

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 03:05 PM

Total Comments Analyzed	609
Unique Posts	4
Platforms	instagram
Entities Tracked	9

EXECUTIVE SUMMARY

KEY FINDINGS:

- **Blake Lively** dominated conversation with 355 mentions (Negative sentiment, -0.46)
- **Blake Lively Casting Rejection:** 0 mentions, 0.00 sentiment

NARRATIVE ANALYSIS:

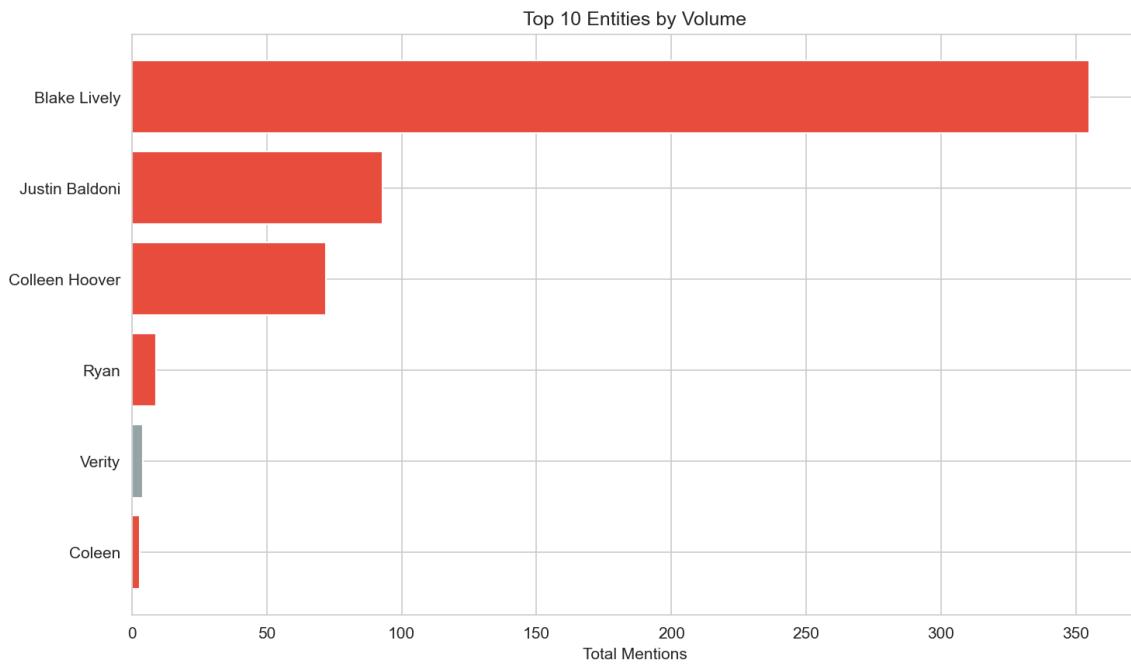
The dominant narrative surrounding the Instagram comments primarily focuses on the negative reception of Blake Lively's casting in a film adaptation of Colleen Hoover's book, with significant criticism directed towards both Lively and the author, Colleen Hoover. Commenters express their discontent, asserting that Lively was an inappropriate choice for the role of Lily, a character they felt was misrepresented in the adaptation. The overwhelming sentiment is negative, particularly highlighted by the top comment stating, "Blake lively was the worst choice for lily anyways," which garnered 4,890 likes and reflects a strong sense of disappointment among fans of the original material.

The sentiment analysis reveals a pervasive negativity among the comments, with Blake Lively and Colleen Hoover each receiving weighted sentiments of -0.6 and -0.7, respectively. This negativity appears to stem from a perceived betrayal of the source material, with commenters expressing feelings of anger and disappointment. For instance, one user remarked, "She should embarrass is to choose blake instead of a professional person as Justin," indicating a sentiment that choices made in the adaptation process were misguided and detrimental to the film's potential success. This dissatisfaction suggests that fans are particularly sensitive to casting decisions that diverge from their expectations of beloved literary characters.

The discussions among commenters largely revolve around the casting choices for the film, with specific focus on Blake Lively's portrayal and her impact on the adaptation. Critiques extend to Colleen Hoover, with users like one named Ryan expressing frustration that the author's choices led to a compromised representation of the character Lily. The mention of Justin Baldoni, a character praised in the comments, reflects a desire for authenticity and fidelity to the original character's essence, further emphasizing the high expectations fans have for adaptations of their favorite books.

High-engagement comments reveal a pattern of strong emotional responses, primarily anger and disappointment, particularly towards the casting of Blake Lively. The comments like "She ruined it" and "shame on you Colleen" indicate a collective frustration that transcends individual preferences, suggesting a broader narrative of fans feeling let down by perceived missteps in adaptation. The intensity of these reactions, as reflected in the likes and sentiments, underscores a significant disconnect between authorial choices and fan expectations, revealing a critical dialogue about authenticity in adaptations that resonates deeply within this community.

TOP ENTITIES BY VOLUME



Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	355	4,919	-0.46	-0.60	-0.14 [WARNING]
2	Justin Baldoni	93	23	-0.60	-0.62	-0.02
3	Colleen Hoover	72	3	-0.33	-0.70	-0.37 [WARNING]
4	Ryan	9	115	-0.63	-0.73	-0.10
5	Verity	4	0	-0.15	-0.15	+0.00
6	Coleen	3	25	-0.77	-0.80	-0.03

WEIGHTED SENTIMENT ANALYSIS (Like-Weighted)

Weighted sentiment accounts for comment likes (agreement). A comment with 1000 likes represents 1000+ people's opinions, not just one. This reveals what the community actually agrees with.

Blake Lively

Raw sentiment: -0.46 | Weighted sentiment: -0.60 | Delta: -0.14 | Total likes: 4,919

Top comments more negative than average ($\Delta -0.14$) - highly-liked comments amplifying negative sentiment

Top liked comment (4,890 likes): "Blake lively was the worst choice for lily anyways. I LOVED those books. I was so excited for the movie. Blake ruined it entirely. I liked Justin tho..." (sentiment: -0.60)

Justin Baldoni

Raw sentiment: -0.60 | Weighted sentiment: -0.62 | Delta: -0.02 | Total likes: 23

Balanced agreement (Δ -0.02) - top comments align with average sentiment

Top liked comment (12 likes): "Well, she should back Justin Baldoni then he's the only one that's honest!..." (sentiment: -0.50)

Colleen Hoover

Raw sentiment: -0.33 | Weighted sentiment: -0.70 | Delta: -0.37 | Total likes: 3

Top comments more negative than average (Δ -0.37) - highly-liked comments amplifying negative sentiment

STORY BEATS

■ HIGH ACTIVITY: Blake Lively Casting Rejection

Blake Lively is facing significant backlash for her casting in a recent adaptation, with a sentiment score of -0.455 and a top emotion of anger. Many fans express disappointment, as seen in the most liked comment stating she ruined the film adaptation of beloved books, which garnered 4890 likes.

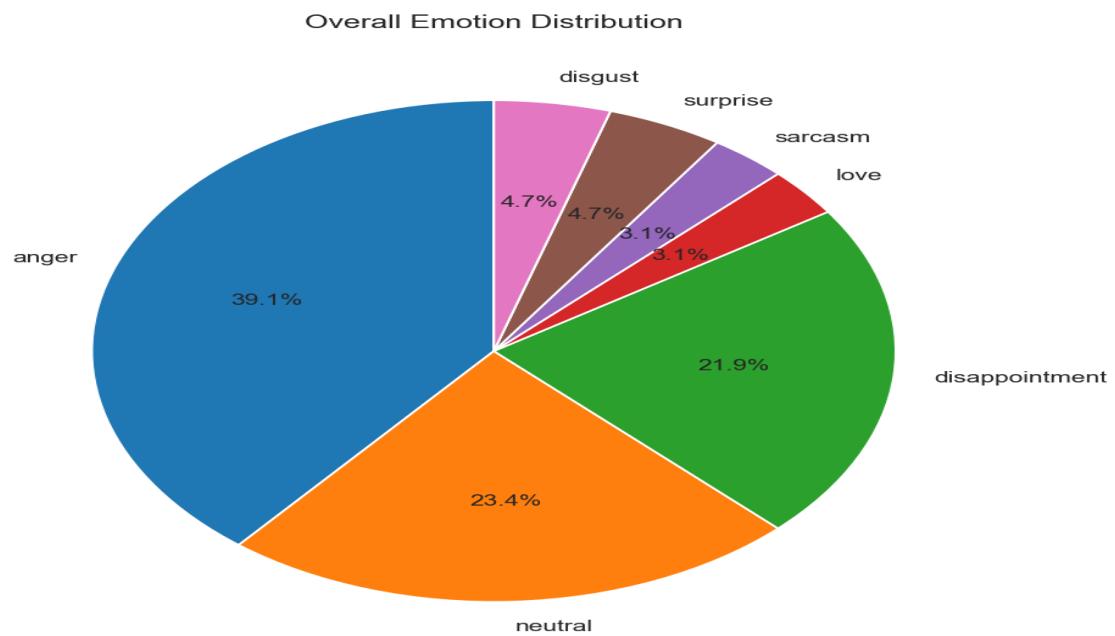
■■ EMERGING: Justin Baldoni's Support Amid Criticism

Justin Baldoni is being discussed negatively alongside Blake Lively, with a sentiment score of -0.6 and a top emotion of anger. Comments suggest that he is perceived as the more honest choice, as highlighted in a comment that received 12 likes, indicating a divide in public opinion.

■ DEVELOPING: Colleen Hoover's Controversial Nail Polish Line

Colleen Hoover is facing criticism for launching a nail polish line linked to domestic violence, resulting in a sentiment score of -0.325 and a top emotion of disappointment. A notable comment expressing embarrassment for her choices has received 1 like, reflecting the growing discontent among her followers.

EMOTION DISTRIBUTION



HIGH PRIORITY ALERTS

HIGH: Blake Lively

Strong negative sentiment (-0.46) with high engagement (4,919 likes). Potential controversy brewing.

HIGH: Blake Lively

Controversy/lawsuit storyline detected

HIGH: Justin Baldoni

Controversy/lawsuit storyline detected

HIGH: Colleen Hoover

Controversy/lawsuit storyline detected