

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 01:51 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:

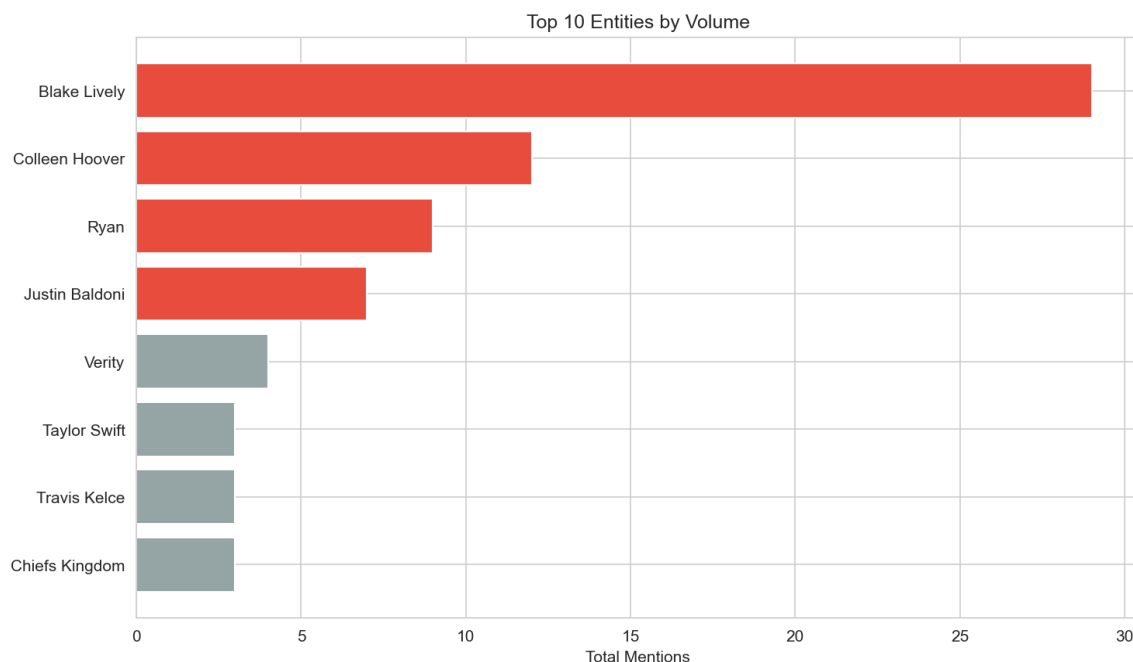
The dominant narrative surrounding the recent social media discussions primarily revolves around the casting choice of Blake Lively in the film adaptation of a popular book series, particularly one authored by Colleen Hoover. The comments reflect a significant level of discontent among fans who feel that Lively's portrayal fails to capture the essence of the character, leading to a broader critique of the film's direction. The most liked 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," encapsulates this sentiment, highlighting the disillusionment of die-hard fans who were eagerly anticipating the adaptation but feel let down by the casting decision.

Sentiment analysis reveals a predominantly negative outlook toward the key figures involved, with Blake Lively and Colleen Hoover receiving particularly low sentiment scores of -0.455 and -0.325, respectively. This negativity is largely fueled by feelings of anger and disappointment among fans who believed that the film adaptation diverged from the source material. Comments such as "She ruined it. She decided two snakes were the best way to go" reflect a belief that creative choices in the adaptation process have fundamentally betrayed the original narrative's integrity. As a result, the discourse surrounding the film has become steeped in frustration, pointing to a disconnect between the expectations of the audience and the choices made by filmmakers.

The comments indicate that discussions are largely focused on the performance and choices of the lead actors, particularly Blake Lively and Justin Baldoni. While Lively's portrayal is criticized, Baldoni's honesty is praised in some circles, suggesting a divide in audience perceptions regarding the actors' contributions to the film. The sentiment around Colleen Hoover, the original author, also suggests that fans feel let down, further compounding the narrative of disappointment associated with the film's execution. The mention of "two snakes" implies a controversial plot choice that has not resonated well with the audience, leading to a broader conversation about the adaptation's fidelity to the source material.

High-engagement comments reveal a pattern of strong emotional responses, particularly anger, towards both the casting choices and the narrative direction of the film adaptation. The top comments are marked by their critical tone, with users expressing their dissatisfaction through emphatic language and collective lamentation over perceived missteps. The comment from a user stating, "Well, she should back Justin Baldoni then he's the only one that's honest!" showcases a desire for accountability and a

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 [WARN]
2	Colleen Hoover	12	3	-0.33	-0.70	-0.37 [WARN]
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 (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)

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

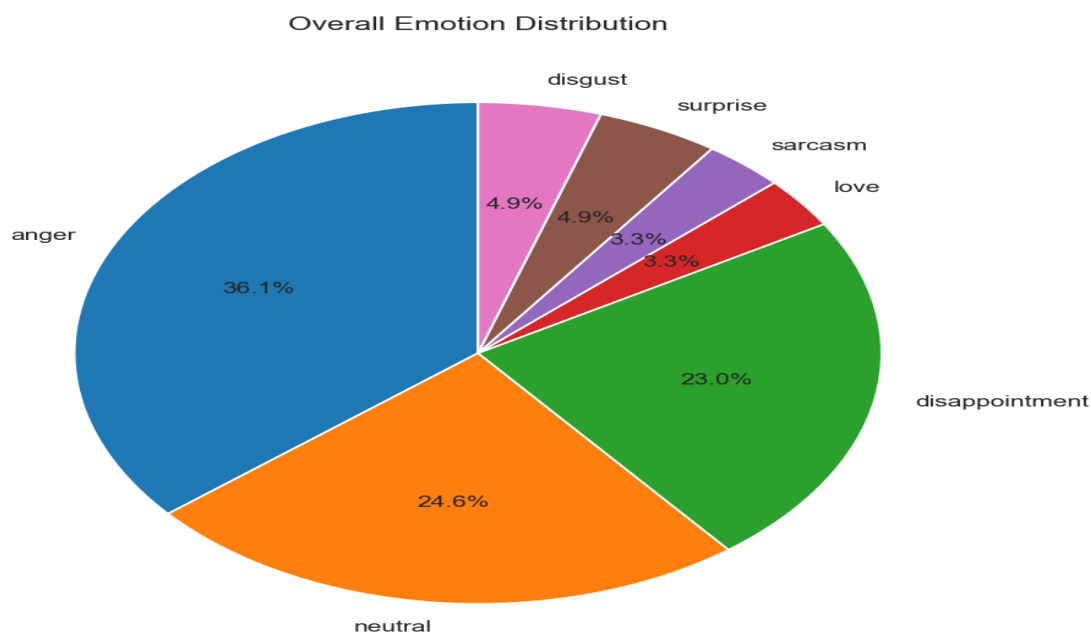
Ryan

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