

Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Atlanta

August 4, 2017 - 8:00AM – 10:00AM

Primary Sponsor: MOC

Co-Sponsors: BPS, OMT, RM, SIM

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

- **Aaron Anglin**, Texas Christian University
 - *Measuring Family Influence in Family Firms*
- **Tim Hubbard**, University of Notre Dame
 - *Using Mturk and Big Data*
- **Andreas König**, University of Passau
 - *Metaphor Analysis in Top Executive Communication*
- **John Busenbark**, University of Georgia
 - *Endogeneity in content analyses*

Content Analysis Website:

<http://www.terry.uga.edu/contentanalysis>

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Content and Textual Analysis [Research & Methodology](#) [Workshops](#) [Resources & Publications](#)

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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.

[Learn More](#)

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Part II – Proposal Feedback

AOM – Atlanta

August 4, 2017 - 10:00AM – 12:00PM

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