Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Atlanta
August 4, 2017 - 8:00AM – 10:00AM

Primary Sponsor: MOC
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Co-organizers: Moriah Meyskens & Mike Pfarrer

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

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Content Analysis in Organizational Research:
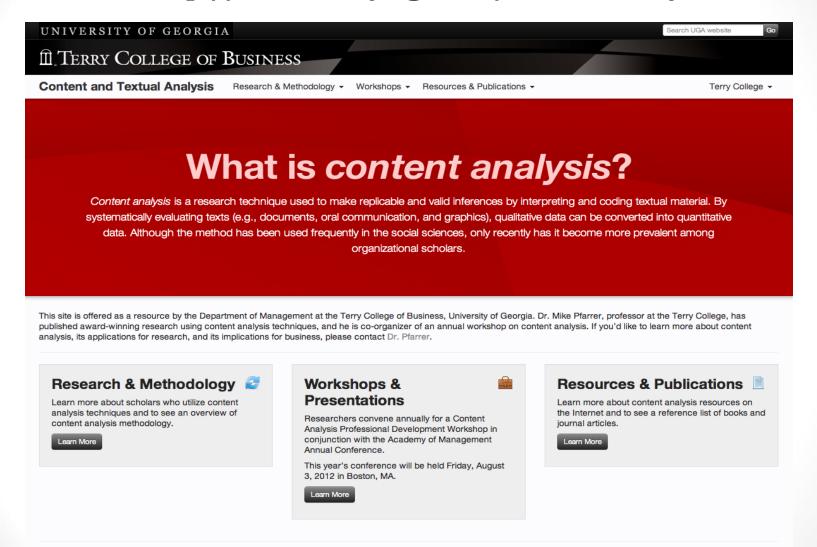## Part I—Content Analysis Presentations

- **Aaron Anglin,** Texas Christian University
    - *Measuring Family Influence in Family Firms*
- **Tim Hubbard,** University of Notre Dame
    - *Using Mturk and Big Data*
- **Andreas König,** University of Passau
    - *Metaphor Analysis in Top Executive Communication*
- **John Busenbark,** University of Georgia
    - *Endogeneity in content analyses*

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Part II – Proposal Feedback

AOM – Atlanta
August 4, 2017 - 10:00AM – 12:00PM

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