Publishing Papers with Content Analyses

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Today's Talk

The goal today is to share my experiences publishing papers using content analyses.

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.

CATA – Computer Aided Text Analysis

Stick to the Basics

- The fundamentals of publishing remain:
  - Theoretical contribution
  - Empirical contribution
  - Answering interesting questions

- Two fundamental questions:
  - Is it interesting?
  - Do I believe it?

CATA Dictionaries

- Deductive approaches utilize predefined dictionaries
- Measures the use of language to capture underlying constructs of interest
- Turns qualitative data into quantitative measures

Developing New Dictionaries

- An opportunity to make an empirical contribution
- High bar – to answer "is it believable?"
- Develop a list of words
- Demonstrate content validity
- Demonstrate convergent & discriminant validity

TABLE 1
Regulatory Focus Words

Promotion Words	Prevention Words
Accomplish	*Accuracy*
Achieve	*Afraid*
Advancement	*Careful*
Aspiration	*Anxious*
Aspire	*Avoid*
Attain	*Conservative*
Desire	*Defend*
Earn	*Duty*
Expand	*Escape*
Gain	*Escaping*
Grow	*Evade*
Hope	*Fail*
Hoping	*Fear*
Ideal	*Loss*
Improve	*Obligation*
Increase	*Ought*
Momentum	*Pain*
Obtain	*Prevent*
Optimistic	*Protect*
Progress	*Responsible*
Promoting	*Risk*
Promotion	*Safety*
Speed	*Security*
Swift	*Threat*
Toward	*Vigilance*
Velocity	
Wish	

Our dictionary also captured alternative tenses of the words used.

Using Previously Validated Dictionaries

- Provides added credibility
- Saves times
- Relies on work of others
- May still need to do work to validate the dictionary

Examples:

- Temporal Focus
- Positive/ Negative Emotions
- Regulatory Focus
- Concreteness/ Abstractness
- Big 5 Personality
- Entrepreneurial Orientation
- Etc.. Etc.. Etc..

Choice of Content to Analyze

- Media Report
- Social Media
- Company Published Material
  - Press Releases
  - Annual Reports
  - Conference Call Transcripts
  - 10k Reports

ComputerCo Enters The Mini-Computer Market with their First Seven Inch Netbook

World's Smallest Fully Functional Netbook

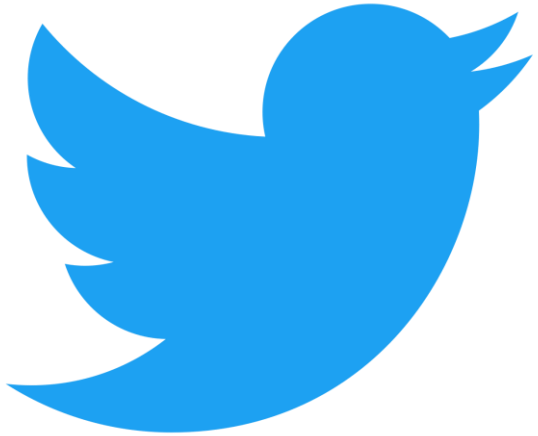
Houston, T.X. - ComputerCo today announced the worldwide release of the MiniCo 7 (http://www.computerco.com/minico7), the world's first seven inch netbook, that combines the best in connectivity, style and entertainment features from ComputerCo's bigger laptop computers in a smaller package to bring users the next level in mini-computing.

"Consumers have been for more affordable and smaller portable computing devices, and we've responded by introducing our smallest ever computer, making mini-computing more usable and redefining today's market," said Maria Williams, Vice President, New Product Development, ComputerCo. "Throughout our company, we have strived to give customers the best possible experience with the smallest usable netbook on the market."

Performance and Portability

Whether it's looking at photos, playing music, emailing or surfing the web, consumers want smaller and more portable PCs. The MiniCo 7 raises the bar for netbook computing. For the first time ever, netbook users can enjoy high definition video with smooth playback.

"The MiniCo 7 features a powerful processor that delivers functionality normally found in bigger laptops at a lower price point and smaller size," said Frank Smith, Operations Manager, ComputerCo. "This little netbook is perfect for watching movies, playing games, and even editing photos or videos."



Preventing Reviewer Concerns

- Prepare your manuscript with reviewers in mind
- Justify your:
  - use of content analysis
  - dictionary
  - choice of content to analyze
  - content analysis software
- Demonstrate the robustness of your findings

Responding to Reviewer Concerns

- It takes time
- Show responsiveness
- Look for ways to respond to multiple reviewers with the same changes
- Add supplemental analyses

Conclusions

- Publishing any paper is hard work
- Content analysis provides additional advantages and additional challenges

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