

Content Analysis in Organizational Research: Techniques and Applications

Friday, August 6, 2010

8:00AM - 10:00AM at Delta Centre-Ville in St-Laurent

Sponsor(s): (RM, MOC, OMT, OB, BPS, ENT)

Co-organizer

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1. Introduction to Content Analysis

55 minutes

The session will begin with a brief welcome and overview by the co-organizers.

Klaus Weber (15 minutes) will demonstrate how to develop a research project using content analysis. He will also discuss reliability and validity issues.

Mark Kennedy (15 minutes) will demonstrate how to progress from data collection to analysis and interpretation for quantitative content analysis.

Paula O’Kane (15 minutes) will briefly demonstrate how the software program NVivo functions as a qualitative data analysis tool.

2. Expert Panel

30 minutes*

Expert panel presenters will highlight their unique experiences in using content analysis as well as offer tips for publishing research. Time will be allotted for the audience to ask questions.

3. Roundtables: Content Analysis Research Domains

30 minutes*

Roundtable presenters will lead discussions regarding the use of content analysis to study phenomena central to their respective fields. Confirmed roundtable leaders are Goce Andrevski, Mark Kennedy, Lori Kiyatkin, Vilmos Misangyi, Paula O’Kane, Mike Pfarrer, Tim Pollock, Rhonda Reger, Violina Rindova, and Klaus Weber. Time will be allotted for attendees to switch tables if necessary.

**Sessions 2 and 3 will run for approximately 60 minutes in total. We will allot more or less time to each session depending on the circumstances.*

4. Conclusion

5 minutes

The co-organizers will discuss other content analysis resources, including how participants may access the PowerPoint presentations from the PDW and join the PDW content analysis research interest group and listserv.

To access the PowerPoint slides used in today’s presentations and to join a growing group of scholars promoting the use of content analysis as a methodology in management research, please visit the ‘Content Analysis in Management Research’ Google group site. This group is a community where management scholars post education opportunities, share ideas, and discuss issues related to content analysis. To access the site, enter ‘Content Analysis in Management Research’ in the search bar at <http://groups.google.com/>.

Presenter Biographies

Goce Andrevski's (Queen's University) research interests include competitive dynamics, strategic entrepreneurship and alliance networks. He uses a content analysis approach to examine competitive aggressiveness and entrepreneurial behavior of firms over time.

Mark Kennedy's (University of Southern California) research combines strategy and organization theory to understand how new product market categories, organizational forms, and related social movements come to be seen as social realities. He uses content analysis of media and online commentary to analyze the emergence of shared understanding of terms used to refer to these important social structures.

Lori Kiyatkin (Towson University) uses content analysis to examine organizational attention to social issues. She has experience with website mirroring and analysis and (with Rhonda Reger and J. Robert Baum) developing coding rules (search terms, phrases, and qualifiers) to measure distinct categories, and framing, of social issues.

Vilmos Misangyi (Penn State University) researches how managerial and organizational actions influence and are influenced by their external environments. He has used content analysis techniques to examine the effects that charismatic language in organizational discourse (e.g., CEO vision statements in letters to shareholders) has on external organizational participants.(e.g., securities analysts).

Paula O'Kane (University of Otago) uses a combination of content analysis and grounded theory to explore the social impact of computer-mediated communication on the relationships and communication between employees within an organisation. Paula supports this through the use of Computer-Aided Qualitative Data Analysis Software (CAQDAS). She also has a keen interest in examining the impact of CAQDAS software within research projects.

Mike Pfarrer (University of Georgia) uses content analysis to examine external perceptions of firm actions related to reputation, celebrity, and crisis management. His recent research has analyzed traditional and web-based media accounts of stakeholders' reactions to earnings surprises and product recalls.

Tim Pollock (Penn State University) uses content analysis to investigate the social construction of markets and the media's impact on public impressions of the firm. Specifically, he has analyzed CEO celebrity, earnings surprises, and the role of market "experts" in shaping impressions about IPO performance and survival.

Rhonda Reger (University of Maryland) uses content analysis to examine external perceptions of firm actions related to reputation dynamics. Along with Vincent Duriau and Michael Pfarrer, her paper exploring the uses of content analysis in management research won the 2007 best publication award from *Organizational Research Methods*. She first used content analysis in 1993 (with Marjorie Lyles) to study upward influence in joint ventures. Her recent research analyzes traditional and web-based media accounts of stakeholders' reactions to product recalls and alternative energy.

Violina Rindova (University of Texas-Austin) uses content analysis to examine patterns of organizational sensegiving and media sensemaking. She has conducted both open-ended and structured content analysis for theory development and theory testing.

Klaus Weber (Northwestern University) examines cultural and institutional dynamics at the level of markets and fields. He uses content analysis to identify repertoires of meaning (cultural toolkits), and to relate these repertoires to social structures. He has used documents produced in different languages by firms, financial analysts, movement activists and newspapers; and analyzed them for sensemaking, framing and justification repertoires as well as for associative meaning structures.