**16th Annual AOM Content and Text Analysis in Organizational Research:**

**Techniques and Applications**

**Professional Development Workshop (#10276)**

**Sheraton Grand Chicago in Sheraton Ballroom II**

**Friday, August 9, 11:30AM – 2:30PM (CDT)**

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**Part I (11:30-1:00): Content Analysis Techniques and Applications**

**(No registration required)**

**Part II (1:00-2:30): Roundtable Workshop**

**(Please submit proposal by July 15 to** [**https://forms.gle/2boC7ZjW1nr6cJdq6**](https://forms.gle/2boC7ZjW1nr6cJdq6)**)**

Are you using content analysis techniques and applications in your research? Would you like to learn more about this widely applicable methodology and discuss your work with major scholars in the field? Please join us for the 16th annual Content Analysis PDW on Friday, August 9 at the Academy of Management Annual Meeting.

Part I of the PDW (11:30-1:00) will provide an introduction to content and text analysis as a research methodology. Presenters will discuss appropriate applications, reliability and validity concerns, data curation, programming (particularly in Python and R), and different computer-aided content analysis tools. Experts will walk through examples of content analysis techniques from published research, address questions, and offer publishing tips.

In Part II (1:00-2:30), experts and authors will interact in small-group roundtables to discuss the content, structure, techniques, and potential journal outlets of each proposal. Research proposals will be selected and shared for pre-reading among group members with similar interests in advance of the PDW.

**Part I is open to all attendees and does not require pre-registration.**

**To attend Part II, please submit a proposal for review by July 14 to** [**https://forms.gle/2boC7ZjW1nr6cJdq6**](https://forms.gle/2boC7ZjW1nr6cJdq6)**.**

**Please see submission details for Part II below.**

**WHO:** The Part II virtual roundtable workshop is open to all faculty and doctoral students who are doing research that utilizes content analysis techniques and applications.

**WHAT:** Please limit your submission to 2 single-spaced pages and an additional page of figures, tables, and related output. Please include the following in your submission:

1. Research topic and conceptual framework

2. Key research questions

3. Methods

4. Key findings (if applicable)

5. Challenges (the area on which you would like to focus discussion)

6. Three keywords that describe your proposal

7. Identifying information: Name, title, affiliation, e-mail address

8. (optional) Code review (experts in 1-2 breakout groups will be able to review Python/R code)

**KEY DATES**

Submissions due: July 15, 2024  
Submit to: <https://forms.gle/2boC7ZjW1nr6cJdq6>  
Acceptance notices sent by July 22, 2024

For questions, please contact us at [contentanalysis1@gmail.com](mailto:contentanalysis1@gmail.com?subject=[2022%20CAPDW]).

We are pleased that the following scholars have agreed to participate:

Michael Pfarrer, U. of Georgia

Jason Kiley, Clemson U.

Jonathan Bundy, Arizona State U.

John Busenbark, U. of Notre Dame

Danny Gamache, U. of Georgia

Lorenz Graf-Vlachy, TU Dortmund U.

Derek Harmon, U. of Michigan

Farhan Iqbal, Indiana U., Bloomington

Andreas Konig, U. of Passau

Aaron McKenny, Indiana U. - Kelley School of Business

Abbie Oliver, U. of Virginia

Lingling Pan, U. of Pittsburgh

Shane Reid, Texas State U.

Hani Safadi, U. of Georgia

Ruixiang Song, U. of Tennessee, Knoxville

Hovig Tchalian, U. of Southern California

Xinran Wang, Baruch College

Miles Zachary, Auburn U.

Amir Karami, U. of Alabama, Birmingham

Nikki Drader, U. of North Texas

Elle Yoon, Iowa State U.

Ashley Roccapriore, Auburn U.

Rhonda Reger, U. of North Texas

Steven Hyde, Boise State U.

Paula Kincaid, U. of Texas at Tyler

**Remember, you may attend either or both parts of the PDW. Part I does not require pre-registration. Part II requires registration and is by invitation only:**

[**https://forms.gle/2boC7ZjW1nr6cJdq6**](https://forms.gle/2boC7ZjW1nr6cJdq6)

**We look forward to seeing you in Chicago!**

Mike Pfarrer Jason Kiley

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**To learn more about content analysis research and past workshops, please visit:**

<https://www.terry.uga.edu/contentanalysis>