# 11ᵗʰ Annual Content Analysis in Organizational Research: Techniques and Applications

## Part I – Introduction to Content Analysis

**AOM – Boston**
**August 9, 2019  - 1:45 pm  – 3:15 pm**

**Primary Sponsor:** MOC
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**Organizers:** Jason Kiley, Mike Pfarrer

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

**Terry College of Business**
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# Content Analysis Website:
## http://www.terry.uga.edu/contentanalysis

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

- **Joseph Harrison,** Texas Christian University
  - *Language Tools and Validation*

- **Aaron McKenny,** University of Indiana
  - *Words Can Weight*

- **Laura Nelson,** Northeastern University
  - *Measuring Meaning in Big Data*

- **Tim Hubbard,** University of Notre Dame
  - *CATA Advances Using Machine and Deep Learning*

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# Content Analysis in Organizational Research: Techniques and Applications

## Part II – Proposal Feedback

**AOM – Boston**
**August 9, 2019  - 3:15 pm – 4:45 pm**

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# Roundtables

**Table 1**
**Experts:** Tim Hannigan, Jeremy Short
**Authors:** Andrea Lo Verso, Thomas Ngo

**Table 2**
**Experts:** Abbie Oliver, Joyce Wang
**Authors:** Harry Kuhn, Ninja Janardhanan

**Table 3**
**Experts:** Aaron McKenny, Danny Gamache
**Authors:** Philipp Becker, Matthias Schulz

**Table 4**
**Experts:** John Busenbark, Rhonda Reger, Shane Reid
**Authors:** Jung Yoon Jang, Viktor Dörfler

**Table 5**
**Experts:** Jon Bundy, Mike Pfarrer
**Authors:** Stephen Smulowitz, Jung-Hoon Han

**Table 6**
**Experts:** Aaron Anglin, Miles Zachary, Tim Hubbard
**Authors:** Connor Lubojacky, Brendan Boler

**Table 7 (Code)**
**Experts:** Laura Nelson, Jason Kiley, Joseph Harrison
**Authors:** Jeremy Cox, Maximilian Weis