

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 01:42 PM

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

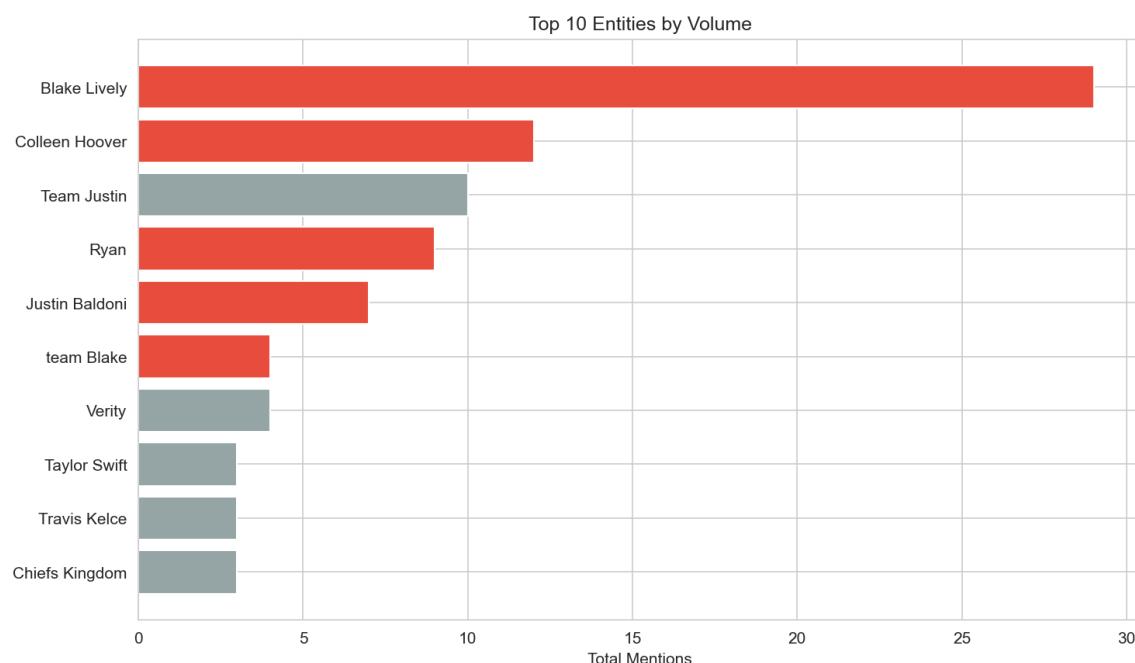
The dominant narrative emerging from the analyzed Instagram comments revolves around a significant backlash against Blake Lively's casting as Lily in a film adaptation of popular books by Colleen Hoover. Commenters express strong dissatisfaction, with many feeling that Lively's performance detracts from the beloved source material. For instance, the top comment states, "Blake lively was the worst choice for lily anyways. I LOVED those books. I was so excited for the movie. Blake ruined it entirely," reflecting a sentiment of discontent that resonates throughout the other comments. Overall, the comments convey a collective disappointment with Lively's portrayal, which has become a focal point of criticism.

The sentiment is overwhelmingly negative, underscored by comments that express feelings of anger and disappointment. Blake Lively's overall sentiment rating stands at -0.455, indicating significant disapproval among fans of the original books. Additionally, Colleen Hoover, the author, also faces scrutiny for her casting decisions, as highlighted by user sentiments like "She was all team Blake to help ruin dude," suggesting that her choices are perceived as misguided. This negativity is compounded by a sense of betrayal felt by fans who had high expectations for the film adaptation.

Discussions among commenters primarily revolve around the casting choices for the film, particularly the impact of Lively's performance on the adaptation's reception. Comments such as "Well, she should back Justin Baldoni then he's the only one that's honest!" reveal a preference for Baldoni's role and a belief that his character represents authenticity in contrast to Lively's portrayal. Moreover, the mention of "Team Justin" indicates a faction within the fanbase that supports Baldoni and critiques Lively. This division suggests that the discourse is not just about Lively's performance but also about loyalty to the original material and its characters.

High-engagement comments reveal patterns of anger and disappointment, particularly directed at both Lively and Hoover. The repeated sentiments of betrayal and poor choices indicate a strong emotional investment in the source material, which fans feel is not adequately represented in the film. The comment "She decided two snakes were the best way to go, and in doing so destroyed what once made her relatable" exemplifies the depth of frustration, suggesting that Lively's portrayal not only fails to meet expectations but also alters the core essence of the character. Overall, the conversation reflects a broader cultural discourse on adaptations and the responsibility of creators to honor the source material while navigating fan expectations.

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

Top comments less negative than average ($\Delta+0.45$) - highly-liked comments pulling sentiment higher

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

Top comments more negative than average (Δ -1.01) - highly-liked comments amplifying negative sentiment

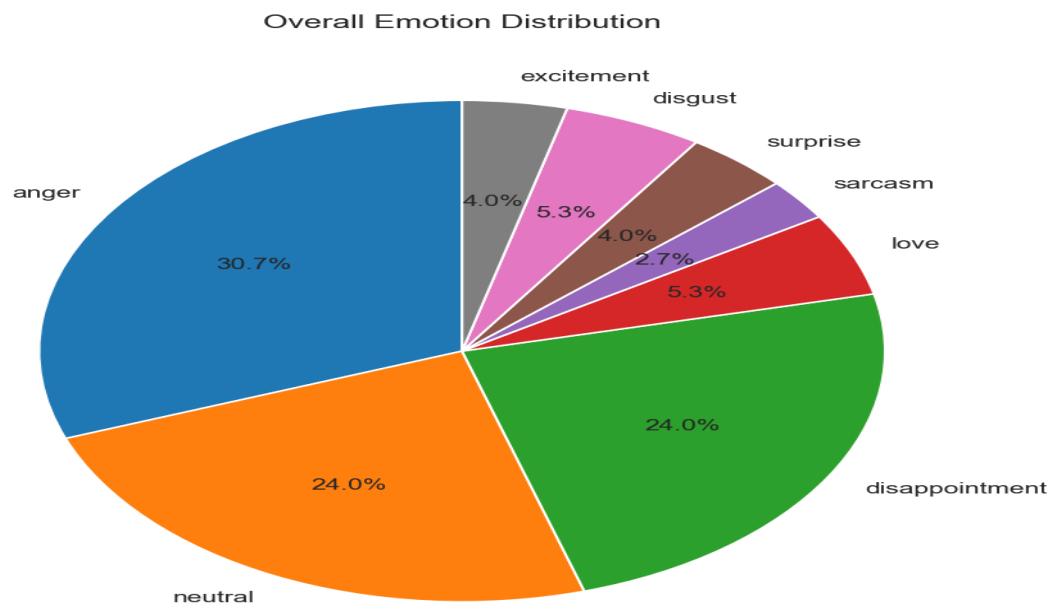
Team Justin

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

Top comments less positive than average (Δ -0.19) - highly-liked comments pulling sentiment lower

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 embarrass..." (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.