

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 01:49 PM

Total Comments Analyzed	609
Unique Posts	4
Platforms	instagram
Entities Tracked	8

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 surrounding the recent Instagram comments is one of dissatisfaction and disappointment regarding Blake Lively's portrayal of a character in an adaptation of a popular book series. The comments reveal a strong negative sentiment towards Lively, with users expressing that her casting was a poor choice that detracted from their enjoyment of the film. The phrase "Blake lively was the worst choice for lily" encapsulates this sentiment, indicating a perceived disconnect between the character's portrayal in the film and the expectations set by the original literature. This narrative is compounded by mentions of other involved entities, such as Justin Baldoni and Colleen Hoover, further amplifying the criticism directed at Lively.

Sentiment Analysis

The overall sentiment expressed in the comments is predominantly negative, with a weighted sentiment score for Blake Lively at -0.6, reflecting feelings of anger and disappointment. Multiple users explicitly blame Lively for ruining the film adaptation, as seen in the comment, "She ruined it." This sentiment is echoed by another user who critiques the decision-making of Colleen Hoover, the original author, suggesting that her choices have led to the film's shortcomings. The anger directed towards Lively and Hoover indicates that fans of the original books feel let down by the film's execution and casting decisions.

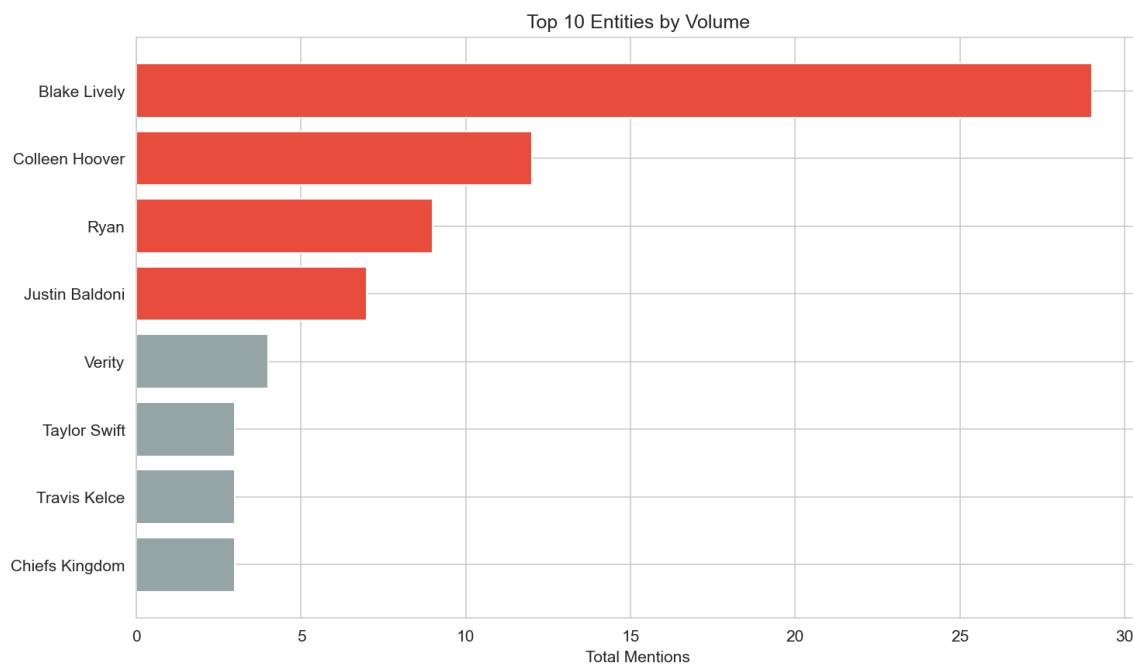
Discussion Topics

The primary focus of the comments is the adaptation of the book series and the performance of Blake Lively as the lead character. Commenters express their love for the original material, highlighting a strong emotional investment in the source content. For instance, the comment "I was so excited for the movie" indicates that the anticipation was high, which makes the subsequent disappointment more pronounced. Additionally, there is a mention of Justin Baldoni, who is seen as a reliable figure, suggesting that some users are looking for alternatives to Lively and seeking validation in other cast members.

Emerging Patterns

From the high-engagement comments, a clear pattern emerges: a strong emotional response to casting decisions in film adaptations. The comments consistently reflect themes of anger and disappointment, particularly towards actors who do not align with fans' expectations of beloved characters. The mention of Justin Baldoni as "the only one that's honest" suggests a desire for authenticity and reliability in portrayals, which is a critical factor for fans when assessing adaptations. Furthermore, the recurring critique of Colleen Hoover's choices implies that fans are not only engaged with the actors but also with the decision-makers behind the adaptation, indicating a broader conversation about

TOP ENTITIES BY VOLUME



Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	29	4,919	-0.46	-0.60	-0.14 [WARNING]
2	Colleen Hoover	12	3	-0.33	-0.70	-0.37 [WARNING]
3	Ryan	9	115	-0.63	-0.73	-0.10
4	Justin Baldoni	7	23	-0.60	-0.62	-0.02
5	Verity	4	0	-0.15	-0.15	+0.00
6	Taylor Swift	3	468	+nan	+0.00	+nan
7	Travis Kelce	3	234	+nan	+0.00	+nan
8	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: -0.60 | Delta: -0.14 | Total likes: 4,919

Top comments more negative than average ($\Delta-0.14$) - 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)

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

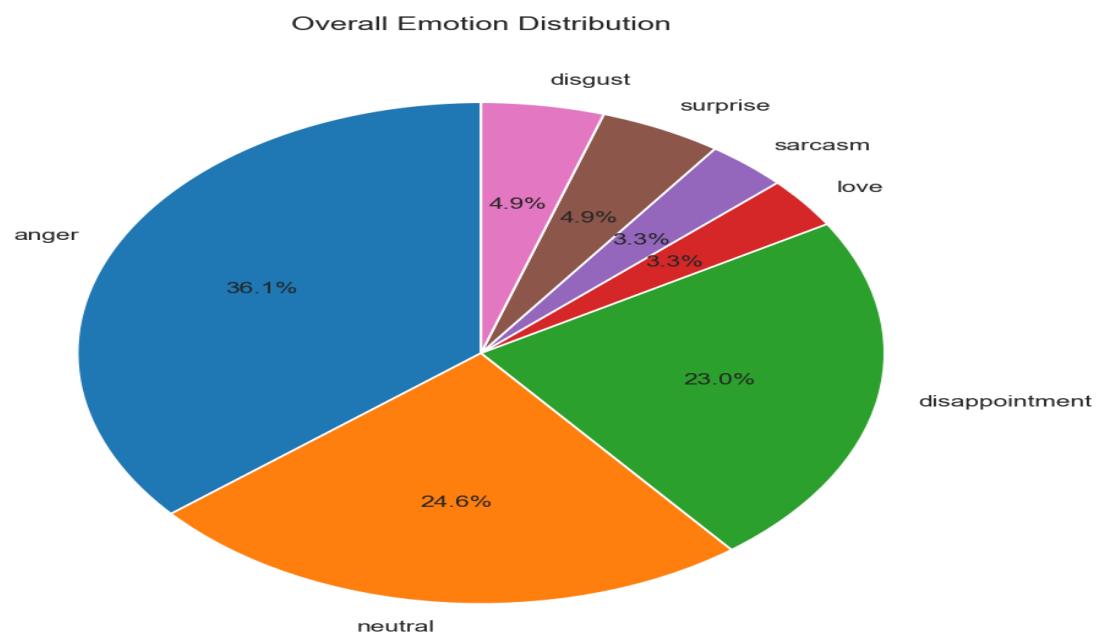
Ryan

Raw sentiment: -0.63 | Weighted sentiment: -0.73 | Delta: -0.10 | Total likes: 115

Balanced agreement (Δ -0.10) - top comments align with average sentiment

Top liked comment (67 likes): "She ruined it. She decided two snakes were the best way to go, and in doing so destroyed what once made her relatable. Don't blame others for your sel..." (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

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

HIGH: Blake Lively

Controversy/lawsuit storyline detected