ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:52 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:

Dominant Narrative

The prevailing narrative in the comment section revolves around the casting choices made for a movie adaptation of Colleen Hoover's popular literary work, specifically the decision to cast Blake Lively as the lead character, Lily. The comments exhibit a strong discontent among fans of the original books, with a significant portion expressing their belief that Lively was a poor choice for the role. The comments collectively reveal a narrative of disappointment and frustration directed at both the actress and the author, Colleen Hoover, for what they perceive as a misalignment between the film adaptation and their expectations based on the source material.

Sentiment Analysis

The sentiment of the comments is overwhelmingly negative, with key figures like Blake Lively and Justin Baldoni receiving particularly low sentiment scores of -0.455 and -0.6, respectively. This negativity is driven by feelings of anger and disappointment, as exemplified by a highly liked comment stating, "Blake lively was the worst choice for lily anyways," which garnered 4,890 likes. Such sentiments suggest that fans held high hopes for the film adaptation and feel let down by the casting decisions, indicating a disconnect between their expectations and the final product. The negative sentiment is compounded by comments criticizing Colleen Hoover's choices in real life, highlighting a broader frustration with perceived betrayals of literary integrity.
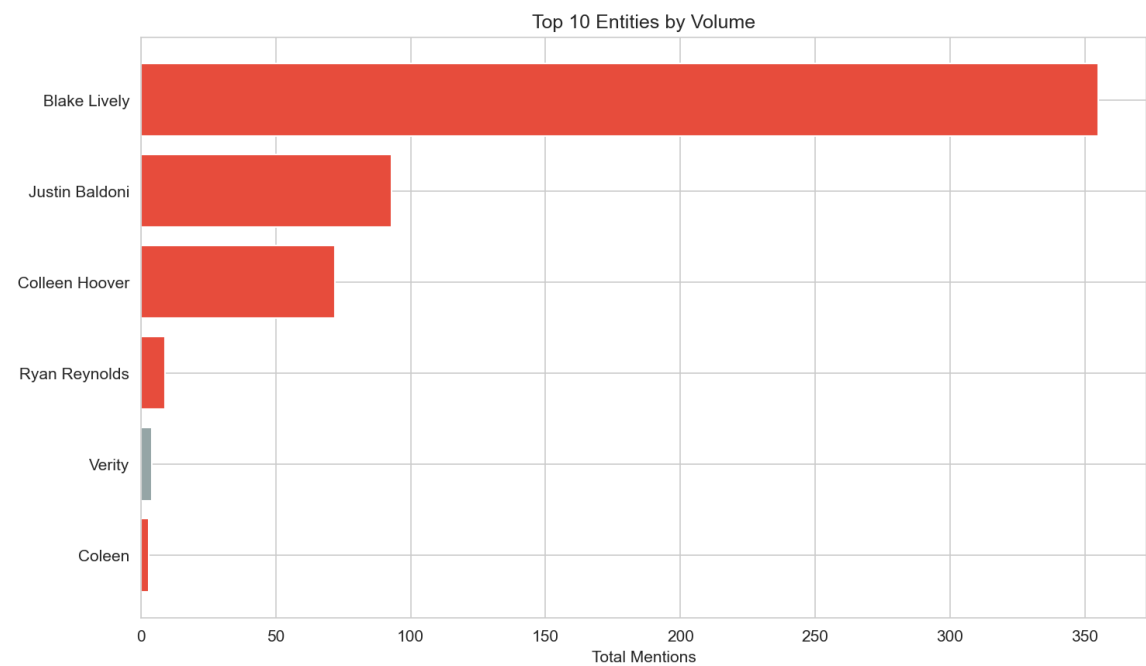
Discussion Themes

The primary discussions within the comments center around the casting decisions for the film and the perceived inadequacy of Blake Lively in fulfilling the character of Lily. Many commenters express their emotional investment in the book series, emphasizing their disappointment in the adaptation process. For instance, one comment states, "She should embarrace [sic] is to choose blake instead of a proffesional person as Justin," pointing to a desire for a more suitable casting that aligns with their vision of the character. Moreover, the conversation emphasizes the role of the author, Colleen Hoover, with many commenters holding her accountable for these choices, reflecting a sentiment of betrayal among her fanbase.

Emerging Patterns

High-engagement comments indicate a pattern of attributing blame not only to the actors but also to the author, suggesting a growing expectation for creators to remain faithful to their source material in adaptations. The most liked comments typically express intense emotions linked to personal connections with the books, showcasing a collective disappointment that resonates within the community. The mention of "anger" as the top emotion for both Blake Lively and Justin Baldoni underscores a broader trend where fans feel entitled to their

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 [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 Reynolds	9	6	-0.50	-0.50	+0.00
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)
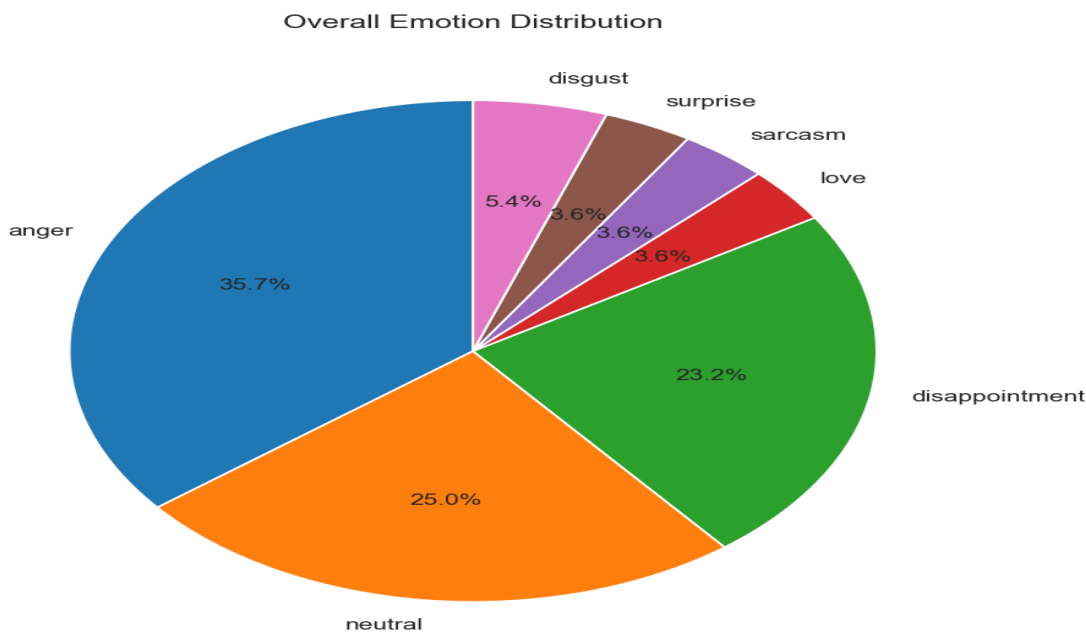

Colleen Hoover

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

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

EMOTION DISTRIBUTION

Overall Emotion Distribution

- disgust 5.4%
- surprise 3.6%
- sarcasm 3.6%
- love 3.6%
- anger 35.7%
- disappointment 23.2%
- neutral 25.0%

RECOMMENDATIONS

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