Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Vancouver
August 7, 2015 - 8:00AM – 10:00AM

Primary Sponsor: MOC
Co-Sponsors: BPS, OB, RM

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
  • Miles Zachary, West Virginia University
  • Jeremy Short, University of Oklahoma
  • Laura Nelson, Northwestern University
  • Jason Kiley, Oklahoma State University

• 10:00 – Part II (Pre-registration only)

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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 – Proposal Feedback

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August 7, 2015 - 10:00AM-12:00PM

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Roundtables

- **Roundtable 1** – Lorenz Graf-Vlachy, Aaron McKenny, & Jeremy Short
  - Sandhya Balasubramanian, Liyue Yan, Constantine Grivoyannis, & He Gao

- **Roundtable 2** – Jon Bundy & Annie Zavyalova
  - Irina Lock, Mia Maynard, Karen Paul, & Lakshmi Balachandran Nair

- **Roundtable 3** – Jason Kiley & Miles Zachary
  - Grace Augustine, Christian Theuer, & Jacob Miller

- **Roundtable 4** – Laura Nelson & Mike Pfarrer
  - Wei Zheng, Isabel Fernandez-Mateo, Henning Behr and Kerstin Fehre, & Arash Amirkhany

- **Roundtable 5** – Mike Bednar & Moriah Meyskens
  - Amit Jain, Patrick Haack, & Andrew Schnackenberg

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