# RECENT TRENDS AND NEW DIRECTIONS IN CONTENT ANALYSIS METHODS IN BUSINESS RESEARCH

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# AGENDA

Content Analysis Defined and Trends

Data Types for Content Analysis

A Toolkit for Research Using Content Analysis

# CONTENT ANALYSIS DEFINED

- "Any methodological measurement applied to text (or other symbolic materials) for social science purposes" (Shapiro & Markoff, 1997, p. 14)
- A class of methods at the intersection of the qualitative and quantitative traditions
- Content analysis is to words (and other unstructured data) as statistical analysis is to numbers.

# COMMON TYPES OF CONTENT ANALYSIS

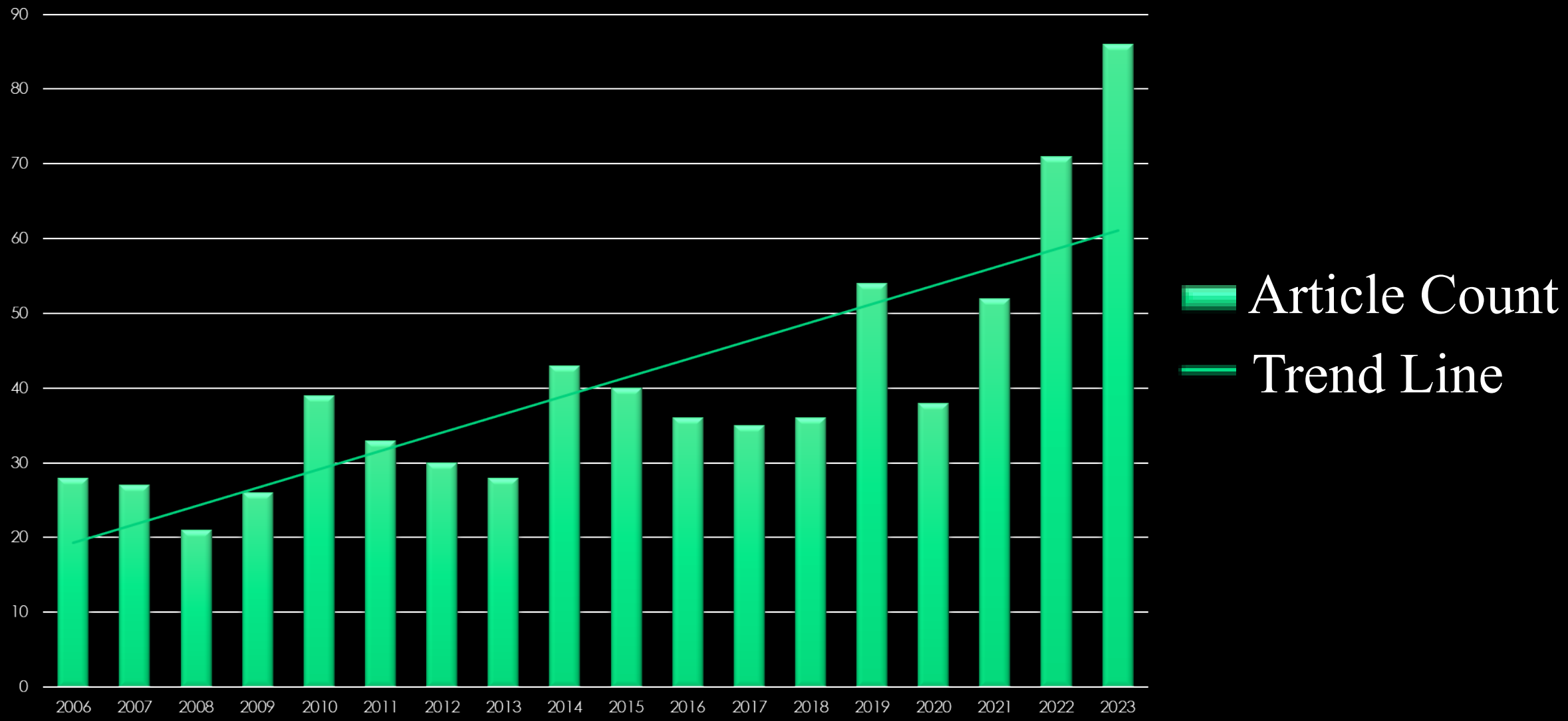
## Qualitative Content Analyses

- grounded theorizing (Glaser, 2002)
- narrative analysis (Riessman, 1993)
- discourse analysis (Brown & Yule, 1983)
- rhetorical analysis (Selzer, 2003)
- conversation analysis (Hutchby & Wooffitt, 2008; Sudnow, 1972)

## Quantitative Content Analyses

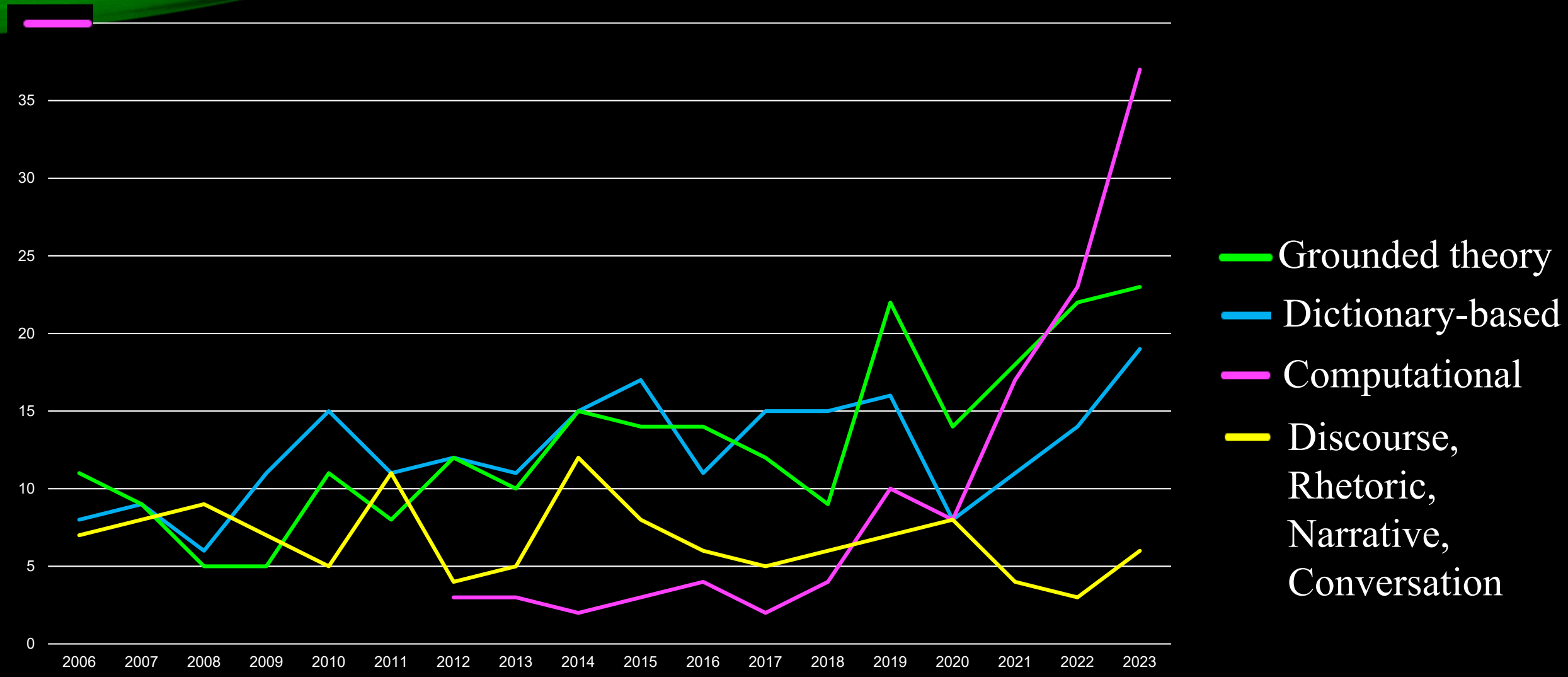
- dictionary-based approaches (Short & Palmer, 2008)
  - bag-of-words
  - computational content analysis
- topic modeling (Hannigan, et al., 2019)
- natural language processing (Harrison, Thurgood, Boivie, & Pfarrer, 2020)

# CORPUS OF ARTICLES IN OUR SLR



# INTERPRETATION

# ANALYSIS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Grounded theory
Dictionary-based
Computational
Discourse, Rhetoric, Narrative, Conversation

TEXT
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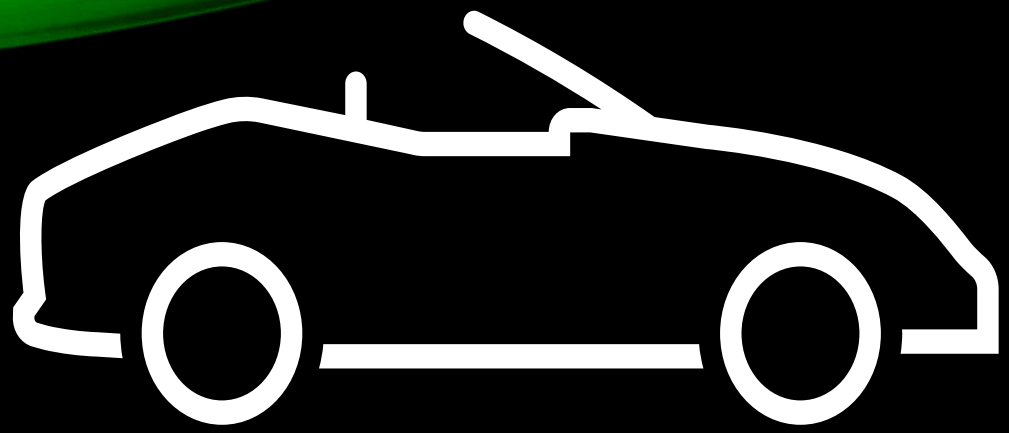
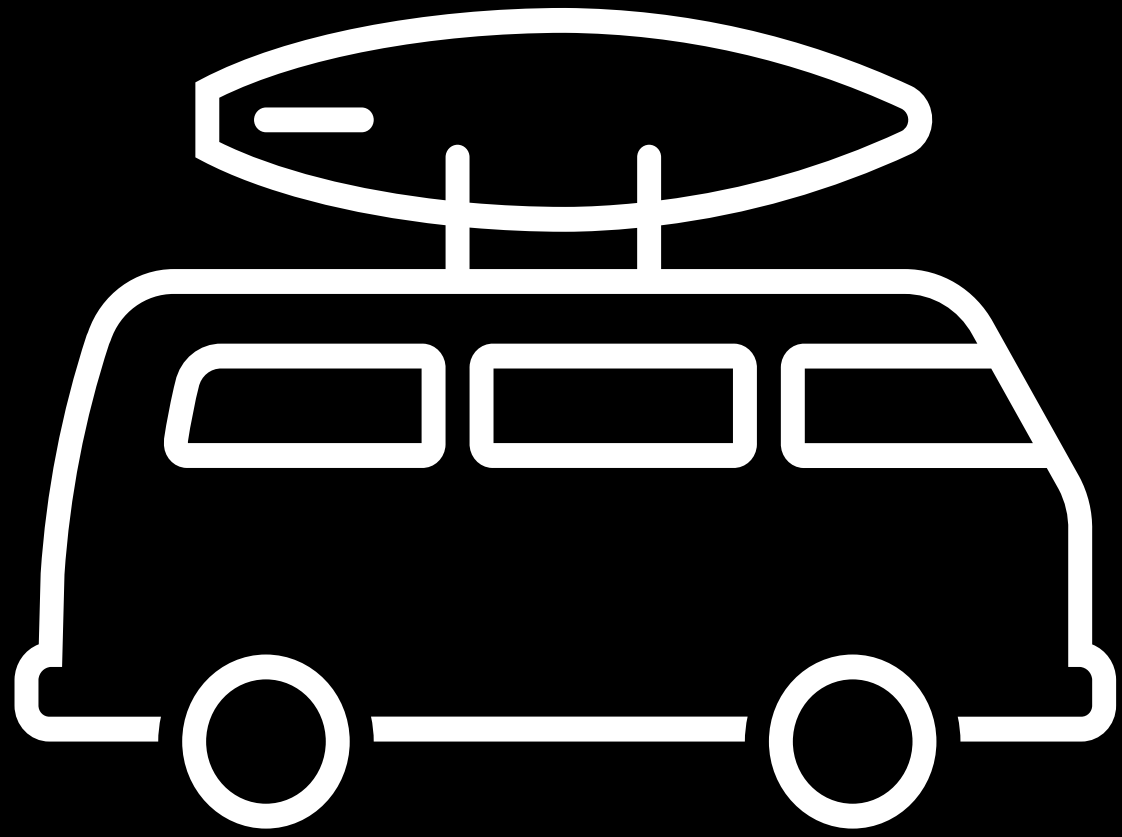
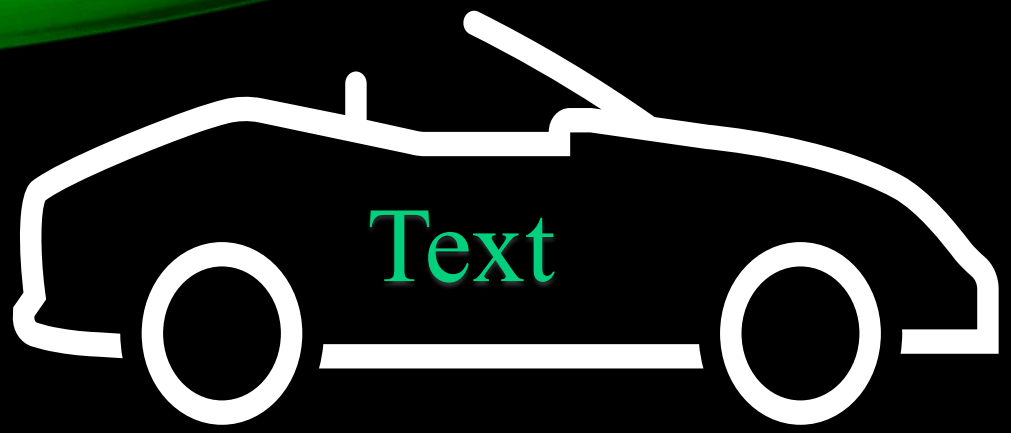
DATA



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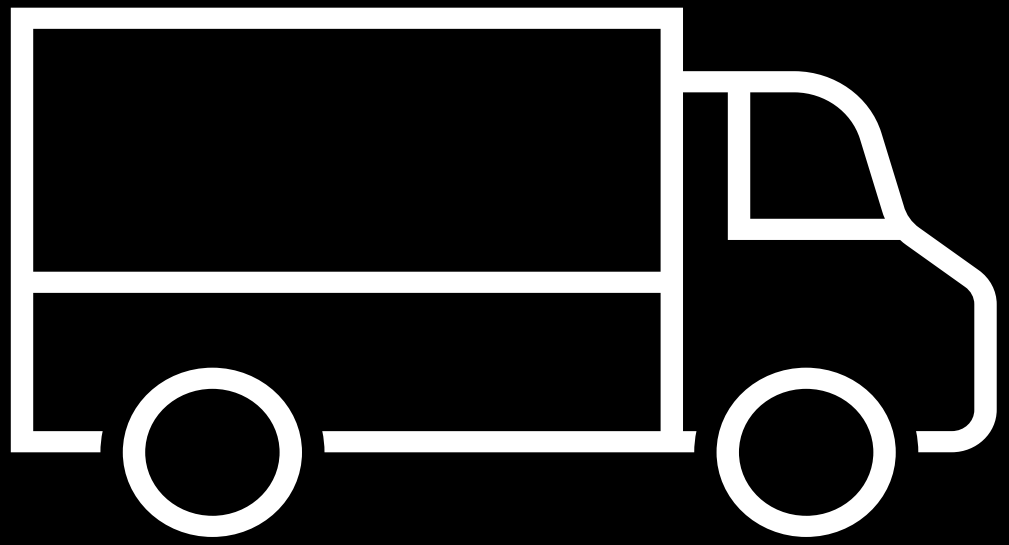

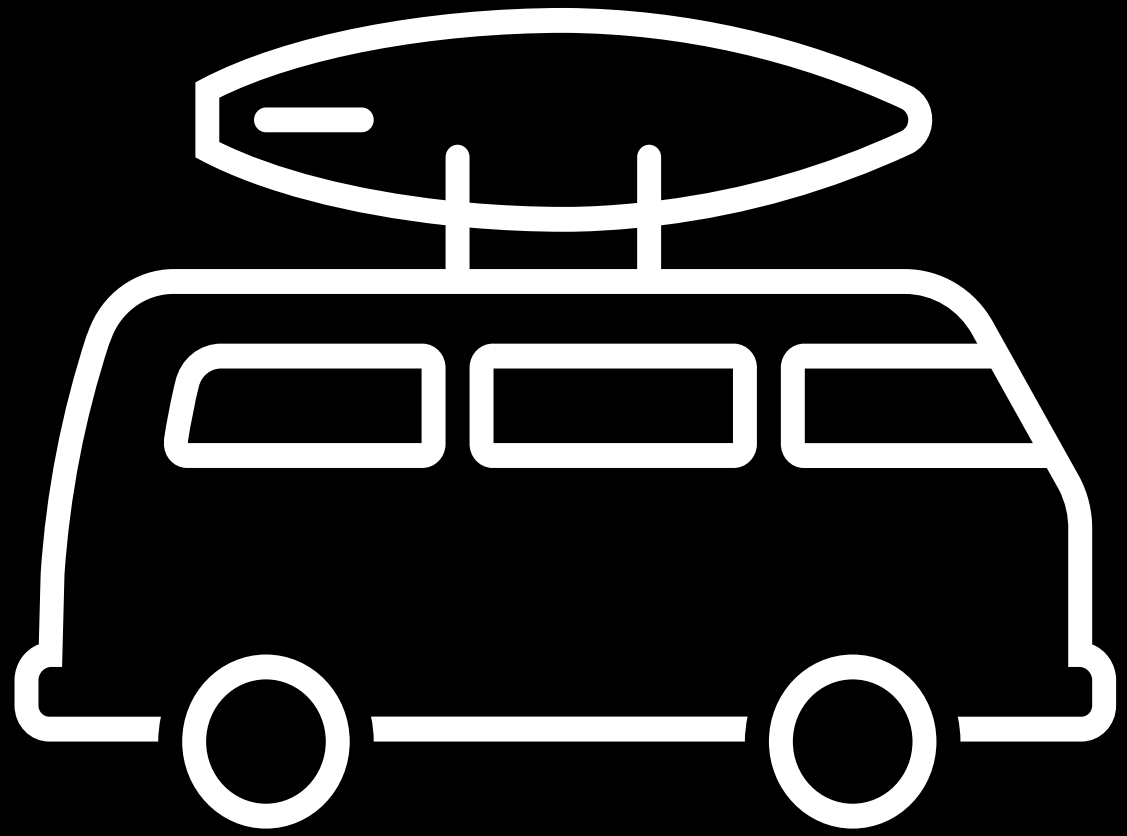

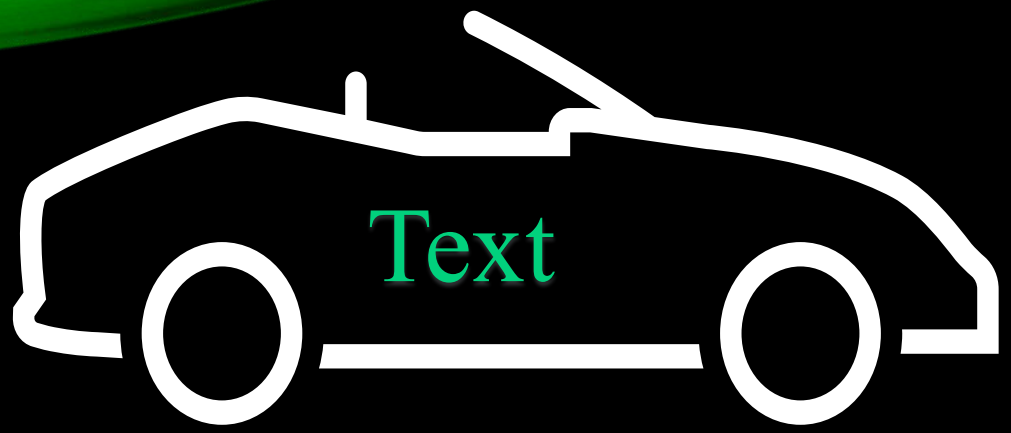
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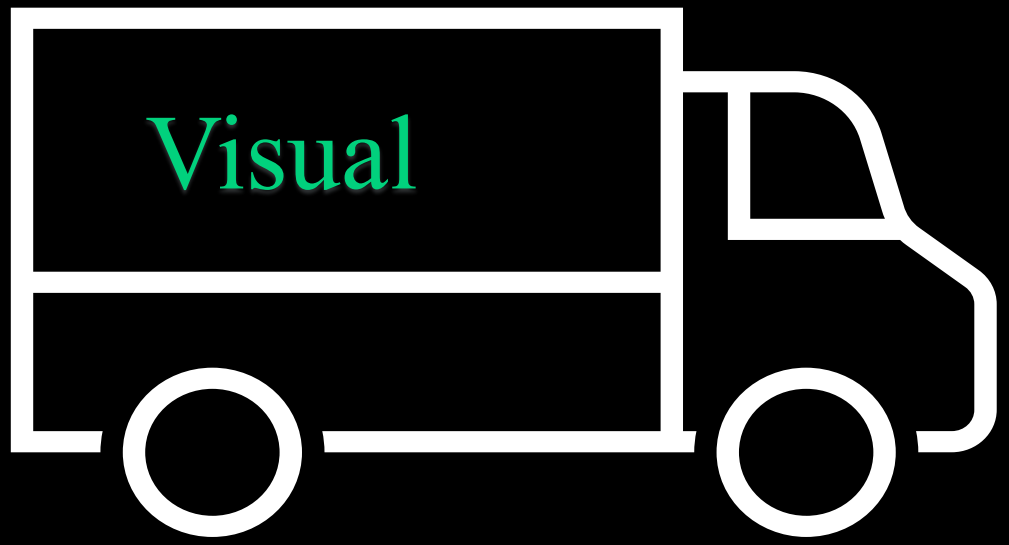
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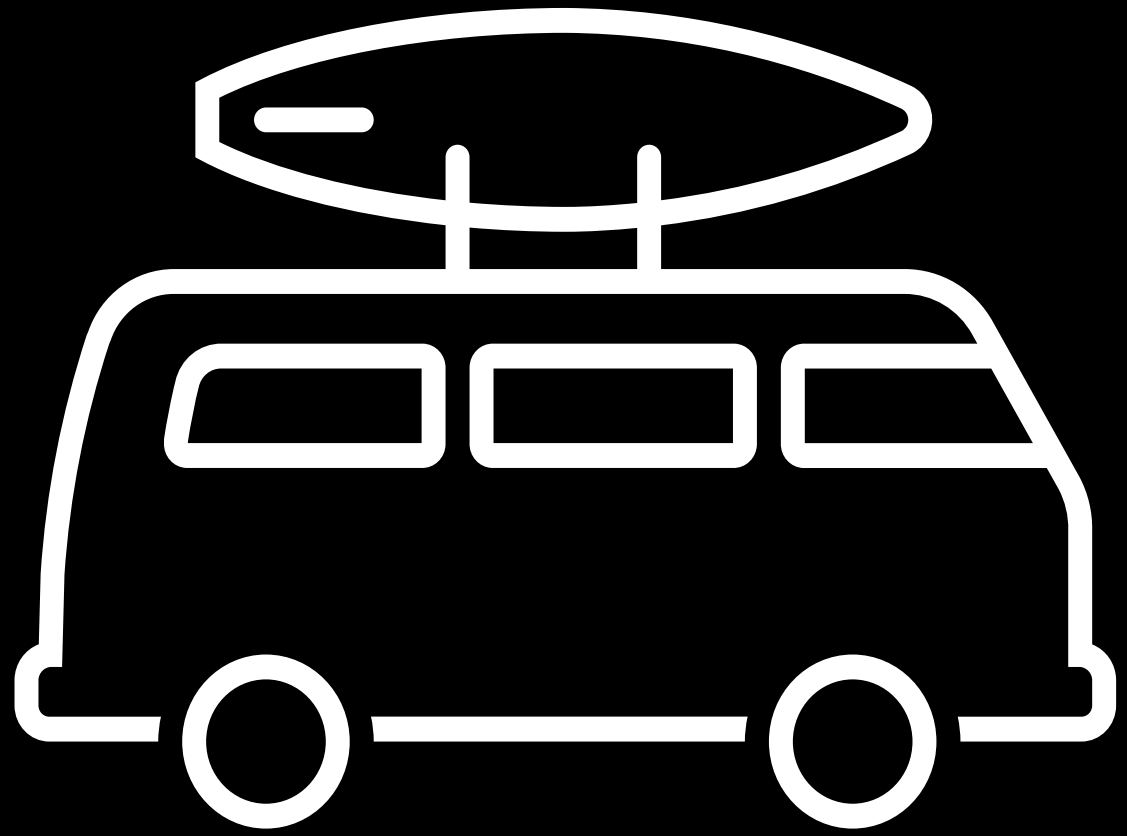

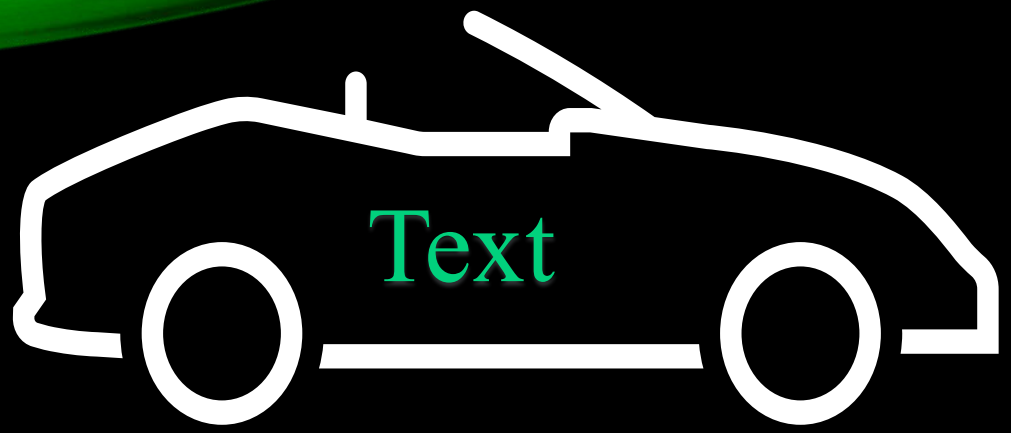
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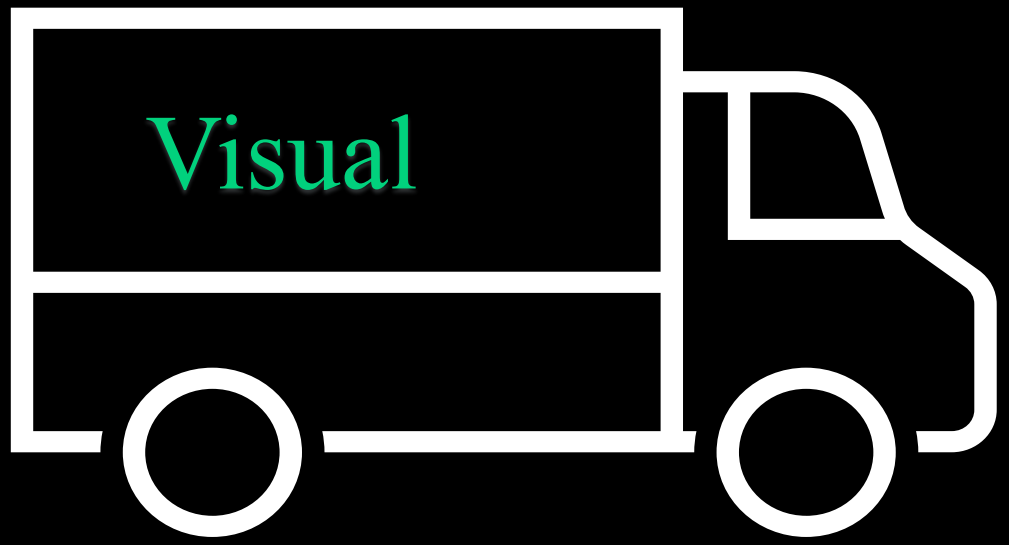

Visual

Auditory

Contents lists available at ScienceDirect

Journal of Business Venturing Insights

journal homepage: www.elsevier.com/locate/jbvi

# Got ink, get paid? Exploring the impact of tattoo visibility on crowdfunding performance

You are beautiful, slip into something more fabulous with Lily Guilder Design.

Founders from left to right: Ryan Balicki, Jeremy Lewis, Shaun Koltuniak (Photo by Grady Chambless)

# VISUAL & AUDITORY CONTENT

- Gestures

  *(Clarke, Cornelissen, & Healey, 2019)*

- Videos

  *(Jarvis, Goodrick, & Hudson, 2019)*

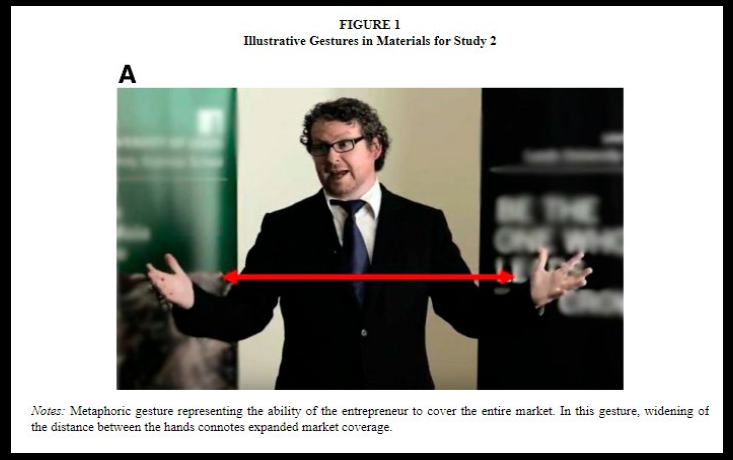


FIGURE 1
Illustrative Gestures in Materials for Study 2

A

*Notes:* Metaphoric gesture representing the ability of the entrepreneur to cover the entire market. In this gesture, widening of the distance between the hands connotes expanded market coverage.

FIGURE 4
Exemplar Still Frames from Video used by AROs in Planting Seeds[6]



- Tone of voice *(Weinstein, Zougkou, & Paulmann, 2018)*
- Voice pitch and speech rate *(De Waele, Claeys, & Cauberghe, 2019)*
- Receptive tone *(Tewfik, 2022)*

# RHETORICAL ANALYSIS

## Instrumental Discourse

- Persuade audiences

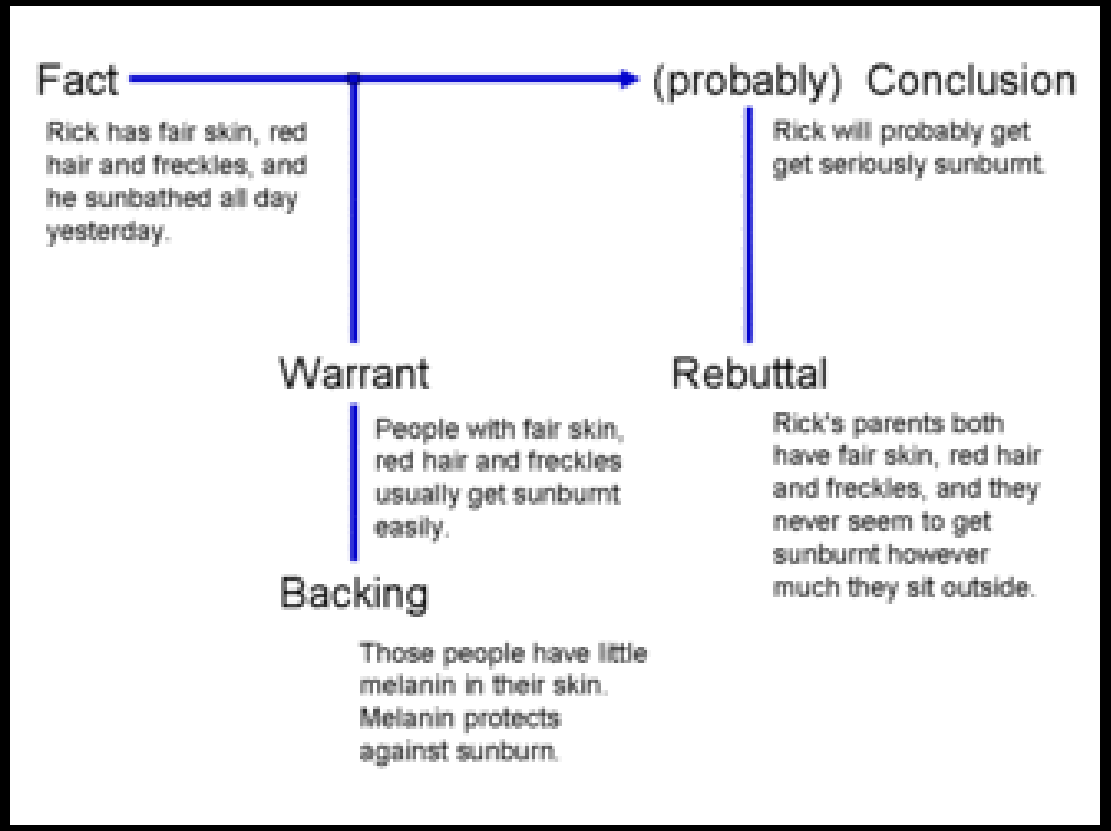
(Bizzell &Herzberg, 1990; Gill & Whedbee, 1997; Herrick, 2001)

## Appeals Approach:

- Ethos, Logos, Pathos

(Aristotle, 1991; Browning & Hartelius, 2018; Green, 2004)

# RHETORICAL ANALYSIS

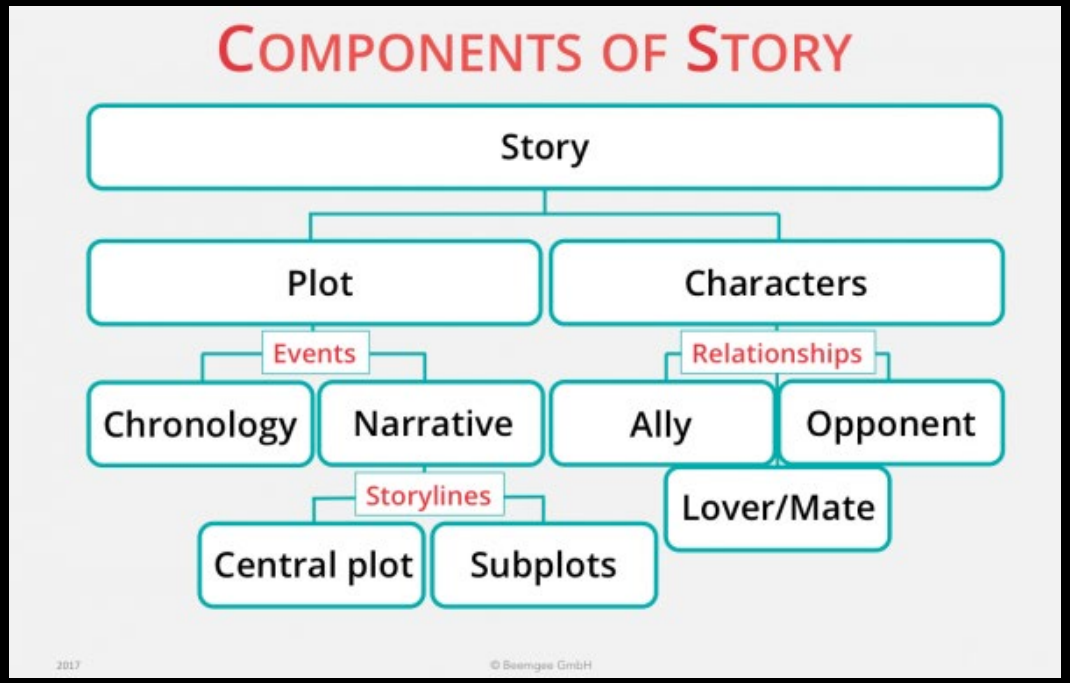



## Argument Approach:

- Anatomy of an argument

(Toulmin, 1958; Harmon, 2019; Sorsa & Vaara, 2020)

# NARRATIVE ANALYSIS




## Narrative Story → What is Told

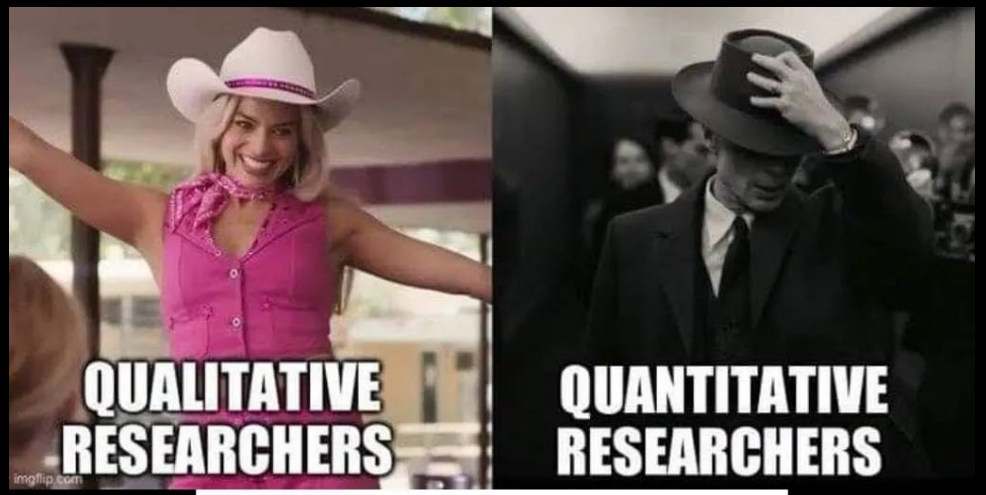
- Main Characters
- Secondary Characters
  - Mirrors and Foils
  - Allies and Opponents
- Plots AKA Storylines

## Narrative Discourse → How it's Told

- Narrator
- Narratee

(Bailey, Madden, Alfes & Fletcher, 2017; Fenton & Langley, 2011; Vaara, Sonenshein, & Boje, 2016)

# DIVERSE RESEARCH TEAMS AND MIXED METHODS



What questions can we answer for you?

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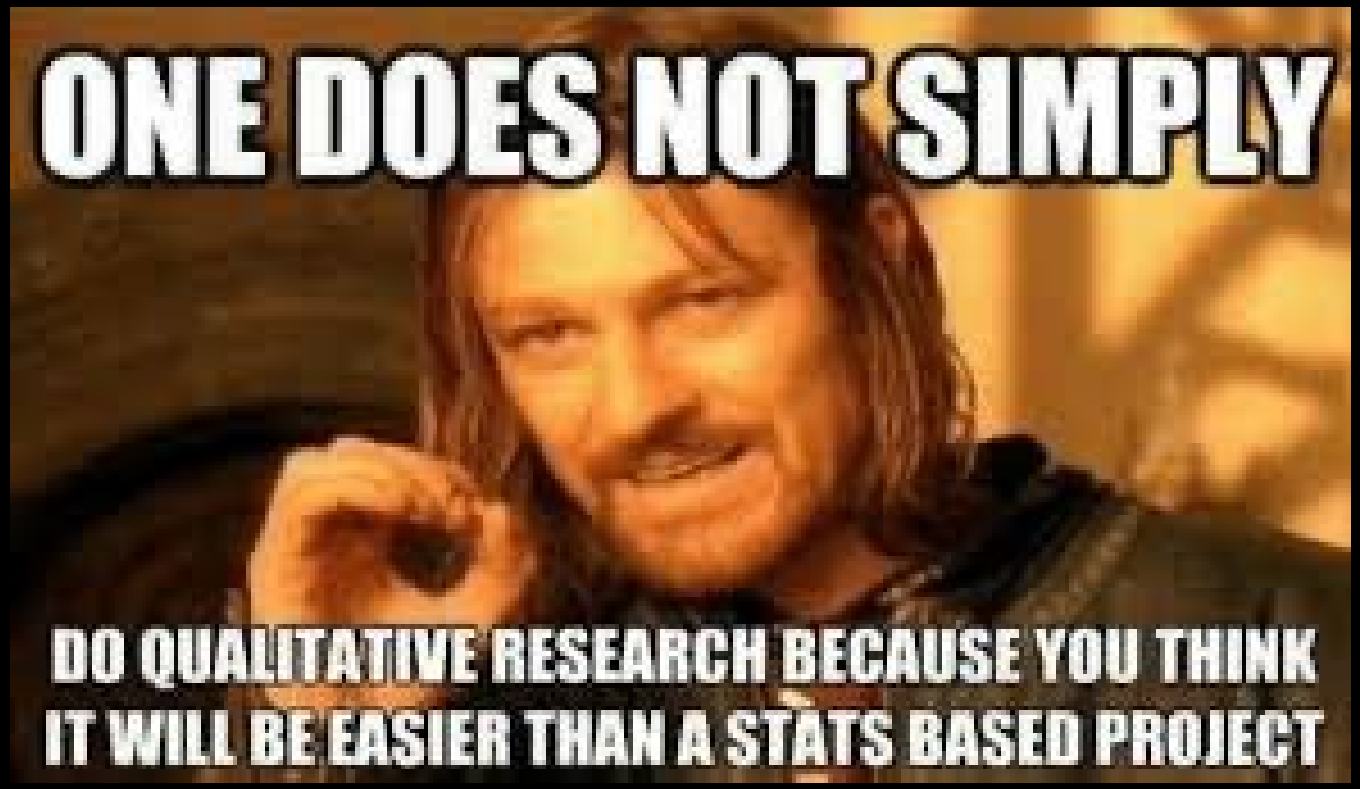
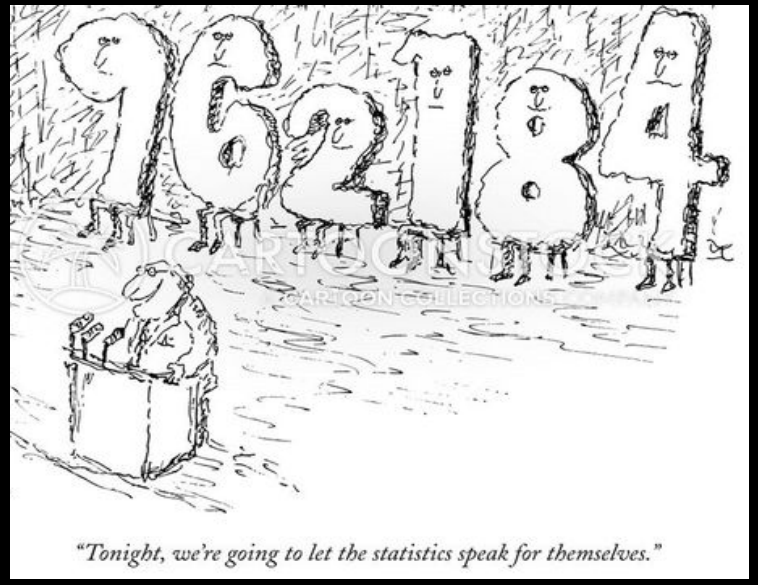

ONE DOES NOT SIMPLY
DO QUALITATIVE RESEARCH BECAUSE YOU THINK
IT WILL BE EASIER THAN A STATS BASED PROJECT

# MINDLESS APPLICATION OF ANY METHOD IS BAD




"Tonight, we're going to let the statistics speak for themselves."

"We have lots of information technology. We just don't have any information."