

**Matt Rocklage**

**Title:** Emotion as Evidence: A Computational Measure of Brand Emotionality

**Abstract:** Brands want to know what drives consumers' behavior. Should they appeal to emotion or rationality? We introduce a novel computational approach. Across nearly 90 topics and brands, drift-diffusion modeling finds that emotionality acts as diagnostic evidence for evaluations. We use these models to estimate a brand's emotionality drift rate (EDR) – how much emotionality acts as evidence for that brand. Using 1.4 million Amazon reviews and persuasion experiments, a brand's EDR reveals when emotionality predicts extreme ratings, when it persuades, and when it backfires. This computational approach helps explain why emotional marketing works for some brands yet fails for others.