Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Boston, MA
August 3, 2012 - 8:00AM – 10:00AM

Sponsors: MOC, RM, OMT, OB, BPS, ENT

Co-organizers: Mike Pfarrer, Moriah Meyskens, Lori Kiyatkin

Content Analysis Resources http://www.terry.uga.edu/contentanalysis
Content Analysis in Organizational Research:
Agenda – Part I – 8:00-10:00 am

• 8:00 - Welcome – Please sign in!
• 8:05 – Content Analysis Presentations
  • Brayden King, Northwestern University
  • Jeremy Short, University of Oklahoma
  • Anastasiya Zavyalova, Rice University

• 9:30 – Expert Panel

• 10:00 – Part II – (Pre-registration only)
  • Content Analysis Proposal Feedback

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

What is content analysis?

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.
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Part II – Content Analysis Proposal Feedback (pre-registration only)

AOM – Boston, MA
August 3, 2012 - 10:00 AM – 12:00 PM

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Content Analysis in Organizational Research: Agenda – Part II

- 10:00 – Welcome
- 10:05 – Roundtables
- 11:00 – Quick Break
- 12:00 – Conclude

Special Thanks to the University of Georgia for the catering!

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Roundtables

• **Roundtable 1 – Rhonda Reger & Vilmos Misangyi**
  - Margaret Taylor, Alessandro Piazza, and Lianne Lefsrud

• **Roundtable 2 – Anastasiya Zavyalova & Miles Zachary**
  - Amy Guerber, Sharon Ford, Christi Lockwood, and Liviu Florea

• **Roundtable 3 – Aaron McKenny & Moriah Meyskens**
  - Sam Nelson, Ester Thaara Muoria, and Melita Rant

• **Roundtable 4 – Larry Stimpert & Mike Pfarrer**
  - Birgitte Grogaard, Paulina Junni, Jesse Lee Brown, and Paula Floredu
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Thank you!

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