

Sentiments Analysis of the Feedback from a Business Simulation Game: Quantifying the Unquantifiable

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Keywords

Learning-experiences, Business-simulation-game, Mikes-Bikes, Sentiments-analysis, Force-field-analysis

Abstract

This paper relates to an online business simulation game in a graduate level course of Strategic Management, which has mainly two types of assessments: one is individual-based while the other is group-based assessment. Every group has a mix of domestic as well as international students, and the group also consists of male and female students. The purpose of this paper is to analyse and make sense of their reflective feedback from the games and to compare their experiences and opinions on a set of four questions. It was hard to make a composite sense of the experiential feedback as most of them were qualitative in nature. However, using a numerical score technique to each feedback, the paper has created a set of data for the sentiments analysis. This has further been illustrated by 'force field analysis' to make the overall comparison interesting and more comprehensible.