ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:31 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)

• **Career** storyline active (114 mentions, 18.7% of conversation)
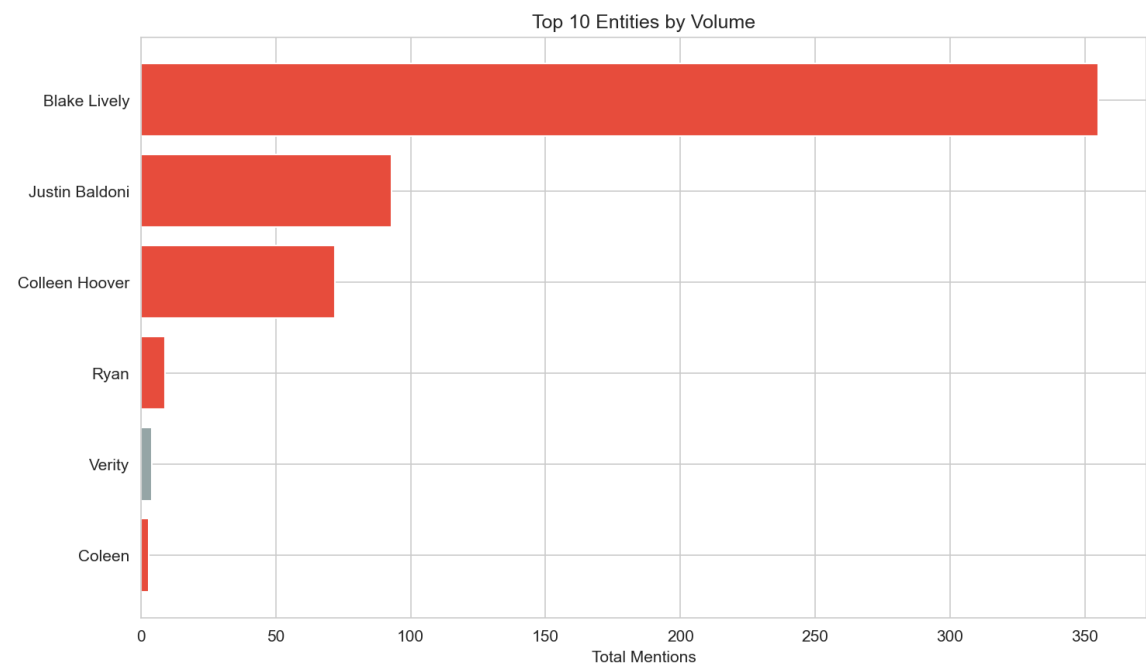
NARRATIVE ANALYSIS:

The dominant narrative emerging from the analyzed Instagram comments centers around widespread dissatisfaction with Blake Lively's casting in the movie adaptation of a popular book series. The comments reveal a vehement rejection of her portrayal, with users expressing their disappointment and disillusionment. For instance, one user states, "Blake lively was the worst choice for lily anyways," reflecting a strong sentiment against her casting choice, which is echoed throughout the other comments that criticize both her and the decisions made by the author, Colleen Hoover.

The negative sentiment observed in the comments can be attributed to a combination of expectations and perceived betrayals by key figures involved in the project. Users express a sense of anger and disappointment, as seen in comments like, "She should embarrace [sic] is to choose blake instead of a professional person as Justin," where the disappointment in Hoover's casting choices is palpable. The sentiment analysis indicates that Blake Lively and Justin Baldoni are the most negatively perceived entities, with sentiments of -0.455 and -0.6, respectively. This negativity is largely driven by the emotional responses of fans who feel that their beloved characters have not been adequately represented on screen.

The discussions primarily focus on casting decisions and their implications for the adaptation of the source material. Users appear to be rallying around the notion that Lively's performance is detrimental to the integrity of the story, which they cherished in book form. For instance, a comment mentions, "She decided two snakes were the best way to go," suggesting a perception that Lively's choices have fundamentally altered the character's relatability. This indicates that the audience is not merely critiquing an actress's performance but is deeply invested in how the characters are portrayed and how faithfully the film represents the original narrative.

High-engagement comments reveal a clear pattern of outrage directed toward both Lively and Hoover, with a notable absence of positive remarks. The overwhelming negativity is evident in comments that garner significant likes, such as, "I LOVED those books. I was so excited for the movie. Blake ruined it entirely." This reinforces the idea that the community is united in their disappointment and dissatisfaction, suggesting that any future adaptations may need to consider fan feedback more carefully to avoid similar backlash. The recurring themes of disappointment and anger in these discussions highlight a community that is not just passive consumers of entertainment but active participants in the narrative discourse surrounding their beloved stories.

TOP ENTITIES BY VOLUME

Top 10 Entities by Volume

Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	355	4,919	-0.46	-0.60	-0.14 [WARN]
2	Justin Baldoni	93	23	-0.60	-0.62	-0.02
3	Colleen Hoover	72	3	-0.33	-0.70	-0.37 [WARN]
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 (Δ-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)
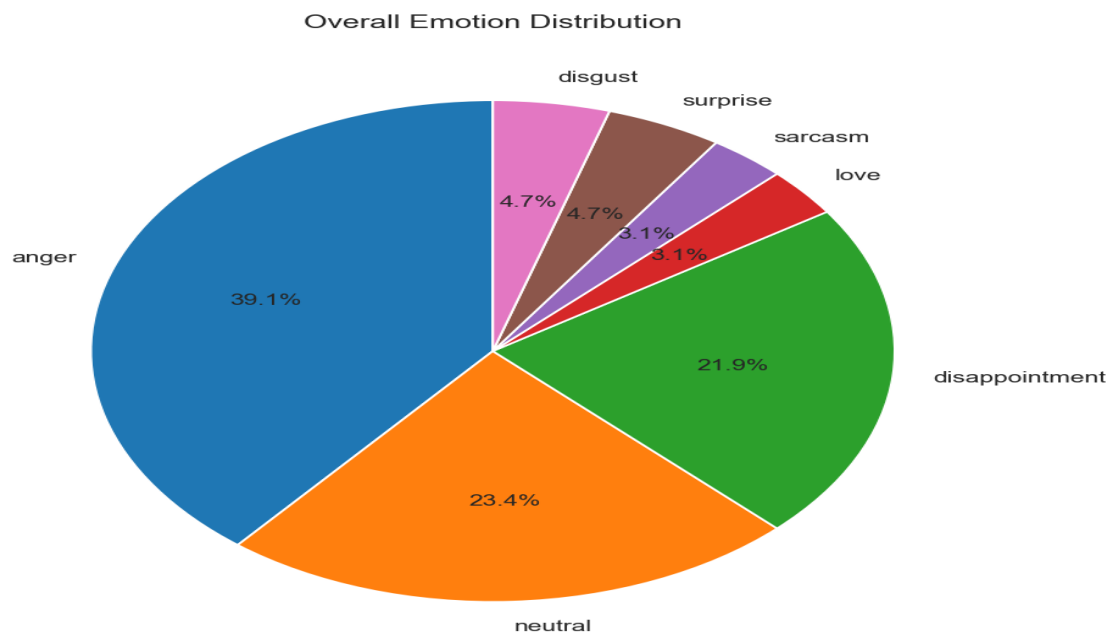

Colleen Hoover

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

ACTIVE STORYLINES

Storyline	Mentions	% of Total
Career	114	18.7%
Lawsuit	31	5.1%
Controversy	21	3.4%
Relationship	17	2.8%

EMOTION DISTRIBUTION

Overall Emotion Distribution

anger 39.1%
neutral 23.4%
disappointment 21.9%
disgust 4.7%
surprise 4.7%
sarcasm 3.1%
love 3.1%

RECOMMENDATIONS

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