ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 03:50 PM

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

EXECUTIVE SUMMARY

KEY FINDINGS:

■ *VOLUME*

• **Blake Lively**: 29 mentions (5% of tracked entities)

• **Colleen Hoover**: 12 mentions (2% of tracked entities)

• **Ryan**: 9 mentions (1% 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 centers around the casting choice of Blake Lively in the film adaptation of Colleen Hoover's popular book series. The overwhelming sentiment conveyed by the top comments indicates significant dissatisfaction with Lively's performance, with critics labeling her as the "worst choice" for the role of Lily. One comment states, "Blake lively was the worst choice for lily anyways," reflecting a broader sentiment that the casting decision has negatively impacted the adaptation. This sentiment is further echoed in other comments that criticize both Lively's portrayal and Hoover's choices in casting, suggesting a rift between the author and her fanbase regarding the film's direction.

Sentiment Analysis

The sentiment surrounding the comments is predominantly negative, with the weighted average sentiment for key entities such as Blake Lively (-0.6) and Colleen Hoover (-0.7) reflecting a strong discontent. The negative emotions are primarily driven by feelings of anger and disappointment, particularly aimed at Lively's performance and Hoover's decision-making. Comments such as "She ruined it" and "shame on you Colleen" encapsulate the frustration felt by fans who had high expectations based on their love for the books. This suggests that the adaptation has not met the emotional and narrative expectations of its source material, leading to a backlash from devoted readers.
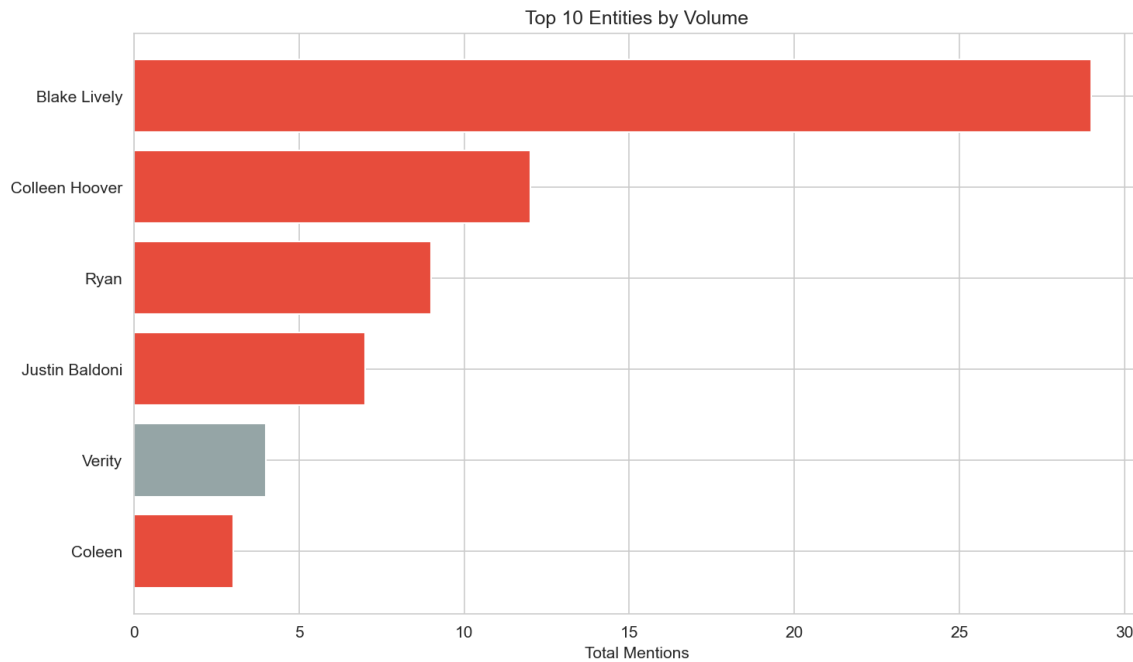
Discussion Topics

The central discussion points in these comments relate to the perceived quality of the film adaptation, the casting choices, and the implications for the original narrative. Many commenters express their disappointment not only with Lively's casting but also with Hoover's involvement in the decision-making process. For instance, one comment critiques, "She should embarrace is to choose blake instead of a professional person," indicating a belief that a more suitable actor could have preserved the integrity of the character and the story. Furthermore, there is a notable mention of Justin Baldoni, who is viewed favorably compared to Lively, suggesting a desire among fans for more authentic portrayals that align with their expectations.

Engagement Patterns

High-engagement comments predominantly reveal a pattern of collective disappointment and anger directed at both Lively and Hoover, portraying a community rallying around shared sentiments. The comment with the most likes, which states Lively "ruined it entirely," underscores a consensus that has gained traction among users, as it resonates with a significant number of readers who feel let down. Additionally, the comments show a tendency to blame Hoover for her choices,

TOP ENTITIES BY VOLUME

Top 10 Entities by Volume

Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	29	4,919	-0.46	-0.60	-0.14 [WARN]
2	Colleen Hoover	12	3	-0.33	-0.70	-0.37 [WARN]
3	Ryan	9	115	-0.63	-0.73	-0.10
4	Justin Baldoni	7	23	-0.60	-0.62	-0.02
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)

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

Ryan

Raw sentiment: -0.63 | Weighted sentiment: -0.73 | Delta: -0.10 | Total likes: 115
Balanced agreement (Δ-0.10) - top comments align with average sentiment
Top liked comment (67 likes): "She ruined it. She decided two snakes were the best way to go, and in doing so destroyed what once made her relatable. Don't blame others for your sel..." (sentiment: -0.70)

STORY BEATS

■ HIGH ACTIVITY: Blake Lively Casting Rejection

Blake Lively is facing significant backlash for her casting in a film adaptation, as many fans feel she was the wrong choice for the role. The sentiment surrounding her is largely negative, with a top comment expressing anger and disappointment, stating that she ruined the movie adaptation of beloved books. The comment has garnered 4890 likes, indicating strong audience sentiment.
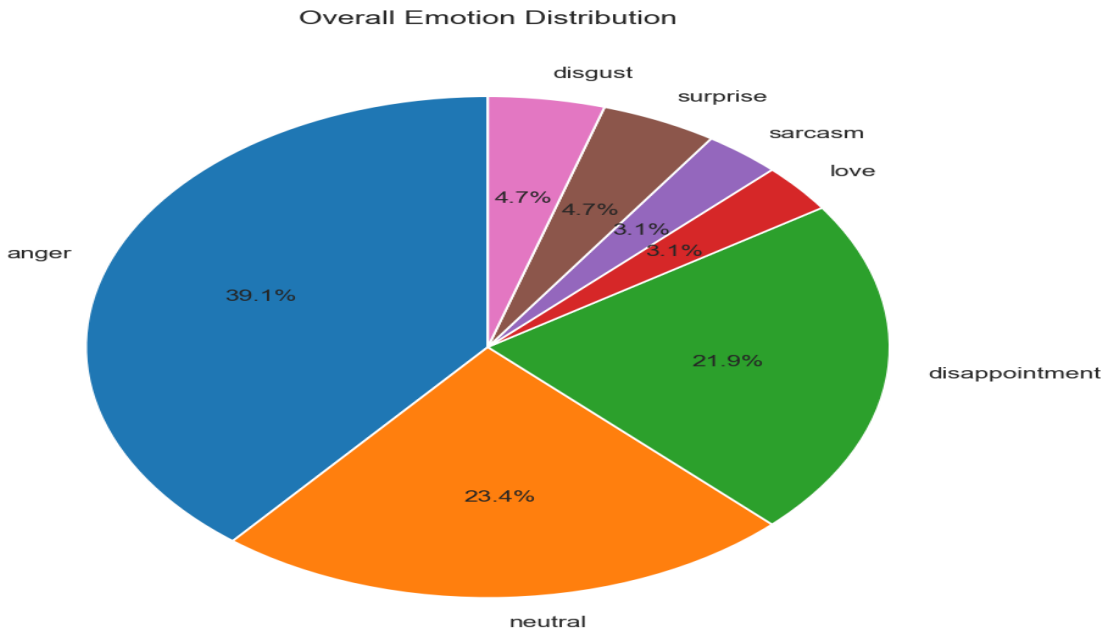
■■ EMERGING: Justin Baldoni Supported Amid Backlash

Justin Baldoni is being defended by some commenters despite the overall negative sentiment surrounding the situation. One comment highlights his honesty, suggesting that he is the only one deserving support in the current controversy. This defense indicates a divide in audience perception.

■ DEVELOPING: Colleen Hoover's Controversial Nail Polish Line

Colleen Hoover faces criticism for launching a nail polish line that some perceive as insensitive, particularly in relation to domestic violence themes. The sentiment is negative, with a comment expressing disappointment and stating she should be embarrassed for her choices. This controversy is gaining traction among fans.

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%

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