

Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Boston, MA

August 3, 2012 - 8:00AM – 10:00AM

Sponsors: MOC, RM, OMT, OB, BPS, ENT

Co-organizers: Mike Pfarrer, Moriah Meyskens, Lori Kiyatkin

*Content Analysis Resources [http://
www.terry.uga.edu/contentanalysis](http://www.terry.uga.edu/contentanalysis)*

Content Analysis in Organizational Research:

Agenda – Part I – 8:00-10:00 am

- 8:00 - Welcome – Please sign in!
- 8:05 – Content Analysis Presentations
 - **Brayden King**, Northwestern University
 - **Jeremy Short**, University of Oklahoma
 - **Anastasiya Zavyalova**, Rice University
- 9:30 – Expert Panel
- 10:00 – Part II – (Pre-registration only)
 - Content Analysis Proposal Feedback

Content Analysis Website: <http://www.terry.uga.edu/contentanalysis>

UNIVERSITY OF GEORGIA

Search UGA website

 TERRY COLLEGE OF BUSINESS

Content and Textual Analysis [Research & Methodology](#) [Workshops](#) [Resources & Publications](#)

[Terry College](#)

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. Although the method has been used frequently in the social sciences, only recently has it become more prevalent among organizational scholars.

This site is offered as a resource by the Department of Management at the Terry College of Business, University of Georgia. Dr. Mike Pfarrer, professor at the Terry College, has published award-winning research using content analysis techniques, and he is co-organizer of an annual workshop on content analysis. If you'd like to learn more about content analysis, its applications for research, and its implications for business, please contact Dr. Pfarrer.

Research & Methodology

Learn more about scholars who utilize content analysis techniques and to see an overview of content analysis methodology.

[Learn More](#)

Workshops & Presentations

Researchers convene annually for a Content Analysis Professional Development Workshop in conjunction with the Academy of Management Annual Conference.

This year's conference will be held Friday, August 3, 2012 in Boston, MA.

[Learn More](#)

Resources & Publications

Learn more about content analysis resources on the Internet and to see a reference list of books and journal articles.

[Learn More](#)

Content Analysis in Organizational Research: Techniques and Applications

Part II –Content Analysis Proposal Feedback (pre-registration only)

**AOM – Boston, MA
August 3, 2012 - 10:00 AM – 12:00 PM**

Sponsors: MOC, RM, OMT, OB, BPS, ENT

Co-organizers: Mike Pfarrer, Moriah Meyskens, Lori Kiyatkin

*Content Analysis Resources [http://
www.terry.uga.edu/contentanalysis](http://www.terry.uga.edu/contentanalysis)*

Content Analysis in Organizational Research:

Agenda – Part II

- 10:00 – Welcome
- 10:05 – Roundtables
- 11:00 – Quick Break
- 12:00 – Conclude

Special Thanks to the University of Georgia for the catering!

Roundtables

- **Roundtable 1 – Rhonda Reger & Vilmos Misangyi**
 - Margaret Taylor, Alessandro Piazza, and Lianne Lefsrud
- **Roundtable 2 – Anastasiya Zavyalova & Miles Zachary**
 - Amy Guerber, Sharon Ford, Christi Lockwood, and Liviu Florea
- **Roundtable 3 – Aaron McKenny & Moriah Meyskens**
 - Sam Nelson, Ester Thaara Muoria, and Melita Rant
- **Roundtable 4 – Larry Stimpert & Mike Pfarrer**
 - Birgitte Groggaard, Paulina Junni, Jesse Lee Brown, and Paula Floreddu

Content Analysis in Organizational Research: Techniques and Applications

Thank you!

Contact us:

Mike Pfarrer – mpfarrer@uga.edu

Moriah Meyskens - mmeyskens@sandiego.edu

Lori Kiyatkin - Kiyatkin@towson.edu