

Content Analysis

Professional Development Workshop

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2012 Academy of Management Meeting

Why I use it

- Social perceptions
- Media coverage
- Intangible assets
- Impression Management

An example

- Managing the Message – AMJ, forthcoming
- How wrongdoing affects media coverage
- How firms manage media coverage after own or others' wrongdoing

All variables come from CA

- IV: wrongdoing=product recalls
- DV: media coverage=blogs and articles from Lexis-Nexis
- Moderators: announcements of firm actions=press releases from Factiva

Example 1: wrongdoing (hand coded)

- [CPSC website](#)

	Sheets Charts SmartArt Graphics WordArt												
	A	B	DB	DC	DD	DF	DG	DH	DI	DJ	DK	DL	DM
1	Recall Date	Company	# of toys	\$ min price	\$max price	suffocation /choking	electrical/burn	strangulation/entanglement	injection/lead/benzene	sharp objects/eye injury/laceration	poor construction	misc.	# of incidents
2	6/2/98	Oscar Mayer Foods Corp.	16,000						1				
3		DIAGEO PLC											
4	9/24/87	General Mills	15,000,000			1							4
5	8/19/99	General Mills	139,000	\$6.00	\$6.00		1						3
6		CAMPBELL SOUP CO											
7		BESTFOODS											
8	12/28/88	Kellogg Company	30,000,000			1							
9	3/22/91	Kellogg Company	15,576			1							
10	6/29/00	Kellogg Company	837,000			1							2
11		RALSTON PURINA CO											
12		QUAKER OATS CO											
13		TYSON FOODS INC -CLA											
14	5/30/89	Coca Cola Foods				1							
15		ANHEUSER-BUSCH COS INC											
16	12/18/95	The Gymboree Corp.	2,800	\$8.00	\$8.00	1							
17	7/24/00	The Gymboree Corp.	19,000	\$20.00	\$20.00					1			1
18	10/18/07	The Gymboree Corp.	6,000	\$12.00	\$15.00					1			11
19		HARTMARX CORP											
20		HAGGAR CORP											
21		DONNKENNY INC											
22	10/27/05	Dorel Juvenile Group USA	141,000	\$300.00	\$300.00		1						49
23	6/11/98	Safety 1st	106,000	\$50.00	\$50.00					1			700

Example 2: media coverage (LIWC)

The screenshot shows a web browser window with the LexisNexis Academic & Library Solutions interface. The search results are displayed in a list view, sorted by 'Newest to Oldest'. The results are filtered to show 1-25 of 31 items. The left sidebar contains navigation options like 'View Multiple Groups' and 'Sources by Category'. The main content area lists 15 search results, each with a checkbox, a title, and a brief description of the article.

LexisNexis® Academic

Result Groups

View Multiple Groups ▶

All Results (31)

Sources by Category

- Newspapers (31)
- Magazines & Journals (1)
- Web-based Publications (1)

Publication Name

Subject

Industry

Company

Geography

Language

People

Help

Show List

Sort Newest to Oldest

1-25 of 31

View Tagged

Results

1. [COMPANY NEWS](#)
The New York Times, March 29, 2000, Wednesday, Late Edition - Final, Section C; Page 4; Column 1; Business/Financial Desk, 155 words
2. [Web site no joke to law firm Dot-com lawsuit says humor harms company reputation](#)
The Denver Post, BUSINESS; , 693 words, By Anne Colden, Denver Post Business Writer,
3. [Rhode Island puts good face on Mr. Potato Head salute](#)
The Houston Chronicle, March 24, 2000, Friday, 229 words
4. [MISTER POTATO HEAD](#)
Philadelphia Daily News, MARCH 24, 2000 Friday LATE SPORTS EDITION, BUSINESS MONEYTALK; Pg. 33, 49 words, ASSOCIATED PRESS
5. [MR. POTATO HEAD GREETES R.I. TOURISTS](#)
Pittsburgh Post-Gazette (Pennsylvania), March 24, 2000, Friday,, NATIONAL,, 290 words, DAVID RISING THE ASSOCIATED PRESS
6. [PLAYLIST](#)
USA TODAY, March 24, 2000, Friday,, 72 words
7. [BE DR. LAURA: GAME LETS YOU PREACH, NAG](#)
Buffalo News (New York), March 14, 2000, Tuesday, CITY EDITION, LIFESTYLES, Pg. 1C, 883 words, LAURI GITHENS; News Staff Reporter
8. [THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Accounts](#)
The New York Times, March 14, 2000, Tuesday, Late Edition - Final, Section C; Page 15; Column 1; Business/Financial Desk , 304 words, By Stuart Elliott
9. [AUTHORS GO TO COURT ON KIDS' BOOKS U. S. JUDGE TO RULE ON 'HARRY POTTER'](#)
Philadelphia Daily News, MARCH 8, 2000 Wednesday LATE SPORTS EDITION, BUSINESS MONEYTALK; Pg. 31, 505 words, Jim Smith, Daily News Staff Writer
10. [Navajo action figure Code Talkers join G.I. Joe](#)
The Denver Post, A SECTION; , 317 words, By The Associated Press,
11. [JFK: hero and action figure](#)
San Antonio Express-News (Texas), February 26, 2000, Saturday, 169 words
12. [WWII JFK DRAFTED AS REAL-LIFE G.I. JOE](#)
Daily News (New York), February 24, 2000, Thursday, 190 words, By OWEN MORITZ DAILY NEWS STAFF WRITER
13. [A JFK action figure coming from Hasbro](#)
Orange County Register (California), February 24, 2000 Thursday, 159 words, Bloomberg News
14. [Hasbro signs deal to manufacture JFK GI Joe](#)
San Antonio Express-News (Texas), February 24, 2000, Thursday, 258 words, Rachel Zoll
15. [L.A. police corruption inquiry gets FBI help](#)
St. Petersburg Times (Florida), February 24, 2000, Thursday, 0 South Pinellas Edition, NATIONAL - IN BRIEF, Pg. 5A, 686 words

Categories

Standard & Punctuation

Categories 1

Categories 2

Categories 3

- | | |
|--|--|
| <input checked="" type="checkbox"/> Anger | <input checked="" type="checkbox"/> Biological processes |
| <input checked="" type="checkbox"/> Sadness | <input checked="" type="checkbox"/> Body |
| <input checked="" type="checkbox"/> Cognitive processes | <input checked="" type="checkbox"/> Health |
| <input checked="" type="checkbox"/> Insight | <input checked="" type="checkbox"/> Sexual |
| <input checked="" type="checkbox"/> Causation | <input checked="" type="checkbox"/> Ingestion |
| <input checked="" type="checkbox"/> Discrepancy | <input checked="" type="checkbox"/> Relativity |
| <input checked="" type="checkbox"/> Tentativeness | <input checked="" type="checkbox"/> Motion |
| <input checked="" type="checkbox"/> Certainty | <input checked="" type="checkbox"/> Space |
| <input checked="" type="checkbox"/> Inhibition | <input checked="" type="checkbox"/> Time |
| <input checked="" type="checkbox"/> Inclusion | <input checked="" type="checkbox"/> Work |
| <input checked="" type="checkbox"/> Exclusion | <input checked="" type="checkbox"/> Achievement |
| <input checked="" type="checkbox"/> Perceptual processes | <input checked="" type="checkbox"/> Leisure |
| <input checked="" type="checkbox"/> Seeing | <input checked="" type="checkbox"/> Home |
| <input checked="" type="checkbox"/> Hearing | <input checked="" type="checkbox"/> Money |
| <input checked="" type="checkbox"/> Feeling | <input checked="" type="checkbox"/> Religion |

All off

All on

These off

These on

OK

Dictionary: Internal2007

Categories: Internal2007

Segmentation: Delimited by: Copyright

Filename	Seg	WC	WPS	Sixltr	Dic	Numerals	funct	pronoun
1998 1Q LN Action Products Intl.doc1			544	18.13	27.94	68.57	7.54	37
1998 1Q LN Action Products Intl.doc2			24	24.00	33.33	29.17	12.50	8.
1998 2Q LN Action Products Intl.doc1			558	16.91	29.21	67.56	7.17	34
1998 2Q LN Action Products Intl.doc2			1017	10.38	29.79	56.44	24.58	23
1998 2Q LN Action Products Intl.doc3			1093	8.61	23.79	41.63	34.77	14
1998 2Q LN Action Products Intl.doc4			968	11.26	30.06	51.24	24.07	21
1998 2Q LN Action Products Intl.doc5			1924	10.87	36.33	41.58	19.59	9.
1998 2Q LN Action Products Intl.doc6			1198	13.93	28.96	61.77	12.94	28
1998 2Q LN Action Products Intl.doc7			891	11.28	28.28	50.06	26.15	19
1998 2Q LN Action Products Intl.doc8			552	16.73	28.26	64.31	5.80	30
1998 2Q LN Action Products Intl.doc9			561	14.76	31.55	66.67	5.17	33
1998 2Q LN Action Products Intl.doc10			1269	16.48	25.53	69.98	3.39	39
1998 2Q LN Action Products Intl.doc11			140	140.00	24.29	45.71	15.71	10
1998 4Q LN Action Products Intl.doc1			535	13.72	28.41	65.05	11.59	31
1998 4Q LN Action Products Intl.doc2			567	15.32	32.45	68.78	5.29	32
1998 4Q LN Action Products Intl.doc3			33	33.00	33.33	36.36	15.15	6.
1999 4Q LN Action Products Intl.doc1			618	14.05	19.74	65.53	4.69	39
1999 4Q LN Action Products Intl.doc2			24	24.00	29.17	41.67	12.50	12
2004 4Q LN Action Products Intl.doc1			163	11.64	29.45	61.96	11.04	22
2004 4Q LN Action Products Intl.doc2			20	6.67	20.00	45.00	15.00	0.
2008 3Q LN Action Products Intl.doc1			139	17.38	28.06	58.99	7.91	25
2008 3Q LN Action Products Intl.doc2			403	26.87	30.27	70.97	3.23	43
2008 3Q LN Action Products Intl.doc3			9	9.00	33.33	33.33	11.11	11
2008 3Q LN Action Products Intl.doc4			32	32.00	21.88	62.50	15.62	15

Example 3: firm actions (Factiva, hand coded)

The screenshot shows the Factiva search interface. At the top left is the Factiva logo. On the right, there are links for 'Settings/Tools', 'DJ Idea Share', 'Logout', and 'Support'. Below the logo is a navigation bar with 'Search', 'Alerts', 'News Pages', and 'Companies/Markets'. A secondary navigation bar includes 'Simple Search', 'Search Builder', 'Saved Searches', and 'Direct Link'. The main search bar contains the criteria: 'DATE: 01/01/2004 to 03/31/2004 SOURCE: Business Wire - All sources Or P...' and a 'Modify Search' button. Below the search bar, there are filters for 'Dow Jones (0)', 'All', 'Publications (5)', 'Web News (0)', 'Blogs (0)', 'Pictures (0)', and 'Multimedia (0)'. A toolbar with icons for viewing, printing, and saving is visible. On the left side, there are three filter sections: 'Companies' (RC2 Corp: 5, Universal Studios: 1), 'Industries' (Passenger Cars: 3, Specialty Stores: 3, Retail/Wholesale: 1, Automobiles: 1), and 'Keywords' (looking statements, vehicle replicas, learning curve john deere, universal studios, fourth quarter la petite net sales, tuner car curt stoelting). The main content area shows 'Article 3' with a 'Listen to Article' and 'Share' option. The article text reads: 'HD RC2 Corporation Strengthens Brand Portfolio in 2004 with fresh Product Line Debut at American International Toy Fair'. It includes metadata: 'WC 926 words', 'PD 11 February 2004', 'ET 10:11 AM', 'SN PR Newswire (U.S.)', 'SC PRN', 'LA English', and 'CY Copyright © 2004 PR Newswire Association LLC. All Rights Reserved.' The article body starts with 'LP BOLINGBROOK, Ill., Feb. 11 /PRNewswire-FirstCall/ -- Building on its success in 2003, RC2 Corporation strengthens its portfolio further with an exciting line-up of innovative products and brands for 2004 which debuts this weekend at The American International Toy Fair in New York.' and continues with a quote from Curtis Stoelting, CEO of RC2.

FACTIVA Settings/Tools DJ Idea Share Logout Support

Search Alerts News Pages Companies/Markets

Simple Search Search Builder Saved Searches Direct Link

Search DATE: 01/01/2004 to 03/31/2004 SOURCE: Business Wire - All sources Or P... MORE Modify Search

Dow Jones (0) All Publications (5) Web News (0) Blogs (0) Pictures (0) Multimedia (0)

Return to Headlines Display Options

Companies

- RC2 Corp 5
- Universal Studios 1

Industries

- Passenger Cars 3
- Specialty Stores 3
- Retail/Wholesale 1
- Automobiles 1

Keywords

- looking statements
- vehicle replicas
- learning curve john deere
- universal studios
- fourth quarter la petite net sales
- tuner car curt stoelting

Article 3

Listen to Article Share

HD RC2 Corporation Strengthens Brand Portfolio in 2004 with fresh Product Line Debut at American International Toy Fair

WC 926 words

PD 11 February 2004

ET 10:11 AM

SN PR Newswire (U.S.)

SC PRN

LA English

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LP BOLINGBROOK, Ill., Feb. 11 /PRNewswire-FirstCall/ -- Building on its success in 2003, RC2 Corporation strengthens its portfolio further with an exciting line-up of innovative products and brands for 2004 which debuts this weekend at The American International Toy Fair in New York.

RC2 believes its success can be attributed to their unique position in the industry. Curtis Stoelting, CEO of RC2 states, "We are all about 'play' ... not just toys or collectibles, but about passionate play for people of all ages. Our goal is to make products that compel passionate play, and this distinguishing difference helps us maintain our competitive edge in a changing marketplace."

CATA vs. Hand-Coding

- CA pros:

- Saves time
- Reliable

- CA cons:

- No in-depth knowledge of the text
- Incorrect interpretations

- HC pros:

- Human Interpretation
- Context familiarity

- HC cons:

- Time consuming
- Unreliable

Lessons learned

- DO:
 - Justify source selection
 - Familiarize yourself with the texts
 - Complement your expertise
 - Have IRR
 - Prepare to spend 9x more time
 - Save your data
- DON'T:
 - Use untrained assistants
 - Start the project with predetermined answers