

**17th Annual AOM Content and Text Analysis in Organizational Research:
Techniques and Applications**

Professional Development Workshop (#10508)

Friday, Jul 25, 2025, 8:00AM - 11:00AM

Bella Center in Hall D-D1-m1

**Part I (8:00-9:30): Content Analysis Techniques and Applications
(No registration required)**

**Part II (9:30-11:00): Roundtable Workshop
(Please submit proposal by June 30 to <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 17th annual Content Analysis PDW on Friday, July 25 at the Academy of Management Annual Meeting.

Part I of the PDW (8:00-9:30) 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 (9:30-11:00), 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 June 30 to <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: June 30, 2025

Submit to: <https://forms.gle/2boC7ZjW1nr6cJdq6>

Acceptance notices sent by July 7, 2025

For questions, please contact us at contentanalysis1@gmail.com.

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

Michael Pfarrer, U. of Georgia
Jason Kiley, Clemson U.
Philipp Becker, Utrecht University
Jonathan Bundy, Arizona State U.
Danny Gamache, U. of Georgia
Lorenz Graf-Vlachy, TU Dortmund U.
Steven Hyde, Boise State U.
Farhan Iqbal, Indiana U., Bloomington
Matias Kalm. Tilburg U.
Amir Karami, U. of Alabama, Birmingham
Paula Kincaid, U. of Texas at Tyler
Andreas König, U. of Passau
Kaveh Mohajeri, IESEG
Aaron McKenny, U. of Central Florida
Lingling Pan, U. of Pittsburgh
Rhonda Reger, U. of North Texas
Shane Reid, Texas State U.
Ashley Roccapiore, Auburn U.
Ruixiang Song, U. of Tennessee, Knoxville
Hovig Tchalian, U. of Southern California
Xinran Wang, Baruch College
Elle Yoon, Iowa State U.
Miles Zachary, Auburn U.

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>

We look forward to seeing you in Copenhagen!

Mike Pfarrer
University of Georgia
mpfarrer@uga.edu

Jason Kiley
Clemson University
jkiley@clemson.edu

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

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