

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 02:06 PM

| | |
|-------------------------|-----------|
| Total Comments Analyzed | 609 |
| Unique Posts | 4 |
| Platforms | instagram |
| Entities Tracked | 9 |

EXECUTIVE SUMMARY

KEY FINDINGS:

- **Blake Lively** dominated conversation with 460 mentions (Negative sentiment, -0.38)
- **Career** storyline active (114 mentions, 18.7% of conversation)

NARRATIVE ANALYSIS:

Dominant Narrative

The dominant narrative surrounding the recent Instagram comments primarily revolves around discontent with the casting choice of Blake Lively as Lily in an upcoming movie adaptation of a popular book series by Colleen Hoover. The overwhelming sentiment in the comments reflects disappointment and frustration, particularly regarding Lively's portrayal of the character. This dissatisfaction is echoed in multiple comments that collectively express a sense of betrayal from both the casting decision and the creative direction taken by Hoover. The recurring theme of disappointment towards Lively is articulated in the top comment, which 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" – illustrating the intense emotional investment from fans of the source material.

Sentiment Analysis

The sentiment analysis indicates a predominantly negative outlook on the casting choice, with Blake Lively receiving a weighted sentiment score of -0.551, indicating significant disappointment among fans. This is further supported by similar sentiment scores for Justin Baldoni and Colleen Hoover, who are also implicated in the casting decision. The comments reflect a lack of faith in Lively's ability to represent the beloved character, which has led to a considerable backlash. For instance, one user expressed, "She should embarrass is to choose blake instead of a proffesional person as Justin.. shame on you Coleen," highlighting not only disappointment but also a call for accountability towards the creators involved.

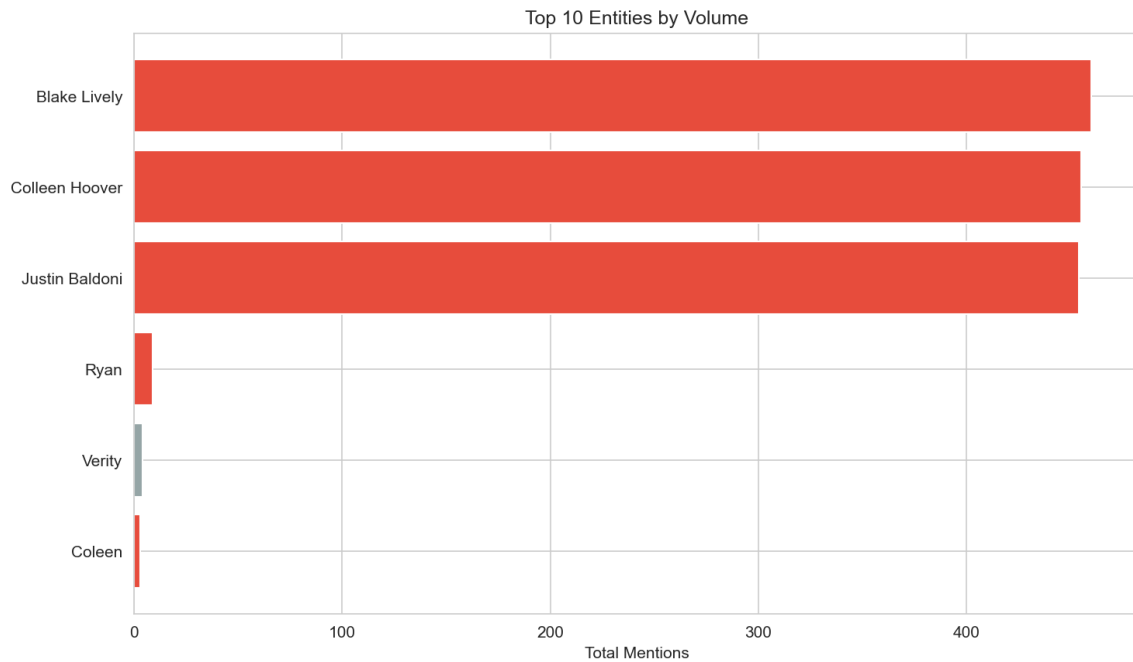
Discussion Points

The discussions in these comments primarily focus on the perceived failure of the casting choice, with many users expressing nostalgia for the original books and their expectations for the film adaptation. The comments reveal a desire for authenticity and alignment with the characters' original portrayals, as fans articulate their emotional connections to the source material. The frequent mention of disappointment toward Lively and Hoover suggests that fans are not merely critiquing an actress but are instead voicing their frustration towards a perceived misalignment of vision between the book and film adaptations. The comment "She ruined it" encapsulates this sentiment, as it places the blame firmly on Lively and suggests a deeper emotional impact on fans.

Emerging Patterns

High-engagement comments reveal a pattern of collective dissatisfaction and disappointment that extends beyond individual opinions to a more communal sentiment among fans of the books. The comments often repeat similar phrases, indicating a shared narrative that resonates with many users. As seen in the top comments, the same criticism regarding Lively's casting is echoed across multiple users, highlighting

TOP ENTITIES BY VOLUME



| Rank | Entity | Mentions | Likes | Raw Sent | Weighted Sent | Delta |
|------|----------------|----------|--------|----------|---------------|--------------|
| 1 | Blake Lively | 460 | 17,285 | -0.38 | -0.55 | -0.17 [WARN] |
| 2 | Colleen Hoover | 455 | 17,278 | -0.37 | -0.55 | -0.18 [WARN] |
| 3 | Justin Baldoni | 454 | 17,277 | -0.37 | -0.55 | -0.18 [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: -0.38 | Weighted sentiment: -0.55 | Delta: -0.17 | Total likes: 17,285

Top comments more negative than average (Δ -0.17) - 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: -0.37 | Weighted sentiment: -0.55 | Delta: -0.18 | Total likes: 17,278

Top comments more negative than average (Δ -0.18) - 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)

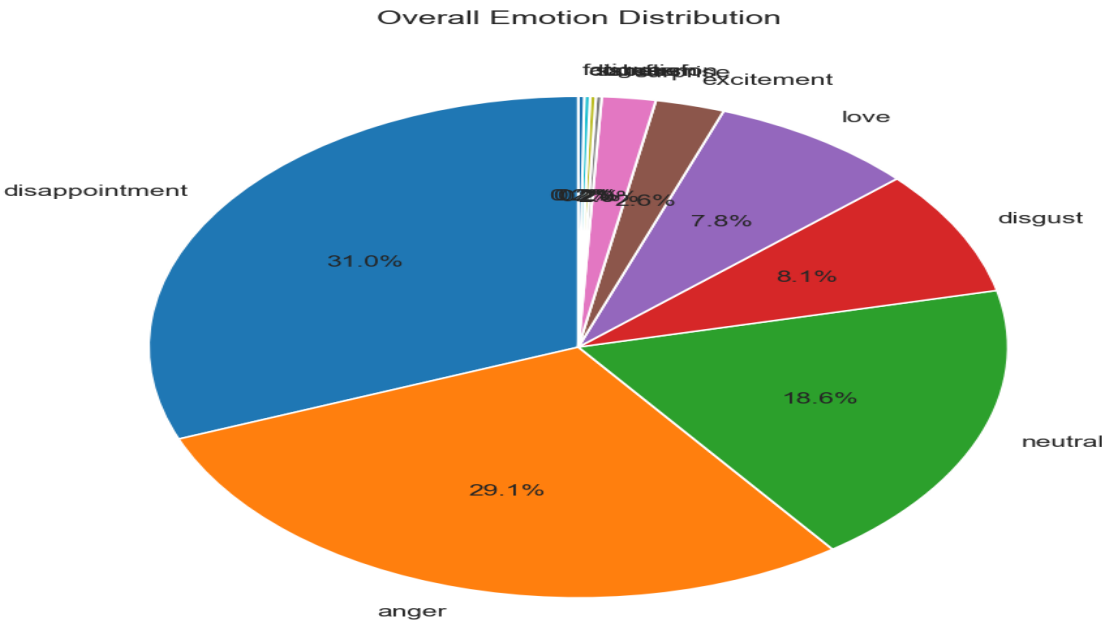
Justin Baldoni

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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 (-0.38) with high engagement (17,285 likes). Potential controversy brewing.

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Controversy/lawsuit storyline detected

HIGH: Justin Baldoni

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HIGH: Justin Baldoni

Controversy/lawsuit storyline detected

HIGH: Colleen Hoover

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