

# ET Social Intelligence Brief

Mass Market Sentiment Analysis

**Period:** Through November 22, 2025

**Generated:** November 23, 2025 at 01:18 PM

<b>Total Comments Analyzed</b>	609
<b>Unique Posts</b>	4
<b>Platforms</b>	instagram
<b>Entities Tracked</b>	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:

### ### Dominant Narrative

The dominant narrative surrounding the Instagram comments is a strong sense of dissatisfaction with Blake Lively's casting as Lily in an adaptation of a beloved book series. Multiple commenters express their disappointment, with one user stating, "Blake lively was the worst choice for lily anyways. I LOVED those books. I was so excited for the movie. Blake ruined it entirely" (4890 likes). This sentiment is echoed across the top comments, indicating that the casting choice has provoked a collective frustration among fans of the original material. The narrative suggests that Lively's portrayal is perceived as a significant misstep, overshadowing other aspects of the film, including the performance of Justin, who receives a more favorable reception despite the overall negativity.

### ### Sentiment Analysis

The sentiment analysis illustrates a predominantly negative emotional response, with Blake Lively's name generating an average sentiment score of -0.455, and Justin's score at -0.363. The primary emotion identified is anger, as evidenced by the high engagement with critical comments. For instance, the comment "Oh Colleen, you were all team Justin until you met Blake. Do the math, it doesn't take a rocket scientist to see you chose wrong" (389 likes) further encapsulates the frustration directed not only at Lively but also at Colleen Hoover, the author, for her casting decisions. This sentiment can be attributed to a perceived betrayal of the original characters and the expectations set by the source material.

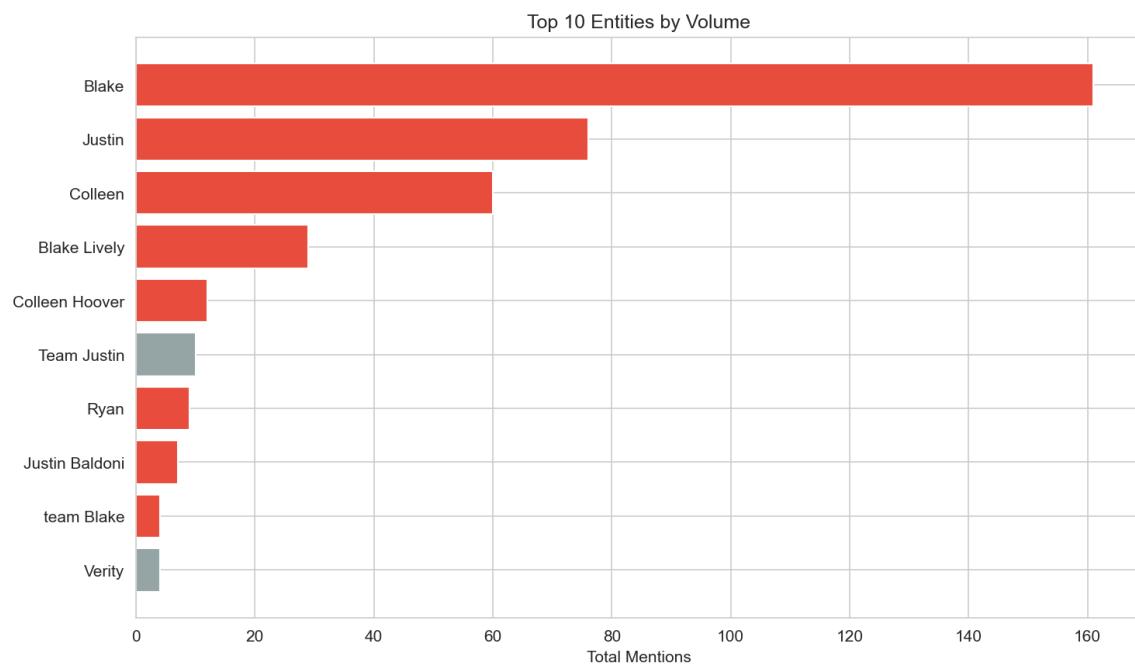
### ### Discussion Themes

The core topic of discussion revolves around the casting choices for the movie adaptation and their implications for the integrity of the original story. Commenters are not merely critiquing Lively's performance; they are voicing a broader disappointment regarding how the adaptation aligns with fan expectations. For example, the comment "Don't worry Colleen, I never recommend any of your books either" (2685 likes) implies a deeper dissatisfaction with the author's involvement in the project, suggesting that fans feel the adaptation has compromised the quality and essence of the source material. This indicates a growing concern about the impact of casting decisions on a narrative that holds significant value for its audience.

### ### Engagement Patterns

High-engagement comments reveal a pattern of collective disapproval, particularly aimed at both Blake Lively and Colleen Hoover. The resonance of the comment "Blake lively was the worst choice for lily anyways..." is indicative of a community rallying around shared sentiments, amplifying their voices through likes and replies. Furthermore, the negative

# 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)

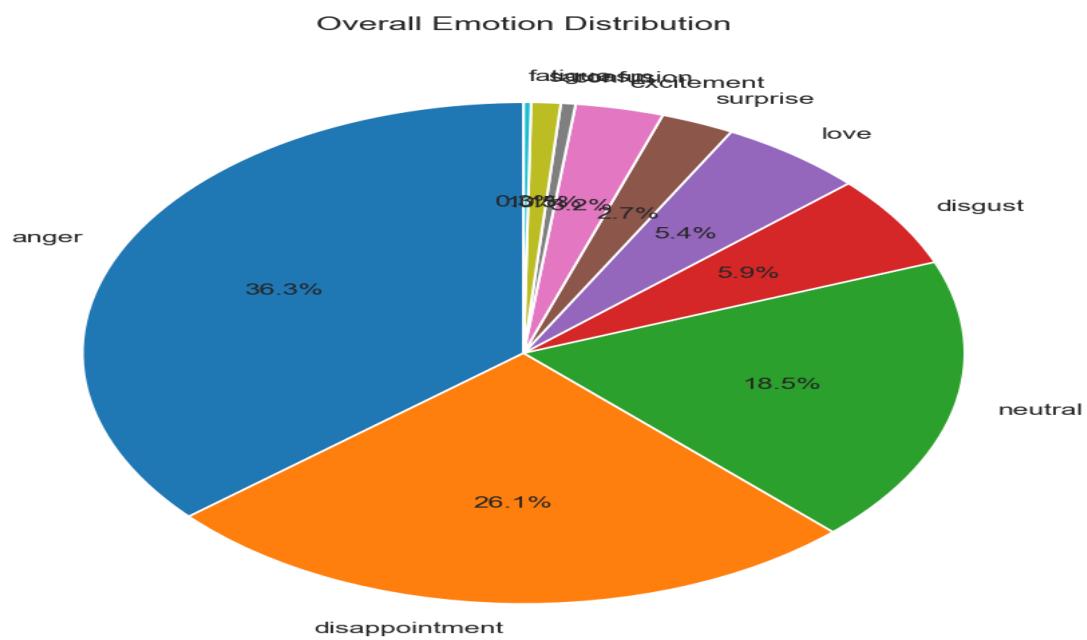
### **Colleen**

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.