

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 02:24 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:

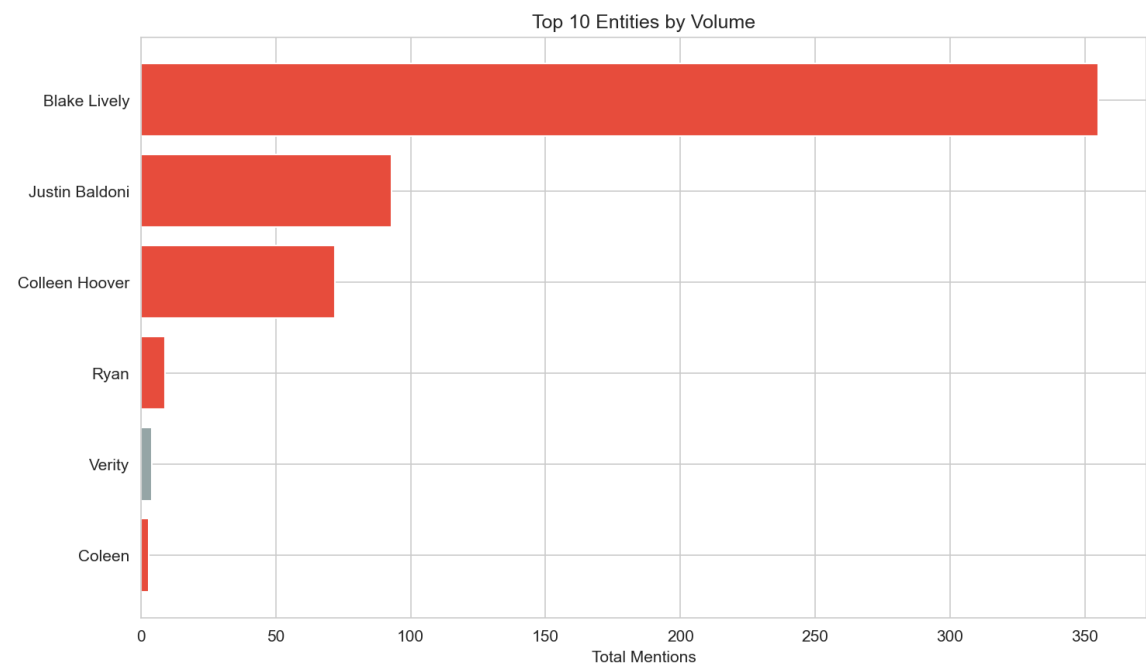
The dominant narrative emerging from the analyzed Instagram comments revolves around dissatisfaction with the casting of Blake Lively in a film adaptation of a popular book series, particularly resonating among fans of the source material. The comments overwhelmingly express negative sentiment towards Lively, suggesting that her portrayal deviated significantly from what fans expected or desired. Commenter sentiments range from disappointment to outright anger, as illustrated by the top comment stating, "Blake lively was the worst choice for lily anyways" with a sentiment score of -0.6 and garnering 4,890 likes. This indicates a significant consensus among commenters that Lively's casting is a critical misstep.

The prevailing negative sentiment can be attributed to a perceived betrayal of the original narrative and character integrity. Commenters express feelings of anger and disappointment, particularly towards both Lively's performance and the decision-making of author Colleen Hoover. For instance, one user states, "She should embarrass is to choose blake instead of a professional person as Justin," highlighting a broader concern about the casting choices' impact on the film's authenticity. Additionally, sentiments directed towards Colleen Hoover reveal a sense of disappointment in her creative decisions, with a sentiment score of -0.325, indicating that fans are not only critical of the casting but also question the judgment of the author.

Discussions among commenters primarily center around the casting choices for the film, with Blake Lively and Justin Baldoni being focal points of contention. The negative sentiment toward Lively, characterized by comments that describe her as "the worst choice," emphasizes a strong emotional response from the fanbase. This is reinforced by the mention of Justin Baldoni, who is perceived as a more suitable actor, with one comment asserting, "she should back Justin Baldoni then he's the only one that's honest!" This illustrates an ongoing dialogue about authenticity and the alignment of film portrayals with reader expectations.

Patterns emerging from the high-engagement comments indicate a collective frustration with perceived failures in maintaining the integrity of beloved literary characters during their transition to film. The comments consistently reflect themes of anger and disappointment, particularly towards Lively's performance and Hoover's casting choices. The sentiment data reveals that out of the top entities discussed, both Lively and Baldoni receive primarily negative sentiments, while Hoover is criticized for her decisions. This pattern suggests that audiences are not just critiquing the actors but are also holding authors accountable for their creative directions, emphasizing a broader cultural expectation for fidelity in adaptations from page to screen.

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 (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)

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

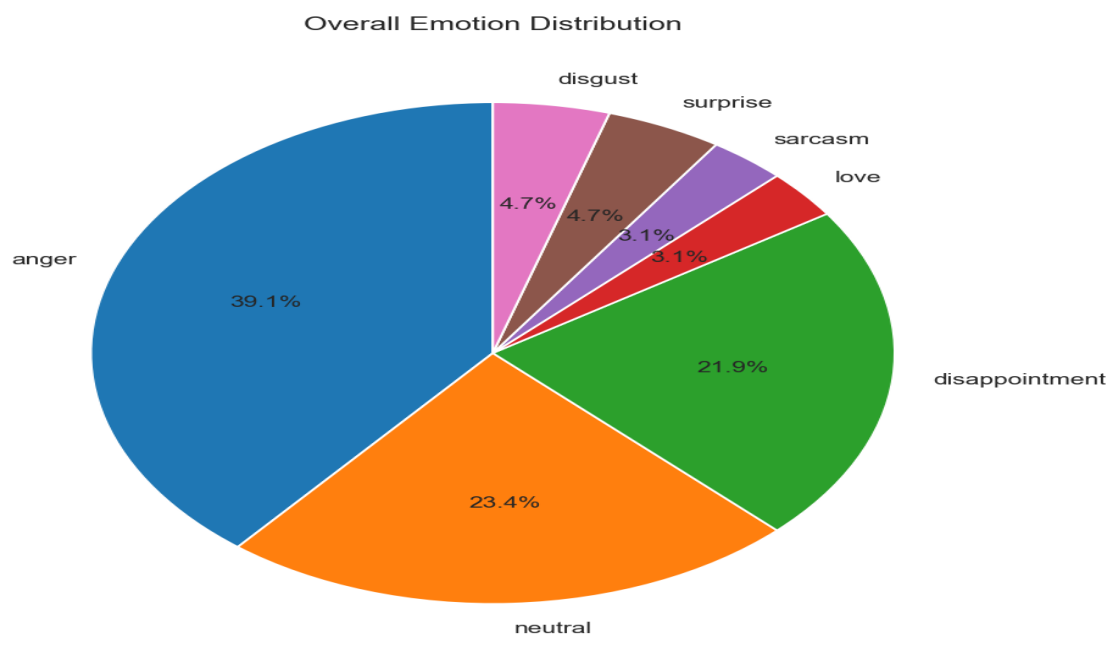
Raw sentiment: -0.33 | Weighted sentiment: -0.70 | Delta: -0.37 | Total likes: 3

Top comments more negative than average (Δ -0.37) - highly-liked comments amplifying negative sentiment

ACTIVE STORYLINES

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