10th Anniversary!
Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Chicago
August 10, 2018 - 8:00AM – 10:00AM

Primary Sponsor: MOC
Co-Sponsors: ENT, RM, OMT, STR

Organizers: Moriah Meyskens, Mike Pfarrer, Jason Kiley

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

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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

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Introducing "In the Rough" PDWs

Reviewing in the Rough — Developing reviewing skills

- Swissôtel Chicago, Montreux 3; Friday, 08.10.2018
  2:30PM - 4:30PM

Cognition in the Rough — Developing a research project

- Swissôtel Chicago, Lucerne I; Saturday, 08.11.2018
  8:00AM - 11:30AM

Teaching in the Rough — Developing teaching skills

- Swissôtel Chicago, St. Gallen 1,2; Saturday, 08.11.2018
  11:15AM - 1:15PM

Diamonds in the Rough — Developing the scholar

- Swissôtel Chicago, Zurich A; Saturday, 08.11.2018
  12:30PM - 4:00PM

Presenting in the Rough — Developing presenting skills

- Swissôtel Chicago, Alpine II; Saturday, 08.11.2018
  3:30PM - 5:30PM

New Event...

- **MOC Connecting: Sharing Expertise on MOC Hot Topics**
  - An informal event that gives participants the opportunity to connect with established scholars in their MOC-related research areas.
  - In this session, participants will talk through their research ideas, discuss what's currently hot in the field, and even make predictions about what will be the next big thing.

When: Saturday, August 11th, 4:30-6:30pm

Where: Swissôtel Chicago, Lucerne 1

Who: All are welcome! Show up and have fun! No registration necessary.

"Thinking Afloat": Drinks & Dessert Social

When? August 11, 2018 (Saturday); 8PM to 11PM

Where? Anita Dee Yacht Charters

Content Analysis in Organizational Research:
Part I—Content Analysis Presentations

- **Shane Reid,** University of Oklahoma
  - *CATA in OB and psychology research*

- **Joyce Wang,** University of Missouri
  - *Text analysis and NLP in the social media era*

- **Marvin Hanisch,** University of Passau
  - *Using mission statements to measure cognitive frames*

- **Jason Kiley,** Oklahoma State University
  - *Coding, programming, and execution*

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Part II – Proposal Feedback

AOM – Chicago
August 10, 2018 - 10:00AM – 12:00PM

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