ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:41 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:

Dominant Narrative

The dominant narrative emerging from the analyzed Instagram comments centers around the casting choice of Blake Lively for a film adaptation of a book series that has garnered a passionate fanbase. The overwhelming sentiment in the top comments suggests that many fans feel disappointed and betrayed by this decision, viewing Lively's selection as detrimental to the integrity of the source material. The comments express a strong negative sentiment towards both Lively and the decision-maker, Colleen Hoover, with phrases such as "Blake ruined it entirely" and "shame on you Coleen" indicating a profound dissatisfaction with the casting choices.

Sentiment Analysis

The sentiment surrounding this topic is predominantly negative, with Blake Lively receiving a weighted sentiment score of -0.6 and Justin Baldoni, another prominent figure in the discussion, at -0.622. The comments reflect emotions of anger and disappointment, particularly directed towards Lively's performance and Hoover's decision-making. For instance, one commenter states, "She decided two snakes were the best way to go," which underscores a sentiment of betrayal and frustration that fans feel about the deviation from their expectations. The negative sentiment can be attributed to the passionate fanbase's attachment to the original books and their desire for a faithful representation in the film adaptation.
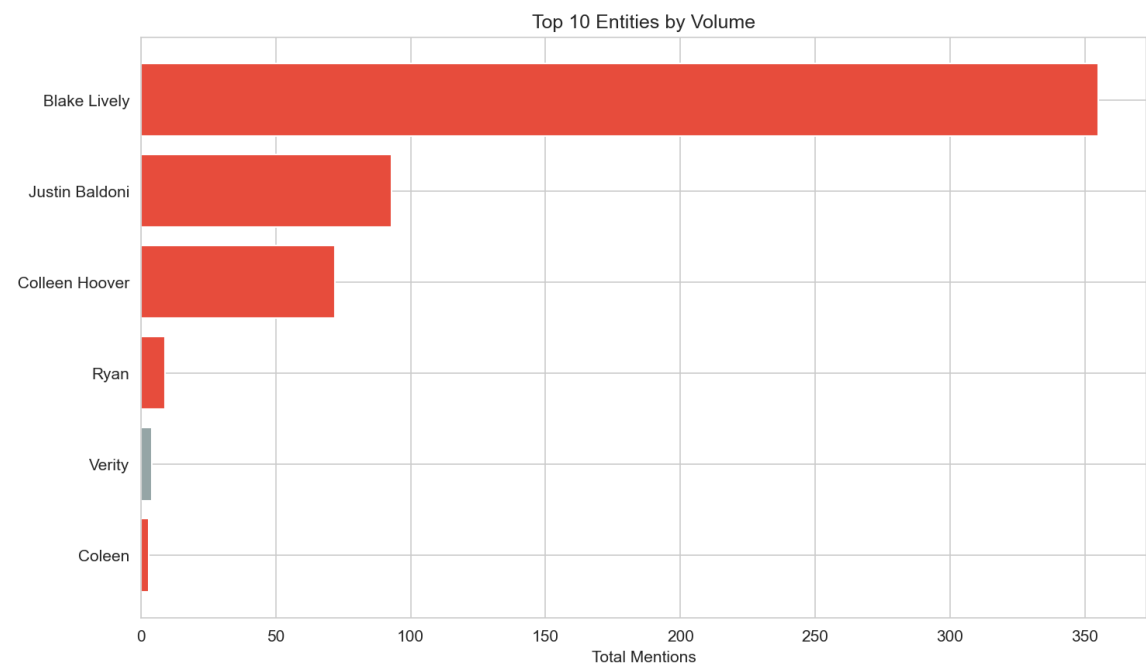
Discussion Focus

The discussions primarily revolve around the casting of Blake Lively and the perceived negative impact of her involvement in the project. Commenters express a longing for a more suitable choice, with one noting, "She should embarrass herself for choosing Blake instead of a professional person," which highlights the desire for a more credible portrayal. Additionally, Justin Baldoni is mentioned positively in contrast to Lively, as one user suggests, "she should back Justin Baldoni," indicating a preference for his involvement in the project. The commentary reflects a collective yearning for authenticity and fidelity to the source material, alongside critiques of both Lively's suitability and Hoover's judgment.

Patterns from High-Engagement Comments

The high-engagement comments reveal a pattern of strong emotional investment from fans, particularly characterized by expressions of anger and disappointment. The repetitive theme of blame directed towards Lively and Hoover suggests a lack of trust in the decision-making process behind the film adaptation. The comment with the highest engagement, stating, "Blake lively was the worst choice for lily anyways," underscores a definitive consensus among fans that the casting choice has not only failed to meet their expectations but has actively detracted from their excitement for the film. This sentiment

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 [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

1. Blake Lively's Controversial Casting in Adaptation (114 mentions, 18.7% of total)

What's happening: Blake Lively's casting in a film adaptation of a popular book series has sparked significant backlash among fans. Many feel that her portrayal does not align with the character's essence, leading to disappointment and anger within the community.

Sentiment: Strongly negative (-0.46)

Key emotion: Anger

Evidence: "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" (4,890 likes)

2. Colleen Hoover's Controversial Choices Impacting Her Reputation (21 mentions, 3.4% of total)

What's happening: Colleen Hoover faces backlash for her recent decisions, including a product line that many perceive as insensitive. Critics argue that her choices undermine her credibility as an author and advocate.

Sentiment: Strongly negative (-0.33)

Key emotion: Disappointment

Evidence: "She should embarrace is to choose blake instead of a proffesional person as Justin.. shame on you Coleen. Not for the book, for your chooices in real " (22 likes)

3. Justin Baldoni's Support Amidst Controversy (17 mentions, 2.8% of total)
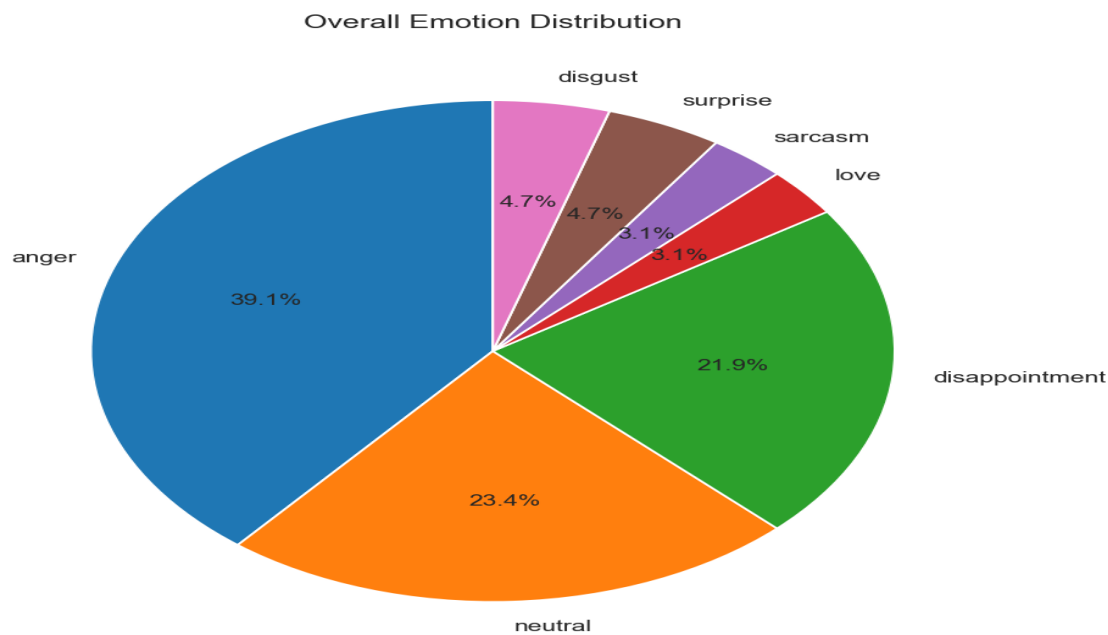
What's happening: Justin Baldoni has emerged as a figure of support for those criticizing Blake Lively's casting and Colleen Hoover's decisions. His honesty is appreciated by fans who seek authenticity in the entertainment industry.

Sentiment: Strongly negative (-0.60)

Key emotion: Anger

Evidence: "Well, she should back Justin Baldoni then he's the only one that's honest!" (12 likes)

EMOTION DISTRIBUTION

Overall Emotion Distribution

disgust

surprise

sarcasm

love

anger 39.1%

4.7%

4.7%

3.1%

3.1%

disappointment 21.9%

neutral 23.4%

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