Publishing Papers with Content Analyses

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Today’s Talk

The goal today is to share my experiences publishing papers using content analyses.
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.

CATA – Computer Aided Text Analysis
Stick to the Basics

• The fundamentals of publishing remain:
  • Theoretical contribution
  • Empirical contribution
  • Answering interesting questions

• Two fundamental questions:
  • Is it interesting?
  • Do I believe it?
CATA Dictionaries

• Deductive approaches utilize predefined dictionaries

• Measures the use of language to capture underlying constructs of interest

• Turns qualitative data into quantitative measures
Developing New Dictionaries

• An opportunity to make an empirical contribution
• High bar – to answer “is it believable?”
• Develop a list of words
• Demonstrate content validity
• Demonstrate convergent & discriminant validity

TABLE 1
Regulatory Focus Words

<table>
<thead>
<tr>
<th>Promotion Words</th>
<th>Prevention Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accomplish</td>
<td>Accuracy</td>
</tr>
<tr>
<td>Achieve</td>
<td>Afraid</td>
</tr>
<tr>
<td>Advancement</td>
<td>Careful</td>
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<tr>
<td>Aspiration</td>
<td>Anxious</td>
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<tr>
<td>Aspire</td>
<td>Avoid</td>
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<tr>
<td>Attain</td>
<td>Conservative</td>
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<tr>
<td>Desire</td>
<td>Defend</td>
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<tr>
<td>Earn</td>
<td>Duty</td>
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<tr>
<td>Expand</td>
<td>Escape</td>
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<tr>
<td>Gain</td>
<td>Escaping</td>
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<tr>
<td>Grow</td>
<td>Evade</td>
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<tr>
<td>Hope</td>
<td>Fail</td>
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<tr>
<td>Hoping</td>
<td>Fear</td>
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<tr>
<td>Ideal</td>
<td>Loss</td>
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<tr>
<td>Improve</td>
<td>Obligation</td>
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<tr>
<td>Increase</td>
<td>Ought</td>
</tr>
<tr>
<td>Momentum</td>
<td>Pain</td>
</tr>
<tr>
<td>Obtain</td>
<td>Prevent</td>
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<tr>
<td>Optimistic</td>
<td>Protect</td>
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<tr>
<td>Progress</td>
<td>Responsible</td>
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<tr>
<td>Promoting</td>
<td>Risk</td>
</tr>
<tr>
<td>Promotion</td>
<td>Safety</td>
</tr>
<tr>
<td>Speed</td>
<td>Security</td>
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<tr>
<td>Swift</td>
<td>Threat</td>
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<tr>
<td>Toward</td>
<td>Vigilance</td>
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<tr>
<td>Velocity</td>
<td></td>
</tr>
<tr>
<td>Wish</td>
<td></td>
</tr>
</tbody>
</table>

Our dictionary also captured alternative tenses of the words used.
Using Previously Validated Dictionaries

- Provides added credibility
- Saves times
- Relies on work of others
- May still need to do work to validate the dictionary

Examples:
- Temporal Focus
- Positive/ Negative Emotions
- Regulatory Focus
- Concreteness/ Abstractness
- Big 5 Personality
- Entrepreneurial Orientation
- Etc.. Etc.. Etc..
Choice of Content to Analyze

- Media Report
- Social Media
- Company Published Material
  - Press Releases
  - Annual Reports
  - Conference Call Transcripts
  - 10k Reports
Preventing Reviewer Concerns

• Prepare your manuscript with reviewers in mind

• Justify your:
  o use of content analysis
  o dictionary
  o choice of content to analyze
  o content analysis software

• Demonstrate the robustness of your findings
Responding to Reviewer Concerns

- It takes time
- Show responsiveness
- Look for ways to respond to multiple reviewers with the same changes
- Add supplemental analyses
Conclusions

• Publishing any paper is hard work
• Content analysis provides additional advantages and additional challenges


