

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 03:41 PM

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

EXECUTIVE SUMMARY

KEY FINDINGS:

■ VOLUME

- **Blake Lively:** 355 mentions (58% of tracked entities)
- **Justin Baldoni:** 93 mentions (15% of tracked entities)
- **Colleen Hoover:** 72 mentions (12% of tracked entities)

■ SENTIMENT

- **Blake Lively:** -0.46 raw, -0.60 weighted
- (highly-liked comments amplifying negativity)
- Top comment (4,890 likes): "Blake lively was the worst choice for lily anyways. I LOVED those books. I was s..."

■ ALERTS

- Controversy/lawsuit storyline detected across 3 entities (52 mentions)
- Strong negative engagement: 41% anger, 28% neutral

NARRATIVE ANALYSIS:

Dominant Narrative

The dominant narrative emerging from the Instagram comments revolves around the casting choices for an adaptation of popular books, particularly the decision to cast Blake Lively as a lead character. Many users express their dissatisfaction with this choice, labeling it detrimental to the film's overall quality and their excitement. Comments such as "Blake lively was the worst choice for lily anyways" (with 4,890 likes) reflect a strong consensus that Lively's portrayal is perceived as a significant misstep, overshadowing other aspects of the project. The involvement of Colleen Hoover, presumably the author of the original material, is also scrutinized, indicating a broader concern about the adaptation's fidelity to its source material.

Sentiment Analysis

The sentiment across the comments is overwhelmingly negative, with Blake Lively and Colleen Hoover receiving notably low sentiment scores of -0.455 and -0.325, respectively. High engagement with comments that express disappointment and anger—such as "She ruined it" and "shame on you Coleen"—suggests that fans feel a strong emotional investment in the integrity of the adaptation. The negative sentiment is largely driven by perceived betrayals of the original narrative and character relatability, with users attributing blame to both Lively and Hoover for their choices. This sentiment highlights a collective frustration among fans who feel let down by their expectations.

Discussion Topics

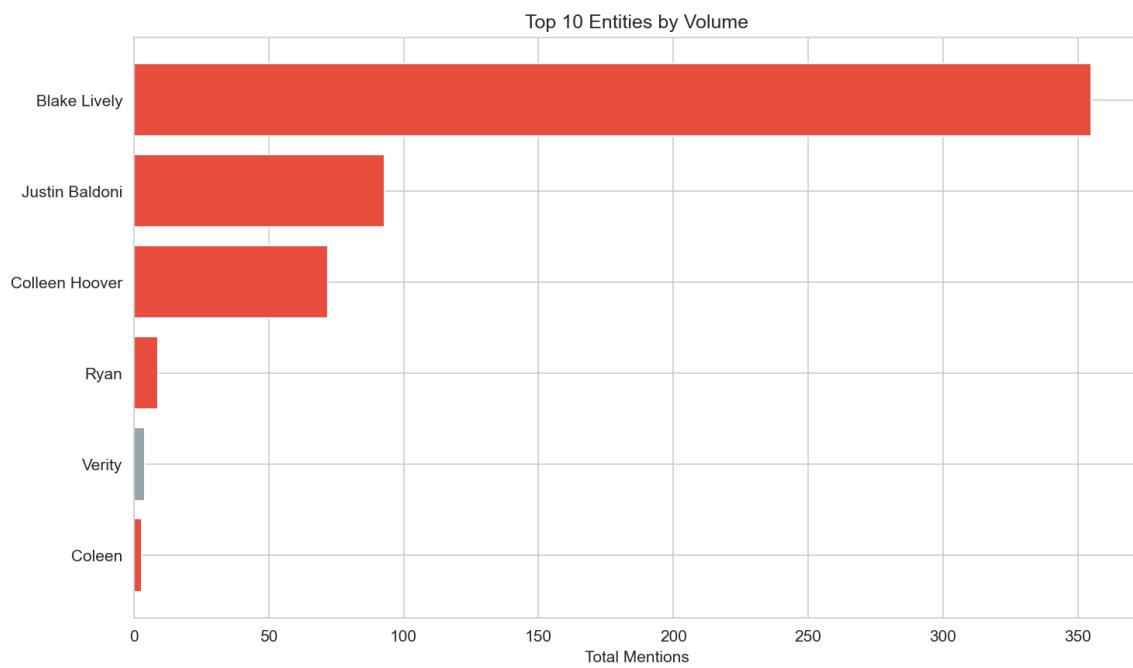
The comments reveal a clear focus on the casting decision and its implications for the film's quality and

authenticity. Users are not merely critiquing Lively's performance but are also questioning Hoover's judgment and involvement in the casting process. This is encapsulated in comments like "Not for the book, for your choices in real life," which indicates that the critique extends beyond the cinematic adaptation to the authorship and decision-making of Hoover herself. Additionally, there is a notable mention of Justin Baldoni, who is viewed more favorably by some commenters, suggesting that there is a desire for authenticity and professionalism in the casting that they feel was lacking.

Emerging Patterns

High-engagement comments exhibit a pattern of blaming key figures—especially Lively and Hoover—while expressing a longing for a more faithful representation of beloved characters. The use of emotionally charged language, such as "she destroyed what once made her relatable," reflects a deep-seated sense of betrayal among fans. Additionally, the top emotions expressed in the comments, primarily anger and disappointment, align with the negative sentiment scores associated with the mentioned entities. This pattern

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 film adaptation, with a negative sentiment of -0.46 and a primary emotion of anger. Many fans express disappointment, stating she was the worst choice for the role, as highlighted by a top comment that received 4890 likes.

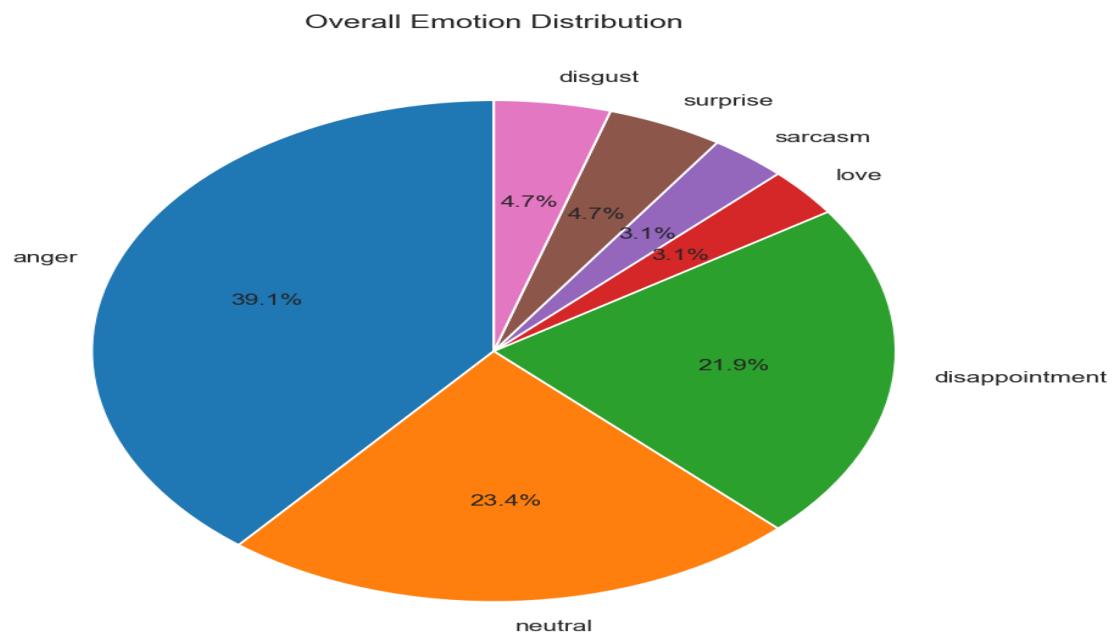
■■ EMERGING: Justin Baldoni Defended Amid Criticism

Justin Baldoni is criticized but also defended by some commenters who view him as honest. Despite a negative sentiment of -0.6, a comment stating he is the only honest one received 12 likes, indicating some support for his character.

■■ EMERGING: Colleen Hoover's Controversial Choices

Colleen Hoover is facing criticism for her decision to create a nail polish line related to domestic violence, resulting in a negative sentiment of -0.325. Commenters express disappointment, with one stating she should be embarrassed for this choice.

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