Emotion analytics power new metrics

Metrics to power decision intelligence.

Built on sixty years of research

Risk communication
Perception of risk, trust and outrage.

Neuroscience
Processing, attention, memory and decisioning.

Behavioral psychology
Motivation, heuristics, influence and response.

Behavioral economics
How people weigh value, cost and risk in choices.

Core metrics

Sentiment
Overall tone of the conversation.

Share of positive volume
Positive mentions as a share of the total.

Volume
Total mentions and conversations.

Trending
Topics and keywords gaining momentum.

Reach
Unique people exposed to the conversation.

Decision metrics

Emotional intensity
Weekly change in the force behind the discourse.

Brand attachment
How tightly a company is bound to a topic.

Trajectory
The stage a topic is in and where it goes next.

Emotional connection
Whether messaging meets the drivers in play.

Perception gap
Distance between company view and public view.

Together, they help teams

Navigate current issues
Understand why and what causing the response

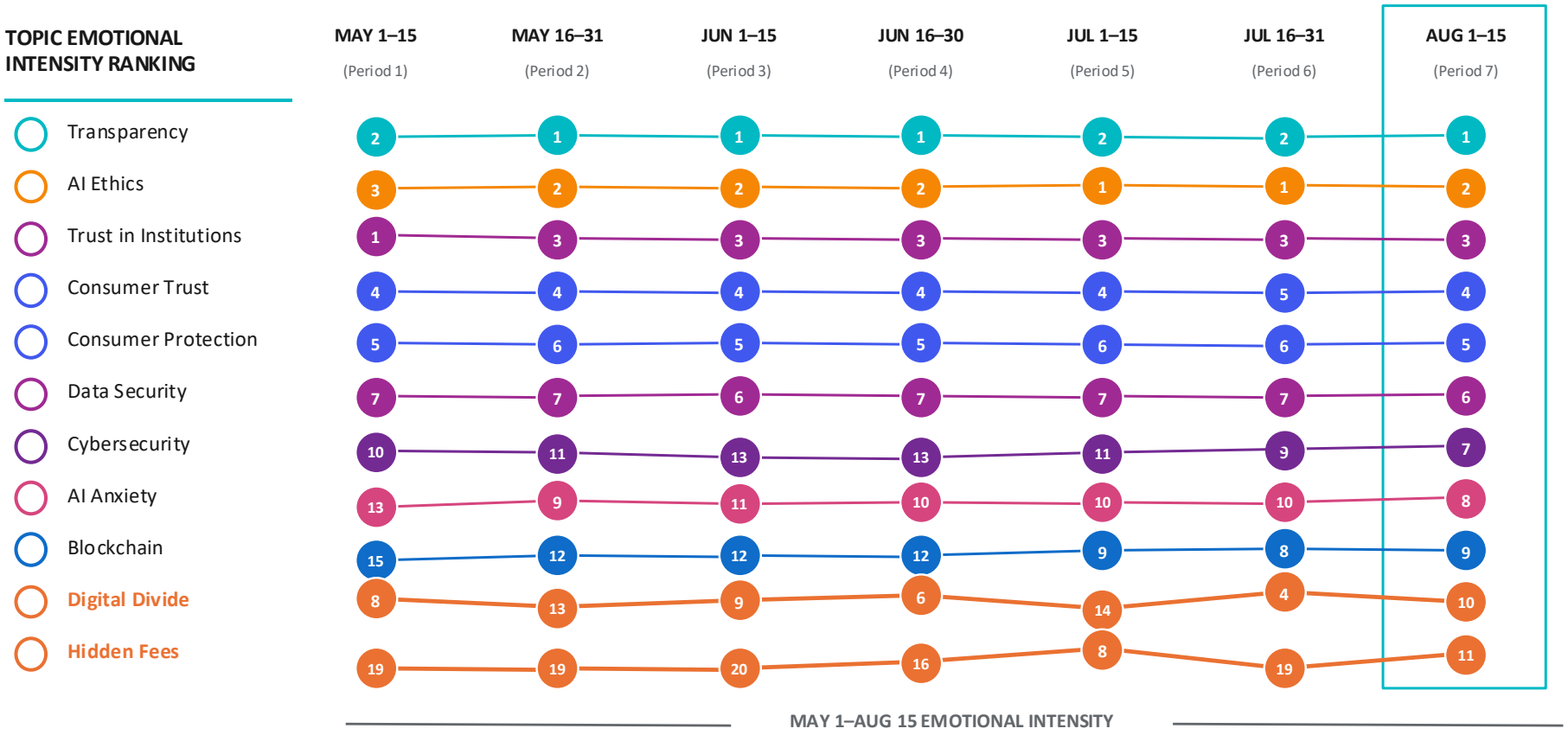
Understand earlier
Shape issues before perceptions harden.

Prioritize resources
Put time and budget where potential is the greatest

Prove business impact
Show value to the business with effectiveness measures

WHAT'S SHIFTING NOW:
TRANSPARENCY LEADS AS PROTECTION PRESSURES RISE

Trust anchors the latest top 11, with Hidden Fees at #11 as the largest net riser and a distinct payments pressure.



THE MAJOR SHIFTS

TRANSPARENCY

#2 → #1

Top two across all seven periods

PROTECTION + SECURITY

#5 / #6 / #7

Protection, Data Security and Cybersecurity

HIDDEN FEES

#19 → #11

Largest net riser; +5.57 points

STILL STRUCTURALLY INTENSE: AI Ethics #2 | Institutional Trust #3 | Consumer Trust #4

The Marketing Cloud

Emotional intensity

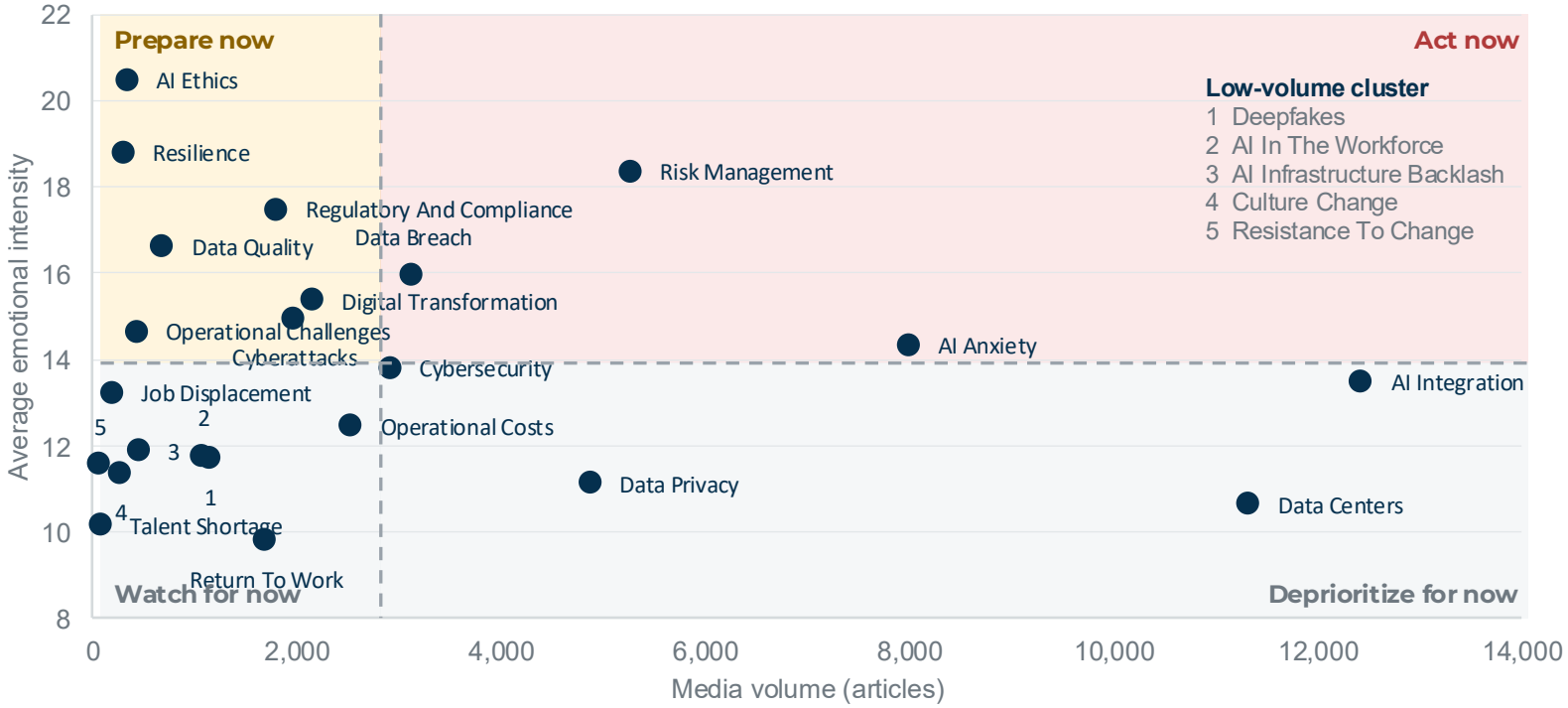
Uncovers what is driving passion, concern and action across society, industry and brand, so communicators can look ahead.

Where teams use it

- **Issue and resource prioritization**
- **Seeing ahead**
- **Risk and reputation**
- **Crisis scenarios**
- **Competitive intelligence**

VOLUME × EMOTIONAL INTENSITY

EMOTIONALLY INTENSE TOPICS ARE PROMINENT IN THE LANDSCAPE REQUIRING STRATEGY THAT CAN SEE AROUND CORNERS



The most intense topics aren't high volume

AI Ethics (20.5), Resilience (18.8) and Regulatory and Compliance (17.5) run hottest on below-average coverage. Risk Management, Data Breach and AI Anxiety are above average on both volume and intensity, so they need action now.

Source: Allison Advanced Analytics, powered by Pulse. Jun 1 – Aug 31, 2026.