When AI Talks About Brands: How Often Does It Go Negative?
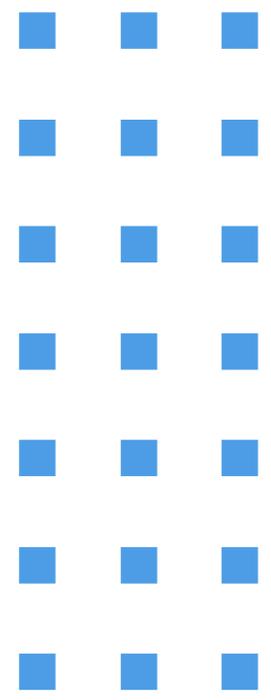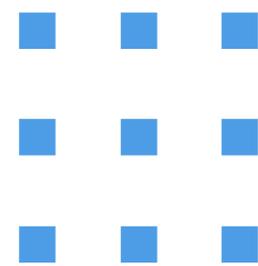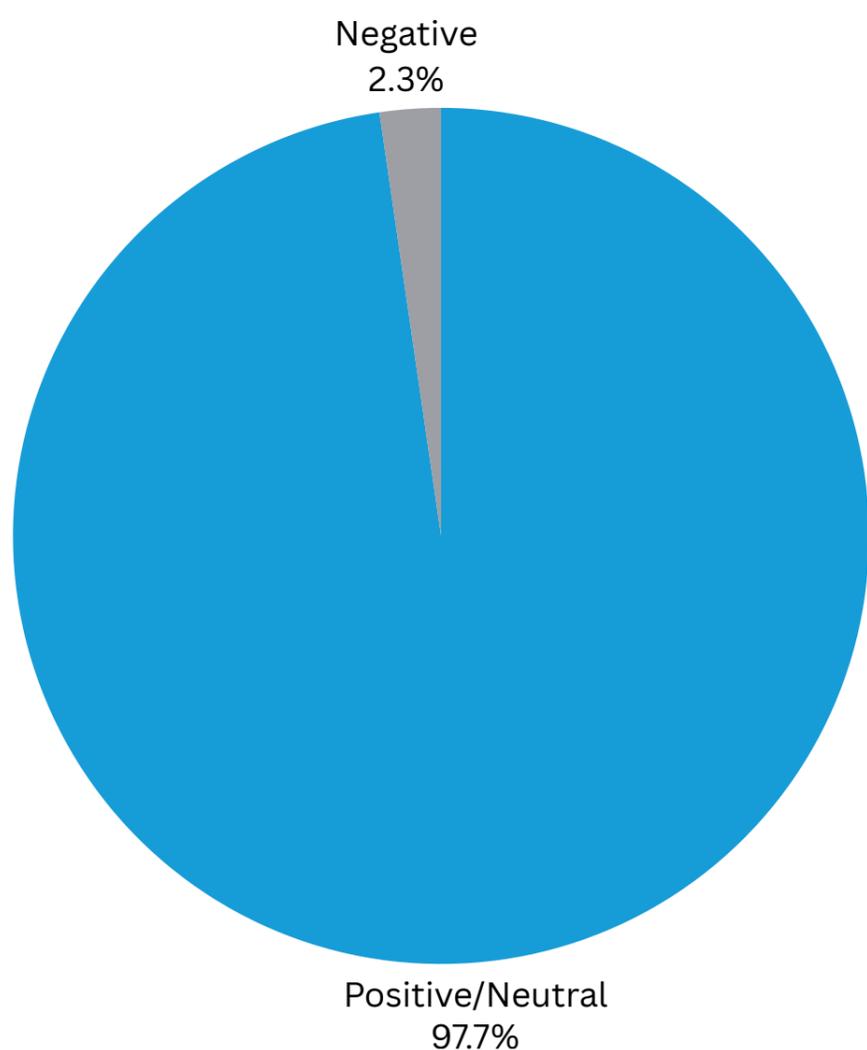

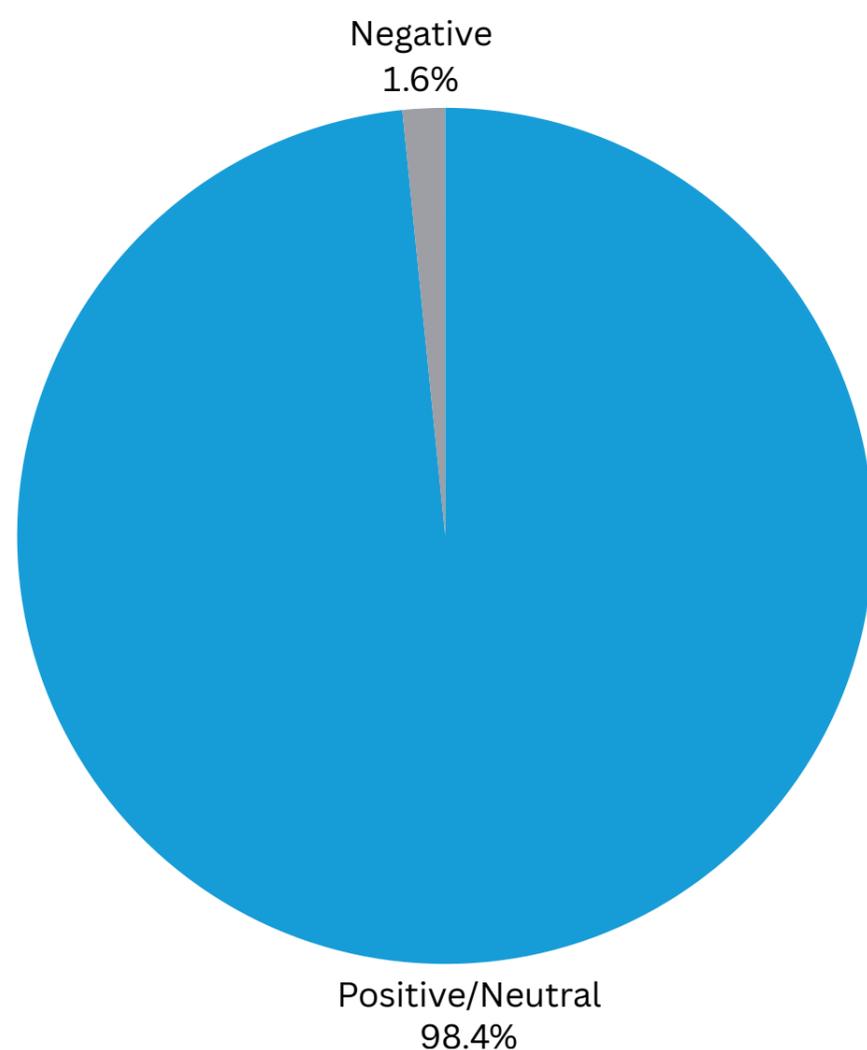*Sentiment Analysis in Three Industries: Insights from Google and ChatGPT*

Google AI Overviews Go Negative 2.3% of the Time. ChatGPT: 1.6%.

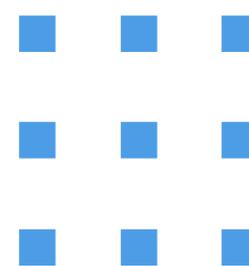## Google

Negative
2.3%

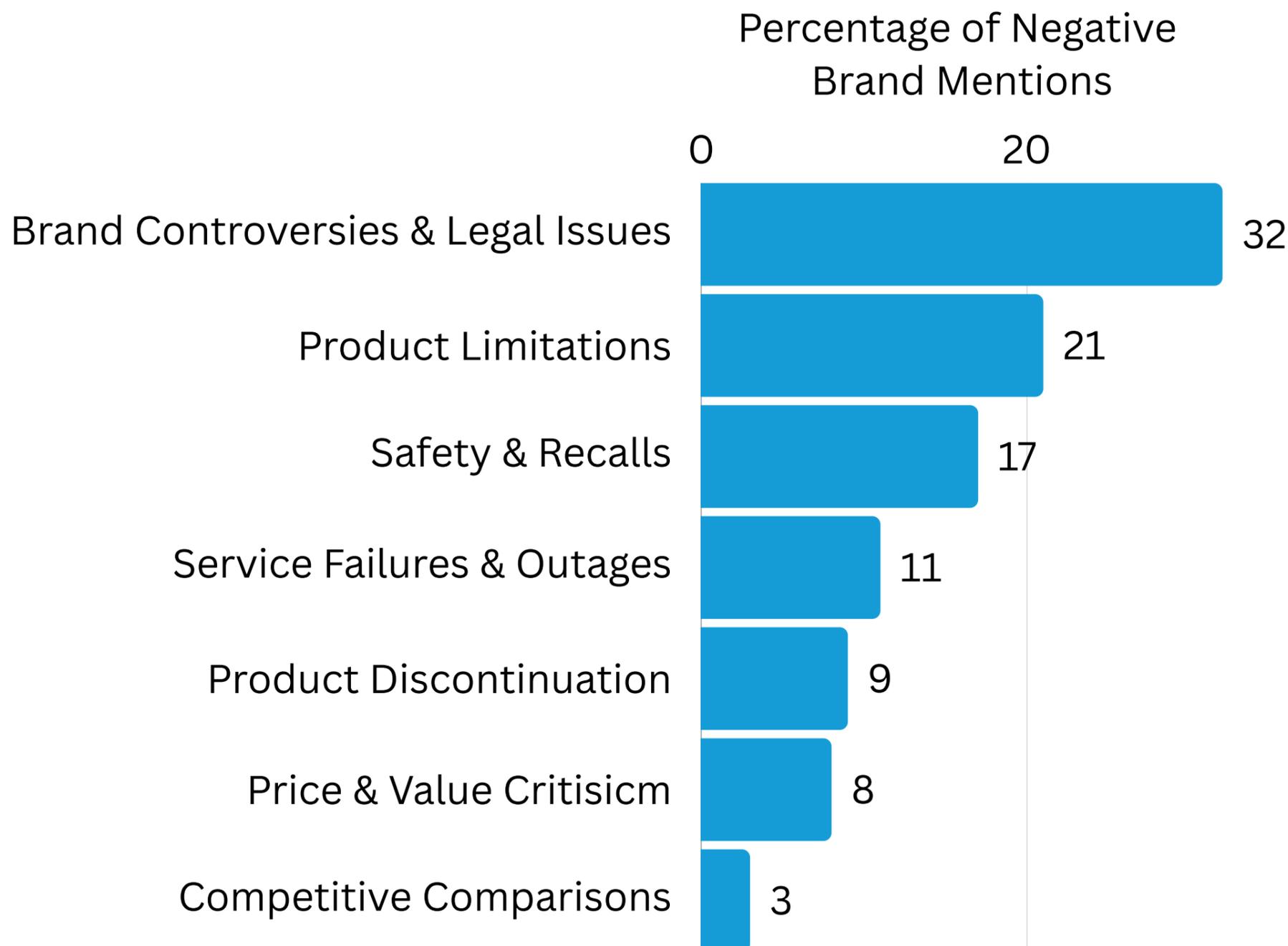Positive/Neutral
97.7%

ChatGPT

Negative
1.6%

Positive/Neutral
98.4%

Small percentages. But it only takes one negative AI answer on your brand's highest-volume query to reshape how thousands of customers see you.

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What Types of Queries Trigger Negative Brand Sentiment?

Percentage of Negative Brand Mentions

| Category	Value
Brand Controversies & Legal Issues	32
Product Limitations	21
Safety & Recalls	17
Service Failures & Outages	11
Product Discontinuation	9
Price & Value Critisicm	8
Competitive Comparisons	3

Controversies and product limitations account for over half of identifiable negative sentiment across both engines.
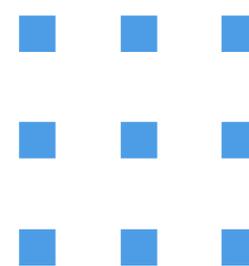
Negative Sentiment Varies by Industry — And by Engine

Industry	Google AIO	ChatGPT
Education	2.5%	1.7%
Education	2.5%	1.4%
Apparel	0.2%	0.6%

In Electronics and Education, Google is up to 1.8x more negative. But in Apparel, ChatGPT is 3x more negative — product evaluation queries drive negativity where controversy doesn't.
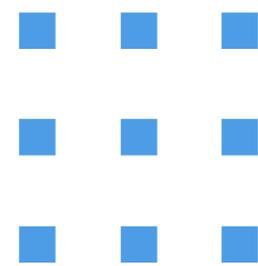
What Marketers need to know

Negative sentiment is rare but real: Both engines go negative on 1.6–2.3% of brand mentions. Small share, but concentrated on high-visibility query types.

Google and ChatGPT go negative for different reasons: Google flags controversies and news. ChatGPT flags product limitations and shortcomings. Same brand, different risk profile on each engine.

85% hits during the research phase: Negative sentiment overwhelmingly appears on informational queries — before a customer has decided what to buy.
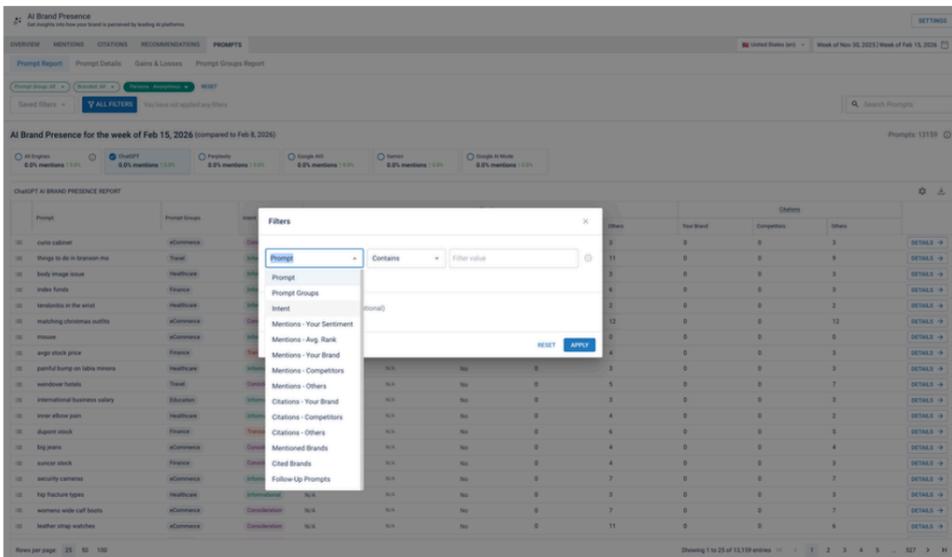
Your industry changes everything: Apparel, Electronics, and Education each show different patterns. There's no single benchmark — you need to know your own vertical.

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BrightEdge has you covered across the entire Google Landscape

Segment prompts by intent to identify sentiment issues.


Streamline your analysis by employing filters to explore various segments of the customer journey. With just a single click, you can identify where consideration, informational, or transactional prompts may be generating negative sentiment.

Drill into any prompt to analyze sentiment
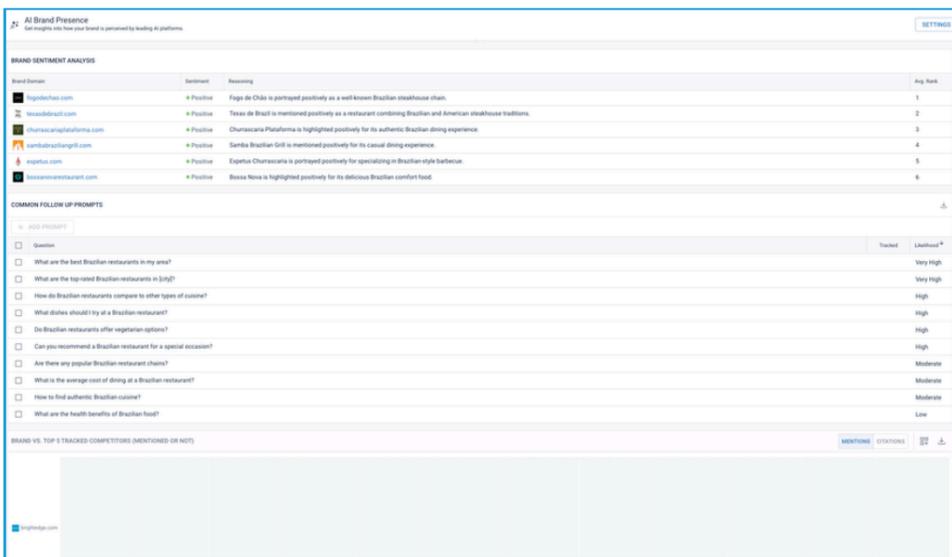
AI Catalyst enables you to discover which brand attributes are leading to either positive or negative mentions in a prompt. It helps you identify the key characteristics that the AI is responding to.

Track how brands are getting metioned over time
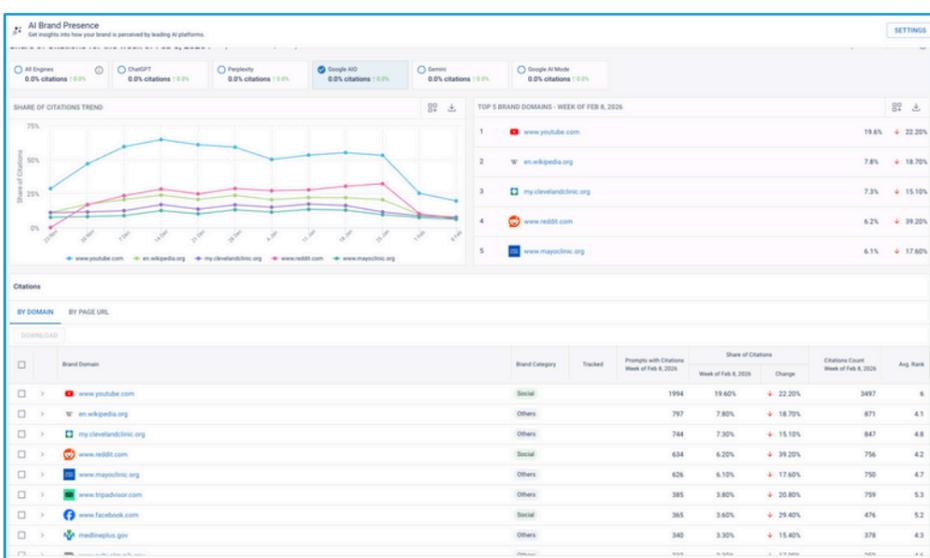
AI Catalyst streamlines the process of tracking brand mentions by segment, offering a user-friendly trend view and a filter to explore both positive and negative responses.