Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Orlando, FL
August 9, 2013 - 8:00AM – 10:00AM

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

Co-organizers: Moriah Meyskens & Mike Pfarrer

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

• 8:05 – Content Analysis Presentations
  • **Jon Bundy**, University of Georgia
  • **Candy Jones**, Boston College
  • **Rhonda Reger**, University of Tennessee

• 9:30 – Expert Panel and Audience Q&A

• 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 – Orlando, FL
August 9, 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 (snack breaks as needed)
• 12:00 – Conclude

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Roundtables

- **Roundtable 1** – Aaron McKenny & Vilmos Misangyi
  - Sang-Bun Park, Tiffany Moldonado, Alexander Knights

- **Roundtable 2** – Klaus Weber & Miles Zachary
  - Bogdan Prokopovych, Yoojung Ahn, Jane Davies & Gareth Veal

- **Roundtable 3** – Annie Zavyalova & Rhonda Reger
  - Andrew Schnackenberg, Richard Herko & Mark Tribbitt, Ella Glikson

- **Roundtable 4** – Jeremy Short & Mike Pfarrer
  - Jun Ho Lee, Thomas Roulet, Volker Rundhagen, Ana Aranda

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Thank you!

Contact us:
Mike Pfarrer – mpfarrer@uga.edu
Moriah Meyskens - mmeyskens@sandiego.edu

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