11th Annual AOM Content Analysis Professional Development Workshop (#11371)

Primary Sponsor: Managerial & Organizational Cognition (MOC)

Co-Sponsors: RM, STR

Friday, August 9, 1:45PM – 4:45PM

Westin Copley Place Boston, St. George BCD

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Part I (1:45-3:15): Content Analysis Techniques and Applications
(No registration required)

Part II (3:15-4:45): Roundtable Workshop
(Please submit proposal by July 8 to contentanalysis1@gmail.com)

Are you using content analysis techniques and applications in your research? Would you like to learn more about this widely applicable methodology and discuss your work with major scholars in the field? Please join us for the 11th annual Content Analysis PDW on Friday, August 9 at the Academy of Management Annual Meeting in Boston.

Part I of the PDW will provide an introduction to content and text analysis as a research methodology. Presenters will discuss appropriate applications, reliability and validity concerns, data curation, programming (particularly in Python and R), and different computer-aided content analysis tools. Experts will walk through examples of content analysis techniques from published research, address questions, and offer publishing tips.

In Part II, experts and authors will interact in small-group roundtables to discuss the content, structure, techniques, and potential journal outlets of each proposal. Research proposals will be selected and shared for pre-reading among group members with similar interests in advance of the PDW.

Part I is open to all attendees and does not require pre-registration.

To attend Part II, please submit a proposal for review by July 8 to contentanalysis1@gmail.com.

Please see submission details for Part II below.

WHO: The Part II roundtable workshop is open to all faculty and doctoral students who are doing research that utilizes content analysis techniques and applications.

WHAT: Please limit your submission to 2 single-spaced pages and an additional page of figures, tables, and related output. Please include the following in your submission:
1. Research topic and conceptual framework
2. Key research questions
3. Methods
4. Key findings (if applicable)
5. Challenges (the area on which you would like to focus discussion)
6. Three keywords that describe your proposal
7. Identifying information: Name, title, affiliation, e-mail address
8. (optional) Code review (experts at 1-2 tables will be able to review Python/R code)

KEY DATES

Submissions due: July 8, 2018
Send to: contentanalysis1@gmail.com
Acceptance notices sent by July 19, 2018

We are pleased that the following scholars have agreed to participate:

Mike Pfarrer, U. of Georgia
Jason Kiley, Oklahoma State U.
Aaron Anglin, Texas Christian U.
John Busenbark, U. of Notre Dame
Jon Bundy, Arizona State U.
Daniel Gamache, U. of Georgia
Tim Hannigan, U. of Alberta
Joseph Harrison, Texas Christian U.
Timothy Hubbard, U. of Notre Dame
Aaron McKenny, Indiana U.
Laura Nelson, Northwestern
Abbie Oliver, Georgia State U.
Rhonda Reger, U. of Missouri
Shane Reid, U. of Oklahoma
Jeremy Short, U. of Oklahoma
Xinran Joyce Wang, U. of Missouri
Miles Zachary, Auburn U.

Remember, you may attend either or both parts of the PDW. Part I does not require pre-registration. Part II requires registration at contentanalysis1@gmail.com and is by invitation only. We look forward to seeing you in Boston!

Mike Pfarrer   Jason Kiley
University of Georgia  Oklahoma State University
mpfarrer@uga.edu  jkiley@okstate.edu

To learn more about content analysis research and past workshops, please visit:

http://www.terry.uga.edu/management/contentanalysis/