ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: January 01, 1970 - November 22, 2025
Generated: November 23, 2025 at 10:32 AM
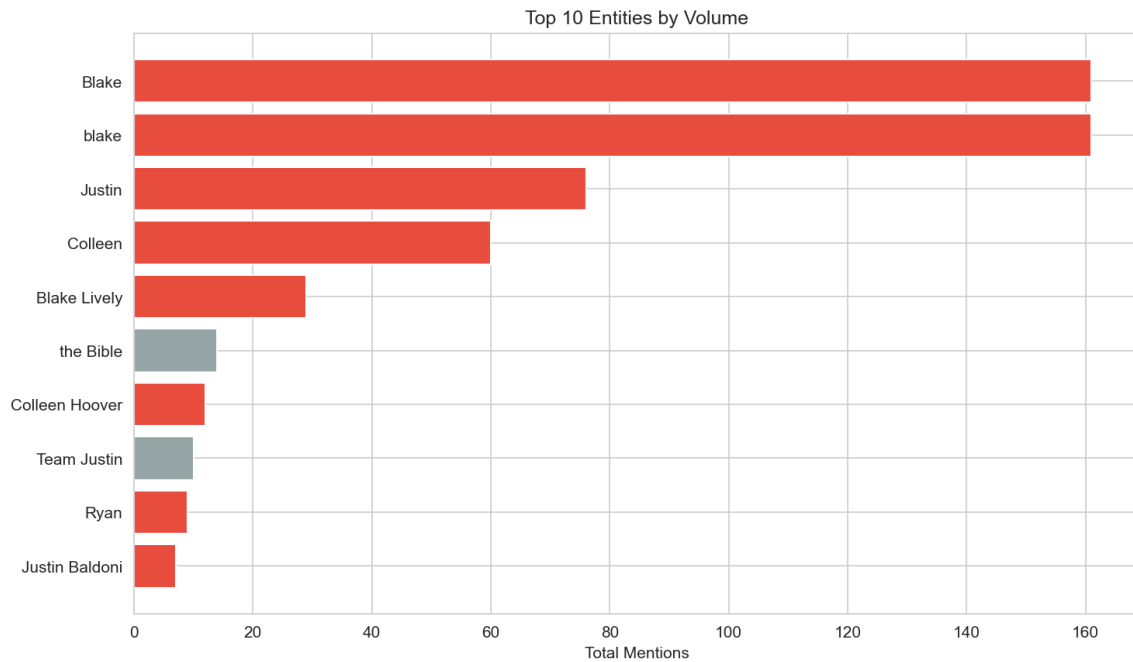
Total Comments Analyzed	609
Unique Posts	4
Platforms	instagram
Entities Tracked	17

EXECUTIVE SUMMARY

KEY FINDINGS:

• **Blake** dominated conversation with 161 total mentions (Negative sentiment, -0.47)

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

• High-engagement comments skew **Negative** (-0.46) vs. low-engagement (-0.27)

TOP ENTITIES BY VOLUME

Top 10 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	blake	161	12,872	-0.47	-0.01	+0.46 [OK]
3	Justin	76	10,061	-0.36	-0.01	+0.36 [OK]
4	Colleen	60	3,362	-0.36	-0.02	+0.34 [OK]
5	Blake Lively	29	4,919	-0.46	-0.01	+0.45 [OK]
6	the Bible	14	5	-0.16	-0.67	-0.51 [WARN]
7	Colleen Hoover	12	3	-0.33	-1.34	-1.01 [WARN]
8	Team Justin	10	471	+0.21	+0.02	-0.19 [WARN]
9	Ryan	9	115	-0.63	-0.14	+0.49 [OK]
10	Justin Baldoni	7	23	-0.60	-0.37	+0.23 [OK]

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 - positive sentiment is resonating

Top liked comment (4890 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)

blake

Raw sentiment: -0.47 | Weighted sentiment: -0.01 | Delta: +0.46 | Total likes: 12,872
Positive comments getting -97% more agreement - positive sentiment is resonating
Top liked comment (4890 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 - positive sentiment is resonating
Top liked comment (4890 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)
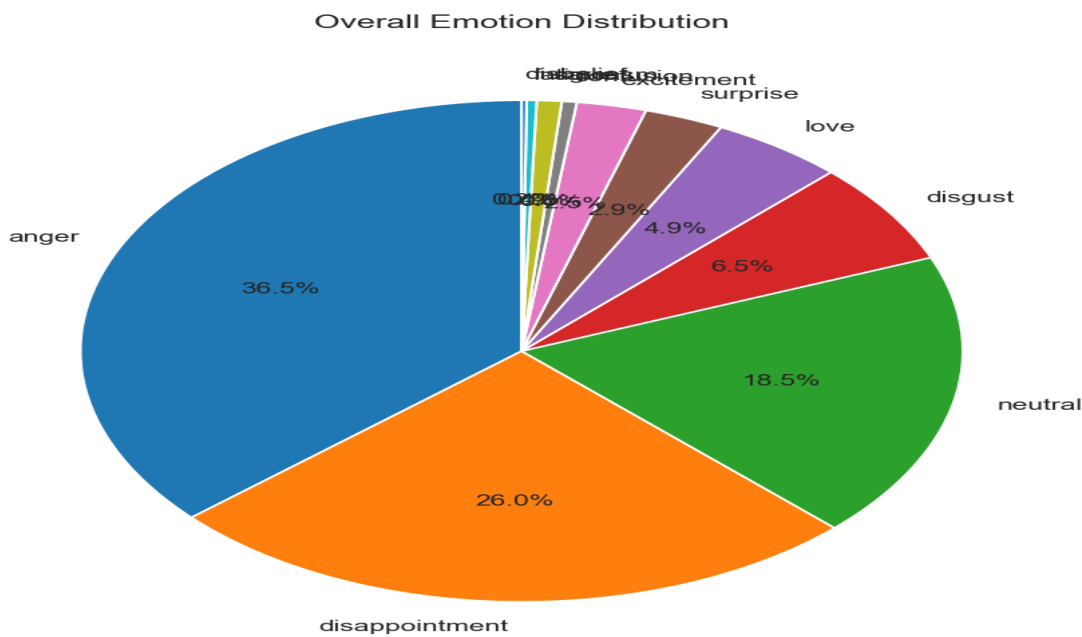
EMOTION DISTRIBUTION

Overall Emotion Distribution

anger 36.5%

disappointment 26.0%

neutral 18.5%

disgust 6.5%

love 4.9%

surprise 2.9%

excitement

confusion

relief

sadness

0.2% 0.3%

ACTIVE STORYLINES

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