

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 02:54 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:

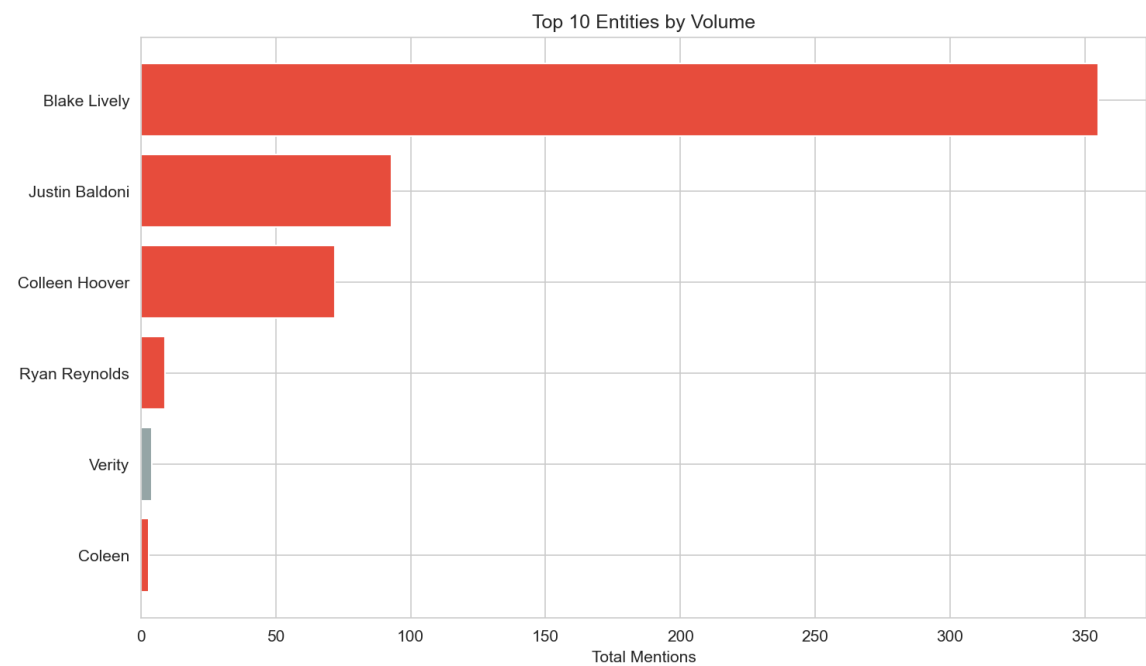
The dominant narrative emerging from the analyzed Instagram comments centers around significant dissatisfaction with the casting choices in a highly anticipated movie adaptation of a popular book series. The overwhelming sentiment is negative, particularly directed toward Blake Lively, who is perceived as an inappropriate choice for the role of Lily. Comments such as one with 4,890 likes stating, "Blake lively was the worst choice for lily anyways," encapsulate the frustration of fans who feel that the casting has marred their excitement for the film. Additionally, the mention of Justin Baldoni, who is viewed more favorably, highlights a longing among fans for a casting that aligns more closely with their expectations.

The negative sentiment is primarily fueled by feelings of anger and disappointment. Blake Lively's weighted sentiment reaches -0.6, reflecting a strong adverse reaction from fans, as evidenced by comments indicating that her casting has "ruined" the adaptation for them. Similarly, Coleen Hoover, the author, faces backlash for what fans perceive as poor judgment in casting decisions. Comments criticizing Coleen, such as "shame on you Coleen," further reinforce this sentiment, suggesting that fans feel personally let down by the choices made in the film's production.

The discussion among commenters primarily revolves around casting decisions, with a palpable sense of betrayal from fans who cherished the original books. The comments reveal a desire for authenticity and professionalism in casting, as highlighted by one user's remark that Coleen should have chosen a "professional person." Additionally, Justin Baldoni's mention as a preferable option indicates that fans are looking for a candidate who aligns more closely with their vision of the character, thereby reinforcing the importance of casting in adaptations of beloved literature.

From the high-engagement comments, a pattern of emotional investment in the original source material emerges. Fans express not just disappointment but also a sense of anger towards both the casting choices and the individuals involved in those decisions. This emotional response is reflected in the top comments, where the sentiment against Blake Lively and Coleen Hoover is particularly pronounced. Furthermore, the mention of a potential "controversy" storyline, with 21 comments indicating dissatisfaction, suggests that the issue may not just be a matter of personal preference but could potentially impact the film's reception and the broader discourse surrounding adaptations of beloved literary works.

# 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 Reynolds	9	6	-0.50	-0.50	+0.00
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***

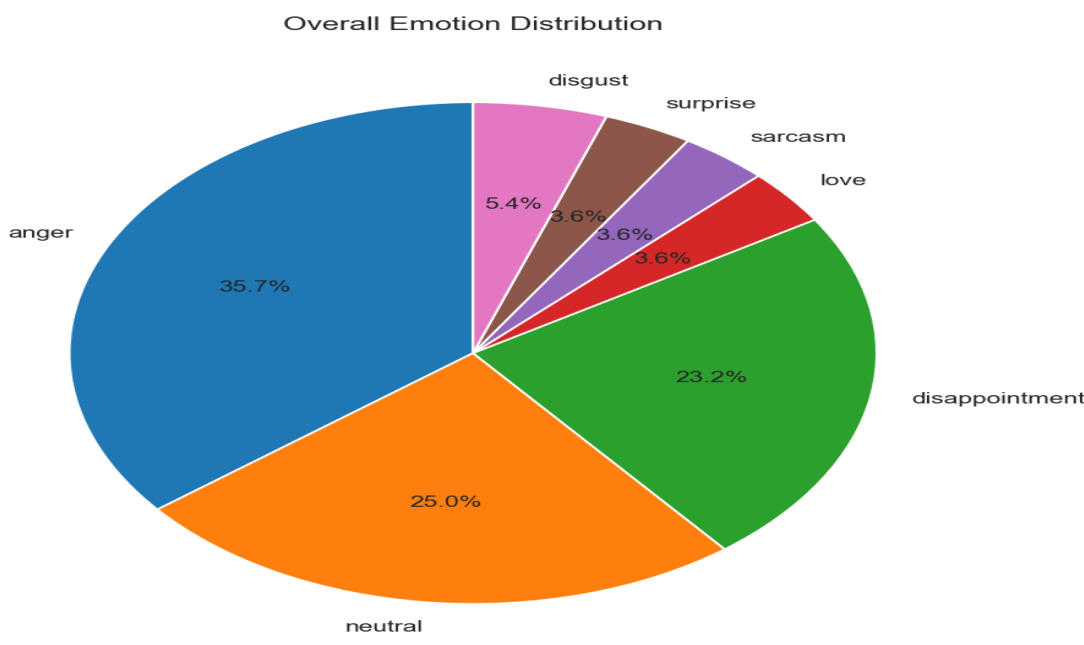
Raw sentiment: -0.33 | Weighted sentiment: -0.70 | Delta: -0.37 | Total likes: 3

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

## STORY BEATS

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

# EMOTION DISTRIBUTION





# HIGH PRIORITY ALERTS

***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