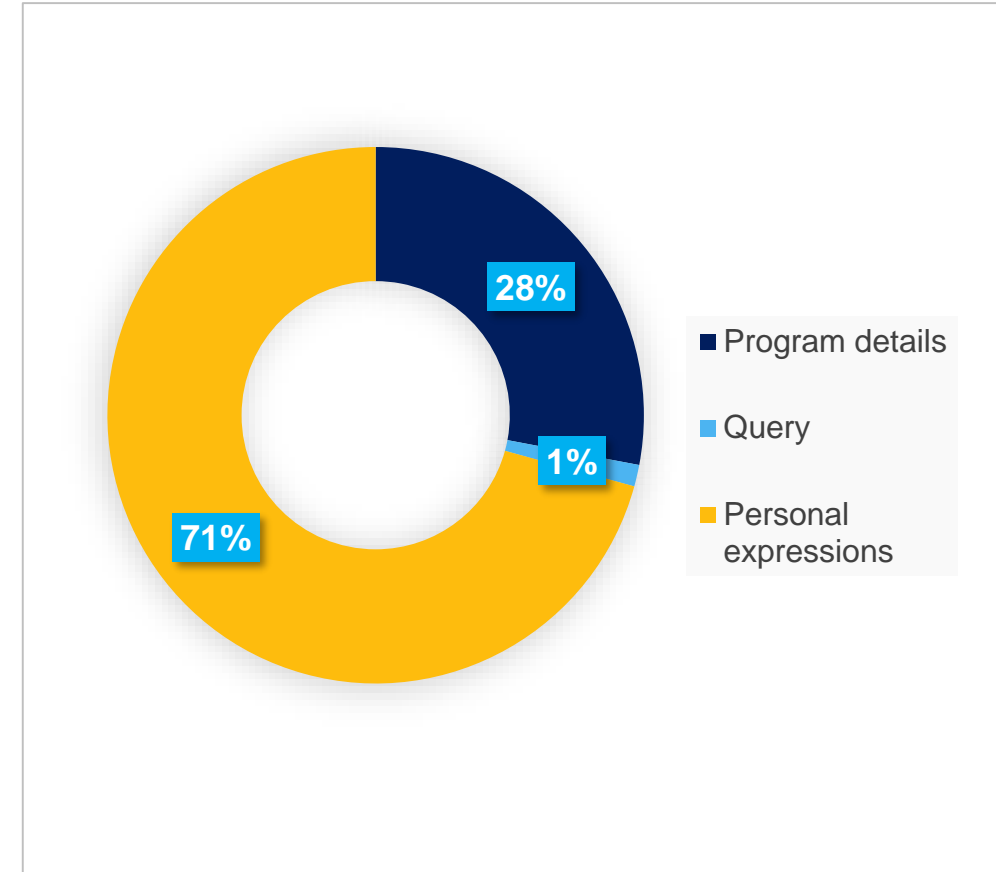
permalink embed save report reply

Twitter: Sentiment Analysis



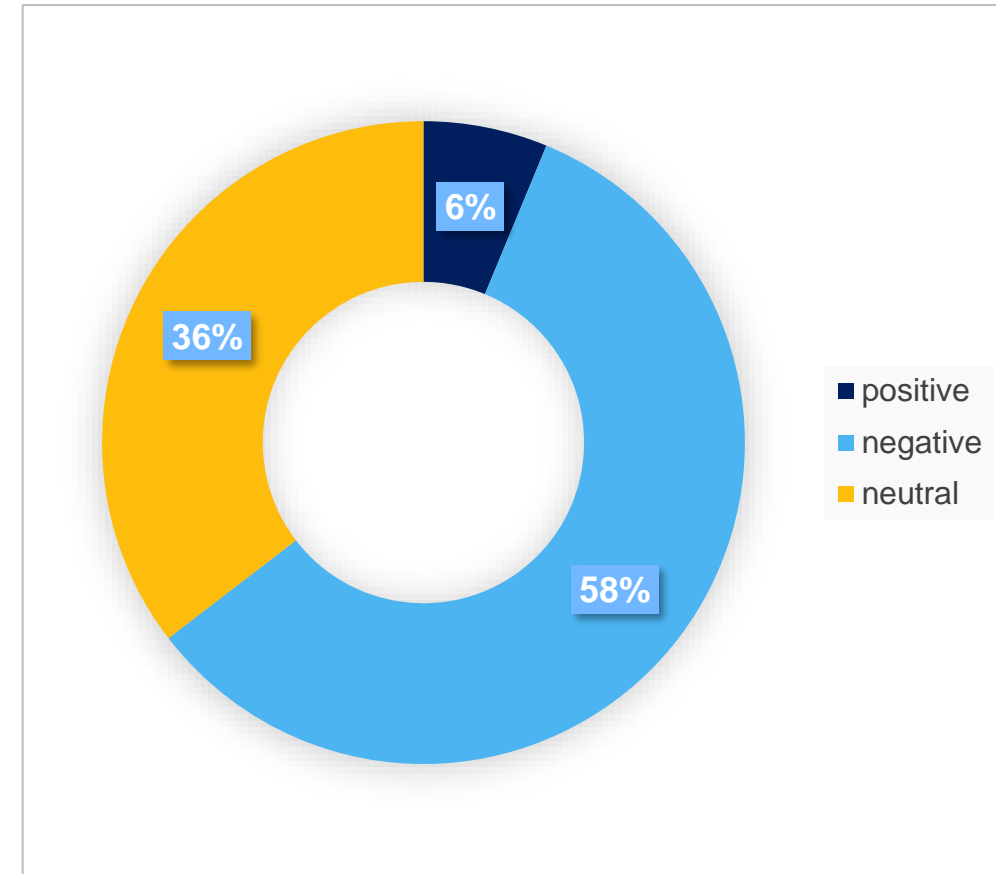
Twitter: Data Description

- 28% of tweets shared new OSAP program details:
 - 61% were retweets from Ontario government, academic institutions and news
 - 34% of tweets were actionable
 - @ONAdvancedEd was most retweeted



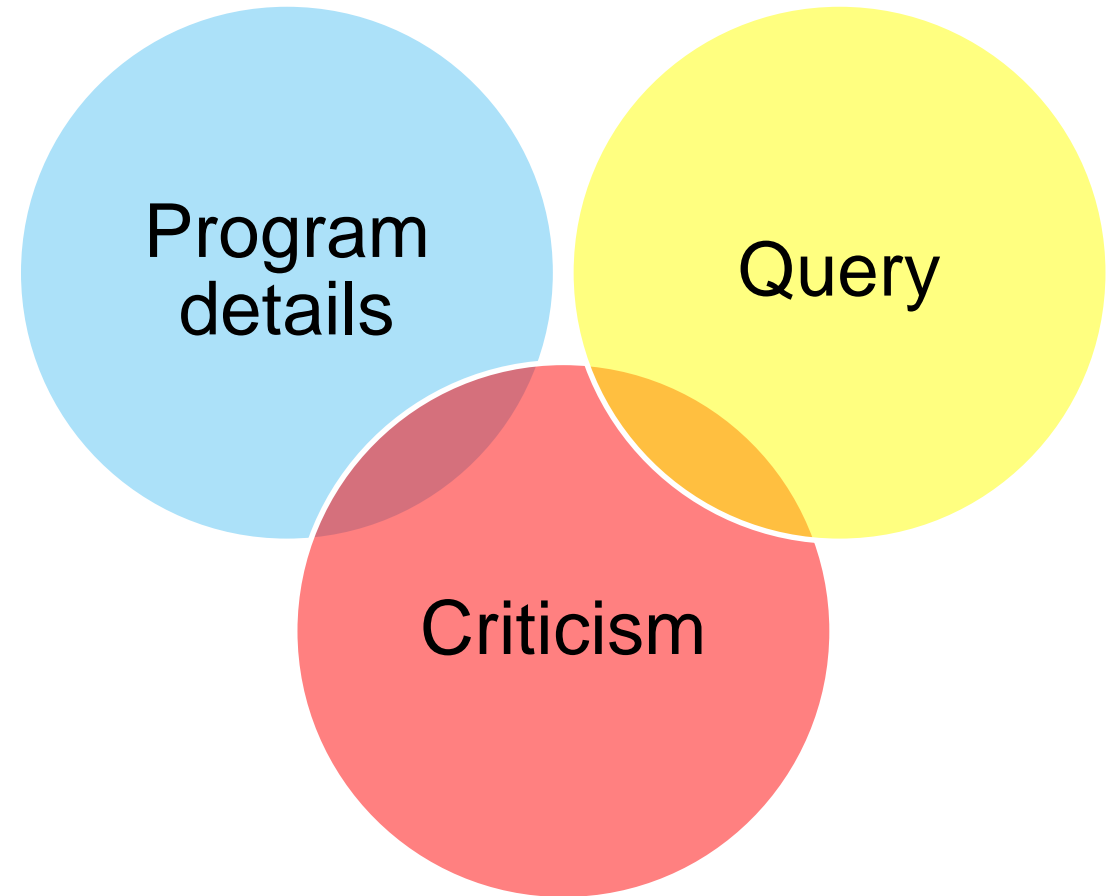
Twitter: Data Description

- 71% of tweets were personal expressions.
 - 13% : student loan repayments
 - 10% : spending plans once OSAP is received
 - **10% : OSAP program details, specifically, free tuition and application process**



Reddit: Data Description

- 70 % of comments fell in 3 categories
- 37% shared information regarding OSAP program details such as:
 - Practical meaning of free tuition
 - Application period for the new OSAP policy
 - Impact of household income, RESP, personal income/assets



Reddit: Data Description

- 28% of comments offered criticisms of the OSAP program such as:
 - Arbitrary cut off of household income of \$50,000 or less
 - Removal of tax credits, particularly among those in professional STEM programs
 - Issue of rising tuition rates unaddressed
- 15% presented queries including:
 - Practical meaning of free tuition
 - Application process to receive free tuition
 - Applicability to graduate students

Reddit: Sentiment Analysis

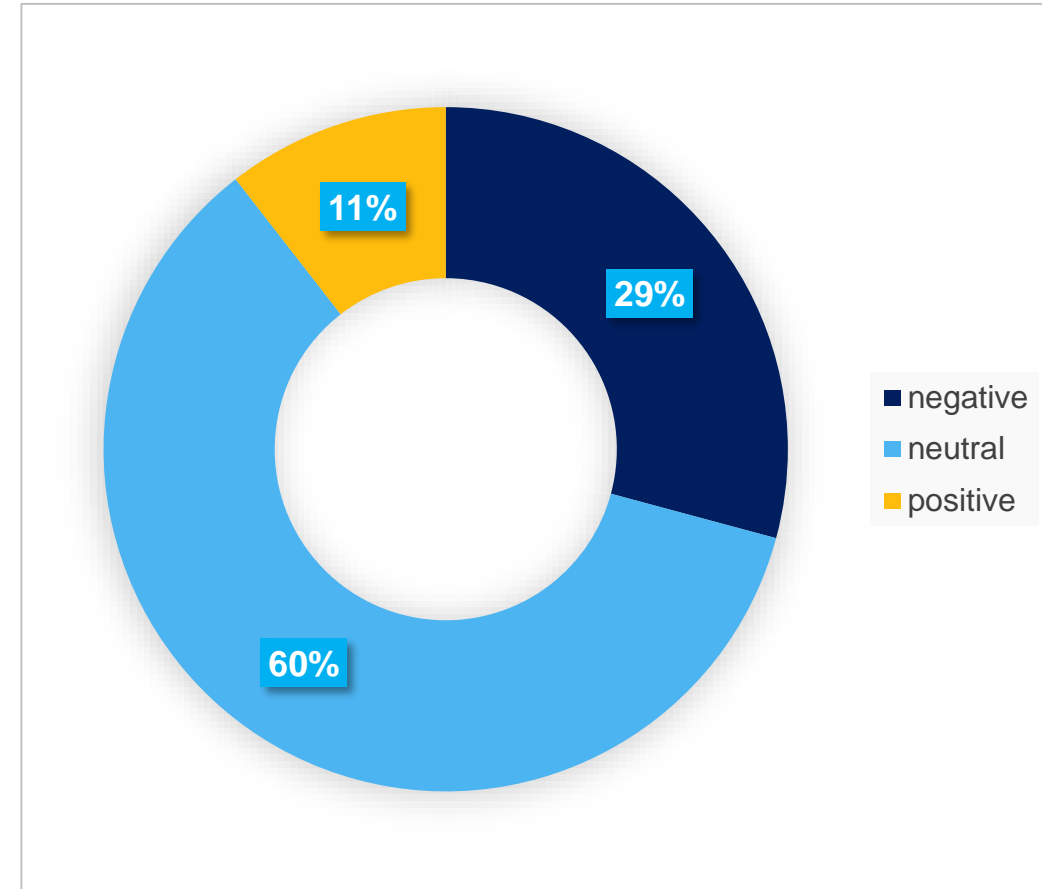
- Rational and good for society
- Reduced student debt
- Streamlined and simplified process

Positive sentiments



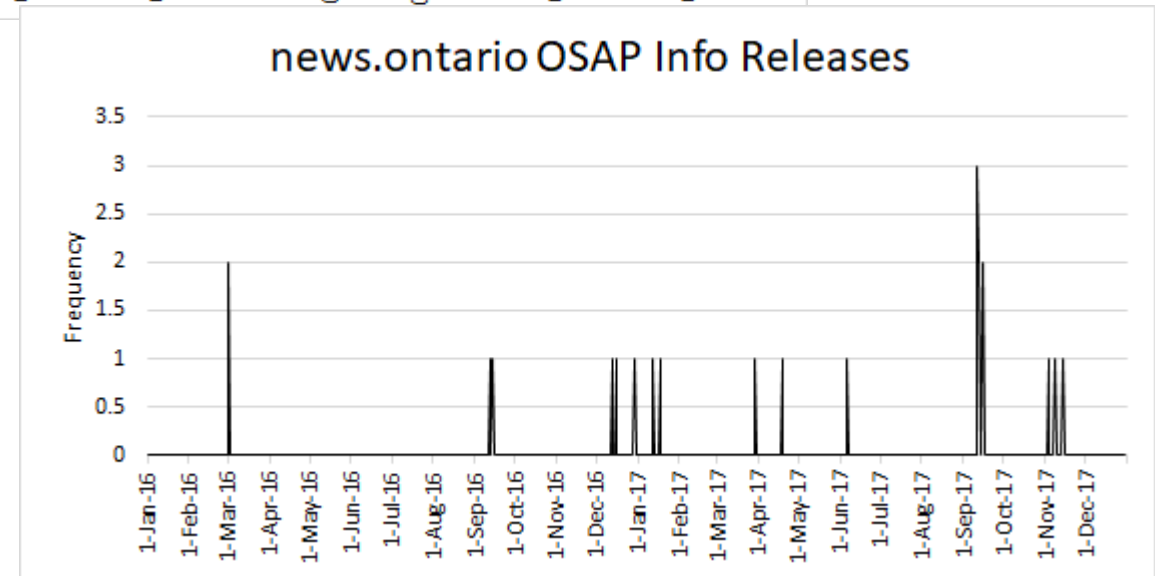
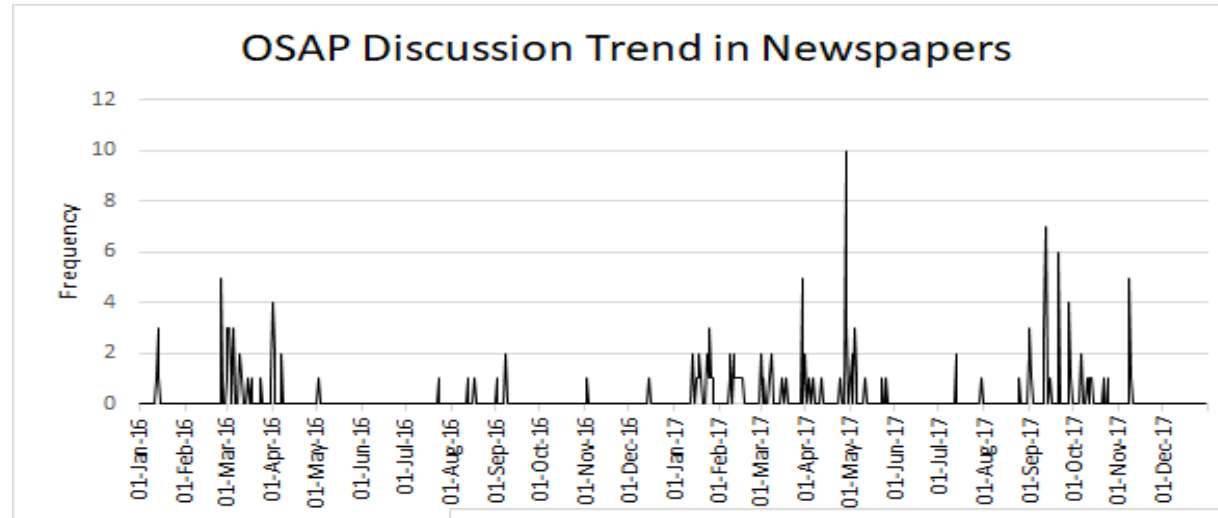
- Free “average” tuition
- Increased taxation and redistribution of wealth
- Undesirable consequences of policy

Negative sentiments



News Data Sources

- Newspaper Sources:
 - 15-20% mention “free average tuition”
 - Feb 26, 2016 first mention of “free tuition”
- news.Ontario.ca releases:
 - 50% mention “free average tuition”
 - Dec 29, 2016 first mention of “free tuition”



Thank You



CONTACT

Institute for Innovation and Technology Management

Ryerson University

www.ryerson.ca/iitm

adopt.it@ryerson.ca

416-979-5000 ext. 4918

@ryersonIITM