10th Anniversary!
Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Chicago
August 10, 2018 - 8:00AM – 10:00AM

Primary Sponsor: MOC
Co-Sponsors: ENT, RM, OMT, STR

Organizers: Moriah Meyskens, Mike Pfarrer, Jason Kiley

Content Analysis Resources
http://www.terry.uga.edu/contentanalysis
Content Analysis Website:
http://www.terry.uga.edu/contentanalysis
# Introducing “In the Rough” PDWs

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<th>Event Title</th>
<th>Developing Skills</th>
<th>Location</th>
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<td><strong>Reviewing in the Rough</strong></td>
<td>Developing reviewing skills</td>
<td>Swissôtel Chicago, Montreux 3</td>
<td>Friday, 08.10.2018</td>
<td>2:30PM - 4:30PM</td>
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<td><strong>Cognition in the Rough</strong></td>
<td>Developing a research project</td>
<td>Swissôtel Chicago, Lucerne I</td>
<td>Saturday, 08.11.2018</td>
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<td><strong>Teaching in the Rough</strong></td>
<td>Developing teaching skills</td>
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<td><strong>Diamonds in the Rough</strong></td>
<td>Developing the scholar</td>
<td>Swissôtel Chicago, Zurich A</td>
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<td>12:30PM - 4:00PM</td>
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<td><strong>Presenting in the Rough</strong></td>
<td>Developing presenting skills</td>
<td>Swissôtel Chicago, Alpine II</td>
<td>Saturday, 08.11.2018</td>
<td>3:30PM - 5:30PM</td>
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New Event...

- **MOC Connecting: Sharing Expertise on MOC Hot Topics**
  - An informal event that gives participants the opportunity to connect with established scholars in their MOC-related research areas.
  - In this session, participants will talk through their research ideas, discuss what’s currently hot in the field, and even make predictions about what will be the next big thing.

**When:** Saturday, August 11th, 4:30-6:30pm  
**Where:** Swissôtel Chicago, Lucerne 1  
**Who:** All are welcome! Show up and have fun! No registration necessary.
“Thinking Afloat”: Drinks & Dessert Social

When? August 11, 2018 (Saturday); 8PM to 11PM

Where? Anita Dee Yacht Charters
Content Analysis in Organizational Research: Part I—Content Analysis Presentations

• Shane Reid, University of Oklahoma
  • CATA in OB and psychology research

• Joyce Wang, University of Missouri
  • Text analysis and NLP in the social media era

• Marvin Hanisch, University of Passau
  • Using mission statements to measure cognitive frames

• Jason Kiley, Oklahoma State University
  • Coding, programming, and execution
Content Analysis in Organizational Research: Techniques and Applications

Part II – Proposal Feedback

AOM – Chicago
August 10, 2018 - 10:00AM – 12:00PM

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