12th Annual AOM Content and Text Analysis in Organizational Research:

Techniques and Applications

Professional Development Workshop (#12417)

Primary Sponsor: Managerial & Organizational Cognition (MOC)

Friday, August 7, 12:00PM – 2:00PM (EDT; UTC-4)

AOM Virtual Program

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**Part I (12:00-2:00): Content Analysis Techniques and Applications
(<u>No registration required</u>)**

**Part II (scheduled by group): Roundtable Workshop
(Please submit proposal by <u>July 30</u> to contentanalysis1@gmail.com)**

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 12th annual Content Analysis PDW on Friday, August 7 at the Academy of Management Annual Meeting, held virtually.

<u>Part I of the PDW</u> 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.

<u>In Part II,</u> experts and authors will interact in small-group virtual 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 <u>open to all attendees</u> and does not require pre-registration.

To attend Part II, please submit a proposal for review by <u>July 30 </u>to contentanalysis1@gmail.com.

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 30, 2020
Send to: contentanalysis1@gmail.com
Acceptance notices sent by August 3, 2020

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

Mike Pfarrer, U. of Georgia
Jason Kiley, Oklahoma State U.
Aaron Anglin, Texas Christian U.
Jon Bundy, Arizona State U.
John Busenbark, U. of Notre Dame
Daniel Gamache, U. of Georgia
Tim Hannigan, U. of Alberta
Timothy Hubbard, U. of Notre Dame
Andreas König, U. of Passau
Aaron McKenny, Indiana U.
Laura Nelson, Northeastern
Abbie Oliver, U. of Virginia
Rhonda Reger, U. of Missouri
Shane Reid, Louisiana State U.
Jeremy Short, U. of North Texas
Xinran Joyce Wang, U. of Missouri
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 at contentanalysis1@gmail.com and is by invitation only. We look forward to seeing you virtually!

Mike Pfarrer   Jason Kiley
University of Georgia   Oklahoma State University
mpfarrer@uga.edu   jkiley@okstate.edu

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

http://www.terry.uga.edu/management/contentanalysis/