

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 01:33 PM

<b>Total Comments Analyzed</b>	609
<b>Unique Posts</b>	4
<b>Platforms</b>	instagram
<b>Entities Tracked</b>	10

# EXECUTIVE SUMMARY

## KEY FINDINGS:

- **Blake Lively** dominated conversation with 29 mentions (Negative sentiment, -0.46)
- **Career** storyline active (114 mentions, 18.7% of conversation)

## NARRATIVE ANALYSIS:

### ### Dominant Narrative

The dominant narrative emerging from the Instagram comments revolves around criticism directed at Blake Lively's casting in a film adaptation of a beloved book series, particularly in relation to her performance as Lily. The comments reflect a high level of discontent, with users expressing strong negative sentiments towards both Lively and the author Colleen Hoover, who appears to have made specific choices that fans disagree with. Comments like "Blake lively was the worst choice for lily anyways" (with 4,890 likes) underscore the perceived mismatch between the actress and the character, suggesting that Lively's portrayal has not met fans' expectations.

### ### Sentiment Analysis

The sentiment surrounding this discussion is predominantly negative, as indicated by the low sentiment scores for key entities. Blake Lively holds a sentiment score of -0.455, while Justin Baldoni is not far behind at -0.6, signifying a collective disappointment and anger among fans. Colleen Hoover, who is also criticized, has a sentiment score of -0.325, reflecting that her choices are viewed unfavorably. Comments such as "She ruined it" and "you chose wrong" exemplify the frustration and disappointment fans feel towards both the adaptations and the decisions made by Hoover and the production team.

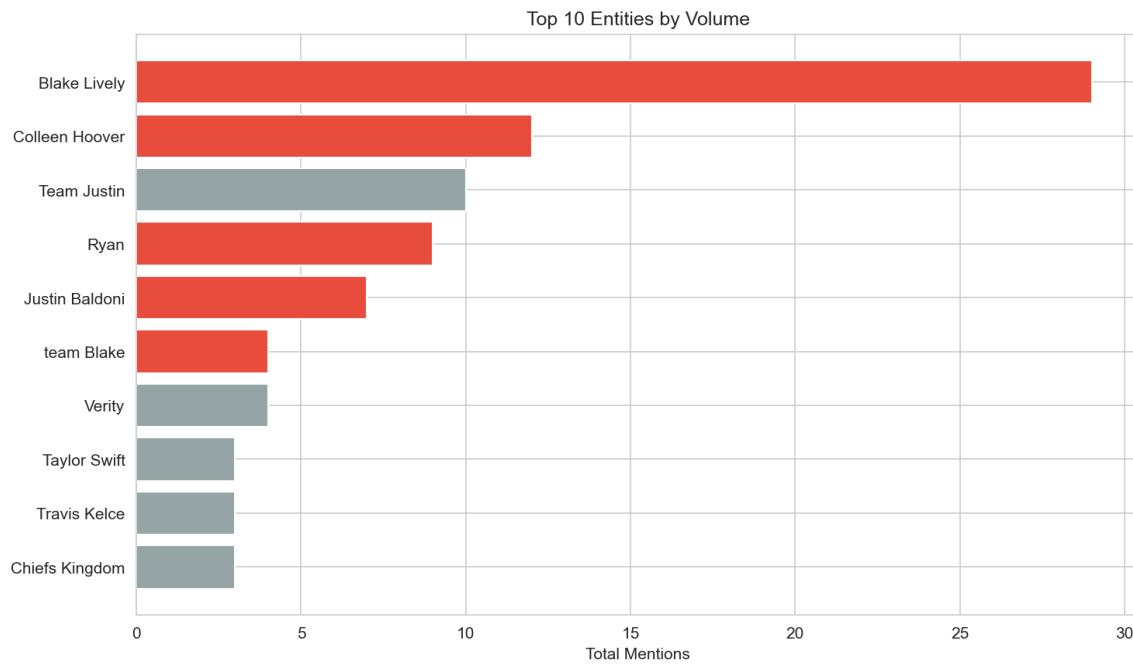
### ### Discussion Focus

The conversation largely centers around the casting choices for the film and the perceived betrayal of the original material. Users are vocalizing their disappointment not only with Lively's performance but also with Hoover's apparent alignment with her. This is evident in comments such as "Oh Colleen, you were all team Justin until you met Blake," indicating that the community feels Hoover has compromised her integrity or the quality of the adaptation for personal reasons. The mention of "team Justin" illustrates a division among fans, where some are rallying in support of Baldoni while others find themselves disillusioned by Hoover's decisions.

### ### Patterns in High-Engagement Comments

High-engagement comments reveal a pattern of intense loyalty to the original book series and its characters, as well as a readiness to assign blame. The repeated use of terms like "ruined" and "worst choice" indicates a collective emotional investment in the source material, while the top comment's significant like count (4,890) highlights that many share this view. Additionally, the presence of comments targeting Hoover directly, such as "Don't blame others for your selfish, bad choices," showcases a desire for accountability and a rejection of perceived compromises in both casting

# TOP ENTITIES BY VOLUME



Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	29	4,919	-0.46	-0.01	+0.45 [OK]
2	Colleen Hoover	12	3	-0.33	-1.34	-1.01 [WARN]
3	Team Justin	10	471	+0.21	+0.02	-0.19 [WARN]
4	Ryan	9	115	-0.63	-0.14	+0.49 [OK]
5	Justin Baldoni	7	23	-0.60	-0.37	+0.23 [OK]
6	team Blake	4	12	-0.55	-0.36	+0.19 [OK]
7	Verity	4	0	-0.15	-0.15	+0.00
8	Taylor Swift	3	468	+nan	+0.00	+nan
9	Travis Kelce	3	234	+nan	+0.00	+nan
10	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.

### **Blake Lively**

Raw sentiment: -0.46 | Weighted sentiment: -0.01 | Delta: +0.45 | Total likes: 4,919

*Positive comments getting 99% more agreement - community sentiment MORE positive than raw comments suggest*

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: -0.33 | Weighted sentiment: -1.34 | Delta: -1.01 | Total likes: 3

*Negative comments getting 312% more agreement - community sentiment MORE negative than raw comments suggest*

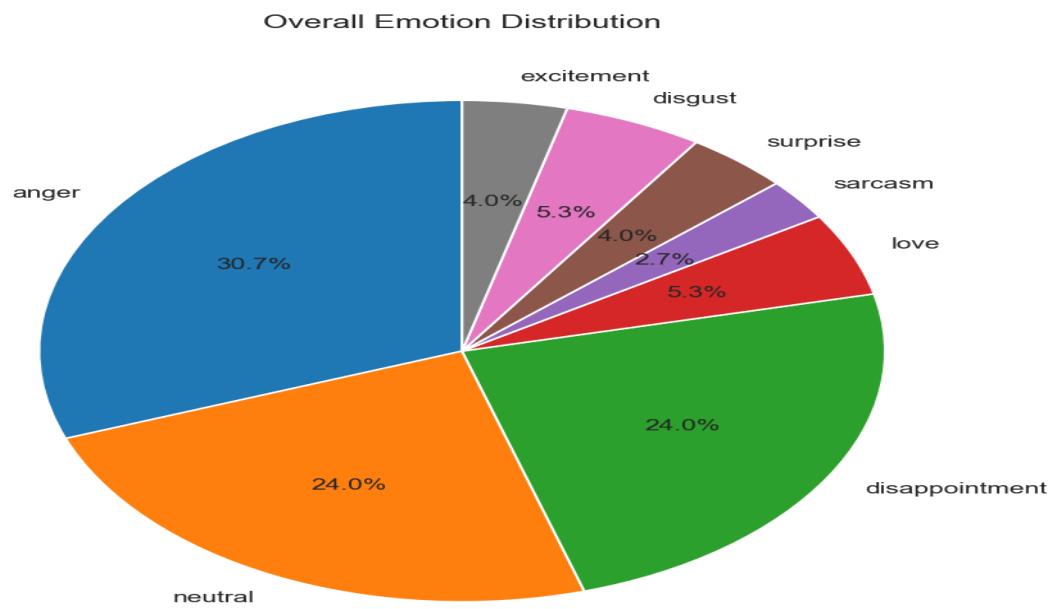
### **Team Justin**

Raw sentiment: +0.21 | Weighted sentiment: +0.02 | Delta: -0.19 | Total likes: 471

*Negative comments getting 92% more agreement - community sentiment MORE negative than raw comments suggest*

Top liked comment (389 likes): "Oh Colleen, you were all team Justin until you met Blake. Do the math, it doesn't take a rocket scientist to see you chose wrong. You should be embarr..." (sentiment: -0.70)

# EMOTION DISTRIBUTION



## 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**

**Action:** INVESTIGATE

**Why:** Strong negative sentiment (-0.46) with high engagement (4,919 likes). Potential controversy brewing.

**Suggestion:** ET should investigate what's driving negative sentiment and consider covering the controversy angle.

### **HIGH: Blake Lively**

**Action:** MONITOR

**Why:** Controversy/lawsuit storyline detected

**Suggestion:** Track sentiment velocity closely. Prepare coverage if story escalates.