

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 03:44 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:

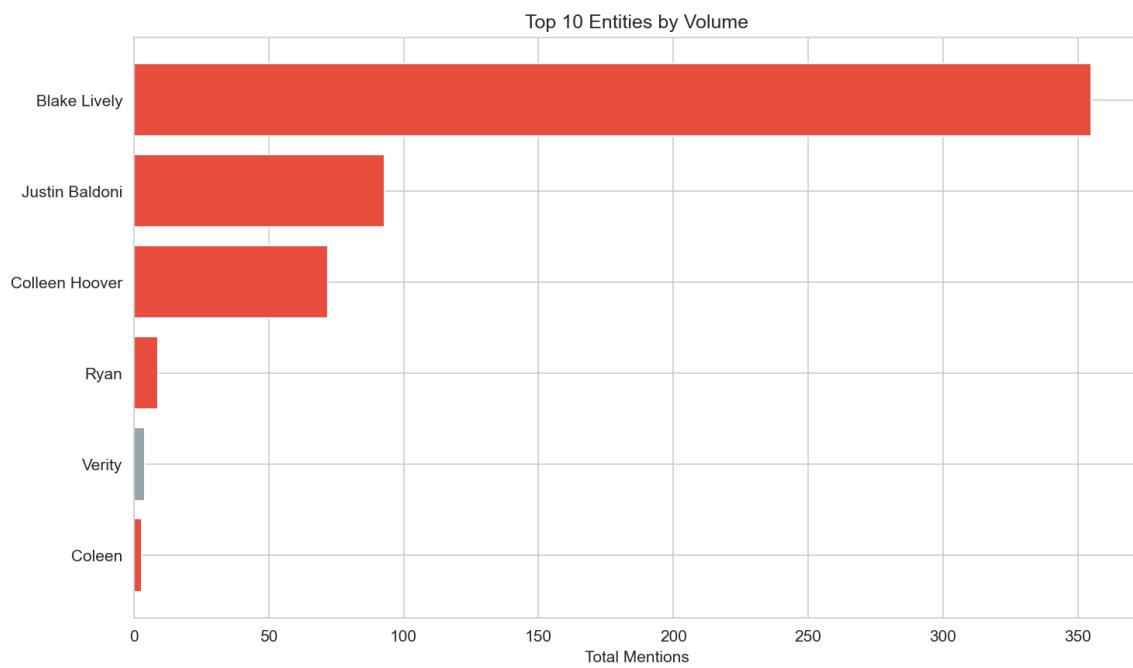
The dominant narrative surrounding the Instagram comments centers on the casting choice of Blake Lively in a role that fans feel she inadequately portrays, particularly in the adaptation of Colleen Hoover's book. The comments overwhelmingly reflect dissatisfaction, with users expressing their frustration not only about Lively's performance but also about the decisions made by the author herself. For instance, one commenter states, "Blake lively was the worst choice for lily anyways," indicating a clear disappointment with both the casting and the resulting impact on the beloved source material.

The sentiment across these comments is predominantly negative, as evidenced by the low sentiment scores associated with the key figures involved, particularly Blake Lively, who has a weighted sentiment of -0.6. This negativity stems from perceived misalignment between the actress's public persona and the character's relatability, leading to comments like, "She ruined it," and "shame on you Coleen," which reflect a sense of betrayal among fans who expected a faithful representation of their beloved characters. The anger in these comments suggests a deep emotional investment in the original material, as the adaptations fall short of their expectations.

Users are primarily discussing the casting decisions related to the film adaptation of Hoover's work, expressing disappointment not only in Lively but also in the author Colleen Hoover for her choices. The comments indicate that fans are particularly disillusioned by the casting of Lively over more experienced actors, with remarks such as "Not for the book, for your choices in real life" suggesting that the dissatisfaction extends beyond just the film to broader concerns about the author's judgment. Furthermore, Justin Baldoni emerges as a figure of support among commenters, with one stating, "Well, she should back Justin Baldoni then he's the only one that's honest!" This indicates a preference for Baldoni, suggesting that fans are aligning themselves with actors they perceive as more fitting for the roles.

Patterns from the high-engagement comments reveal a strong emotional response characterized by anger and disappointment. The comments suggest that fans are not merely critiquing the film but are engaging in a broader dialogue about authenticity and fidelity to the source material. The repeated references to Lively's perceived shortcomings and Hoover's choices indicate a collective sentiment among fans that their expectations have been significantly unmet, leading to calls for accountability from both the author and the actress. As such, these high-engagement comments serve as a reflection of the community's passion for the original work and their desire for respectful adaptations that honor the characters they love.

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 faces significant backlash for her casting in a film adaptation, with a sentiment score of -0.46. The audience expresses anger and disappointment, with comments highlighting that she was the 'worst choice' for the role. One top comment states, 'Blake ruined it entirely. I liked Justin tho,' reflecting the strong negative sentiment towards her casting.

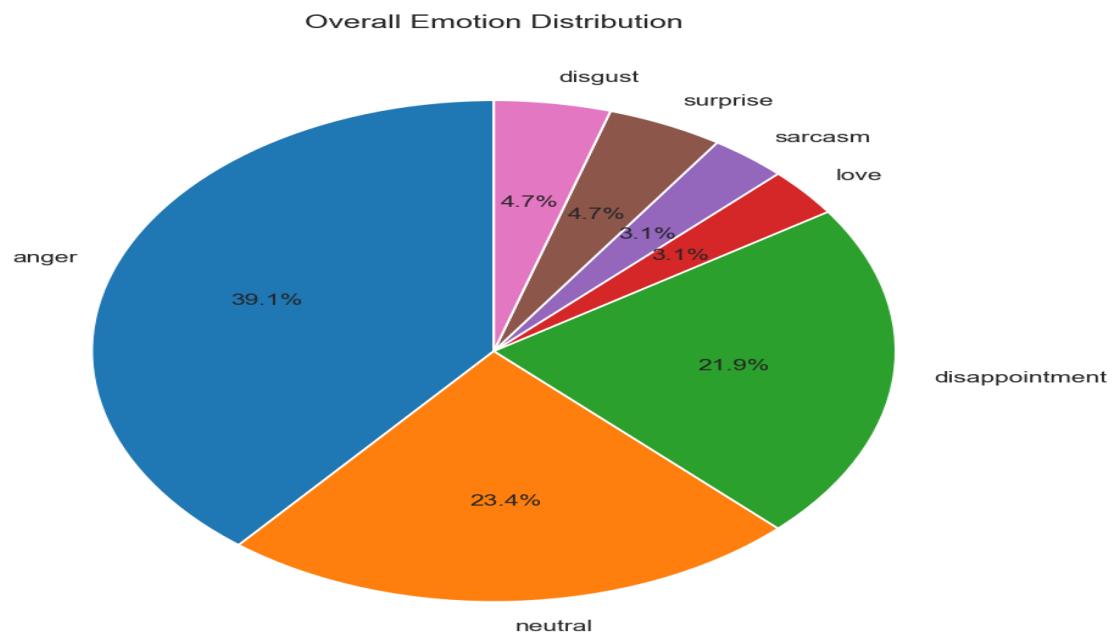
■■ EMERGING: Justin Baldoni Defended Amid Criticism

Justin Baldoni is criticized but also defended by some commenters, receiving a sentiment score of -0.6. Despite the negative sentiment, one comment states, 'Well, she should back Justin Baldoni then he's the only one that's honest!', indicating a level of support for him amidst the controversy.

■■ EMERGING: Colleen Hoover's Controversial Nail Polish Line

Colleen Hoover faces criticism for launching a nail polish line associated with domestic violence, resulting in a sentiment score of -0.325. Commenters express disappointment, with one stating, 'Colleen Hoover should be embarrassed for making nail polish line dedicated to domestic violence.' This reflects a growing discontent regarding her choices.

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