

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 02:38 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 dominant narrative emerging from the analyzed Instagram comments revolves around a significant backlash against Blake Lively's casting in a forthcoming film adaptation of a popular book series. Commenters express a strong sentiment of disappointment and anger, particularly towards Lively and the author, Colleen Hoover, for their choices. The comments convey a sense of betrayal among fans who had high expectations for the movie based on their love for the books, leading to a collective criticism that the casting decisions have compromised the integrity of the original story.

Sentiment Analysis

The sentiment surrounding the comments is predominantly negative, as evidenced by the average sentiments of the key entities involved. Blake Lively has a weighted sentiment score of -0.6, indicating significant disapproval, while Colleen Hoover's sentiment is -0.7, reflecting disappointment and frustration from fans. For instance, one commenter stated, "Blake lively was the worst choice for lily anyways," garnering 4,890 likes, which underscores the intensity of the negative sentiment. This dissatisfaction is echoed across various comments, suggesting that the community feels that Lively's portrayal fails to capture the essence of the beloved character.

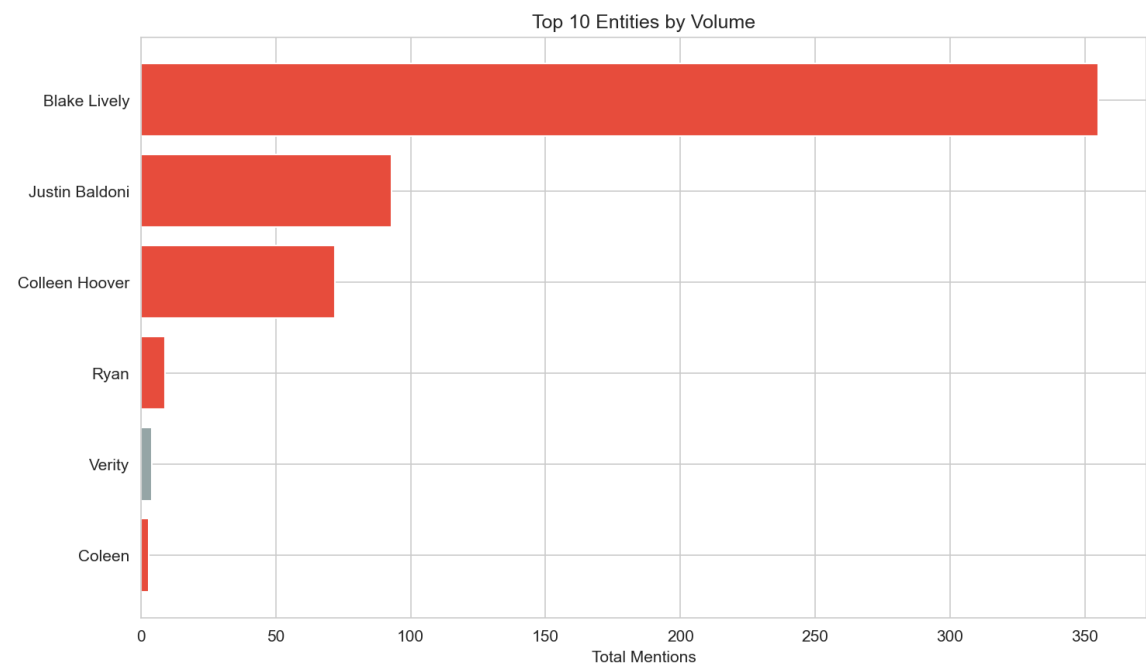
Discussion Points

The primary focus of the discussion is the perceived miscasting of Blake Lively in the role, with numerous commenters highlighting their preference for other actors, particularly Justin Baldoni, who is seen as a more fitting choice. For example, one comment reads, "Well, she should back Justin Baldoni then he's the only one that's honest!" This indicates a desire for a more honorable representation of the characters. Additionally, the sentiment towards Colleen Hoover suggests that fans are holding her accountable for the casting decisions, with comments emphasizing a disappointment in her judgment rather than just discontent with Lively's involvement.

Patterns in High-Engagement Comments

From the high-engagement comments, a clear pattern emerges in the emotional responses of the community, characterized by anger and disappointment. The most liked comment critiques Lively directly, stating that she "ruined it entirely," while another comment specifically calls for accountability from Hoover for her casting choices. This pattern indicates that fans are not merely expressing a dislike for the casting but are also engaging in a broader dialogue about authenticity and fidelity to the source material. The comments reflect a deep emotional investment in the story and characters, suggesting that fans feel a strong connection to the narrative and are vocal in their advocacy for its faithful representation in film.

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	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

1. Blake Lively's Controversial Casting in Adaptation (114 mentions, 18.7% of total)

What's happening: Blake Lively's casting in a film adaptation has sparked significant backlash from fans of the original book series. Many believe she was not the right choice for the role, leading to disappointment and anger among viewers who had high expectations.

Sentiment: Strongly negative (-0.46)

Key emotion: Anger

Evidence: "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" (4,890 likes)

2. Justin Baldoni's Support Amidst Controversy (114 mentions, 18.7% of total)

What's happening: Justin Baldoni has emerged as a figure of support in the ongoing controversy surrounding Blake Lively's casting. Fans are rallying behind him, suggesting he is the more honest and suitable choice for the project.

Sentiment: Strongly negative (-0.60)

Key emotion: Anger

Evidence: "Well, she should back Justin Baldoni then he's the only one that's honest!" (12 likes)

3. Colleen Hoover's Controversial Product Launch (21 mentions, 3.4% of total)

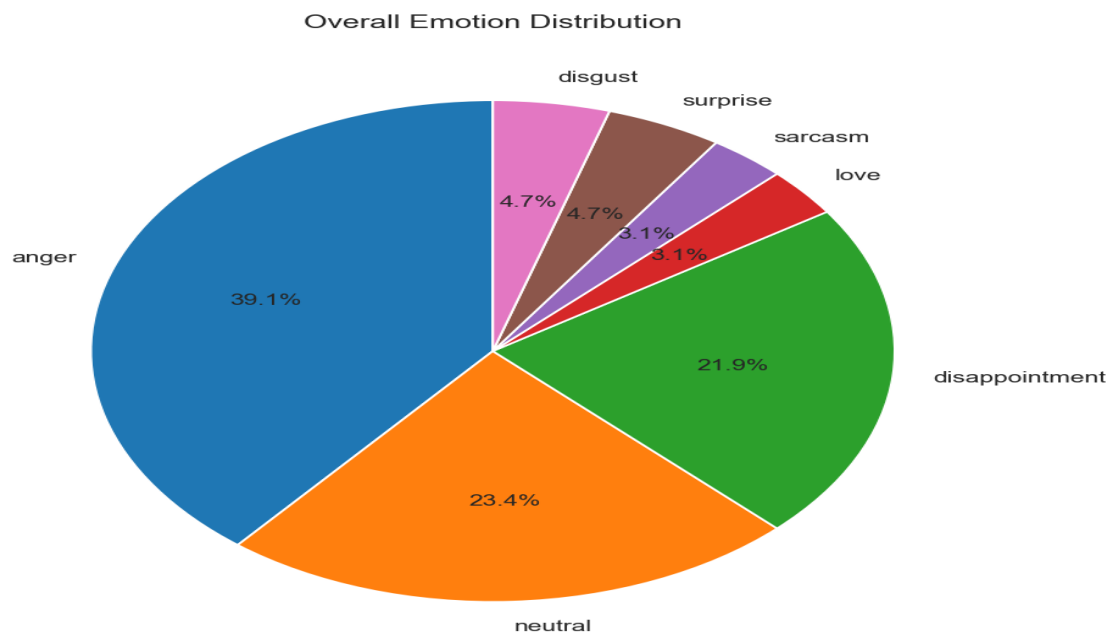
What's happening: Colleen Hoover is facing criticism for launching a nail polish line associated with domestic violence themes. Fans are expressing disappointment, feeling that this move is inappropriate and undermines the seriousness of the issue.

Sentiment: Strongly negative (-0.33)

Key emotion: Disappointment

Evidence: "She should embarrass is to choose blake instead of a professional person as Justin.. shame on you Coleen. Not for the book, for your choices in real " (22 likes)

EMOTION DISTRIBUTION



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