

We develop a computational social science framework for understanding consumer experience from structured discourse data representing IoT interactions. The approach is conceptually anchored in assemblage theory and based on word embeddings, manifold learning and topological data analysis. Our approach operationalizes the concept of an assemblage's underlying topological space of possibilities and reveals the "latent language" of emergent experience in the IoT. The results are more consumer-focused than developer-focused and support a variety of important marketing activities.