

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 02:33 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 centers around widespread disappointment and criticism directed at Blake Lively's casting in a film adaptation of Colleen Hoover's beloved book series. Commenters express strong negative sentiments, primarily asserting that Lively's portrayal fails to capture the essence of the character, resulting in a perceived detrimental impact on the film's overall integrity. For instance, one user stated, "Blake lively was the worst choice for lily anyways," underlining the strong consensus against her selection, which garnered 4,890 likes, indicating a significant resonance with the audience.

Sentiment Analysis

Sentiment surrounding the comments is overwhelmingly negative, as reflected in the weighted sentiments of the key entities involved. Blake Lively's sentiment score of -0.455, coupled with mentions of anger as the top emotion, illustrates the frustration of fans who feel betrayed by the casting choice. Similarly, comments directed at Colleen Hoover, such as the critique of her decision-making, further amplify the negative discourse. The comment, "She should embarrass is to choose blake instead of a professional person as Justin," exhibits a strong sentiment of disappointment, highlighting that many fans are not only dissatisfied with the casting but also with Hoover's judgment.

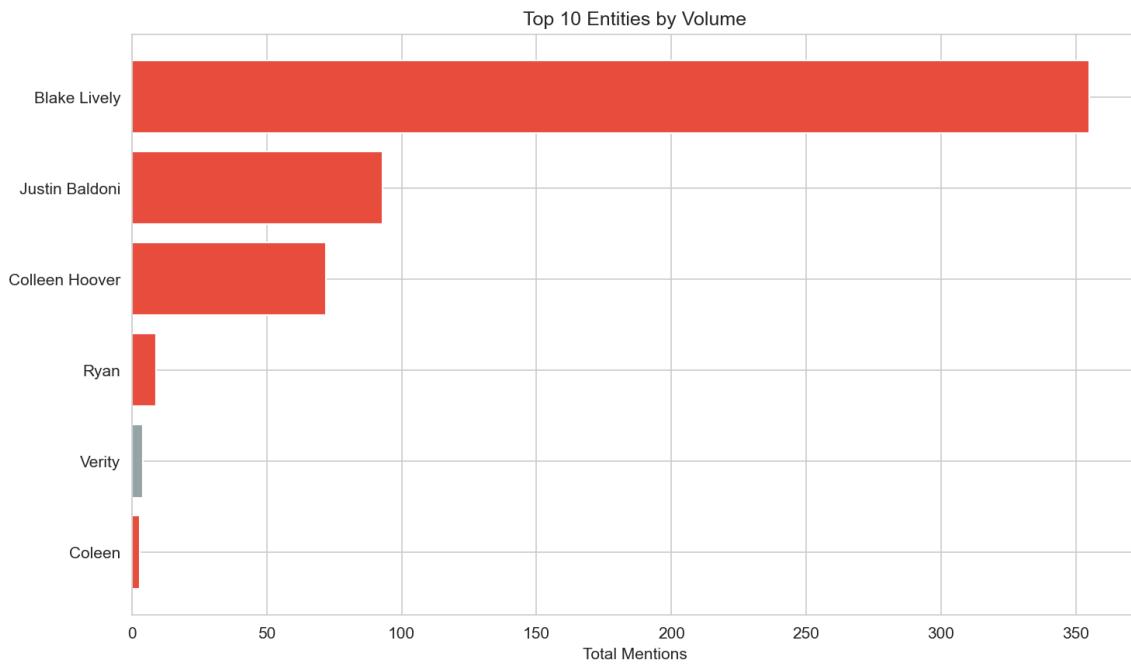
Discussion Points

The comments reveal a focused discussion on the implications of casting choices in adapting literary works to screen. Users are particularly vocal about their emotional investment in the original material, lamenting that Lively's performance diminishes the relatability of the character. Additionally, Justin Baldoni is mentioned as a preferable alternative, demonstrating a desire for authenticity and a connection to the source material. As one user noted, "Well, she should back Justin Baldoni then he's the only one that's honest!" This suggests that fans are not merely critiquing the casting but are also advocating for a more faithful representation of the characters they cherished in the books.

Emerging Patterns

High-engagement comments reflect a clear trend of anger and disappointment regarding casting decisions, with many users expressing a sense of betrayal by both the casting choices and the author's involvement. The strong emphasis on personal accountability, as seen in comments like "Don't blame others for your selfish, bad choices, Colleen," indicates a demand for responsibility from creators in the entertainment industry. Additionally, the prevalence of calls for professional actors over celebrity choices suggests a deeper longing for authenticity in adaptations, with fans desiring that adaptations honor the source material more closely. This sentiment may pose

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 [WARNING]
2	Justin Baldoni	93	23	-0.60	-0.62	-0.02
3	Colleen Hoover	72	3	-0.33	-0.70	-0.37 [WARNING]
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 ($\Delta -0.14$) - 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)

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 of a popular book series has sparked significant backlash among fans. Many believe she was not the right choice for the role, leading to a wave of negative sentiment towards her career decisions.

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)

ET Action: Consider featuring a segment on the impact of casting choices in adaptations and fan reactions.

2. Lawsuit and Controversy Surrounding Colleen Hoover (31 mentions, 5.1% of total)

What's happening: Colleen Hoover is facing criticism for her recent decisions, including a controversial product launch that some fans view as insensitive. This has led to discussions about her integrity and the implications of her choices in the literary community.

Sentiment: Strongly negative (-0.33)

Key emotion: Disappointment

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

ET Action: Explore the broader implications of authors' public personas and their impact on their work.

3. Justin Baldoni's Support Amidst Backlash (17 mentions, 2.8% of total)

What's happening: Justin Baldoni has emerged as a figure of support for those criticizing Blake Lively's casting. His honesty and integrity are highlighted by fans who feel betrayed by the casting choices made in the adaptation.

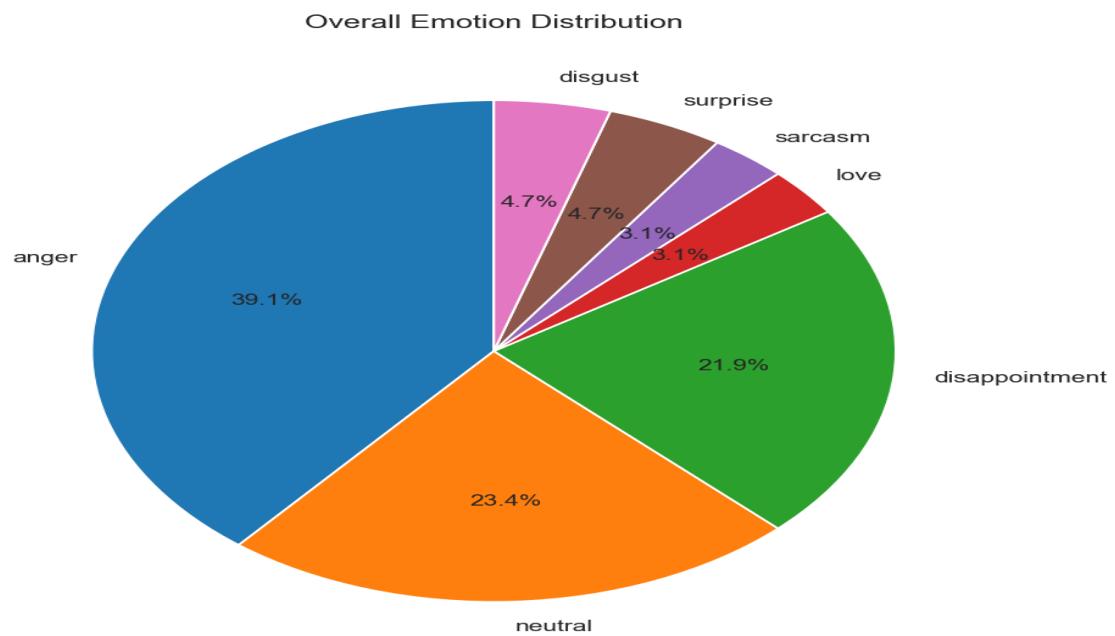
Sentiment: Strongly negative (-0.60)

Key emotion: Anger

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

ET Action: Feature a discussion on the dynamics of support among actors during controversial projects.

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