

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: November 14, 2025 - November 22, 2025

Generated: November 22, 2025 at 09:53 PM

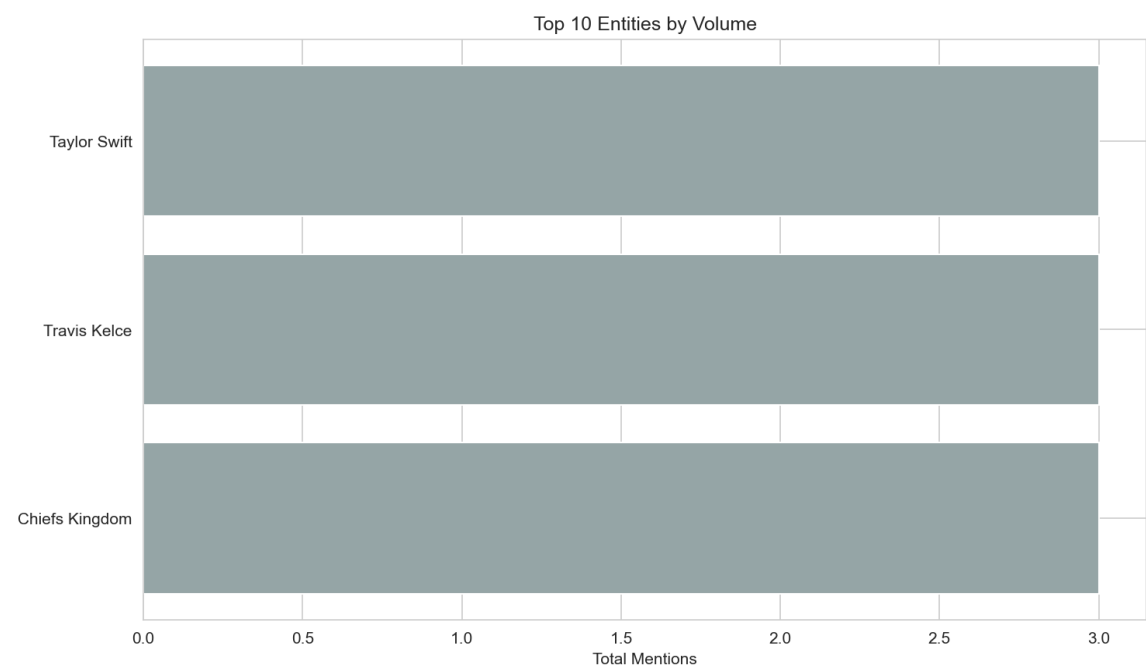
Total Comments Analyzed	27
Unique Posts	3
Platforms	instagram
Entities Tracked	3

EXECUTIVE SUMMARY

KEY FINDINGS:

- **Taylor Swift** dominated conversation with 3 total mentions (Very Negative sentiment, nan)
- **Relationship** storyline active (9 mentions, 33.3% of conversation)
- High-engagement comments skew **Very Negative** (nan) vs. low-engagement (nan)

TOP ENTITIES BY VOLUME



Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Taylor Swift	3	468	+nan	+0.00	+nan
2	Travis Kelce	3	234	+nan	+0.00	+nan
3	Chiefs Kingdom	3	135	+nan	+0.00	+nan

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.

Taylor Swift

Raw sentiment: +nan | Weighted sentiment: +0.00 | Delta: +nan | Total likes: 468
Moderate agreement difference

Travis Kelce

Raw sentiment: +nan | Weighted sentiment: +0.00 | Delta: +nan | Total likes: 234
Moderate agreement difference

Chiefs Kingdom

Raw sentiment: +nan | Weighted sentiment: +0.00 | Delta: +nan | Total likes: 135
Moderate agreement difference

EMOTION DISTRIBUTION

Overall Emotion Distribution

ACTIVE STORYLINES

Storyline	Mentions	% of Total
Relationship	9	33.3%