AGENDA

Welcome and Context Setting

10:15-10:30  Introduction to Content Analysis in the Management Field
Rhonda Reger will provide a general introduction into the different phases of content analysis including data collection, coding approaches, analysis of content, interpretation of results, and addressing reliability and validity concerns.

10:30-10:45  Linking Content Analysis with OT & Building Dictionaries
Tim Pollock will discuss the relationship between the theoretical questions considered and the units of text to be analyzed. He will also describe the processes and challenges associated with building custom dictionaries for use in fully automated text analysis.

10:45-11:00  Content Analysis of News-based Organizational Events
Based on their experience content analyzing thousands of competitive actions carried out by rivals firms, Goce Andrevski and Wally Ferrier will provide an overview of the processes for the collection, coding, and data handling of organizational events drawn from the news media.

11:00-11:15  Content Analyzing Event Coding & Organization Documents
Brayden King will discuss the opportunities and challenges in two kinds of content analysis: newspaper event coding and the analysis of organizational documents.

11:15-11:30  Content Analysis using Photographs
Arijit Chatterjee will discuss the usefulness of unobtrusive measures in research, and how CEOs’ prominence in company annual reports can be an indicator of CEOs’ narcissistic tendencies.

11:30-11:45  Content Analysis in Organizational Discourse
Nelson Phillips will discuss how he uses content analysis in research on organizational discourse, including theoretical and empirical applications.

11:45-12:00  Different Styles of Content Analysis
Mark Kennedy will discuss content analysis in organizational and media contexts, as well as his “mistakes and lessons learned” from various projects and introduce an association engine tool.

12:00-12:15  Content Analysis Software Programs
Paula O’Kane will briefly demonstrate how NVivo as a Qualitative Data Analysis Tool can help to facilitate content analysis.

12:15-12:30  Using Content Analysis to Study Social Issues in Management
Lori Kiyatkin and Moriah Meyskens will discuss the challenges of using content analysis to measure social issues in management.

12:30-1:00  Small Group Round Table ‘Research Dilemmas’ Discussions
Presenters will serve as facilitators at 8-10 tables, interacting with audience members to discuss topics of interest. Each table will provide a brief summary of key issues discussed.

1:00-1:10  Conclusion

Please send any questions to the co-organizers Moriah Meyskens (moriah.meyskens@fiu.edu), Lori Kiyatkin (kiyatkin@towson.edu), & Mike Pfarrer (mdpfarrer@gmail.com)
To view the presenters’ slides and updates regarding this topic please visit [http://sites.google.com/site/contentanalysispdw/](http://sites.google.com/site/contentanalysispdw/)

**Selected References**


Neuendorf. The Content Analysis Guidebook [http://academic.csuohio.edu/kneuendorf/content/resources/car.htm](http://academic.csuohio.edu/kneuendorf/content/resources/car.htm)


**Select Content Analysis Programs and Websites**

- [http://www.content-analysis.de/2008/03/11/software-for-content-analysis-a-review.html](http://www.content-analysis.de/2008/03/11/software-for-content-analysis-a-review.html)

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