ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 03:03 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)
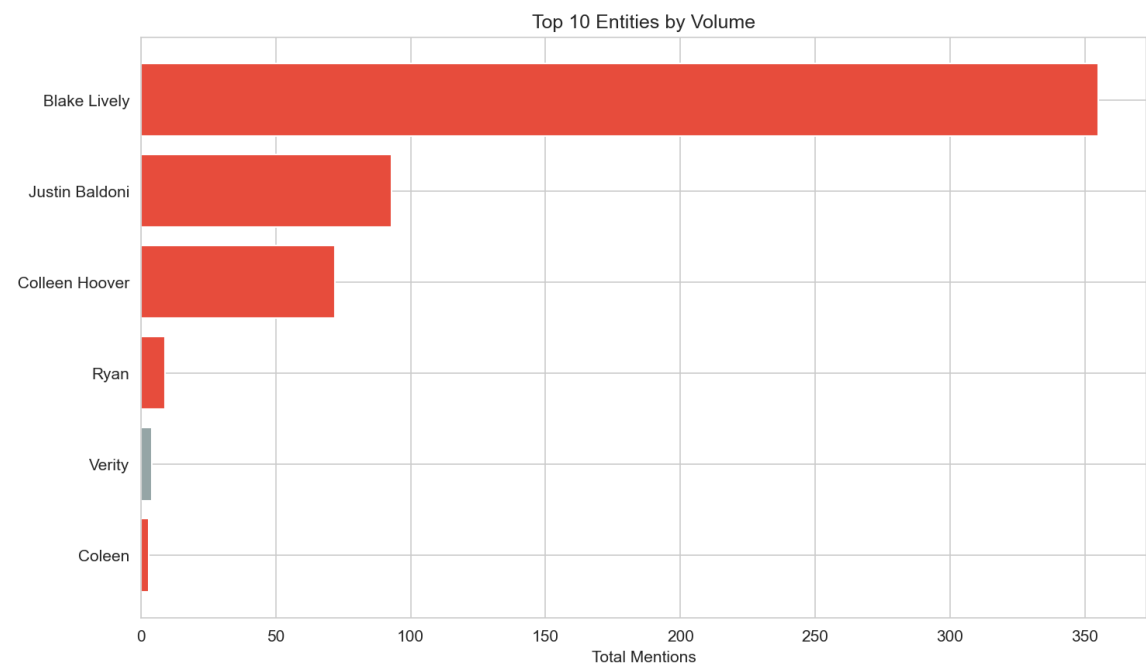
NARRATIVE ANALYSIS:

The dominant narrative emerging from the analyzed Instagram comments revolves around significant dissatisfaction with Blake Lively's casting in a movie adaptation of Colleen Hoover's work. This sentiment is underscored by the overwhelming negativity expressed toward Lively's performance, with comments like, "Blake lively was the worst choice for lily anyways... Blake ruined it entirely" receiving substantial engagement (4,890 likes). This reflects a collective disappointment and frustration among fans, particularly those who cherished the original book series, and feel that Lively's portrayal does not align with their expectations.

The sentiment is predominantly negative, as evidenced by the weighted sentiments of key entities involved. Blake Lively's sentiment score stands at -0.6, while Justin Baldoni, who is also mentioned in a critical light, has a sentiment of -0.622. Comments highlight feelings of anger and disappointment, particularly toward Colleen Hoover's casting decisions, suggesting that fans perceive her choices as detrimental to the adaptation's integrity. For example, one commenter stated, "She should embarrace is to choose blake instead of a professional person as Justin... shame on you Coleen," demonstrating a clear backlash against the casting process and its implications for the story's authenticity.

Discussion among commenters centers around the casting decisions and their impact on the film's reception. There is a clear frustration directed at both Blake Lively and Colleen Hoover, as fans express that Lively's performance has altered the relatability and emotional core of the character they loved in the books. Furthermore, the mention of Justin Baldoni, who is viewed more favorably, indicates a desire for more authentic portrayals in adaptations. This sentiment is encapsulated in comments like, "Well, she should back Justin Baldoni then he's the only one that's honest!" indicating a preference for actors who resonate more closely with the source material.

Patterns from the high-engagement comments reveal a strong emotional response, characterized by anger and disappointment, particularly toward the creative decisions made by those involved in the film's production. The comments illustrate a clear divide between fans' expectations and the creative choices made, creating a narrative of controversy around the adaptation. With mentions of lawsuits and broader career implications for those involved, the discourse reflects a significant intersection of personal investment in the original work and the perceived failure of its adaptation, suggesting that fans feel a deep sense of ownership over the narrative.

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	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

STORY BEATS

■ HIGH ACTIVITY: Blake Lively Casting Rejection

Blake Lively is facing significant backlash over her casting choice, with a sentiment score of -0.455 and a top emotion of anger. Many fans express disappointment, as evidenced by a highly liked comment stating she ruined the adaptation of beloved books, garnering 4890 likes.
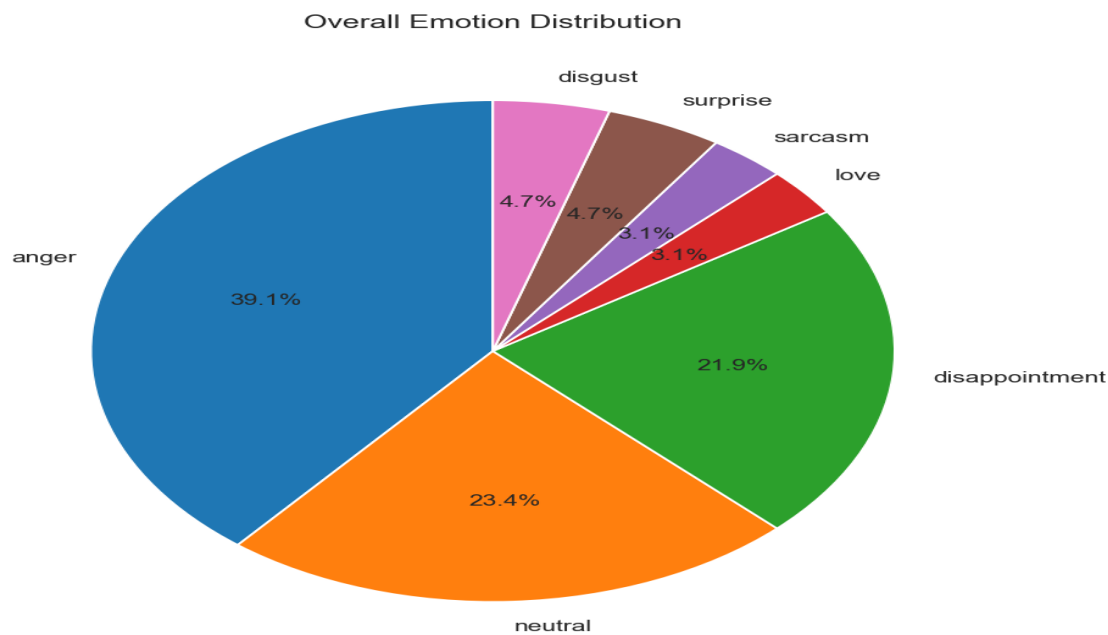
■■ EMERGING: Justin Baldoni's Support Amid Criticism

Justin Baldoni is mentioned in the context of support for his honesty amidst the controversy surrounding Blake Lively's casting. His sentiment score is -0.6, with a comment suggesting he is the only honest party in the situation, receiving 12 likes.

■ DEVELOPING: Colleen Hoover's Controversial Nail Polish Line

Colleen Hoover is facing backlash for launching a nail polish line linked to domestic violence, resulting in a sentiment score of -0.325. Critics express disappointment, with one comment stating she should be embarrassed, which has received 1 like.

EMOTION DISTRIBUTION

Overall Emotion Distribution

- disgust: 4.7%
- surprise: 4.7%
- sarcasm: 3.1%
- love: 3.1%
- anger: 39.1%
- disappointment: 21.9%
- neutral: 23.4%

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