

# **Content Analysis in Organizational Research: Techniques and Applications**

## **Part I – Introduction to Content Analysis**

**AOM – Boston, MA**

**August 3, 2012 - 8:00AM – 10:00AM**

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

**Co-organizers:** Mike Pfarrer, Moriah Meyskens, Lori Kiyatkin

*Content Analysis Resources [http://  
www.terry.uga.edu/contentanalysis](http://www.terry.uga.edu/contentanalysis)*

# **Content Analysis in Organizational Research:**

## **Agenda – Part I – 8:00-10:00 am**

- 8:00 - Welcome – Please sign in!
- 8:05 – Content Analysis Presentations
  - **Brayden King**, Northwestern University
  - **Jeremy Short**, University of Oklahoma
  - **Anastasiya Zavyalova**, Rice University
- 9:30 – Expert Panel
- 10:00 – Part II – (Pre-registration only)
  - Content Analysis Proposal Feedback

*Content Analysis Resources <http://www.terry.uga.edu/contentanalysis>*

# Content Analysis Website: [http://www.terry.uga.edu/ contentanalysis](http://www.terry.uga.edu/contentanalysis)

The screenshot shows the homepage of the Terry College of Business Content Analysis website. The header includes the University of Georgia logo, a search bar, and links for the Terry College of Business. The main title "What is *content analysis*?" is prominently displayed in white on a red background. A descriptive text block follows, explaining what content analysis is and its applications. Below this, three main sections are shown: "Research & Methodology", "Workshops & Presentations", and "Resources & Publications", each with a brief description and a "Learn More" button. The footer contains links to the college's PhD program, department of management, and university of Georgia, along with copyright information and the college's logo.

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Content and Textual Analysis Research & Methodology Workshops Resources & Publications Terry College

## 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.

This site is offered as a resource by the Department of Management at the Terry College of Business, University of Georgia. Dr. Mike Pfarrer, professor at the Terry College, has published award-winning research using content analysis techniques, and he is co-organizer of an annual workshop on content analysis. If you'd like to learn more about content analysis, its applications for research, and its implications for business, please contact Dr. Pfarrer.

**Research & Methodology**

Learn more about scholars who utilize content analysis techniques and to see an overview of content analysis methodology.

[Learn More](#)

**Workshops & Presentations**

Researchers convene annually for a Content Analysis Professional Development Workshop in conjunction with the Academy of Management Annual Conference.

This year's conference will be held Friday, August 3, 2012 in Boston, MA.

[Learn More](#)

**Resources & Publications**

Learn more about content analysis resources on the Internet and to see a reference list of books and journal articles.

[Learn More](#)

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The University of Georgia

# **Content Analysis in Organizational Research: Techniques and Applications**

## **Part II –Content Analysis Proposal Feedback (pre-registration only)**

**AOM – Boston, MA  
August 3, 2012 - 10:00AM – 12:00AM**

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**Co-organizers: Mike Pfarrer, Moriah Meyskens, Lori Kiyatkin**

# **Content Analysis in Organizational Research:**

## **Agenda – Part II**

- 10:00 – Welcome
- 10:05 – Roundtables
- 11:00 – Quick Break
- 12:00 – Conclude

*Special Thanks to the University of Georgia for the catering!*

# Roundtables

- **Roundtable 1 – Rhonda Reger & Vilmos Misangyi**
  - Margaret Taylor, Alessandro Piazza, and Lianne Lefsrud
- **Roundtable 2 – Anastasiya Zavyalova & Miles Zachary**
  - Amy Guerber, Sharon Ford, Christi Lockwood, and Liviu Florea
- **Roundtable 3 – Aaron McKenny & Moriah Meyskens**
  - Sam Nelson, Ester Thaara Muoria, and Melita Rant
- **Roundtable 4 – Larry Stimpert & Mike Pfarrer**
  - Birgitte Groggaard, Paulina Junni, Jesse Lee Brown, and Paula Floredu

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**Thank you!**

**Contact us:**

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