11th Annual Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Boston
August 9, 2019 - 1:45 pm – 3:15 pm

Primary Sponsor: MOC
Co-Sponsors: RM, STR

Organizers: Jason Kiley, Mike Pfarrer

Content Analysis Resources
http://www.terry.uga.edu/contentanalysis
Content Analysis Website:
http://www.terry.uga.edu/contentanalysis

Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material. By systematically evaluating texts (e.g., documents, oral communication, and graphics), qualitative data can be converted into quantitative data. Although the method has been used frequently in the social sciences, only recently has it become more prevalent among organizational scholars.
Content Analysis in Organizational Research:
Part I—Content Analysis Presentations

• Joseph Harrison, Texas Christian University
  • Language Tools and Validation

• Aaron McKenny, University of Indiana
  • Words Can Weight

• Laura Nelson, Northeastern University
  • Measuring Meaning in Big Data

• Tim Hubbard, University of Notre Dame
  • CATA Advances Using Machine and Deep Learning
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Part II – Proposal Feedback

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Roundtables

Table 1
Experts: Tim Hannigan, Jeremy Short
Authors: Andrea Lo Verso, Thomas Ngo

Table 2
Experts: Abbie Oliver, Joyce Wang
Authors: Harry Kuhn, Ninja Janardhanan

Table 3
Experts: Aaron McKenny, Danny Gamache
Authors: Philipp Becker, Matthias Schulz

Table 4
Experts: John Busenbark, Rhonda Reger, Shane Reid
Authors: Jung Yoon Jang, Viktor Dörfler

Table 5
Experts: Jon Bundy, Mike Pfarrer
Authors: Stephen Smulowitz, Jung-Hoon Han

Table 6
Experts: Aaron Anglin, Miles Zachary, Tim Hubbard
Authors: Connor Lubojacky, Brendan Boler

Table 7 (Code)
Experts: Laura Nelson, Jason Kiley, Joseph Harrison
Authors: Jeremy Cox, Maximilian Weis