ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:26 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)
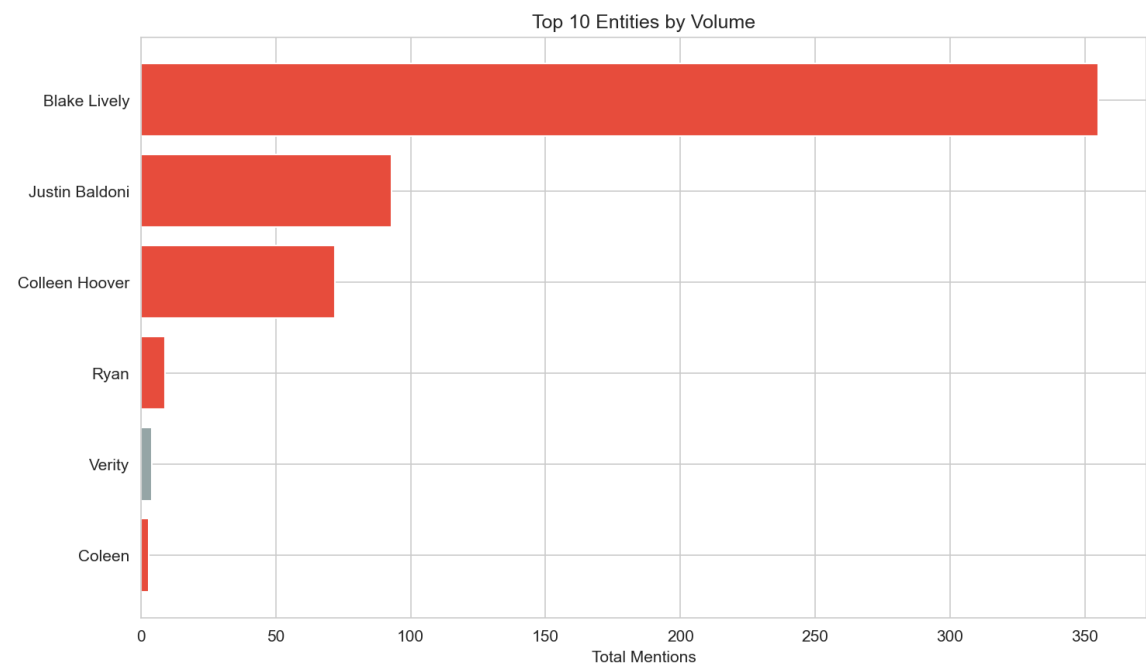
NARRATIVE ANALYSIS:

The dominant narrative emerging from the analyzed Instagram comments centers around strong discontent directed primarily at Blake Lively's casting in an adaptation of Colleen Hoover's literary work. Commenters express a collective disappointment and frustration, suggesting that Lively's portrayal has detracted from their anticipation for the film. The sentiment surrounding Blake Lively is notably negative, with an average sentiment score of -0.455 and an overwhelming prevalence of anger as the top emotion. The comments indicate a belief that Lively was an inappropriate choice for the role, which is seen as undermining the original narrative that resonated with fans of the books.

The reasons for the negative sentiment are multifaceted but largely revolve around perceived miscasting and dissatisfaction with the creative choices made in the adaptation process. For instance, a comment by a user stating, "Blake lively was the worst choice for lily anyways," encapsulates the frustration many have expressed, as it highlights an expectation that has not been met. Similarly, another commenter asserts, "She ruined it," pointing to a belief that Lively's involvement has fundamentally altered the essence of the character and story. Further, there's a sense of betrayal directed at Colleen Hoover, the author, with users accusing her of making "selfish, bad choices" that have disappointed fans.

Discussion within the comments focuses not only on Lively but also extends to Justin Baldoni and Colleen Hoover herself, with users expressing a desire for a different casting choice and critiquing Hoover's decision-making. Comments like "Well, she should back Justin Baldoni then he's the only one that's honest!" reflect a preference for Baldoni and a sentiment that he embodies a more relatable or suitable portrayal. The mention of Baldoni alongside Lively indicates that fans are not just expressing dissatisfaction but are actively engaging in a conversation about what they believe constitutes a faithful adaptation of the source material.

From the high-engagement comments, a pattern emerges where the most liked responses are characterized by a combination of anger and disappointment towards both the casting choices and the perceived lack of professional judgement from Hoover. Users are not merely venting; they are articulating a deep connection to the original material and a fear that it may be compromised. The overwhelming negative sentiment, particularly against Lively and Hoover, suggests a community deeply invested in the narrative's integrity, making the discussion not just about film casting but also about broader themes of authenticity and artistic fidelity in adaptations.

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)
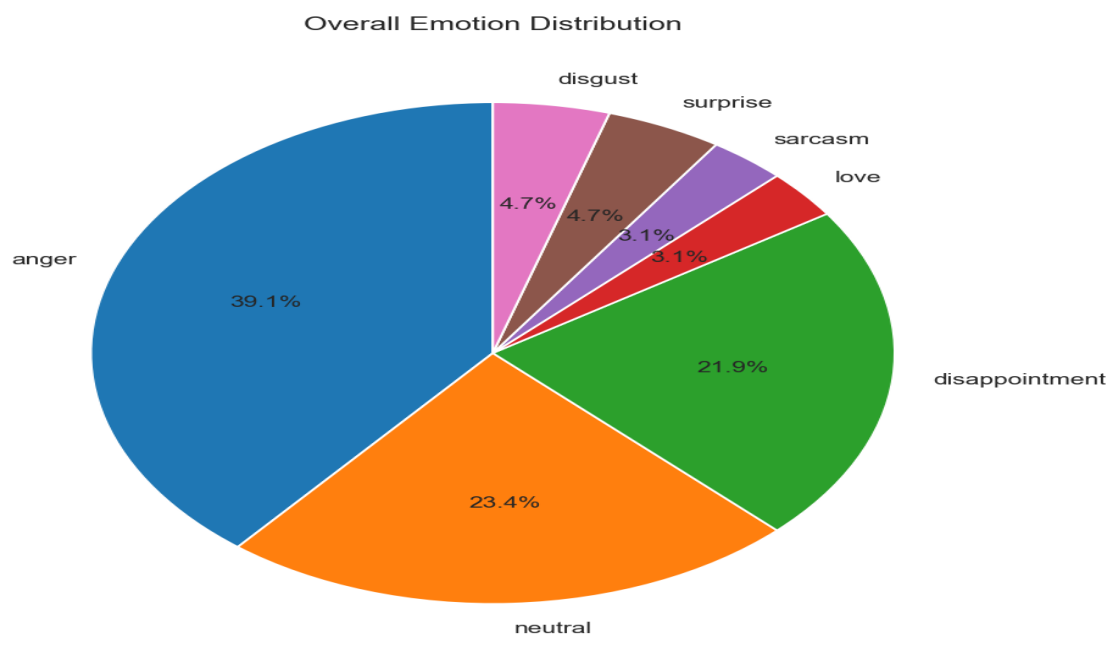

Colleen Hoover

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

ACTIVE STORYLINES

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

RECOMMENDATIONS

HIGH: Blake Lively

The overwhelming negative sentiment towards Blake Lively suggests that any further coverage could be met with backlash. Monitoring the situation closely will help ET gauge public opinion and adjust its editorial strategy accordingly.

MEDIUM: Colleen Hoover

Colleen Hoover is facing criticism for her casting choices, indicating a potential story angle around author involvement in adaptations. Exploring this could provide insights into fan expectations and industry practices.

MEDIUM: Justin Baldoni

Despite negative sentiment, there is a desire for Justin Baldoni to be featured positively, as he is seen as a preferable casting choice. Highlighting his involvement could help balance viewer sentiment.

LOW: Controversy

Given the current negative sentiment surrounding casting choices, focusing on controversy may exacerbate public discontent and backlash against the film and its creatives.