

Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Philadelphia

August 1, 2014 - 8:00AM – 10:00AM

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

Oxford University Centre for Corporate Reputation

Co-organizers: Moriah Meyskens & Mike Pfarrer

*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
- 8:05 – Content Analysis Presentations
 - **Jason Kiley**, University of Georgia
 - **Tim Hannigan**, Oxford University
 - **Robert Vesco**, Yale University
 - **Mike Bednar**, University of Illinois
- 9:30 – Audience Q&A
- 9:45 – Rowena Olegaro, Director of Research, CCR
- 10:00 – Oxford University reception
- 10:30 – Part II – (Pre-registration only)

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

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Content and Textual Analysis

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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.

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Part II –Proposal Feedback (pre-registration only)

AOM – Philadelphia
August 1, 2014 - 10:30AM-12:30PM

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Content Analysis in Organizational Research:

Agenda – Part II

- 10:30 – Welcome
- 10:35 – Roundtables
- 12:30 – Conclude

Roundtables

- **Roundtable 1 – Aaron McKenny & Mike Pfarrer**
 - Daniela Blettner & Songcui Hu, Qingan Huang, Uma Raval
- **Roundtable 2 – Moriah Meyskens & Rhonda Reger**
 - Bryan Deptula, Bogdan Prokopovych, Watcharaphong Leartsurawat
- **Roundtable 3 – Jason Kiley & Robert Vesco**
 - Gabriella Lewis & Carol Flinchbaugh, David Altounian & Laurence Trautman, Ivan Zupic
- **Roundtable 4 – Jon Bundy, Tim Hannigan, & Todd Moss**
 - Guillaume Pain, Sayed Afjei & Karen Paul, Joseph Peyrefitte & Shivani Gupta, Xinran Wang & Rhonda Reger
- **Roundtable 5 – Mike Bednar & Vilmos Misangyi**
 - Henning Behr & Kerstin Fehre, Sean Buchanan & Suhaib Riaz, Lorenz Graf, Esther Leibel

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Thank you!

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