

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 02:20 PM

<b>Total Comments Analyzed</b>	609
<b>Unique Posts</b>	4
<b>Platforms</b>	instagram
<b>Entities Tracked</b>	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 prevailing narrative emerging from the analyzed Instagram comments centers around significant discontent regarding the casting choices in an adaptation of a popular book series, particularly the choice of Blake Lively in the lead role. Commenters express a strong belief that Lively's portrayal has negatively impacted the integrity of the source material, which they hold in high regard. The comments overwhelmingly reflect a sentiment of disappointment and anger, particularly directed towards both Lively and author Colleen Hoover, whose choices are perceived as detrimental to the film's potential success.

### ### Sentiment Analysis

The sentiment surrounding the comments is predominantly negative, with Blake Lively receiving a weighted sentiment of -0.6 and a top emotion of anger. For instance, one comment states, "Blake lively was the worst choice for lily anyways," garnering 4,890 likes, indicating a high level of agreement with this unfavorable assessment. Similarly, another user criticized Colleen Hoover, stating, "She decided two snakes were the best way to go," which further emphasizes the frustration felt by fans about the perceived betrayal of the book's essence. This negativity is compounded by a broader sentiment of disappointment towards Hoover, who is also criticized for her casting choices, with a weighted sentiment of -0.7.

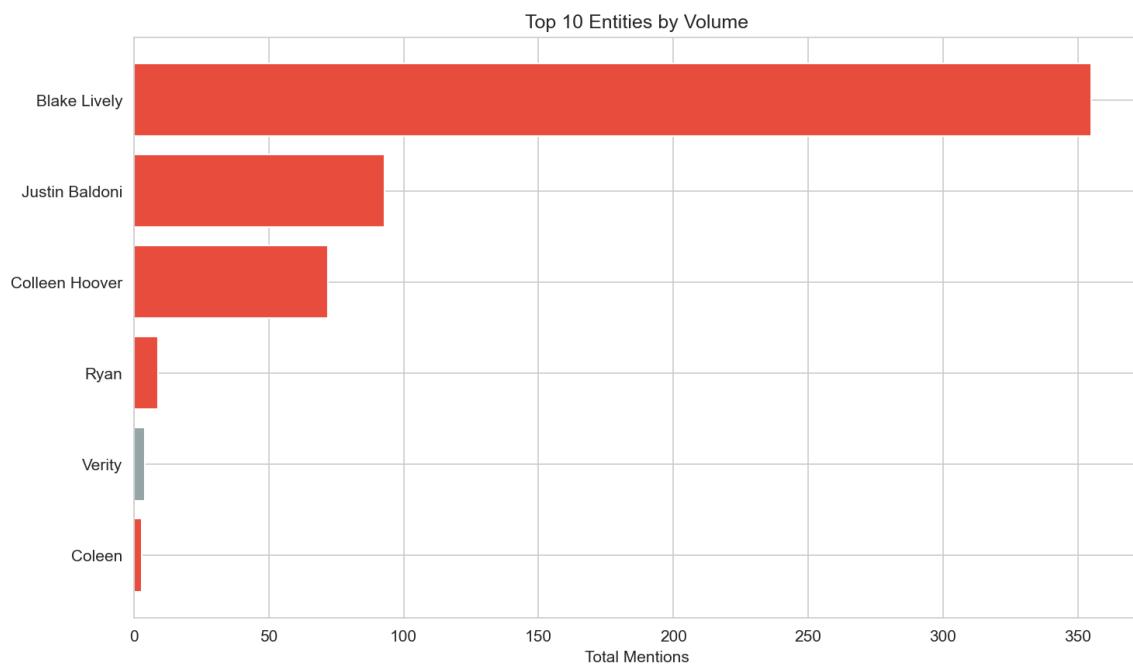
### ### Discussion Themes

The discussion primarily revolves around the perceived failure of the film adaptation to honor the original books, with specific focus on the casting of Blake Lively as the main character. Commenters highlight their strong emotional connections to the source material, with phrases such as "I LOVED those books" indicating a deep investment. The comments also touch on the broader implications of these casting decisions, suggesting that they reflect poorly on Hoover's judgment as a creator. Additionally, the mention of Justin Baldoni as a preferable choice showcases a desire for authenticity and professionalism in adaptations, further underscoring the disappointment felt by fans.

### ### Engagement Patterns

High-engagement comments reveal a pattern of collective disapproval and a desire for accountability from creators. The most liked comment, which critiques Lively, emphasizes a common thread of dissatisfaction among fans, where personal connections to the books lead to heightened emotional responses. The negative sentiment towards Hoover's decisions suggests that fans expect creators to align closely with their vision of beloved narratives. Moreover, the comments indicate a shift towards wanting more professional standards in casting, as seen in the suggestion to "back Justin Baldoni," which reflects a critical view of the decision-making processes behind adaptations. This collective outrage not only highlights individual preferences

# 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 ( $\Delta$ -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**

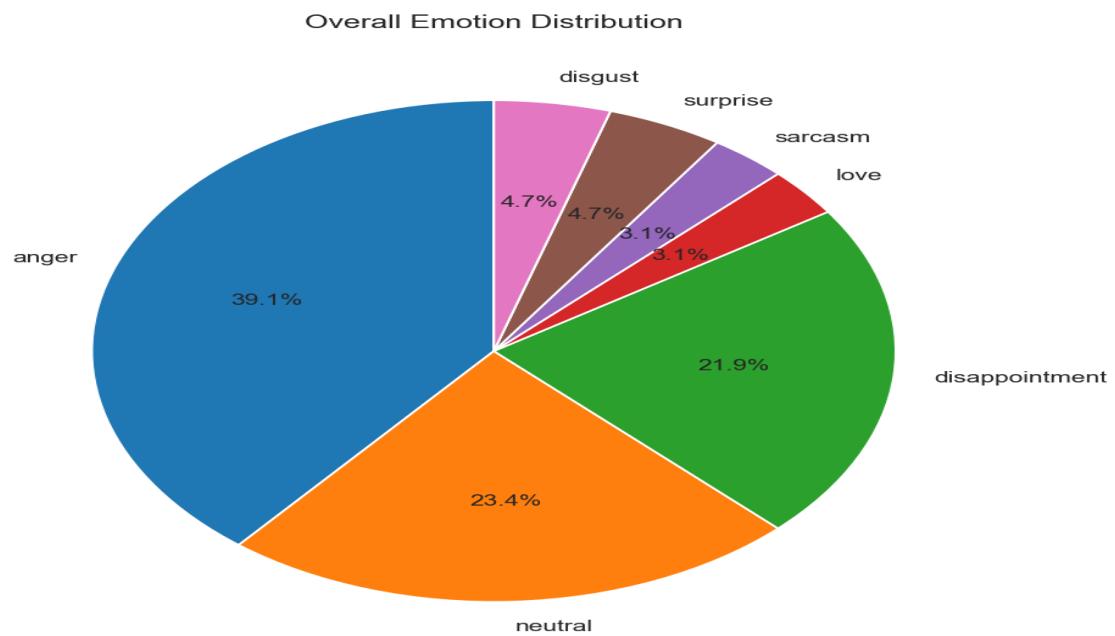
Raw sentiment: -0.33 | Weighted sentiment: -0.70 | Delta: -0.37 | Total likes: 3

*Top comments more negative than average ( $\Delta$ -0.37) - highly-liked comments amplifying negative sentiment*

## ACTIVE STORYLINES

Storyline	Mentions	% of Total
Career	114	18.7%
Lawsuit	31	5.1%
Controversy	21	3.4%
Relationship	17	2.8%

# 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