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Madison Clarke, Olivia Ellerbruch, Simone Johnson**

Addison Rae & Olivia Dean

PRIMARY RESEARCH REPORT

Content Analysis

Organizations

Primary:

Addison Rae

March 22, 2024

Addison is a nominee for the Grammy's Best New Artist, and released her debut album in June 2025. She originally began her career as a TikTok influencer, but branched out into music. Addison has 34.1 million Instagram followers.

Comparison:

Olivia Dean

August 19, 2024

Olivia is also a nominee for the Grammy's Best New Artist, and published her debut album in June 2023. She will have a tour in 2026 for her album, "The Art of Loving." Olivia has 3.2 million Instagram followers.

Content analysis sampling for Addison Rae and Olivia Dean for Aug 2024- Nov 2025

- Addison's number of IG posts in date range = 96
- Olivia's number of IG posts in date range = 78
- Type of random sampling: Simple random sampling
- Describe your random sampling process:

We looked at Addison and Olivia's Instagram to find out how many posts were uploaded from August 2024 to November 2025. Then we used the number generator to generate 75 random numbers between one and the number of posts for both singers.

Content analysis coding: Music Promotion vs. Not

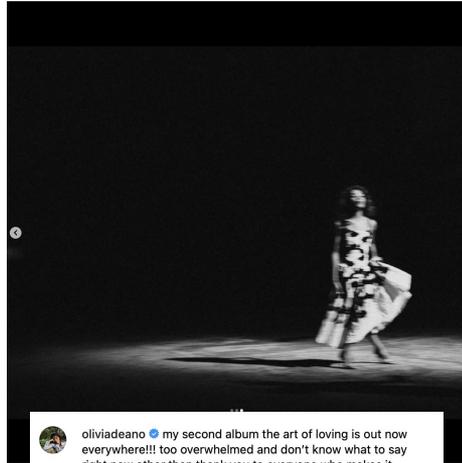
August Chilson & Daniel Santoyo

- Codebook definition:
 - A post that features a direct or obvious reference to the individual's music. This includes music video promotion, BTS, album materials, song teasers, or links featured in either the post, caption, or both.
- Manifest or latent (explain)?
 - Manifest: The artist is promoting music, whether it is a physical performance at a record store, or celebrating accomplishments, such as album sales.
- Why did you choose to code for this?
 - We chose this code because musicians promote their own music often. Both musicians, Addison Rae and Olivia Dean have released albums this year. All musicians have to promote their music on Instagram.



Code A: Music Promotion vs. Not

August Chilson & Daniel Santoyo



Olivia Dean music promotion, announcement of second album being released.

 oliviadeano  my second album the art of loving is out now everywhere!!! too overwhelmed and don't know what to say right now other than thank you to everyone who makes it possible, it takes a village and mine is a beautiful one 🍷

love is never wasted when it's shared !!!

exec produced by zach nahome
mixed by @charlieholmes

thank u thank u @maxwolfganguk @bastian_langebaek @aqualung.official @amyallen @mavericksabre @johntheblind tobais jesso jr @elmichelsaffair @deschanel_g @joelwaters @dan.rogerson @finnzb @joebriстов_ @jermaine_amissah @banjito @rosiedstrings @matt_zara @julianbulian @ojmclark @jantrafasmusic

Edited - 9w



Addison Rae in a photoshoot.



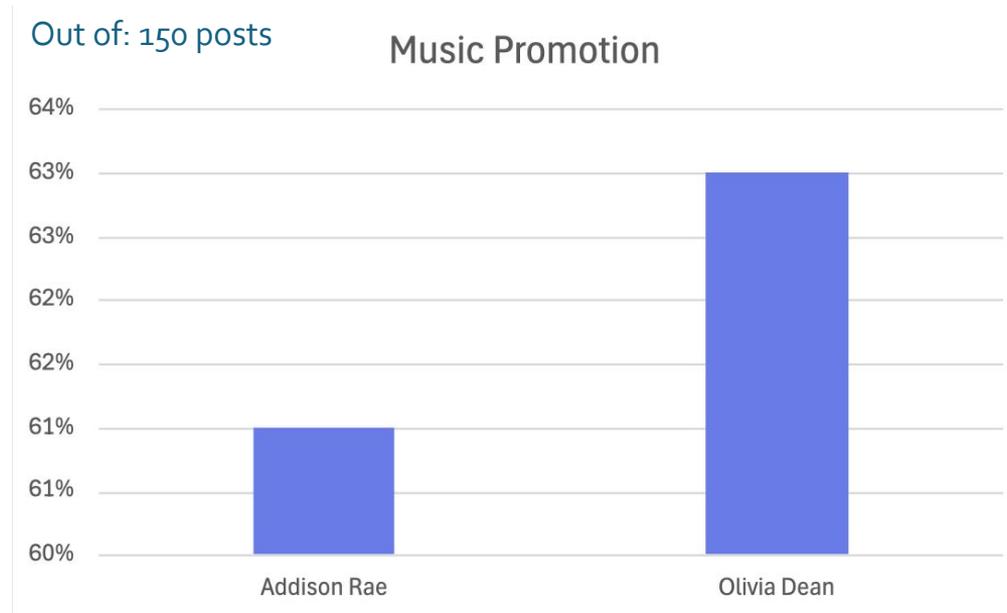
addisonraee  Mood 🐭

64w

Code A: Music Promotion vs. Not

Were your organizations similar or different for this code?

- Addison Rae and Olivia Dean are similar ($p=.87$) in how many posts they have about music promotion.
- Addison Rae & Olivia Dean held about the same amount of music promotion rates with their respective samples, 61% of Addison's posts & 63% of Olivia's posts.



Code A: Music Promotion vs. Not

How is post engagement associated with this code?

Comments

- Music Promotion increases engagement in the comment section ($p < 0.1$).
- Posts that promote music get more comments significantly ($M=1,351$, $SD=1,444$) compared to posts that don't promote music ($M=863$, $SD=703$).

Likes

- Music Promotion does increase the likes but not as significantly ($p=.10$).
- Posts that had music promoted got more likes ($M= 301,000$, $SD= 203,307$) compared to no music promotion ($M= 246,689$, $SD=176,543$).

Code B: Collaboration vs. Not

Olivia Ellerbruch & Madi Clarke

- Codebook definition:

A post that features a collaboration or tag post with a different creator, celebrity or singer.

- Manifest or latent (explain)?

This code is **manifest** because the collaborations and promotional partnerships are explicitly shown in the posts. The creators, designers, celebrities or singers are directly tagged or mentioned, making the promotional intent clear and observable without needing to interpret hidden meaning. The visibility of these tags and callouts signals intentional collaboration, making the code easy to identify in the content.

- Why did you choose to code for this?

We chose this code because it captures how both celebrities strategically present themselves through partnerships and brand alignments. By tagging other creators or showing sponsorship-like content, they reveal who they associate with and what industries or communities they want to be connected to. This helps us better understand their collaboration behavior, public image construction, and how they use collaborations to maintain relevance, expand their audience or strengthen their personal brand.

Code B: Collaboration (ad) vs. Not

No collab:



addisonrae 🟦 Beach bunny! 🐰

1w

addisonrae 🟦 W Mag!!!!!!!!! This cover has seriously been a bucket list moment of mine. It was the best day and I was surrounded by some of the most talented and passionate people. I feel so glamorous. 🦋🐝🐶🐱 Thank you to everyone who was involved. You made a dream of mine come trueeeeeee💕

@wmag

Photography: @rafaelpavarotti_

Styling: @kegrand

Editor in Chief: @saramoonves

Visuals & Content Director: @_a_b_g

Creative Directors at Large: @kevintekinel @charleslevai

Writer: @alexhawgood

Hair: @mustafayanaz

Makeup Designed by: @patmcgrathreal

Makeup by: @jennasaisquii

Manicure: @nailsbymei

Production Design: @maryhoward_setdesign

Production: @apstudioinc

Special Thanks @theledecompany

W VOLUME 5: THE ORIGINALS ISSUE

8w

W Magazine x Addison:

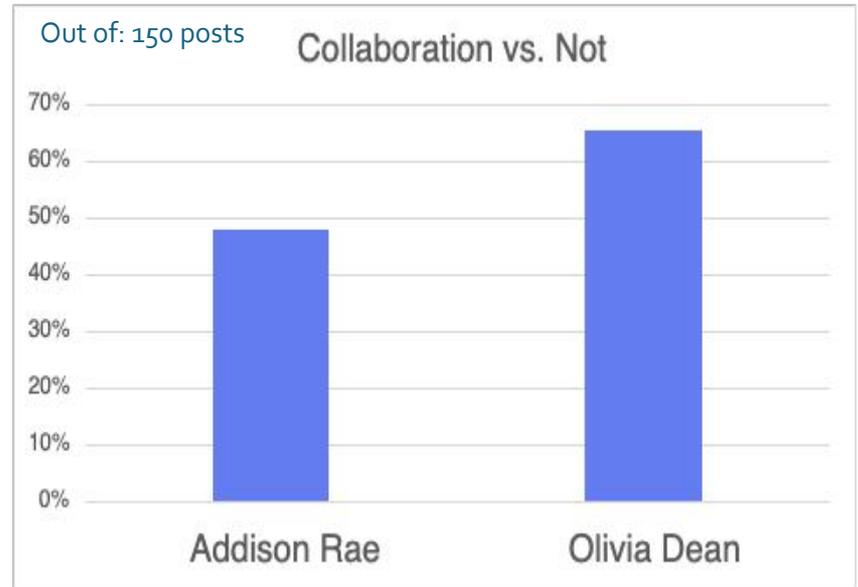


Code B: Collaboration (ad) vs. Not

Were your organizations similar or different for this code?

Reporting summary

- Addison and Olivia were different ($P=0.03$) in how often their posts are a collaboration, Olivia had more.
- For Olivia, **65%** of her posts featured a collaboration, while Addison included collaboration content in **48%** of her posts.



Code B: Collaboration (ad) vs. Not

How is post engagement associated with this code?

Comments

- Collaboration does not affect the number of comments on a post ($p=.35$).
- Posts with a collaboration have more likes ($M= 1,201, SD= 1,500$) than posts without ($M= 1,119, SD= 779$).

Likes

- Collaboration does not affect the number of likes on a post ($p= .93$).
- Posts with a collaboration have more likes ($M= 280,484, SD= 198,181$) than posts without collaboration ($M= 280,129, SD= 191,838$).

Code C: Erotic vs. Not

Kira Harmon & Simone Johnson

- Codebook definition:

A phrase that heavily implies or directly displays a sexual undertone. This includes sultry, high-fashion posing; alluring clothing; or other erotic gestures between individuals [such as close proximity]. Posts must display a level of erotic intent (ex., Beauty does not inherently mean eroticism, but rather a gesture or intent.)

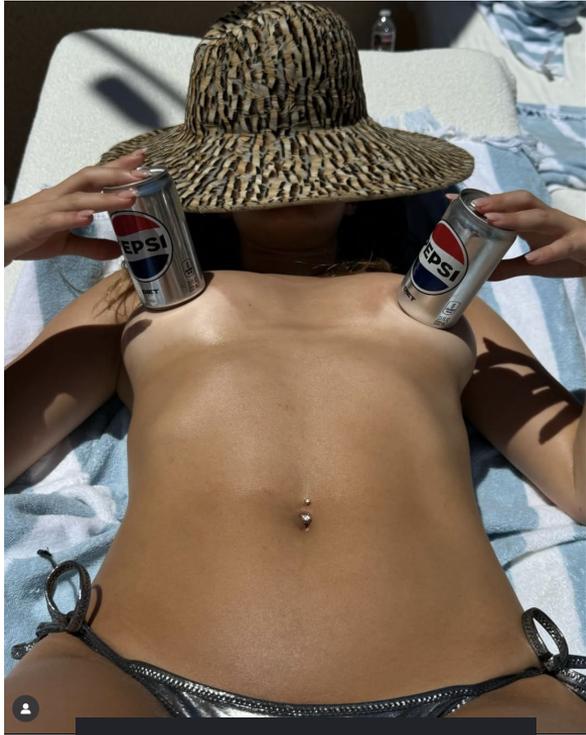
- Manifest or latent (explain)?

This code is **latent**, because we have to infer the sexual undertone of the post. If it was manifest, there would have to be an objectively present element that we would be coding for. Sexual poses, gestures, and clothing is subjective in interpretation, which means that this code is latent.

- Why did you choose to code for this?

We chose this code because of the marked contrast between the Instagram presences of Addison Rae and Olivia Dean. Addison Rae's Instagram strongly emphasizes an erotic aesthetic, which is absent from Olivia Dean's profile. Addison Rae achieved significant fame on TikTok at the age of 18, and by 24, her Instagram presents a notably different brand image. In contrast, Olivia Dean gained mainstream recognition this past summer, and at 26, her Instagram conveys a distinctly alternative public persona.

Code C: Erotic vs. Not



 **addisonrae** • I love Lana
83w

Erotic example via
Addison Rae's
Instagram



Non-erotic post
via Olivia Dean's
Instagram



 **oliviadeano** • 61w
more sweet things for you!

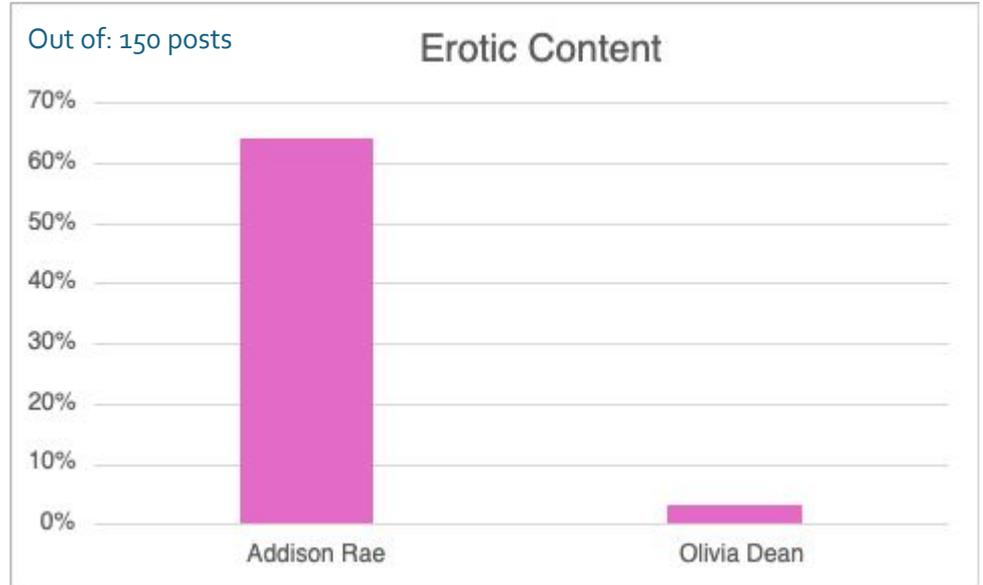
Code C: Erotic vs. Not

Were your organizations similar or different for this code?

- Reporting summary:

Addison and Olivia were different, ($p < 0.01$) in how erotic their posts were.

For Addison, 64% of her posts were erotic, meanwhile 3% of Olivia's were erotic. Addison has significantly more erotic posts than Olivia.



Code C: Erotic vs. Not

How is post engagement associated with this code?

Comments

- Posts that were erotic has an increase in comments ($p < 0.01$).
- Posts that were erotic had more comments ($M = 1,195.78$, $SD = 657.62$) in comparison to posts that weren't erotic ($M = 1,150.20$, $SD = 1,445.30$).

Likes

- Posts that were erotic had a significant increase in likes ($p < 0.01$).
- Posts that were erotic had more likes ($M = 324,308.00$, $SD = 141,214.17$) in comparison to posts that weren't erotic ($M = 258,341.61$, $SD = 213,964.70$).

Instagram recommendation for Addison Rae

- Recommendations and justification:

An Instagram post tailored for Addison Rae must include a Diet Pepsi reference. When Addison posts with a lack of clothing and a sultry gesture, she fosters more engagement. To remain in alignment with Instagram's guidelines, Addison will be covered... But not all the way.

Additionally, when Addison promotes her music on social media, with an obvious reference to her music releases, she cultivates more engagement from her fans as well.

A post promoting her song Diet Pepsi, while also highlighting her seductive persona and accentuating her preference to wearing less clothing.



Caption:
Take a sip ;)
'Diet Pepsi' out this Friday
-Addison xo

UPLOAD THESE LABELED FILES TO CANVAS

- (1) This PowerPoint template as a PDF
- (2) Sampled IG post links log as a PDF
- (3) Exported copy of the complete Qualtrics data set (Excel or CSV file)