

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 02:22 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:

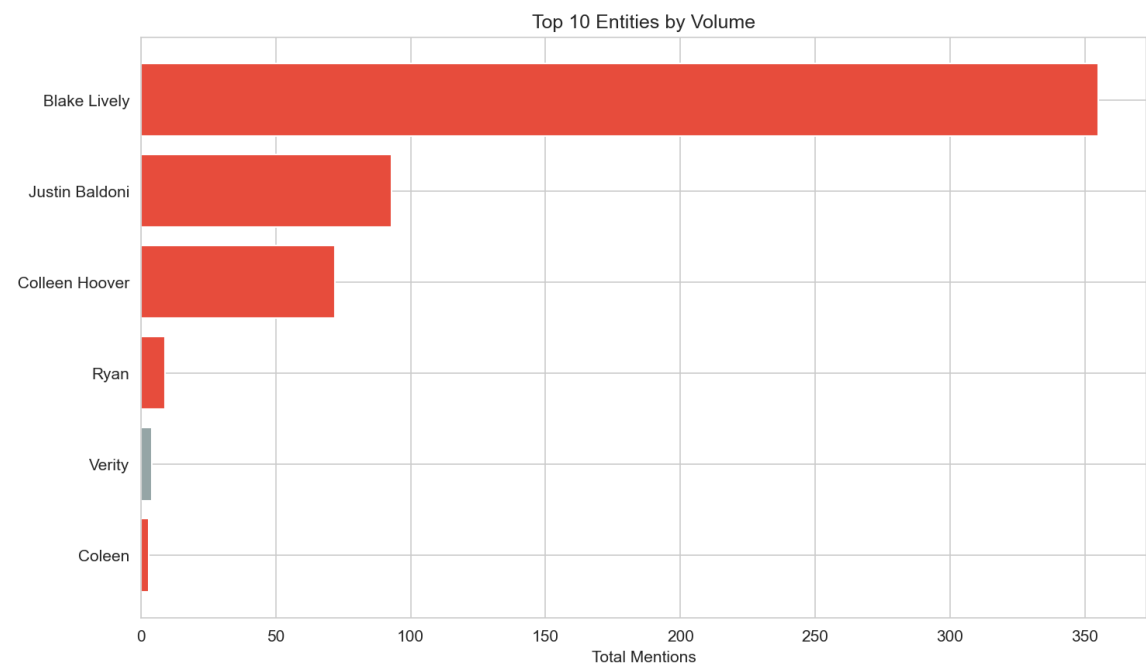
The dominant narrative emerging from the analyzed Instagram comments revolves around significant dissatisfaction regarding Blake Lively's casting choice in a film adaptation of Colleen Hoover's work. The comments reflect a strong sentiment of disappointment and anger from fans of the original novels, who feel that Lively was an unsuitable choice for the role of Lily. For instance, one user voiced, "Blake lively was the worst choice for lily anyways," garnering significant engagement with 4,890 likes. This sentiment is echoed across multiple comments, indicating a consensus among fans that the casting decision negatively impacts their anticipation for the film.

Sentiment surrounding the comments is predominantly negative, with Blake Lively and Colleen Hoover being the focal points of criticism. Lively's weighted sentiment is recorded at -0.6, and she is described with the top emotion of anger, suggesting that fans are not only disappointed but also feel betrayed by her portrayal. Similarly, Colleen Hoover is criticized for her casting choices, with one comment stating, "shame on you Colleen," which highlights a perceived lack of professionalism. The negative sentiment is compounded by fans' emotional investment in the original books, exacerbating feelings of anger and disappointment when their expectations are not met.

Discussion among commenters predominantly centers on casting decisions and their implications for the movie's integrity. There is a notable emphasis on the perceived disconnect between the characters in the books and the actors chosen to portray them. Comments like, "She decided two snakes were the best way to go," reflect deeper frustrations with the creative choices made in the adaptation process. Additionally, Justin Baldoni, who appears to have a more favorable reception, is mentioned as being "honest," indicating that some fans are advocating for his inclusion or support in the project, thereby shifting focus from Lively's casting conflicts.

Patterns from high-engagement comments indicate a strong communal sentiment among fans, with many expressing their discontent through shared language and themes. The repetition of phrases like "ruined it" and calls for accountability (e.g., "don't blame others for your selfish, bad choices") suggests a collective desire for higher standards in adaptations of beloved literary works. The comments also highlight a broader trend of fans feeling empowered to voice their opinions on social media, using platforms like Instagram to rally support for their views and influence public discourse around entertainment choices.

# 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 [WARN]
2	Justin Baldoni	93	23	-0.60	-0.62	-0.02
3	Colleen Hoover	72	3	-0.33	-0.70	-0.37 [WARN]
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***

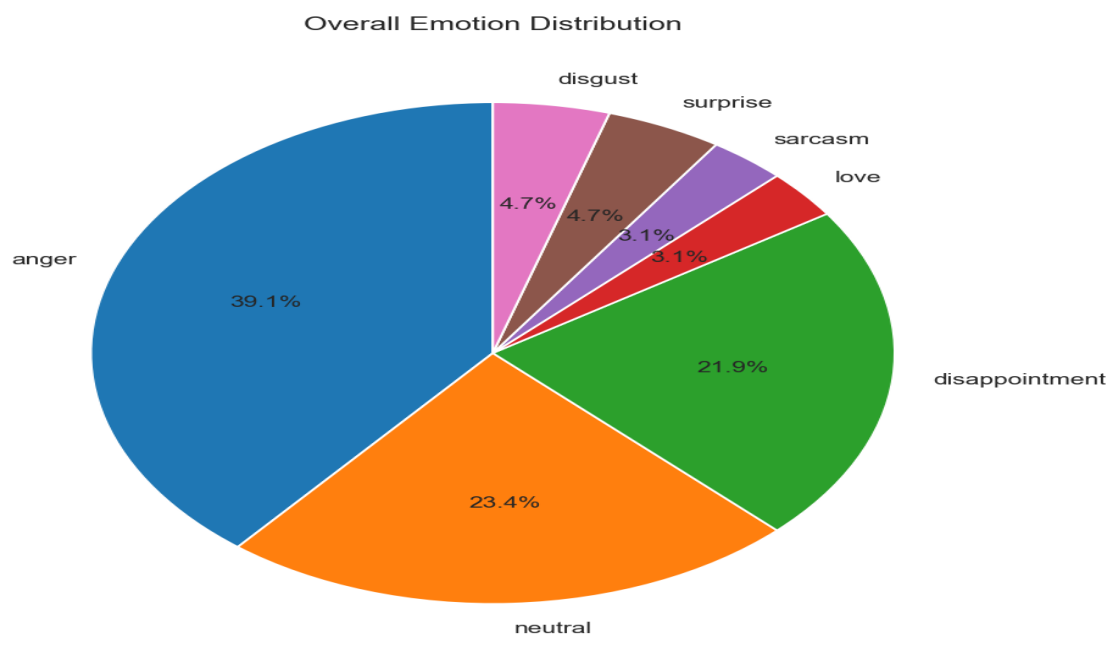
Raw sentiment: -0.33 | Weighted sentiment: -0.70 | Delta: -0.37 | Total likes: 3

*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