

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: Through November 22, 2025

Generated: November 23, 2025 at 01:45 PM

| | |
|-------------------------|-----------|
| Total Comments Analyzed | 609 |
| Unique Posts | 4 |
| Platforms | instagram |
| Entities Tracked | 8 |

EXECUTIVE SUMMARY

KEY FINDINGS:

- **Blake Lively** dominated conversation with 29 mentions (Negative sentiment, -0.46)
- **Career** storyline active (114 mentions, 18.7% of conversation)

NARRATIVE ANALYSIS:

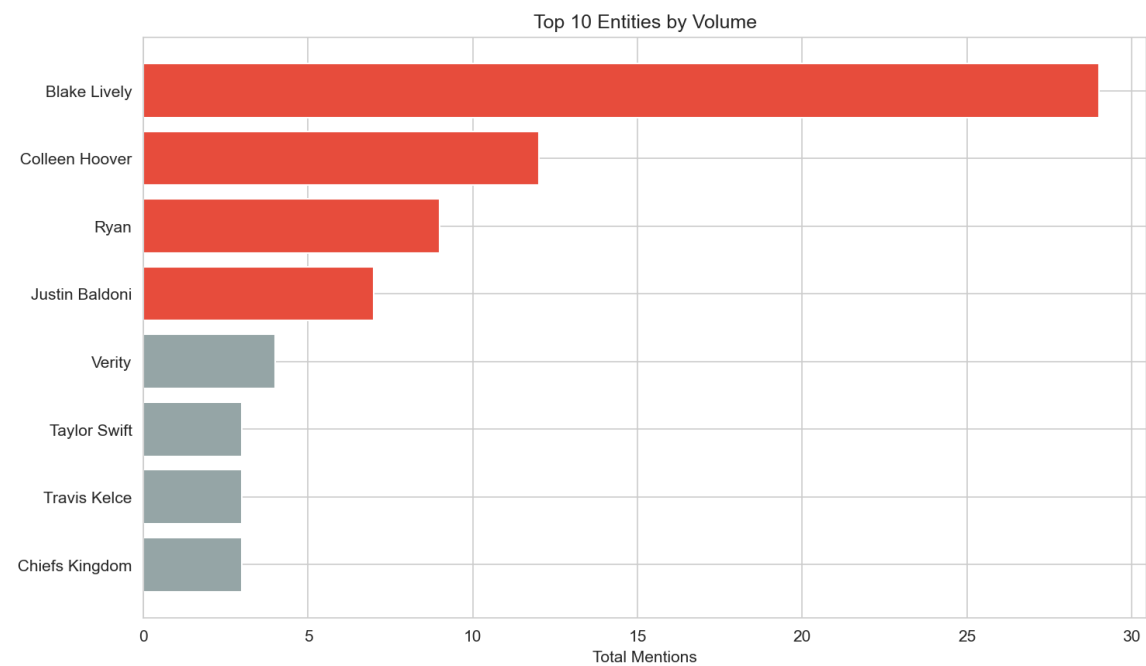
1. The dominant narrative emerging from the analyzed Instagram comments centers around significant discontent regarding the casting choice of Blake Lively for a film adaptation of a popular book series, particularly one by Colleen Hoover. Commenters express a strong belief that Lively's portrayal has detracted from the source material's integrity and relatability. This sentiment indicates a broader critique of creative decisions in adaptations, where fans often feel a deep attachment to original works. The commentary is overwhelmingly negative, with multiple users attributing blame not only to Lively but also to the author Colleen Hoover for her involvement in the casting process.

2. The sentiment surrounding these comments is predominantly negative, with Blake Lively receiving a sentiment score of -0.455 and Justin Baldoni even lower at -0.6. For instance, one user states, "Blake lively was the worst choice for lily anyways," indicating a strong personal disappointment that received 4,890 likes. This negative sentiment stems from a perceived betrayal of the original characters and themes that fans cherished in the books. The anger directed at Lively and Hoover suggests a deep emotional investment, where fans feel that their expectations have not only been unmet but actively undermined by poor casting choices.

3. Discussion among commenters primarily revolves around the casting decisions for the film adaptation, with particular emphasis on Blake Lively. The comments highlight a sense of betrayal felt by fans who anticipated a faithful representation of beloved characters. Users are also vocal about their support for Justin Baldoni, suggesting he embodies the honesty and authenticity that they feel Lively lacks. For example, a comment reads, "Well, she should back Justin Baldoni then he's the only one that's honest!" This indicates a division among the audience, where some characters are seen as more genuine or suitable than others, further intensifying the overall dissatisfaction with the film's direction.

4. High-engagement comments reveal a pattern of anger and disappointment, particularly directed at both Blake Lively and Colleen Hoover. The top comment reflects a consensus that Lively's casting is fundamentally flawed, evidenced by multiple commenters echoing similar sentiments of betrayal. Additionally, the comments showcase a clear emotional investment among fans, as they express their strong feelings about the adaptation's faithfulness to the original material. The prevalence of negative sentiment also highlights a potential backlash that could impact the film's reception prior to its release, suggesting that the creators may face challenges in winning back the trust of a disillusioned fanbase. Overall, this analysis underscores

TOP ENTITIES BY VOLUME



| Rank | Entity | Mentions | Likes | Raw Sent | Weighted Sent | Delta |
|------|----------------|----------|-------|----------|---------------|-----------------|
| 1 | Blake Lively | 29 | 4,919 | -0.46 | -0.01 | +0.45 [OK] |
| 2 | Colleen Hoover | 12 | 3 | -0.33 | -1.34 | -1.01 [WARNING] |
| 3 | Ryan | 9 | 115 | -0.63 | -0.14 | +0.49 [OK] |
| 4 | Justin Baldoni | 7 | 23 | -0.60 | -0.37 | +0.23 [OK] |
| 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 |

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: -0.01 | Delta: +0.45 | Total likes: 4,919
Top comments less negative than average ($\Delta +0.45$) - highly-liked comments pulling sentiment higher
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: -1.34 | Delta: -1.01 | Total likes: 3

Top comments more negative than average ($\Delta -1.01$) - highly-liked comments amplifying negative sentiment

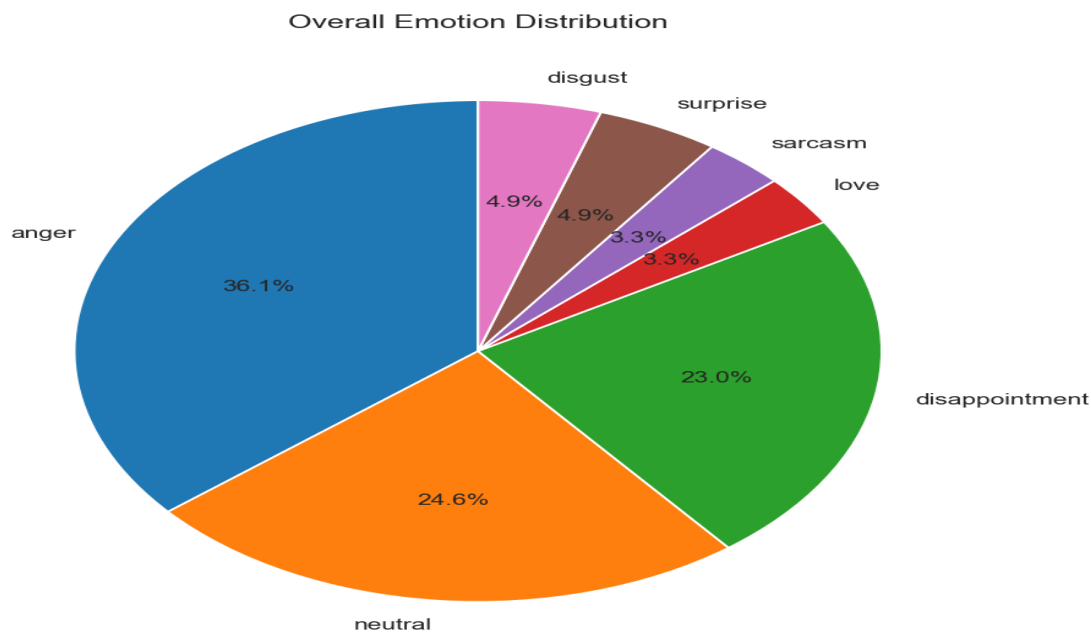
Ryan

Raw sentiment: -0.63 | Weighted sentiment: -0.14 | Delta: +0.49 | Total likes: 115

Top comments less negative than average ($\Delta +0.49$) - highly-liked comments pulling sentiment higher

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)

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 Lively

Strong negative sentiment (-0.46) with high engagement (4,919 likes). Potential controversy brewing.

HIGH: Blake Lively

Controversy/lawsuit storyline detected