Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Anaheim
August 5, 2016 - 8:00AM – 10:00AM

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

Co-organizers: Moriah Meyskens & Mike Pfarrer

Content Analysis Resources
http://www.terry.uga.edu/contentanalysis
Content Analysis in Organizational Research:
Part I—Content Analysis Presentations

• **Joseph Harrison**, Texas A&M University
  • *Measuring CEO Personality*

• **Aaron McKenny**, University of Central Florida
  • *CATA Measure Development*

• **Miles Zachary**, West Virginia University
  • *Analyzing CATA Data Using GLM*

• **Federico Aime**, Oklahoma State University
  • *Videometrics*

• **Danny Gamache**, University of Georgia
  • *Validating Dictionaries for Psychological Attributes*

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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

AOM – Anaheim
August 5, 2016 - 10:00AM – 12:00PM

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