

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 03:47 PM

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

# EXECUTIVE SUMMARY

## KEY FINDINGS:

### ■ *VOLUME*

- **Blake Lively:** 29 mentions (5% of tracked entities)
- **Colleen Hoover:** 12 mentions (2% of tracked entities)
- **Ryan:** 9 mentions (1% of tracked entities)

### ■ *SENTIMENT*

- **Blake Lively:** -0.46 raw, -0.60 weighted
- (highly-liked comments amplifying negativity)
- Top comment (4,890 likes): "Blake lively was the worst choice for lily anyways. I LOVED those books. I was s..."

### ■ *ALERTS*

- Controversy/lawsuit storyline detected across 3 entities (52 mentions)
- Strong negative engagement: 41% anger, 28% neutral

## NARRATIVE ANALYSIS:

The dominant narrative emerging from the analyzed Instagram comments centers around a significant backlash against Blake Lively's casting in an adaptation of a popular book series, particularly among fans of the original material. The overwhelming sentiment expressed in the top comments is negative, with a prevailing sense of disappointment and anger directed towards both Lively and the author, Colleen Hoover, for her casting choices. For instance, a user lamented, "Blake Lively was the worst choice for lily anyways," emphasizing their discontent with the adaptation and attributing its failings to Lively's performance.

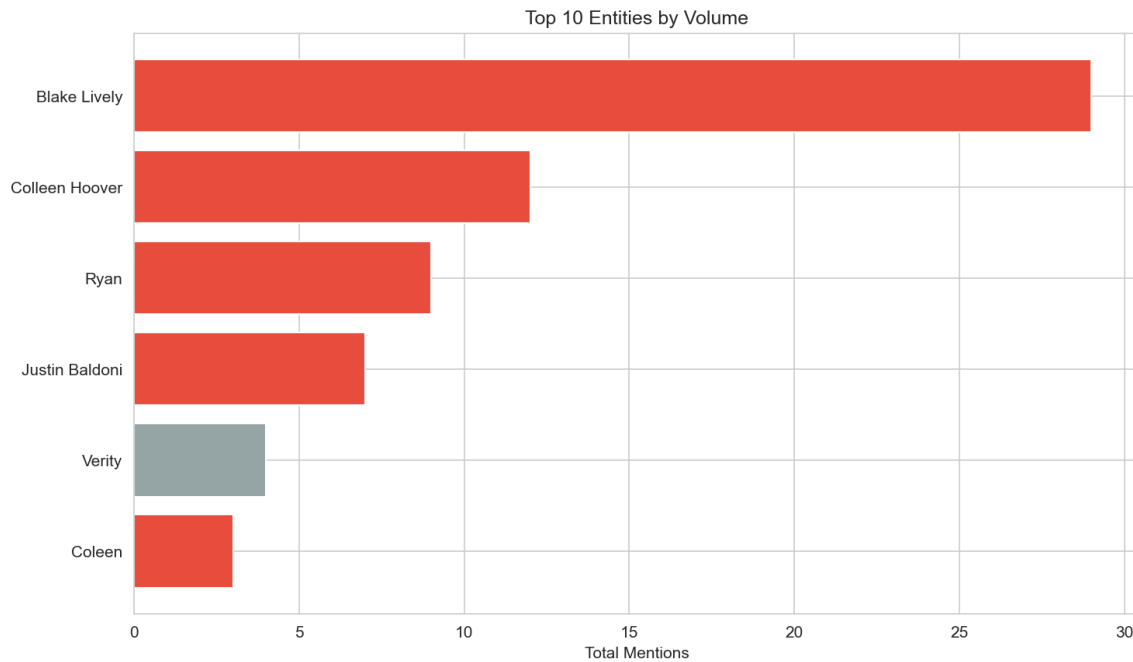
The sentiment surrounding these comments is predominantly negative, as indicated by the low sentiment scores associated with key entities such as Blake Lively (-0.455) and Colleen Hoover (-0.325). The comments reflect a sense of betrayal among fans of the books, who anticipated a faithful and relatable portrayal of characters. One commenter expressed this sentiment succinctly by stating that Hoover "should embarrass [herself] to choose Blake," highlighting the emotional disconnect between the fans' expectations and the actual casting decisions made in real life.

Discussion within the comments reveals a strong focus on the perceived inadequacies of Lively's casting, with users expressing their enthusiasm for alternative choices like Justin Baldoni, who was viewed more favorably. This is evident in comments such as, "Well, she should back Justin Baldoni then he's the only one that's honest!" This sentiment underscores a desire for authenticity and professionalism in casting decisions, which many fans believe have been compromised.

Patterns from the high-engagement comments indicate a collective voice of disappointment and anger towards both the casting choices and the author's decisions. The top comments, such as the one receiving 4,890 likes, illustrate a significant divide between the creative vision of the adaptation and the

expectations of its fan base. Additionally, the emotional responses are tightly linked to the narratives of the characters from the books, with users expressing a strong desire for fidelity to the source material. This reflects a broader trend in the entertainment industry where adaptations face scrutiny from dedicated fandoms, often leading to impassioned discussions online.

# TOP ENTITIES BY VOLUME



| Rank | Entity         | Mentions | Likes | Raw Sent | Weighted Sent | Delta        |
|------|----------------|----------|-------|----------|---------------|--------------|
| 1    | Blake Lively   | 29       | 4,919 | -0.46    | -0.60         | -0.14 [WARN] |
| 2    | Colleen Hoover | 12       | 3     | -0.33    | -0.70         | -0.37 [WARN] |
| 3    | Ryan           | 9        | 115   | -0.63    | -0.73         | -0.10        |
| 4    | Justin Baldoni | 7        | 23    | -0.60    | -0.62         | -0.02        |
| 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)

### **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*

## **Ryan**

Raw sentiment: -0.63 | Weighted sentiment: -0.73 | Delta: -0.10 | Total likes: 115

*Balanced agreement ( $\Delta$ -0.10) - top comments align with average sentiment*

Top liked comment (67 likes): "She ruined it. She decided two snakes were the best way to go, and in doing so destroyed what once made her relatable. Don't blame others for your sel..." (sentiment: -0.70)

# STORY BEATS

## ■ HIGH ACTIVITY: Blake Lively Casting Rejection

Blake Lively faces significant backlash for her casting in a film adaptation, with a sentiment score of -0.46. The audience expresses anger, with 36% of comments reflecting this emotion, as many feel she was the wrong choice for the role. A top comment states, 'Blake lively was the worst choice for lily anyways. I LOVED those books. I was so excited for the movie. Blake ruined it entirely.'

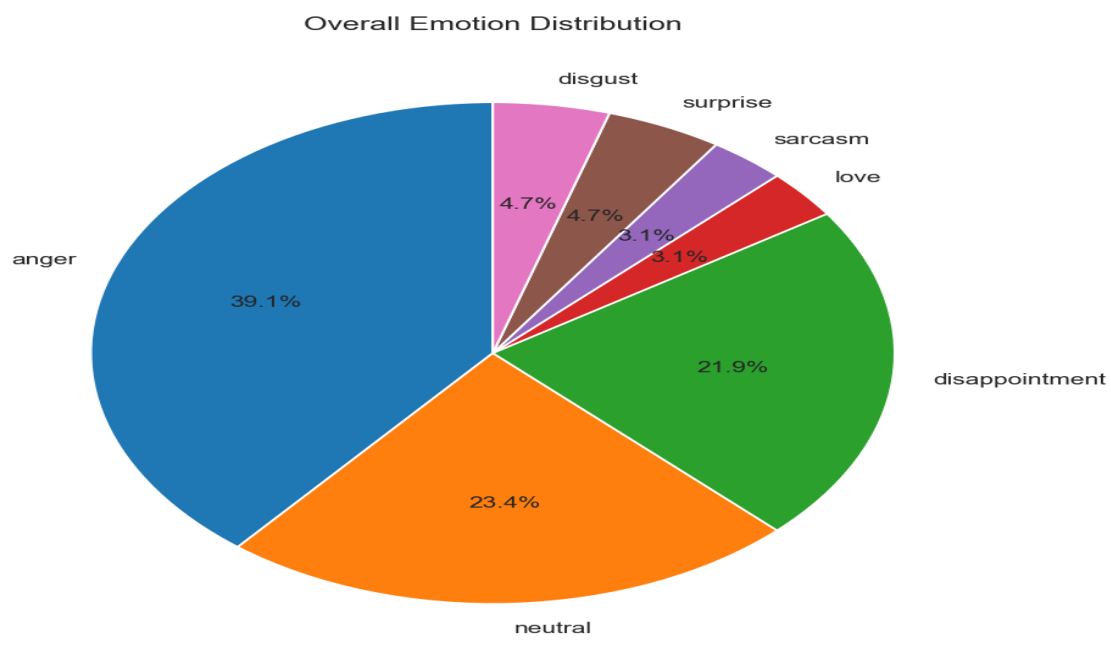
## ■■ EMERGING: Justin Baldoni Defended Amid Criticism

Justin Baldoni is criticized but also defended by some users, with a sentiment score of -0.6. Despite negative comments, one user states he is 'the only one that's honest,' highlighting a split in audience perception. This indicates a complexity in how he is viewed in relation to the controversy.

## ■ DEVELOPING: Colleen Hoover Faces Backlash for Choices

Colleen Hoover is criticized for her decision to cast Blake Lively, resulting in a sentiment score of -0.325. Many comments express disappointment, with one stating she should be embarrassed for her choices, indicating a negative perception of her recent actions in relation to the film.

# 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