

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 02:14 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 dissatisfaction with the casting choices in a film adaptation of Colleen Hoover's work, particularly the decision to cast Blake Lively in a leading role. Commentary reveals a strong consensus among users that Lively was an unsuitable choice, with several comments expressing disappointment and frustration toward both her and the author, Colleen Hoover, for this decision. The comments indicate that many fans of the original books felt a deep emotional connection to the characters and believe that the film adaptation has failed to honor that authenticity.

Sentiment Analysis

The sentiment surrounding the comments is overwhelmingly negative, with an average weighted sentiment of -0.6 for Blake Lively and -0.7 for Colleen Hoover. This negativity is largely rooted in feelings of betrayal among fans who had high expectations for the film. For example, one comment states, "Blake lively was the worst choice for lily anyways," which garnered significant engagement with 4,890 likes. The use of strong language such as "ruined" and "shame on you" further illustrates the intensity of the disappointment felt within the community.

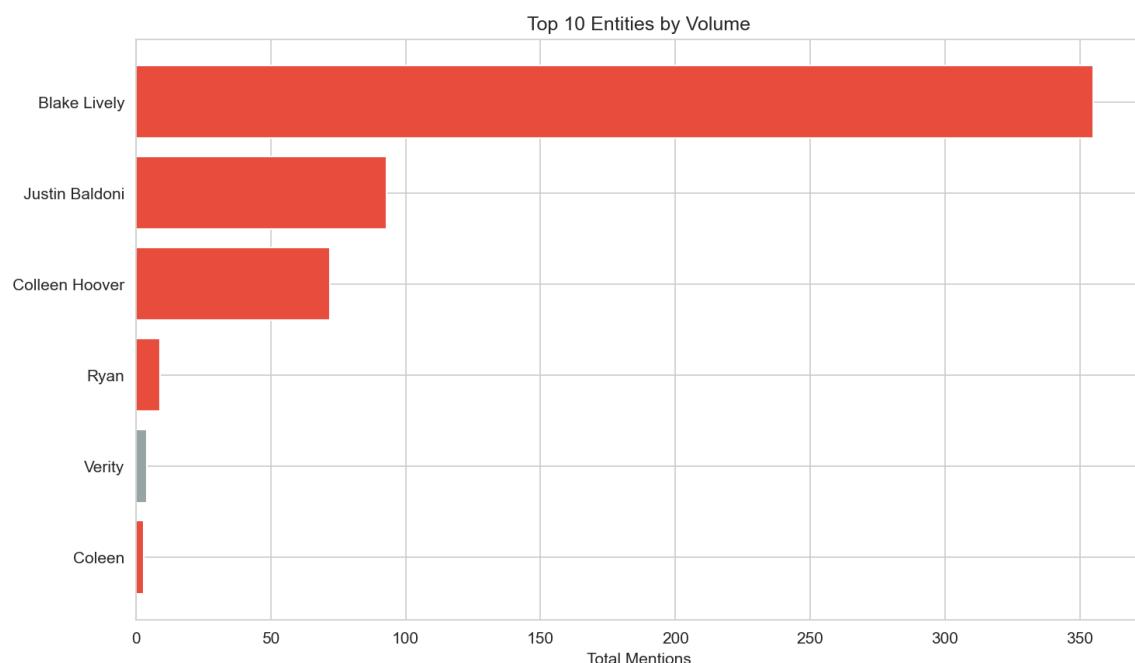
Discussion Themes

The comments primarily discuss the perceived failures of the casting decisions in the film adaptation, emphasizing the gap between fans' expectations and the choices made by the creators. Users express a longing for a more professional or relatable portrayal of the characters, criticizing the decision to cast Lively over a more suitable candidate. In addition to this, there is a mention of Justin Baldoni, who is seen as a more honest choice, indicating a desire for authenticity in the adaptation. This sentiment is reinforced by comments like, "Well, she should back Justin Baldoni then he's the only one that's honest!" suggesting an underlying discussion about authenticity and character representation in adaptations.

Patterns in High-Engagement Comments

High-engagement comments frequently express anger and disappointment, using strong language to articulate their views. The top comment, which received the most likes, articulates a clear sense of betrayal regarding Lively's casting and expresses a preference for Baldoni's involvement. The comments reflect a pattern where users not only criticize the casting but also hold Colleen Hoover accountable for what they perceive as a misstep in her choices. This highlights a growing trend in social media discussions where fans feel entitled to voice their opinions passionately, particularly when adaptations of beloved literary works are involved. Overall, the sentiments reflect a community deeply invested in the fidelity of adaptations to the source.

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

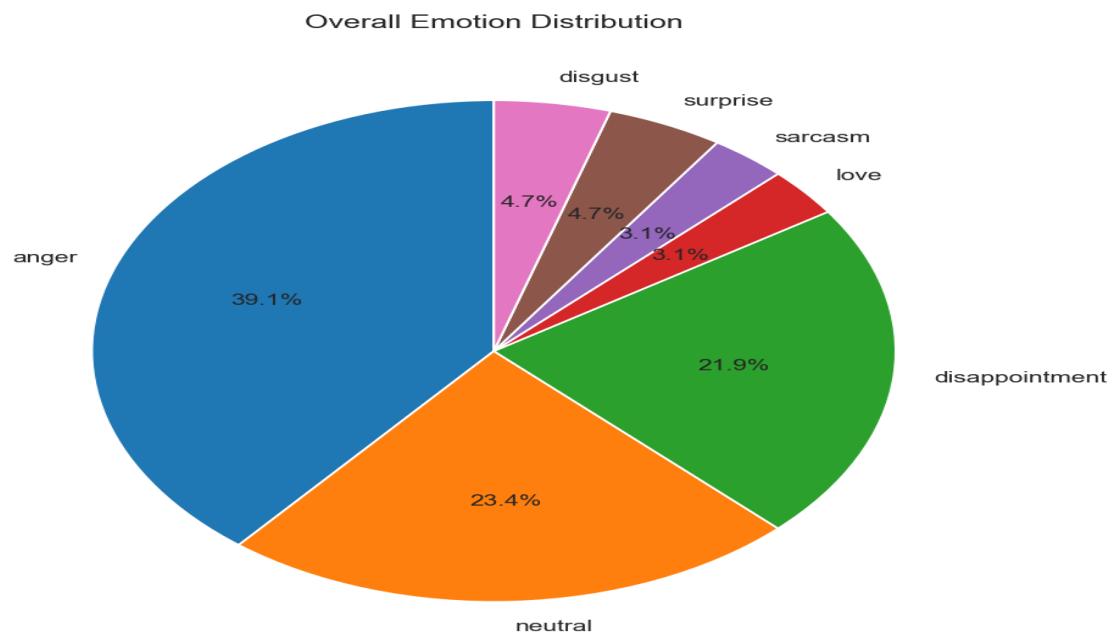
Top liked comment (12 likes): "Well, she should back Justin Baldoni then he's the only one that's honest!..." (sentiment: -0.50)

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

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

HIGH: Justin Baldoni

Controversy/lawsuit storyline detected

HIGH: Colleen Hoover

Controversy/lawsuit storyline detected