

* Content Analysis as an Empirical Research Tool

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* **From Small N Rep Grid
to Large N Content Analysis:
Methods for Studying Cognition and Strategy**

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SMA Meetings

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Early Work

- * Reger & Huff, SMJ, 1993
- * Reger & Palmer, OS, 1996
- * Gustafson & Reger, AOMBP, 1995

- * Structured interviews to uncover mental models
- * Cognitive strategic groups
- * Automatic and controlled categories
- * Organizational Identity

* **Small N Rep Grid**

Early Work

- * Lyles & Reger, JMS, 1993
 - * Cognitive causal mapping of hundreds of pages of interview transcripts
 - * Upward influence in a multi-partner international joint venture
 - * Case study
 - * Short term gains in autonomy may lead to long term loss of autonomy

* Small N Content Analysis

Duriau, Reger & Pfarrer, ORM, 2007

A Content Analysis of the Content Analysis Literature in Organizational Studies: Research Themes, Data Sources, and Methodological Refinements

- * 98 journal articles over 25 years
- * Multiple hand coding
 - * Themes
 - * Topics
 - * Type of Content Analysis
 - * Others

*** Medium N Content Analysis**

* **Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing**

Zavyalova, Pfarrer, Reger, Shapiro; 2012 *Academy of Management Journal*

* **Large N Content Analysis**

Structured Content Analysis

- * CPSC Press Releases
- * Toy recalls by U.S. public companies 1998-2007
- * No Cognitive Theory
- * Assumed to be “Factual Data”

Structured Content Analysis

- * 5,500 Company press releases - Factiva, 944 firm quarters
- * 45 companies, 20 experienced recalls
- * “Mind of the Strategist”
- * Hand-coded

Affective Tone Content Analysis

- * 32,000 articles & web blogs - Lexis-Nexis, LIWC
- * “Eye of the Beholder”
- * Computer-coded

* Large N Content Analysis

- * Toy recalls by U.S. public companies 1998-2007 - CPSC
- * 5,500 press releases - Factiva, hand coding
- * 32,000 articles & web blogs - Lexis-Nexis, LIWC

- * Arellano-Bond estimation (Arellano & Bond, 1991)
 - * Robust to heteroskedasticity and autocorrelation
 - * Similar to DID or Fixed-Effects
 - * Year fixed-effects

- * Endogeneity of announced actions
 - * FE OLS on a matched sample

* Large N Content Analysis

- * Match content analysis methods to research questions
- * Celebrate diversity of methods and approaches
- * Learn from samples from 1 to very large N
- * Large N isn't necessarily better than small N

* Conclusions

Thank you!