ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:56 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)
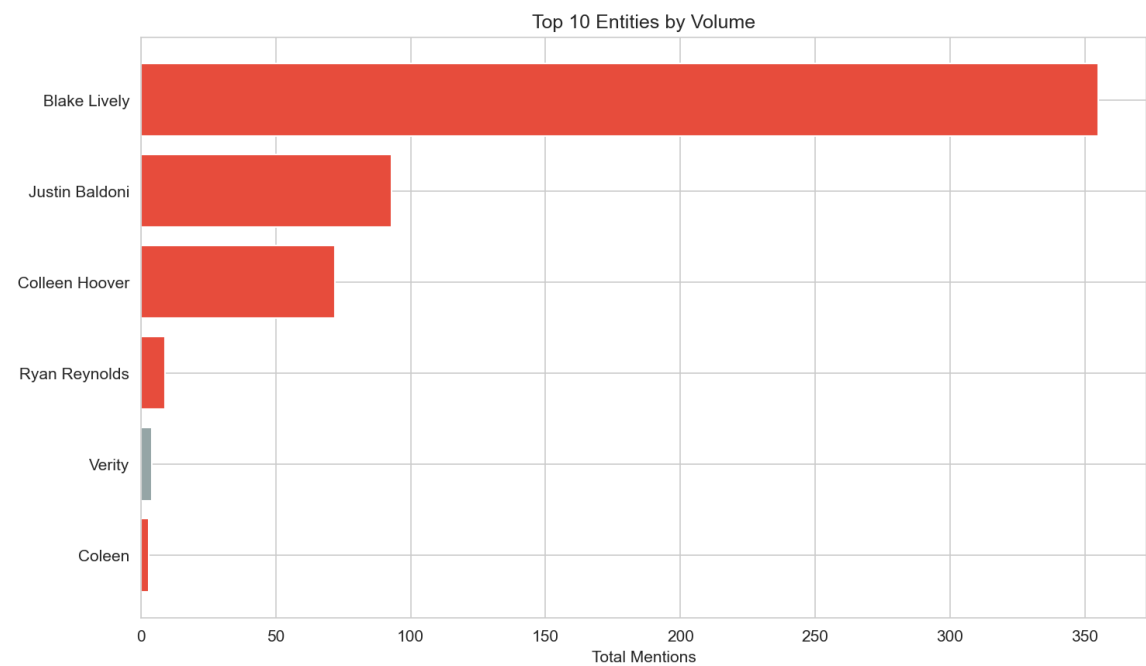
NARRATIVE ANALYSIS:

The dominant narrative emerging from the analyzed Instagram comments revolves around widespread dissatisfaction with the casting choice of Blake Lively as Lily in an adaptation of a popular book series. Commenters express a strong belief that Lively was an unsuitable choice, with sentiments heavily leaning towards anger and disappointment. The top comment encapsulates this sentiment, stating, "Blake lively was the worst choice for lily anyways... Blake ruined it entirely," indicating a perceived disconnect between the book's portrayal of the character and Lively's interpretation. This negative perception also extends to Colleen Hoover, the author of the original books, as commenters question her decision-making in casting, further fueling discontent.

The sentiment analysis reflects a predominantly negative emotional response from the audience, particularly towards Blake Lively and Justin Baldoni. Lively's weighted sentiment score of -0.6 and Baldoni's -0.622 suggest that audiences harbor significant frustration, with anger being the dominant emotion associated with both figures. One comment critiques Hoover directly, saying, "Not for the book, for your choices in real life," highlighting that the discontent transcends the film itself, impacting the author's reputation. This negative sentiment is reinforced by the low engagement figures for comments supporting Lively, indicating that the majority of the community is aligned with criticism rather than praise.

Discussions among commenters predominantly focus on the casting decisions, with Lively and Baldoni being central figures in these conversations. The comments express a desire for a more suitable portrayal that aligns with their expectations based on the source material. The mention of Justin Baldoni, who appears to have garnered some support, suggests that there is a contrasting viewpoint that finds him to be a more authentic choice; however, this viewpoint is far outweighed by the prevailing negativity directed at both Lively and the casting decisions in general.

Patterns from high-engagement comments indicate that audiences engage more with sentiments of disappointment and anger rather than positivity. The most liked comment critiques Lively directly, whereas the lower engagement comments tend to offer less impactful insights or praise. The overall tone suggests a community deeply invested in the fidelity of adaptations and the integrity of the characters they cherished in literature, leading to passionate discussions that are not only about the film but also reflect broader concerns regarding authorial choices and industry standards.

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 Reynolds	9	6	-0.50	-0.50	+0.00
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

STORY BEATS

■ HIGH ACTIVITY: Blake Lively Casting Rejection

Blake Lively faces significant backlash regarding her casting choice in a film adaptation, with a sentiment score of -0.455. The top emotion expressed is anger, with 36% of comments reflecting this sentiment. A notable comment states that Blake ruined the movie adaptation, receiving 4890 likes.
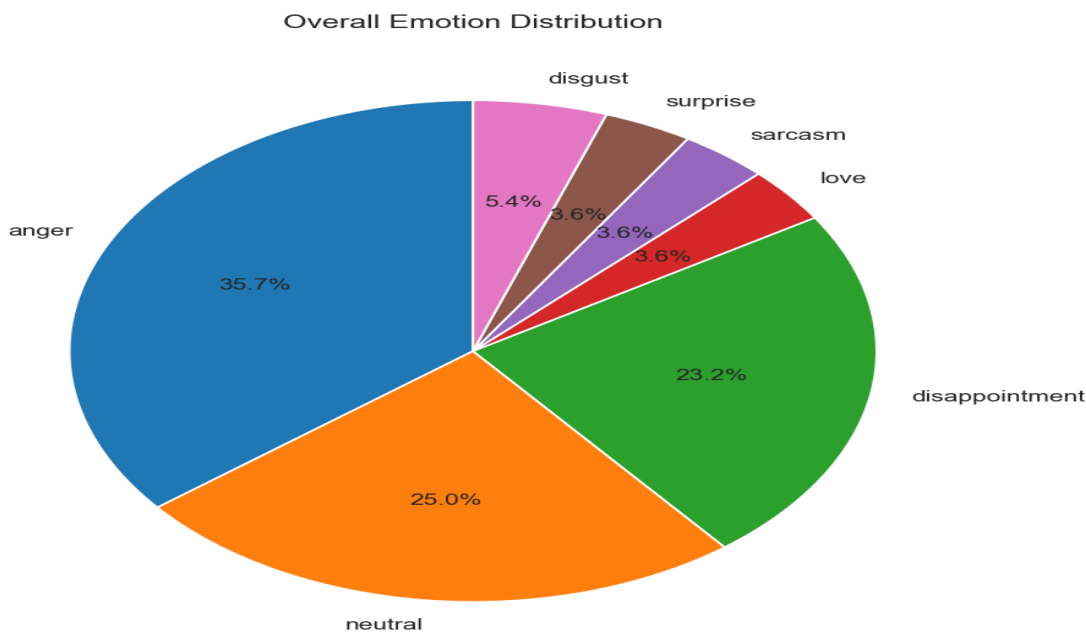
■■ EMERGING: Justin Baldoni's Support Amid Criticism

Justin Baldoni is mentioned in the context of support against the backlash faced by Blake Lively, with a sentiment score of -0.6. The comments show a mix of disappointment and anger, with one user stating he is the only honest choice, garnering 12 likes.

■ DEVELOPING: Colleen Hoover's Controversial Nail Polish Line

Colleen Hoover is facing criticism for launching a nail polish line associated with domestic violence, resulting in a sentiment score of -0.325. The top emotion is disappointment, with a comment highlighting the embarrassment of this choice, receiving 1 like.

EMOTION DISTRIBUTION

Overall 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