ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025
Generated: November 23, 2025 at 02:02 PM

Total Comments Analyzed	609
Unique Posts	4
Platforms	instagram
Entities Tracked	9

EXECUTIVE SUMMARY

KEY FINDINGS:

• **Blake Lively** dominated conversation with 478 mentions (Negative sentiment, -0.37)

• **Career** storyline active (114 mentions, 18.7% of conversation)
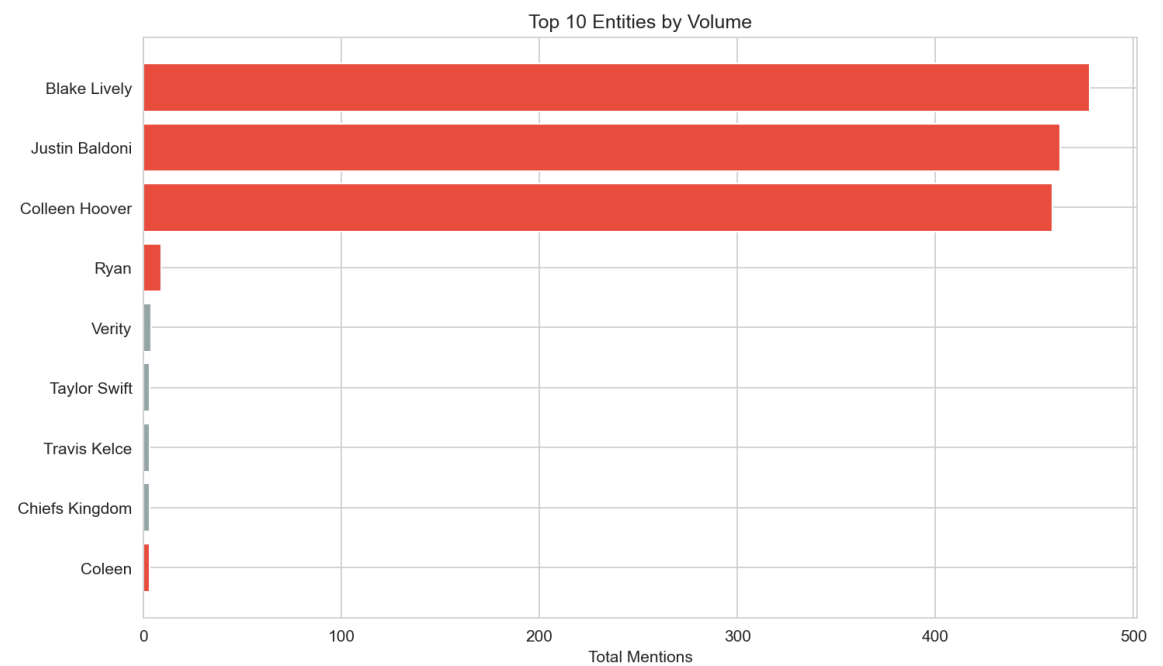
NARRATIVE ANALYSIS:

The dominant narrative emerging from the analyzed comments revolves around discontent regarding the casting choices in a film adaptation of popular books, particularly highlighting the role of Blake Lively as the character Lily. The overwhelming sentiment expressed in the comments is negative, with many users voicing their disappointment not only in Lively's performance but also in the decisions made by Colleen Hoover, the author of the original books. The repeated assertion that "Blake lively was the worst choice for lily" indicates a strong consensus among commenters that her portrayal did not align with their expectations based on the source material.

The negativity in sentiment can be attributed to a combination of disappointment and anger. Blake Lively's sentiment score of -0.373, coupled with the emotional responses such as "disappointment" and "anger," underscores a significant disconnect between the audience's hopes for the adaptation and the realized casting decisions. Comments like "She ruined it" and "shame on you Coleen" reflect a personal investment in the characters and a sense of betrayal by the choices made in the adaptation process. The sentiment data shows that both Blake Lively and Colleen Hoover received similar levels of negative feedback, indicating that the audience is holding the author accountable for the perceived inadequacies in the film's execution.

The discussions predominantly revolve around the casting choices, with specific focus on Blake Lively and Justin Baldoni. Many commenters express a desire for a more suitable actress to play Lily, as evidenced by the remarks such as "I liked Justin tho," which suggest a more favorable view of Baldoni's performance compared to Lively's. Additionally, there are mentions of professional standards in casting, with users criticizing Hoover for prioritizing personal relationships over talent, as highlighted by comments like "She should embarrace is to choose blake instead of a proffesional person." This suggests a broader conversation about the integrity of adaptations and the responsibilities of authors in selecting appropriate representations for their characters.

Patterns from the high-engagement comments indicate that users are particularly responsive to shared sentiments, as evidenced by multiple users echoing similar phrases about Lively's casting. The significant number of likes on the top comment, which was reiterated across various entities, demonstrates a collective frustration that resonates within the community. Furthermore, the emergence of anger directed towards Colleen Hoover indicates a growing expectation for authors to maintain a level of accountability in the adaptations of their work, making this a multifaceted discussion that transcends mere casting choices and delves into the ethics of adaptation in the entertainment industry.

TOP ENTITIES BY VOLUME

Top 10 Entities by Volume

Rank	Entity	Mentions	Likes	Raw Sent	Weighted Sent	Delta
1	Blake Lively	478	21,586	-0.37	-0.44	-0.07
2	Justin Baldoni	463	17,496	-0.36	-0.53	-0.17 [WARN]
3	Colleen Hoover	459	17,320	-0.37	-0.55	-0.18 [WARN]
4	Ryan	9	115	-0.63	-0.73	-0.10
5	Verity	4	0	-0.15	-0.15	+0.00
6	Taylor Swift	3	468	+nan	+0.00	+nan
7	Travis Kelce	3	234	+nan	+0.00	+nan
8	Chiefs Kingdom	3	135	+nan	+0.00	+nan
9	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: -0.37 | Weighted sentiment: -0.44 | Delta: -0.07 | Total likes: 21,586
Balanced agreement (Δ-0.07) - top comments align with average 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: -0.36 | Weighted sentiment: -0.53 | Delta: -0.17 | Total likes: 17,496
Top comments more negative than average (Δ-0.17) - 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)

Colleen Hoover

Raw sentiment: -0.37 | Weighted sentiment: -0.55 | Delta: -0.18 | Total likes: 17,320
Top comments more negative than average (Δ-0.18) - 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)
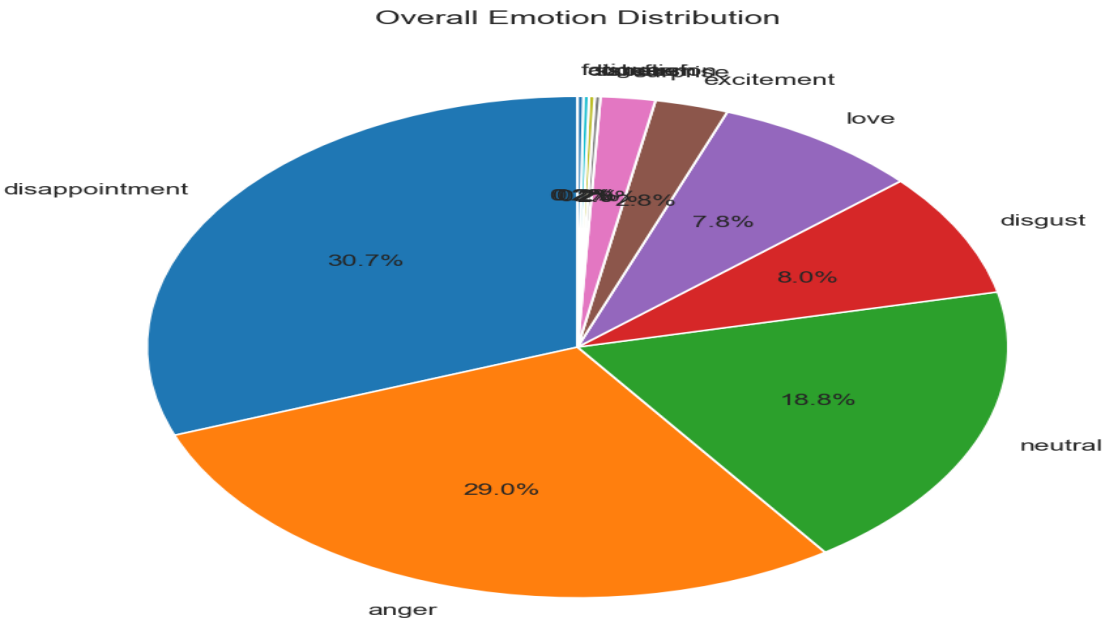
EMOTION DISTRIBUTION

Overall Emotion Distribution

- disappointment — 30.7%
- anger — 29.0%
- neutral — 18.8%
- disgust — 8.0%
- love — 7.8%
- excitement — 2.8%

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 Lively

Strong negative sentiment (-0.37) with high engagement (21,586 likes). Potential controversy brewing.

HIGH: Blake Lively

Controversy/lawsuit storyline detected

HIGH: Justin Baldoni

Strong negative sentiment (-0.36) with high engagement (17,496 likes). Potential controversy brewing.

HIGH: Justin Baldoni

Controversy/lawsuit storyline detected

HIGH: Colleen Hoover

Strong negative sentiment (-0.37) with high engagement (17,320 likes). Potential controversy brewing.