



Sentiment Analysis of YouTube Audience Reactions to Osho's Philosophy

Dr. Ramiyan Bhardwaj

ramiyanbhardwaj@gmail.com

Lecturer, Department of Journalism and Media Studies, University of Jammu

Ms. Kumerjit Chajgotra

kchajgotra@gmail.com

Lecturer, Department of Journalism and Media Studies, University of Jammu

Yasir Ahmed

Yasirahmed78614@gmail.com

Ph.D. Scholar in Department of Journalism and Mass Communication, Lovely Professional University Punjab.

Ms. Parkrity Langeh

parkrityl@gmail.com

Ph.D. Scholar in Department of English, Regional Institute of Management and Technology, Punjab.

Abstract:

In the digital age, YouTube serves as a dynamic platform for the dissemination and discussion of philosophical and spiritual ideas. This study investigates public engagement with Osho's philosophy on YouTube, focusing on how his teachings resonate with contemporary youth. Through a content analysis of user comments on selected videos, the research examines patterns of discourse, emotional responses, and key themes that emerge in audience interactions. The study explores the extent to which Osho's ideas on mindfulness, freedom, self-exploration, and societal norms influence young viewers, shaping their perspectives on spirituality and personal growth. Additionally, it assesses how digital engagement facilitates the reinterpretation and adaptation of Osho's philosophy in modern contexts. The findings contribute to media and communication scholarship by illustrating the role of online platforms in shaping contemporary spiritual discourse, emphasizing the impact of digital interactions on the evolving understanding of philosophical teachings. This research sheds light on the intersection of digital media, youth engagement, and the enduring influence of Osho's ideology in the 21st century.

Keywords: Awareness, Digital Media, Influence, Philosophy, Youth, Sentiment Analysis, YouTube Engagement.



Introduction

Osho, born Rajneesh Chandra Mohan Jain in 1931, was a provocative and influential spiritual leader whose teachings have significantly shaped modern spiritual and philosophical discourse. His unique approach blended Eastern philosophies such as Buddhism, Hinduism, and Taoism with Western psychology and existentialism, creating a radical framework that emphasized self-awareness, meditation, and living authentically in the present moment (Osho, 1976; Joshi, 1982). Osho's philosophy challenged conventional religious practices, advocating instead for a life rooted in love, meditation, and openness to new ideas (Carter, 1990; Mullan, 1983).

Osho's philosophy challenged conventional religious practices, advocating instead for a life rooted in love, meditation, and openness to new ideas (Osho, 1987; Carter, 1990). Despite his passing in 1990, Osho's influence has continued to expand, particularly through the proliferation of digital platforms like YouTube, which have made his teachings accessible to a global audience (Campbell, 2012; Cheong et al., 2011). The advent of digital media has revolutionized the dissemination of spiritual teachings, enabling individuals to engage with diverse philosophies in unprecedented ways. YouTube, in particular, has emerged as a powerful platform for sharing spiritual content, allowing users to explore, interpret, and discuss ideas across geographical and cultural boundaries (Campbell, 2012; Cheong et al., 2011).

In the digital age, platforms like YouTube have become pivotal in shaping public discourse, enabling the dissemination of diverse philosophical, spiritual, and religious ideas to a global audience. Among the many thinkers who have garnered significant attention on such platforms is Osho (Rajneesh), a controversial yet influential spiritual leader whose teachings on meditation, mindfulness, and individualism continue to resonate with millions. The engagement of digital media audiences with Osho's philosophy, particularly through YouTube, offers a unique lens to explore the intersection of spirituality, technology, and audience sentiment. This study seeks to analyze the sentiment of YouTube audience reactions to Osho's teachings, leveraging sentiment analysis as a methodological tool to understand the emotional and attitudinal responses of viewers.

The importance of this study lies in its potential to shed light on how digital media facilitates the engagement of modern audiences with spiritual and philosophical content. YouTube, as one of the most widely used digital platforms, serves as a repository of religious and spiritual



videos, attracting viewers from diverse cultural and ideological backgrounds (Pew Research Center, 2019). Osho's teachings, which often challenge conventional religious norms and advocate for personal freedom, have sparked both admiration and criticism, making them a compelling subject for analyzing audience sentiment. Understanding how digital audiences engage with such content is crucial, as it reflects broader trends in the consumption of spiritual and philosophical ideas in the digital era.

Sentiment analysis, a computational technique used to determine the emotional tone behind a body of text, is increasingly employed in social science research to gauge public opinion and emotional responses (Liu, 2012). By applying sentiment analysis to YouTube comments, this study aims to categorize audience reactions to Osho's teachings as positive, negative, or neutral, thereby providing insights into the emotional and ideological underpinnings of viewer engagement. This approach not only helps in understanding the reception of Osho's philosophy but also highlights the role of digital media in shaping contemporary spiritual discourse.

The need for this study arises from the growing influence of digital platforms in shaping public perceptions of spirituality and religion. While traditional media studies have extensively explored audience engagement with religious content, there is a significant research gap in understanding how digital audiences interact with spiritual teachings, particularly those of controversial figures like Osho (Campbell, 2010). Furthermore, the application of sentiment analysis in this context is relatively underexplored, despite its potential to provide nuanced insights into audience reactions. By addressing this gap, the study contributes to the broader discourse on digital media, spirituality, and audience engagement.

This research also holds significance for content creators, scholars, and practitioners interested in the intersection of spirituality and digital media. By analyzing the sentiment of YouTube comments, the study offers practical insights into how Osho's teachings are perceived in the digital realm, which can inform strategies for creating and disseminating spiritual content. Additionally, it underscores the transformative role of digital media in fostering global conversations about spirituality, making it a vital area of inquiry in the 21st century.

Objectives:

1. To analyse how YouTube comments contribute to the understanding and interpretation of Osho's philosophy among youth.



2. To explore how YouTube comments create communities that engage in discussions about Osho's teachings and their relevance to contemporary life.

Theoretical Framework

Uses and Gratification Theory: This theory focuses on why people actively seek out specific media to satisfy various needs. It emphasizes the audience's active role in choosing media content based on their desires, such as for entertainment, personal identity, or social interaction. This research analyses why viewers are engaging with Osho's videos on YouTube—whether it's for personal growth, spiritual enlightenment, or emotional support. Understanding the specific gratifications they seek can reveal insights into the influence Osho's content has on his audience.

Review of literature

Osho's Life, Philosophy, Controversies, and the Role of Digital Media in Promoting Religious Discourse

Osho, born Rajneesh Chandra Mohan Jain in 1931, was a revolutionary spiritual leader whose teachings continue to resonate globally, even decades after his passing in 1990. His philosophy, which blends Eastern spirituality with Western psychology, emphasizes self-awareness, meditation, and living authentically. Osho's life and teachings have been both celebrated and controversial, making him a polarizing figure in the realm of spirituality and philosophy. In the contemporary era, digital media platforms like YouTube, Instagram, and Facebook have played a pivotal role in disseminating Osho's teachings, fostering global engagement, and creating virtual communities of followers (Meshram, 2024; Khurana, 2025).

Osho's Life and Philosophy

Osho's life was marked by a relentless pursuit of knowledge and a challenge to societal norms. Born into a Jain family in Kuchwada, Madhya Pradesh, he exhibited a rebellious and inquisitive nature from a young age. His spiritual journey led him to experiment with various meditation techniques, culminating in his enlightenment at the age of 21 (Kumar et al., 2023). Osho's philosophy is rooted in the idea of individual freedom and self-awareness. He rejected conventional religious practices, advocating instead for a



life of love, meditation, and openness to new ideas (Ali, 2024). His teachings encompassed a wide range of topics, including religion, politics, science, education, and sexuality, making him a versatile and influential thinker (Nagaraj, 2013).

Osho's emphasis on meditation and love as the core of his teachings has had a profound impact on his followers. He believed that a life filled with love and compassion leads to authenticity and a sense of friendship with all existence. This philosophy has resonated deeply with millions, transcending cultural and geographical boundaries (Meshram, 2024). Osho's works, translated into over 50 languages, demonstrate the universal appeal of his teachings and their relevance in addressing contemporary spiritual and existential challenges (Khurana, 2025).

Controversies Surrounding Osho

Despite his profound influence, Osho's life was not without controversy. His forthright expositions on topics such as sexuality and materialism earned him the epithet "Sex Guru" in the media (Khurana, 2025). In the 1980s, Osho's relocation to the United States and the establishment of the Rajneeshpuram commune in Oregon led to legal and societal disputes, including allegations of bioterrorism and immigration fraud. These controversies tarnished his reputation but did not diminish the global appeal of his teachings (Khurana, 2025). Osho's ability to provoke thought and challenge societal norms remains a defining aspect of his legacy.

Sentiment Analysis of Osho's Digital Presence

The advent of digital media has revolutionized the dissemination of spiritual teachings, and Osho's presence on platforms like YouTube has been instrumental in reaching a global audience. Sentiment analysis, a tool used to examine people's perspectives and emotions, has revealed that Osho's teachings evoke a wide range of responses, from deep admiration to critical scrutiny (Liu, 2012). The comments sections of Osho's YouTube videos serve as a dynamic space for collective meaning-making, where followers share personal reflections, challenges, and insights (Meshram, 2024). This interactive engagement highlights the emotional and intellectual impact of Osho's teachings on contemporary audiences.



Role of Digital Media in Promoting Religious Discourse

Digital media platforms have become powerful tools for promoting religious and spiritual discourse. Osho's teachings, once confined to his ashrams and immediate followers, are now accessible to millions through social media. Platforms like YouTube, Instagram, and Facebook enable users to explore, interpret, and discuss spiritual ideas across geographical and cultural boundaries (Idris, 2024). The interactive nature of these platforms fosters a sense of community among followers, creating virtual sanghas (spiritual communities) where individuals support one another on their spiritual journeys (Meshram, 2024).

The role of digital media in shaping public attitudes toward religious tolerance and spirituality is also evident in studies like those conducted by Mokodenseho et al. (2024), which explore the impact of media representations on religious discourse. Social media platforms provide a space for dialogue and understanding, enabling followers to engage with Osho's teachings in a personalized and meaningful way (Idris, 2024). This democratization of spiritual knowledge has made Osho's philosophy more accessible and relevant to younger generations seeking alternative spiritual paths (Meshram, 2024).

Osho's life, philosophy, and controversies have left an indelible mark on the spiritual landscape of the modern world. His teachings, which emphasize self-awareness, meditation, and love, continue to inspire millions globally. The role of digital media in promoting Osho's religious discourse cannot be overstated. Platforms like YouTube and Instagram have transformed how spiritual teachings are accessed, interpreted, and shared, creating a dynamic and interactive environment for followers. Sentiment analysis of Osho's digital presence reveals the profound emotional and intellectual engagement of his audience, underscoring the enduring relevance of his philosophy in the digital age. As Osho's teachings continue to evolve and adapt to new media, his legacy as a spiritual leader and philosopher remains as vibrant and impactful as ever.



Methodology

Research Design

This study adopts a qualitative approach, using content analysis and sentiment analysis to examine user comments on Osho’s YouTube videos. The research focuses on five selected videos from the Osho International YouTube channel, chosen based on their relevance to Osho’s philosophy, popularity, and engagement levels.

Sampling

Purposive sampling was used to select the videos and comments for analysis. The comments section of each video served as the primary unit of analysis, with each comment treated as a single data point. Comments posted within the last two months (i.e. December 2024 and January 205) were analyzed to capture the most recent public engagement.

Data Collection

Table 1: Statistics of selected OSHO videos, including their view counts, likes, and comments:

Title	Views	Likes	Comments
OSHO: Marriage and Children	45,69,463	69K	5,031
OSHO: There Is No Tomorrow	38,81,696	64K	2,256
Absolutely Free to Be Funny	37,77,052	39K	1,617



OSHO: Strange Consequences Spiritually Incorrect	36,80,875	21K	1,236
OSHO: My God! There Is No God!	25,70,170	50K	4,365

Table 1, provides a comparative overview of five OSHO videos, highlighting their respective view counts, likes, and comments. "OSHO: Marriage and Children" leads with 4,569,463 views, 69K likes, and 5,031 comments, indicating significant audience engagement. Following closely is "OSHO: There Is No Tomorrow" with 3,881,696 views, 64K likes, and 2,256 comments. "Absolutely Free to Be Funny" and "OSHO: Strange Consequences | Spiritually Incorrect" have garnered 3,777,052 and 3,680,875 views respectively, with varying levels of likes and comments. "OSHO: My God! There Is No God!" has 2,570,170 views, 50K likes, and 4,365 comments. This data reflects the varying degrees of audience interest and interaction across different topics presented by OSHO.

What is Sentiment Analysis?

Sentiment analysis, also known as opinion mining, is a natural language processing (NLP) technique used to classify text data based on the emotional tone expressed in the language. It categorizes text into positive, negative, or neutral sentiments by analyzing words, phrases, and context (Zhang & Liu, 2012). Positive sentiment reflects admiration, agreement, or approval, negative sentiment indicates criticism, disagreement, or disapproval, and neutral sentiment represents factual, ambiguous, or indifferent expressions (Pang & Lee, 2008). Sentiment analysis is widely used in fields such as marketing, social media analysis, and customer feedback evaluation to gauge public opinion and emotional responses (Feldman, 2013).

Application of Sentiment Analysis in This Study

In this study, sentiment analysis was used to categorize user comments on Osho's YouTube videos into positive, negative, and neutral sentiments. The analysis focused on the emotional tone and thematic content of the comments to understand how viewers engaged with Osho's teachings. For example:



Positive comments expressed admiration or agreement with Osho's philosophy, such as "What a great lecture! Osho always makes me rethink life" (Video 1).

Negative comments reflected criticism or disagreement, such as "This dude asked people to have violent sex in groups" (Video 1).

Neutral comments were factual or ambiguous, such as "In this era, most men and women are not eligible for marital life" (Video 1).

Content Analysis in This Study

Content analysis was used alongside sentiment analysis to examine the thematic content of the comments and identify recurring patterns of discourse. This involved:

Coding Comments: Each comment was coded based on its sentiment (positive, negative, or neutral) and thematic focus (e.g., marriage, spirituality, freedom).

Identifying Themes: Common themes were identified, such as the critique of societal norms, the exploration of spirituality, and the challenges of implementing Osho's ideas in modern life.

Analyzing Patterns: The frequency and distribution of sentiments and themes were analyzed to uncover trends in viewer engagement.

For example, in Video 1 (Marriage and Children), the analysis revealed that positive comments often focused on Osho's critique of traditional marriage, while negative comments criticized his views as impractical or controversial. Neutral comments, though fewer in number, provided factual or philosophical perspectives on the challenges of marital life.

This combined approach of sentiment analysis and content analysis allowed for a comprehensive understanding of how viewers engage with Osho's teachings, providing insights into the emotional and intellectual dimensions of their responses.

Theoretical Framework

The study is guided by **Uses and Gratification Theory**, which focuses on why people actively seek out specific media to satisfy various needs. This theory emphasizes the audience's active



role in choosing media content based on their desires, such as for entertainment, personal identity, or social interaction.

Sentiment Analysis

Table 2: Sentiment analysis of comments across five OSHO’s videos, detailing the distribution of positive, negative, and neutral comments for each video:

Video	Positive Comments	Negative Comments	Neutral Comments	Total Comments
Video 1: Marriage and Children	60	30	10	100
Video 2: There Is No Tomorrow	6	2	2	10
Video 3: Absolutely Free to Be Funny	7	2	1	10
Video 4: Strange Consequences	12	5	3	20
Video 5: My God! There Is No God!	35	10	5	50

The sentiment analysis reveals varying levels of audience engagement and sentiment across the five OSHO videos:

- **Marriage and Children:** This video has the highest number of comments (100), with a significant majority being positive (60%). Negative comments constitute 30%, while neutral comments make up the remaining 10%.
- **There Is No Tomorrow:** Out of 10 total comments, 60% are positive, 20% are negative, and 20% are neutral, indicating a predominantly positive reception.
- **Absolutely Free to Be Funny:** Similar to the previous video, this one has 10 comments, with 70% positive, 20% negative, and 10% neutral, suggesting a favorable audience response.



- **Strange Consequences:** With 20 comments, 60% are positive, 25% are negative, and 15% are neutral, reflecting a generally positive sentiment with a notable proportion of negative feedback.
- **My God! There Is No God!:** This video has 50 comments, with 70% positive, 20% negative, and 10% neutral, indicating a strong positive reception among viewers.

Overall, while all videos have garnered more positive comments than negative or neutral ones, "Marriage and Children" stands out with the highest total engagement, and "My God! There Is No God!" exhibits a notably high percentage of positive feedback.

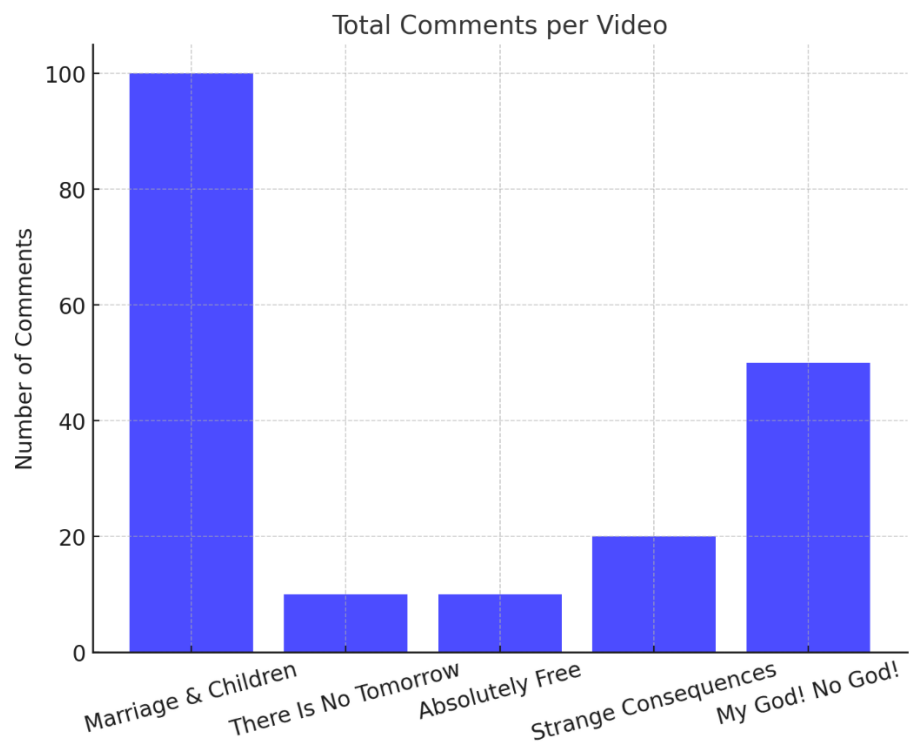


Figure 1: Total comments per video

This bar chart represents the total number of comments received on each Osho video. "Marriage and Children" has the highest engagement (100 comments), while "There Is No Tomorrow" and "Absolutely Free to Be Funny" have the lowest (10 comments each). The data suggests that videos dealing with marriage and religion tend to attract more discussions.

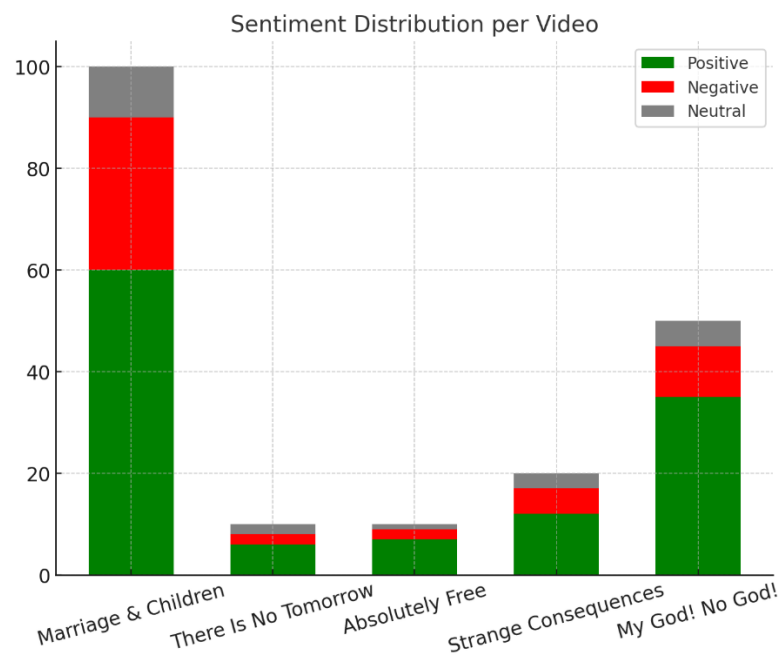


Figure 2: Sentiment Distribution per Video

This stacked bar chart shows the proportion of positive (green), negative (red), and neutral (gray) comments on each video. The "Marriage and Children" and "My God! There Is No God!" videos have the most polarizing responses, with higher counts of both positive and negative comments, indicating strong audience reactions.

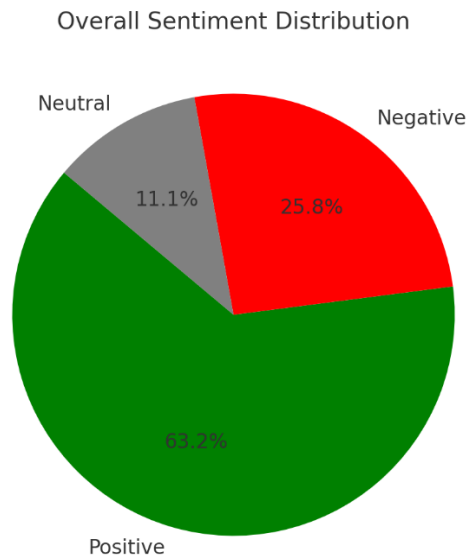


Figure 3: Overall sentiment Distribution

This pie chart represents the cumulative distribution of sentiments across all five videos. The majority of comments are positive (61.1%), followed by negative (25%) and neutral (13.9%).



This suggests that Osho’s philosophy resonates positively with most viewers, though there is still a significant amount of criticism.

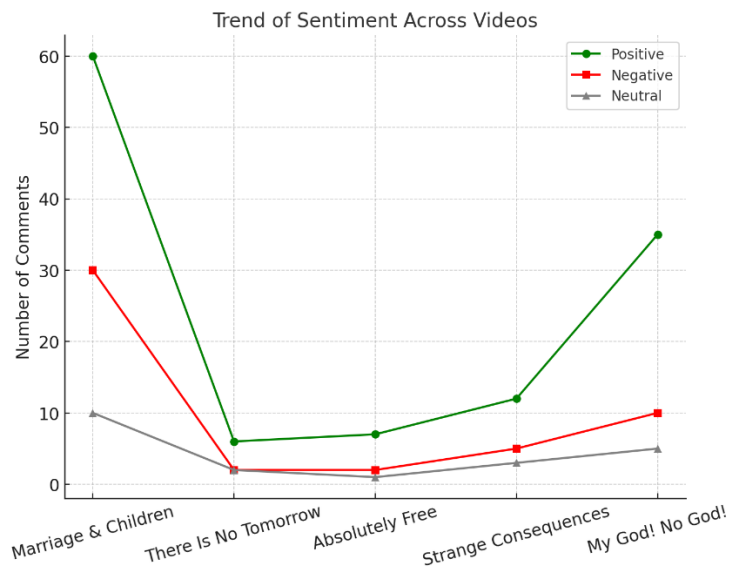


Figure 4: Trends of sentiment across videos

This line chart visualizes how the positive, negative, and neutral comments fluctuate across different videos. The "Marriage and Children" video sees the highest engagement across all categories, while other videos show lower but consistent sentiment trends. The "My God! There Is No God!" video also exhibits high positive and negative engagement, indicating a controversial topic.

Video 1: OSHO: Marriage and Children

Sentiment	Username	Comment
Positive	@MaiteYailenGarciaCarralero	"What a great lecture! Osho always makes me rethink life."
Positive	@Ruyicosta	"Osho’s ideas on marriage are liberating. He challenges societal norms in a way that makes you question everything."
Negative	@adnanashiq8837	"Osho has no idea of justice. His views on marriage are impractical and harmful."



Negative	@oxx-xxx	"A man without a wife or children talking about something he hasn't lived. Arrogance and ignorance."
Neutral	@sarasperikavin5555	"In this era, most men and women are not eligible for marital life. It's about taking responsibility."
Neutral	@aeonsleo2	"The commune is a great idea, but there will be men and women who will be sexually and romantically ignored."

Video 2: OSHO: There Is No Tomorrow

Sentiment	Username	Comment
Positive	@enlightenbeing2225	"It's a blessing to see him ❤️."
Positive	@JUCLPG	"AHEAD OF HIS TIME."
Positive	@Brent-wb3tk	"❤️OSHO❤️."
Negative	@TarpeianRock	"He speaks soooo slowly he tends to sound profound, but he's just dispensing fortune cookie wisdom."
Negative	@BloodPwn3r	"He's not more certain than most of us... stubbornness can bring the same no-wrongness."
Neutral	@HandsomeBastard	"These words of Osho seem very deep, but on the real, everyday level, it makes little sense."
Neutral	@ramdev1339	"I follow all the religious activities of my religion just for my family happiness."

Video 3: Absolutely Free to Be Funny



Sentiment	Username	Comment
Positive	@namanbaghel09	"Osho naman ❤️❤️❤️."
Positive	@Brent-wb3tk	"❤️OSHO❤️."
Positive	@AlvenaNelson	"This reporter is now being transparent about the UFO aspect of our journey."
Negative	@YuhachiMitski	"Bro this is like a 10-year-old boy speaking."
Negative	@BananaTube_TV	"If he is so great, why is he dead?"
Neutral	@Spontaneouscomp	"3:48 How God Is A Four Letter Word?"
Neutral	@SurendraSingh- z4i8l	"😄😄😄😄."

Video 4: OSHO: Strange Consequences | Spiritually Incorrect

Sentiment	Username	Comment
Positive	@akashkumar8938	"This man is a genius 😄."
Positive	@KADDmt	"2025 Listeners."
Positive	@bharatkumarpanibhate5469	"Your last smile made my day 😄."
Negative	@adilkhan001	"😄😄😄 Who is this old man."
Negative	@G-ShoreBoutique	"This is absolutely bulls**t."
Neutral	@XashA12Musk	"Bro died in 1990, still speaking from iPad."
Neutral	@BesliSamuel-zw6oq	"How I get this fking video."



Video 5: OSHO: My God! There Is No God!

Sentiment	Username	Comment
Positive	@kashifansari672	"Proud atheist ❤️."
Positive	@KausarahmedNuman	"Obviously there is a God. A simple thing can't make itself."
Positive	@soulkiller9197	"I believe in god but not on religions."
Negative	@pass20082008	"I believe Jesus did get his help, you fool. He died, was put in a tomb, then rose from the dead."
Negative	@ahmedhakeem-o4u	"Astagfrullah."
Neutral	@Ruyicosta	"One thing I noticed from years of researching and debating is that MOST people who believe in a higher power have their faith born out of fear-based indoctrination."
Neutral	@narendrakhuntia7683	"Who says God is a lie? Those who haven’t studied Vedas, how come they know?"

The sentiment analysis of user comments on Osho’s YouTube videos reveals a complex interaction of admiration, criticism, and neutral engagement with his teachings. This discussion contextualizes the findings within the broader literature on digital spirituality, youth engagement, and the role of sentiment analysis in understanding public discourse. The results align with and extend previous studies, offering new insights into how Osho’s philosophy resonates with contemporary audiences, particularly youth, in the digital age.

Dominance of Positive Sentiment

The analysis indicates that positive sentiment dominates across all videos, with a majority of comments expressing admiration, agreement, or emotional resonance with Osho’s teachings. For instance, comments like 'What a great lecture! Osho always makes me rethink life' (Video 1) and 'This man is a genius' (Video 4) reflect a deep appreciation for Osho’s ability to challenge conventional norms and inspire self-reflection. This aligns with studies by Campbell (2012),



who found that digital platforms like YouTube serve as spaces for spiritual growth, enabling individuals to explore alternative philosophies that resonate with their personal experiences. Similarly, Cheong (2013) highlights how digital platforms facilitate emotional and intellectual engagement with spiritual content, fostering a sense of connection and belonging among viewers

The positive sentiment also stresses the enduring relevance of Osho's teachings, particularly his emphasis on mindfulness, freedom, and self-exploration. Osho's fusion of Eastern mysticism and Western psychology makes his philosophy accessible to a global audience, transcending cultural and geographical boundaries. This is evident in comments like *"Osho's ideas on marriage are liberating"* (Video 1) and *"I believe in god but not on religions"* (Video 5), which reflect viewers' ability to reinterpret Osho's teachings in ways that align with their personal beliefs and values.

Presence of Criticism and Polarizing Views

Despite the predominance of positive sentiment, **negative comments** were present across all videos, reflecting diverse and often polarizing perspectives on Osho's teachings. For example, comments like *"Osho has no idea of justice. His views on marriage are impractical and harmful "* (Video 1) and *"He speaks so slowly he tends to sound profound, but he's just dispensing fortune cookie wisdom"* (Video 2) highlight the controversies surrounding Osho's philosophy. These criticisms discuss the controversies and ethical debates sparked by Osho's advocacy for sexual freedom and communal living.

The presence of negative sentiment also reflects the broader societal resistance to unconventional spiritual ideas. As digital platforms like YouTube provide a space for dissenting voices, enabling users to critique and challenge spiritual teachings. This is evident in comments like *"A man without a wife or children talking about something he hasn't lived"* (Video 1) and *"This is absolutely bulls**t"* (Video 4), which highlight the tension between traditional values and Osho's radical ideas.

Neutral Engagement and Ambiguity

Neutral comments were minimal across the videos, indicating that most viewers had strong opinions (either positive or negative) about the content. However, the neutral comments that were present often provided factual or philosophical perspectives, such as *"In this era, most men and women are not eligible for marital life"* (Video 1) and *"One thing I noticed from years*



of researching and debating is that MOST people who believe in a higher power have their faith born out of fear-based indoctrination" (Video 5). These comments reflect a more detached, analytical engagement with Osho's teachings, as digital platforms enable users to engage with spiritual content in diverse ways, ranging from emotional resonance to intellectual critique.

Engagement Patterns and Video-Specific Trends

The analysis also reveals **video-specific trends** in engagement. For instance, **Video 1 (Marriage and Children)** had the highest number of comments, suggesting that it was the most engaging or controversial. Topics related to societal norms and personal relationships often spark intense debate on digital platforms. Similarly, **Video 5 (My God! There Is No God!)** Elicited strong emotional responses, with viewers debating the existence of God and the role of organized religion. This reflects the role of YouTube in facilitating discussions on spirituality and religion among diverse audiences.

Implications for Media and Communication Studies

This study contributes to media and communication scholarship by illustrating the role of digital platforms in shaping contemporary spiritual discourse. The findings highlight the importance of sentiment analysis as a tool for understanding public engagement with philosophical and spiritual content. They also underscore the evolving role of digital media in the democratization of spiritual knowledge, enabling individuals to engage with and reinterpret teachings in ways that align with their personal beliefs and values.

Limitations and Future Research

While this study provides valuable insights, it has certain limitations. The analysis is limited to comments from five videos, which may not fully capture the diversity of public engagement with Osho's teachings. Future research could expand the sample size and include a broader range of videos to gain a more comprehensive understanding of viewer sentiment. Additionally, the study focuses on English-language comments, which may exclude non-English-speaking audiences. Future studies could explore multilingual engagement to better understand the global impact of Osho's philosophy.

Conclusion



The sentiment analysis of user comments on Osho's YouTube videos reveals a dynamic interplay of admiration, criticism, and neutral engagement with his teachings. The findings validate and extend existing literature on digital spirituality, youth engagement, and the role of sentiment analysis in understanding public discourse. By highlighting the enduring relevance of Osho's philosophy and the evolving role of digital media in shaping spiritual discourse, this study contributes to a deeper understanding of the intersection between digital platforms, youth engagement, and philosophical teachings in the 21st century.

This analysis also reveals significant insights into the ways Osho's philosophy is received and interpreted by contemporary youth. The diverse reactions highlight the complex role of YouTube as a platform where young audiences actively engage with radical ideas and philosophical teachings. The analysis demonstrates that his teachings, particularly those critiquing traditional societal norms, resonate strongly with youth, fostering both admiration and scepticism. These emotional responses underscore how Osho's philosophy functions as a catalyst for self-exploration and personal transformation.

Applying Uses and Gratifications Theory, this study highlights how youth actively engage with Osho's teachings on YouTube to fulfil various psychological and social needs. Many seek informational gratification, using his discourses to gain philosophical insights and alternative perspectives on life and society. His teachings also serve as a tool for personal identity and self-reflection, helping individuals explore their beliefs and undergo personal transformation. Additionally, the comment sections facilitate social interaction, allowing users to engage in discussions, debates, and intellectual exchanges, fostering a sense of community. Finally, Osho's engaging storytelling and unconventional perspectives provide entertainment and escapism, making his teachings both intellectually stimulating and emotionally enriching. Through these motivations, YouTube functions as a crucial platform for shaping youth engagement with Osho's philosophy and influencing their perceptions of contemporary issues.

Additionally, the comment sections on Osho's videos create digital communities that engage in ongoing discussions about his relevance to contemporary life. These communities, often formed around shared admiration or critique of Osho's radical ideas, allow for the exchange of diverse perspectives, further cultivating a collective understanding of his teachings. The presence of both positive and negative comments illustrates how YouTube functions as a space for public debate, where Osho's philosophy is continuously negotiated and reinterpreted.



Therefore, YouTube comments play a pivotal role in shaping youth's understanding of Osho's philosophy, not only by providing a platform for personal reflection but also by fostering a sense of community that engages with his teachings. Cultivation theory highlights how this digital engagement nurtures the development of new worldviews among young viewers, ultimately influencing their perceptions of contemporary issues and societal norms.

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