# Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Anaheim August 5, 2016 - 8:00AM – 10:00AM

**Primary Sponsor: MOC** 

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Co-organizers: Moriah Meyskens & Mike Pfarrer

Content Analysis Resources http://www.terry.uga.edu/contentanalysis





### **Content Analysis in Organizational Research:**

#### Part I—Content Analysis Presentations

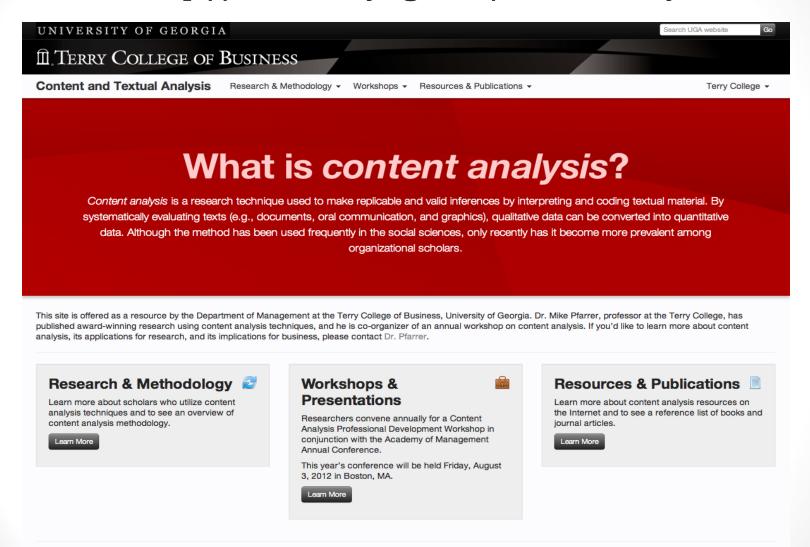
- Joseph Harrison, Texas A&M University
  - Measuring CEO Personality
- Aaron McKenny, University of Central Florida
  - CATA Measure Development
- Miles Zachary, West Virginia University
  - Analyzing CATA Data Using GLM
- Federico Aime, Oklahoma State University
  - Videometrics
- Danny Gamache, University of Georgia
  - Validating Dictionaries for Psychological Attributes



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### **Content Analysis Website:** http://www.terry.uga.edu/contentanalysis



## Content Analysis in Organizational Research: Techniques and Applications

Part II – Proposal Feedback

AOM – Anaheim August 5, 2016 - 10:00AM – 12:00PM

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