

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 02:35 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:

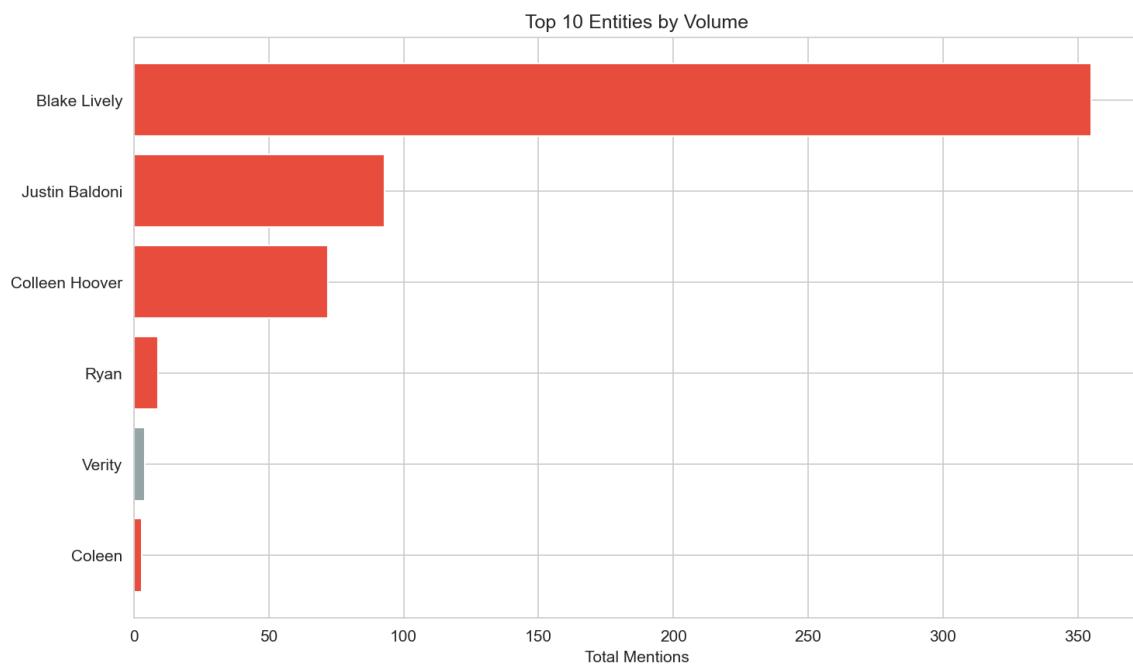
The dominant narrative surrounding the Instagram comments reflects a significant backlash against Blake Lively's casting in the film adaptation of a popular book series, particularly from fans of the original work. The prevailing sentiment is overwhelmingly negative, with comments expressing disappointment and anger towards both Lively's performance and the decisions made by Colleen Hoover, the author of the source material. For instance, one comment that garnered 4,890 likes states, "Blake lively was the worst choice for lily anyways," indicating a strong sentiment against the casting choice. This sentiment is echoed in other comments that articulate frustrations over perceived misalignment between the book's characters and the film's portrayal.

The negativity in sentiment primarily stems from fans' emotional investment in the original books. Many commenters feel that Lively's portrayal detracts from the character's relatability and essence, which they cherished. For example, the comment, "She ruined it. She decided two snakes were the best way to go," illustrates how fans perceive Lively's choices as damaging to the character, leading to a broader sentiment of betrayal among the audience. The negative sentiment is compounded by a collective disappointment directed at Colleen Hoover, who is criticized for not making better casting decisions, further amplifying the emotional response surrounding the film.

The comments reveal that the conversation is primarily focused on the casting choices and their implications for the film's fidelity to the source material. There is a clear preoccupation with the perceived 'failure' of the adaptation, as noted in the comment, "She should embarrass is to choose blake instead of a proffesional person as Justin." This reflects a desire for a more authentic representation of beloved characters, as well as a yearning for the adaptation to honor the narrative that fans deeply appreciate. Additionally, the discussion touches on the potential impact of these casting decisions on the film's overall success and reception.

High-engagement comments exhibit a pattern of attributing blame to specific individuals, particularly Blake Lively and Colleen Hoover, for the perceived shortcomings of the adaptation. The use of strong language, such as "shame on you" directed at Hoover, highlights the emotional intensity of the discourse. Moreover, the sentiment analysis indicates that anger is the predominant emotion, especially towards Lively and Hoover, suggesting that fans feel personally affected by the casting decisions. This pattern of engagement emphasizes the passionate involvement of the audience and their expectations for adaptations of cherished literary works, underscoring the importance of casting choices in shaping public perception of film and television projects.

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 as Lily in a recent film adaptation has sparked significant backlash among fans of the original book series. Many believe her performance has detracted from the story, leading to a wave of negative sentiment regarding her career choices.

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 interviews with casting directors to discuss the impact of casting decisions on adaptations.

2. Justin Baldoni's Support Amidst Backlash (114 mentions, 18.7% of total)

What's happening: Justin Baldoni has emerged as a figure of support amidst the criticism directed at Blake Lively. Fans are expressing their desire for Baldoni to take a more prominent role in the project, highlighting his perceived honesty and integrity in the industry.

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: Explore a feature on Justin Baldoni's career and his role in promoting honesty in Hollywood.

3. Colleen Hoover Faces Criticism for Choices (21 mentions, 3.4% of total)

What's happening: Colleen Hoover is facing backlash for her decision to cast Blake Lively in a film adaptation of her work, with many fans expressing disappointment in her choices. Critics argue that her decisions reflect poorly on her integrity as an author.

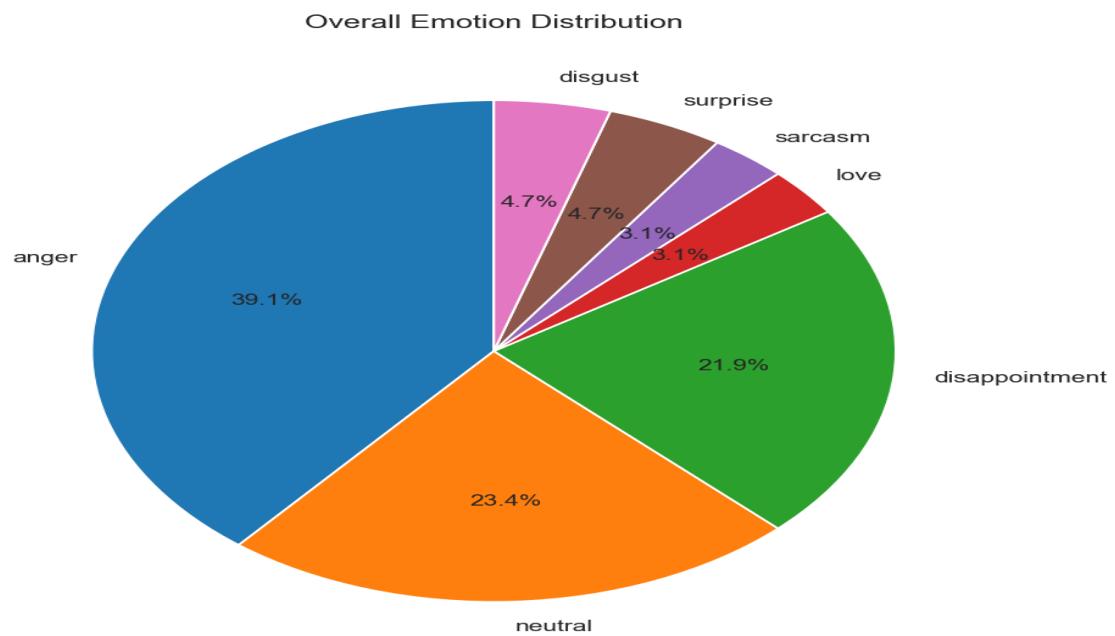
Sentiment: Strongly negative (-0.33)

Key emotion: Disappointment

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

ET Action: Consider a segment on the impact of author decisions on adaptations and fan expectations.

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