EML Research

According to the EDPB, EML (Emotionally Manipulative Language) or emotional steering, uses words or visual elements (such as style, colours, pictures or others) in a way that conveys information to users in either a highly positive outlook, making users feel good, safe or rewarded, or a highly negative one, making users feel anxious, guilty or punished. The way the information is presented to users influences their emotional state in a way that is likely to lead them to act against their data protection interests. (Comment has link to website for explanation)

Sentiment analysis is the process of analysing digital text to determine of the emotional tone of the message is positive, negative, or neutral. This is according to AWS (Amazon Web Services).