ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:09 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, -0.38)

• **Career** storyline active (114 mentions, 18.7% of conversation)
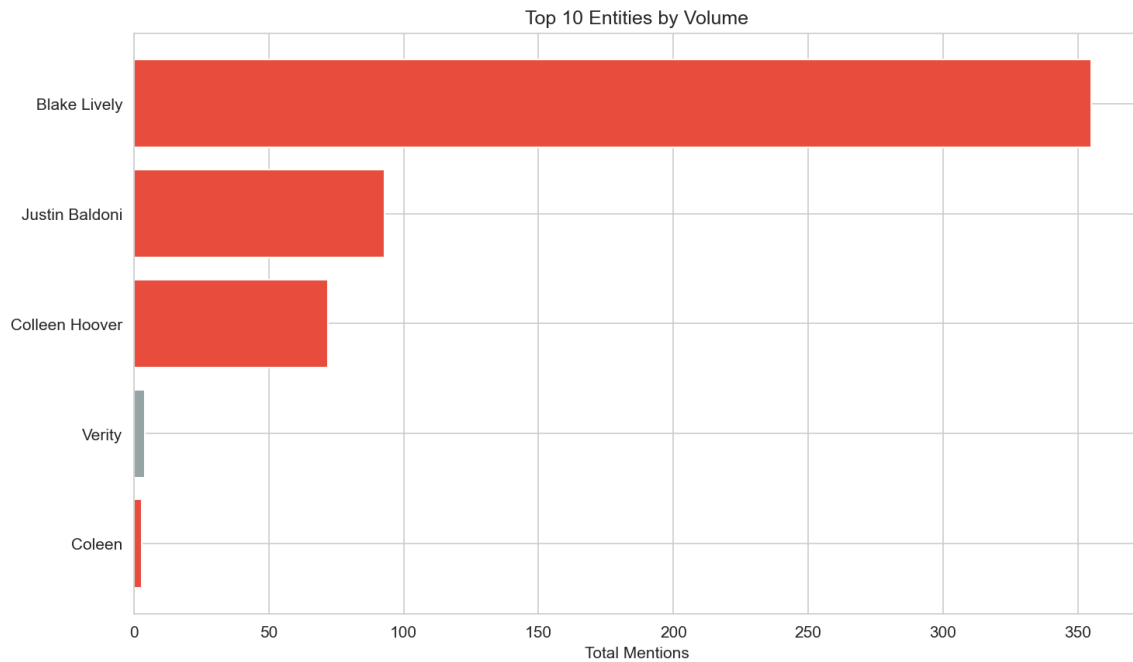
NARRATIVE ANALYSIS:

The dominant narrative emerging from the Instagram comments revolves around significant dissatisfaction with the casting choice of Blake Lively as Lily in an adaptation of Colleen Hoover's books. The comments overwhelmingly express disappointment, particularly from users who cherished the source material. The repeated assertion, "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," demonstrates a collective frustration that resonates with many fans, as it received an impressive 4,890 likes. This sentiment is further echoed in similar comments where users question the decision-making of Colleen Hoover, expressing a shared belief that Lively's casting detracts from the film's potential.

Sentiment analysis reveals a predominantly negative outlook among commenters, with Blake Lively's sentiment rated at -0.378 and a weighted sentiment of -0.551, indicating a strong sense of disappointment. This negative sentiment is mirrored in the comments directed towards Justin Baldoni and Colleen Hoover, suggesting that the casting decision has not only affected Lively's reputation but also that of the director and author. For instance, comments like "shame on you Coleen. Not for the book, for your choices in real life" illustrate the depth of the audience's discontent, indicating that the dissatisfaction extends beyond mere casting to feelings of betrayal by someone they once admired.

Discussion among users primarily centers on the casting decision and its implications for the film's integrity. Many users express nostalgia and emotional attachment to the original books, amplifying their disappointment. The engagement around Lively's casting suggests that fans are less concerned about the film's overall production and more focused on how well the characters align with their expectations based on the literary work. This discontent is compounded by the perception that Lively's portrayal may not capture the essence of Lily, leading to fears that the adaptation will fail to resonate with its intended audience.

High-engagement comments indicate a pattern of vocalizing disappointment, with users echoing each other's sentiments, creating a chorus of dissatisfaction. The repetitive nature of the comments, particularly regarding Lively's casting, signifies a strong collective sentiment among fans. Furthermore, the emotional tone shifts from disappointment to outright anger in comments directed at Colleen Hoover, as seen in the comment about her choices in real life. This suggests that fans feel a personal connection to the narrative, leading to a heightened emotional response when they perceive a misalignment between the original work and its adaptation. Overall, the

TOP ENTITIES BY VOLUME

Top 10 Entities by Volume

Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	355	17,285	-0.38	-0.55	-0.17 [WARN]
2	Justin Baldoni	93	17,277	-0.37	-0.55	-0.18 [WARN]
3	Colleen Hoover	72	17,278	-0.37	-0.55	-0.18 [WARN]
4	Verity	4	0	-0.15	-0.15	+0.00
5	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: -0.38 | Weighted sentiment: -0.55 | Delta: -0.17 | Total likes: 17,285
Top comments more negative than average (Δ-0.17) - 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: -0.37 | Weighted sentiment: -0.55 | Delta: -0.18 | Total likes: 17,277

Top comments more negative than average (Δ-0.18) - 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: -0.37 | Weighted sentiment: -0.55 | Delta: -0.18 | Total likes: 17,278
Top comments more negative than average (Δ-0.18) - 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)
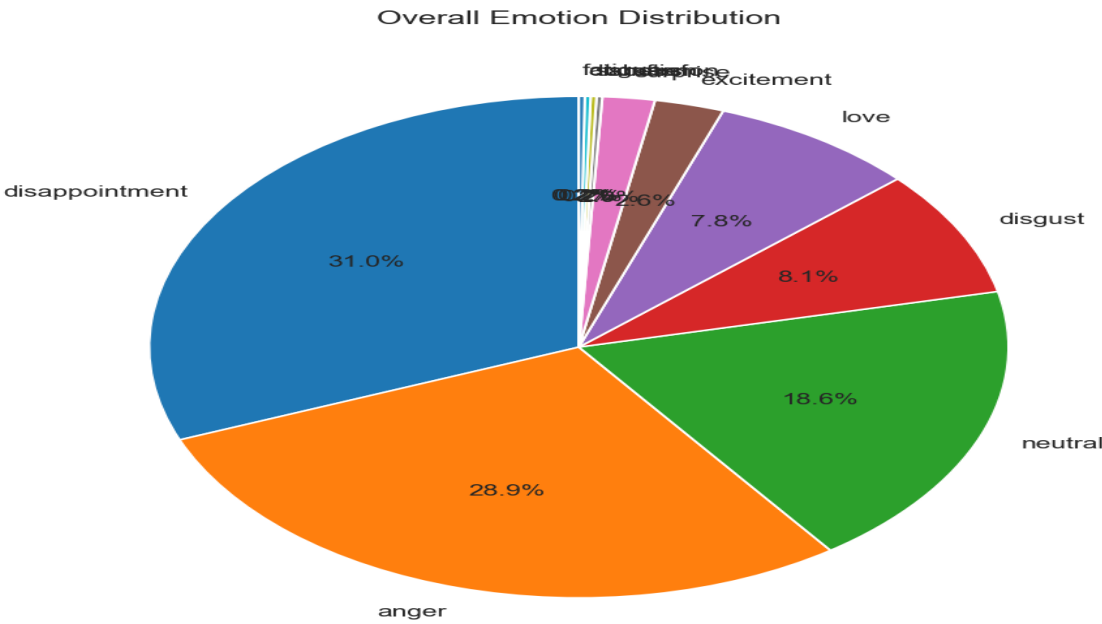
EMOTION DISTRIBUTION

Overall Emotion Distribution

- disappointment: 31.0%
- anger: 28.9%
- neutral: 18.6%
- disgust: 8.1%
- love: 7.8%
- excitement: 2.6%

ACTIVE STORYLINES

Storyline	Mentions	% of Total
Career	114	18.7%
Lawsuit	31	5.1%
Controversy	21	3.4%
Relationship	17	2.8%

RECOMMENDATIONS

HIGH: Blake Lively

Strong negative sentiment (-0.38) with high engagement (17,285 likes). Potential controversy brewing.

HIGH: Blake Lively

Controversy/lawsuit storyline detected

HIGH: Justin Baldoni

Strong negative sentiment (-0.37) with high engagement (17,277 likes). Potential controversy brewing.

HIGH: Justin Baldoni

Controversy/lawsuit storyline detected

HIGH: Colleen Hoover

Strong negative sentiment (-0.37) with high engagement (17,278 likes). Potential controversy brewing.