

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 11:57 AM

Total Comments Analyzed	609
Unique Posts	4
Platforms	instagram
Entities Tracked	13

# EXECUTIVE SUMMARY

## KEY FINDINGS:

- **Blake** dominated conversation with 161 mentions (Negative sentiment, -0.47)
- **Career** storyline active (114 mentions, 18.7% of conversation)

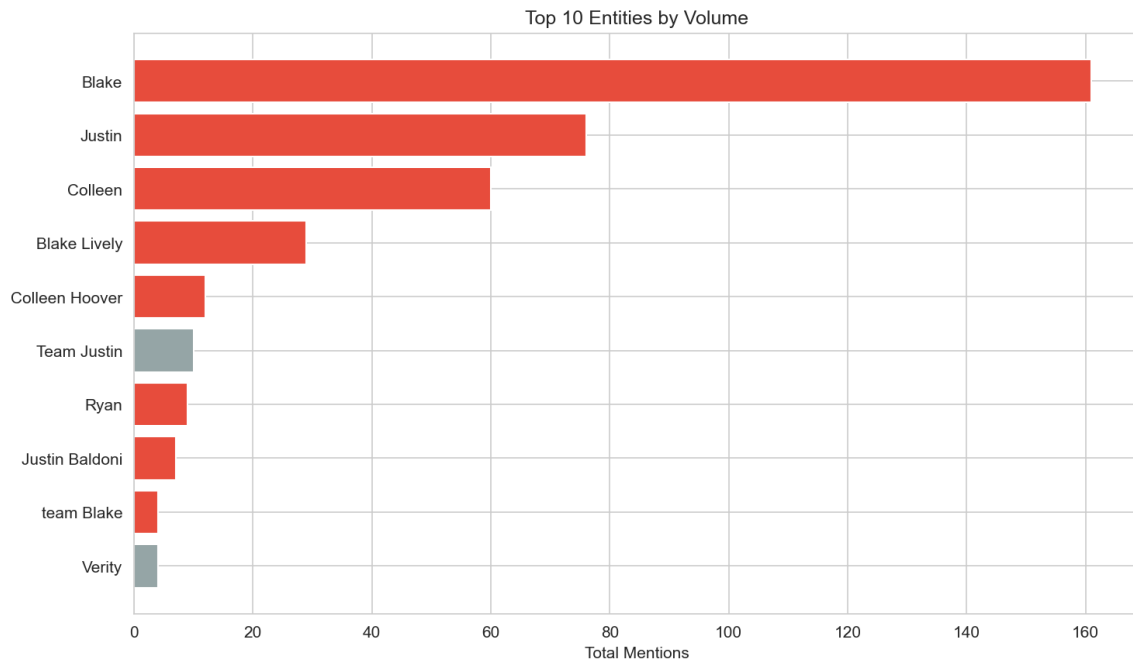
## NARRATIVE ANALYSIS:

**Blake:** strongly negative (-0.47) - but positive comments are resonating (-0.01 weighted). Primary emotion: anger. Top comment (4,890 likes): "Blake lively was the worst choice for lily anyways. I LOVED those books. I was so excited for the mo..."

**Justin:** strongly negative (-0.36) - but positive comments are resonating (-0.01 weighted). Primary emotion: anger. Top comment (4,890 likes): "Blake lively was the worst choice for lily anyways. I LOVED those books. I was so excited for the mo..."

**Colleen:** strongly negative (-0.36) - but positive comments are resonating (-0.02 weighted). Primary emotion: anger. Top comment (2,685 likes): "Don't worry Colleen, I never recommend any of your books either..."

# TOP ENTITIES BY VOLUME



Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake	161	12,872	-0.47	-0.01	+0.46 [OK]
2	Justin	76	10,061	-0.36	-0.01	+0.36 [OK]
3	Colleen	60	3,362	-0.36	-0.02	+0.34 [OK]
4	Blake Lively	29	4,919	-0.46	-0.01	+0.45 [OK]
5	Colleen Hoover	12	3	-0.33	-1.34	-1.01 [WARN]
6	Team Justin	10	471	+0.21	+0.02	+0.19 [WARN]
7	Ryan	9	115	-0.63	-0.14	+0.49 [OK]
8	Justin Baldoni	7	23	-0.60	-0.37	+0.23 [OK]
9	team Blake	4	12	-0.55	-0.36	+0.19 [OK]
10	Verity	4	0	-0.15	-0.15	+0.00

## 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**

Raw sentiment: -0.47 | Weighted sentiment: -0.01 | Delta: +0.46 | Total likes: 12,872

*Positive comments getting 97% more agreement - community sentiment MORE positive than raw comments suggest*

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**

Raw sentiment: -0.36 | Weighted sentiment: -0.01 | Delta: +0.36 | Total likes: 10,061

*Positive comments getting 98% more agreement - community sentiment MORE positive than raw comments suggest*

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)

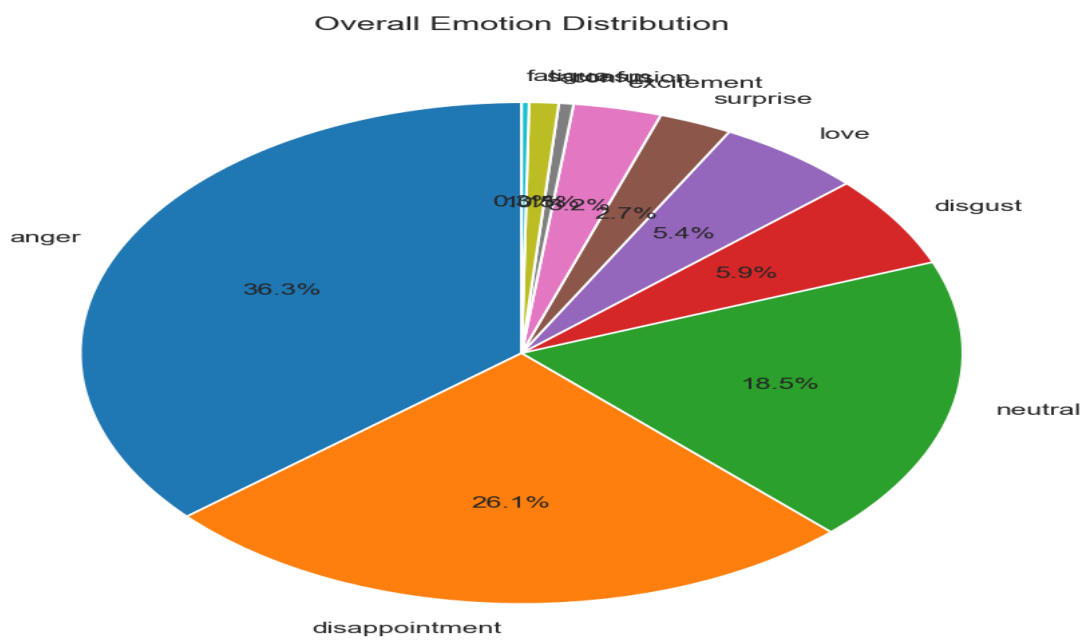
### **Colleen**

Raw sentiment: -0.36 | Weighted sentiment: -0.02 | Delta: +0.34 | Total likes: 3,362

*Positive comments getting 95% more agreement - community sentiment MORE positive than raw comments suggest*

Top liked comment (2,685 likes): "Don't worry Colleen, I never recommend any of your books either..." (sentiment: -0.70)

# 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**

**Action:** INVESTIGATE

**Why:** Strong negative sentiment (-0.47) with high engagement (12,872 likes). Potential controversy brewing.

**Suggestion:** ET should investigate what's driving negative sentiment and consider covering the controversy angle.

## **HIGH: Blake**

**Action:** MONITOR

**Why:** Controversy/lawsuit storyline detected

**Suggestion:** Track sentiment velocity closely. Prepare coverage if story escalates.

## **HIGH: Justin**

**Action:** INVESTIGATE

**Why:** Strong negative sentiment (-0.36) with high engagement (10,061 likes). Potential controversy brewing.

**Suggestion:** ET should investigate what's driving negative sentiment and consider covering the controversy angle.

## **HIGH: Justin**

**Action:** MONITOR

**Why:** Controversy/lawsuit storyline detected

**Suggestion:** Track sentiment velocity closely. Prepare coverage if story escalates.

## **HIGH: Colleen**

**Action:** INVESTIGATE

**Why:** Strong negative sentiment (-0.36) with high engagement (3,362 likes). Potential controversy brewing.

**Suggestion:** ET should investigate what's driving negative sentiment and consider covering the controversy angle.