

RECENT TRENDS AND NEW DIRECTIONS IN CONTENT ANALYSIS METHODS IN BUSINESS RESEARCH



Rhonda Reger

Professor of Management
The University of North Texas



Paula Kincaid

Assistant Professor of Management
The University of Texas at Tyler



Nikki Drader

Ph.D. Candidate in Management
The University of North Texas

AGENDA



Content Analysis Defined and Trends

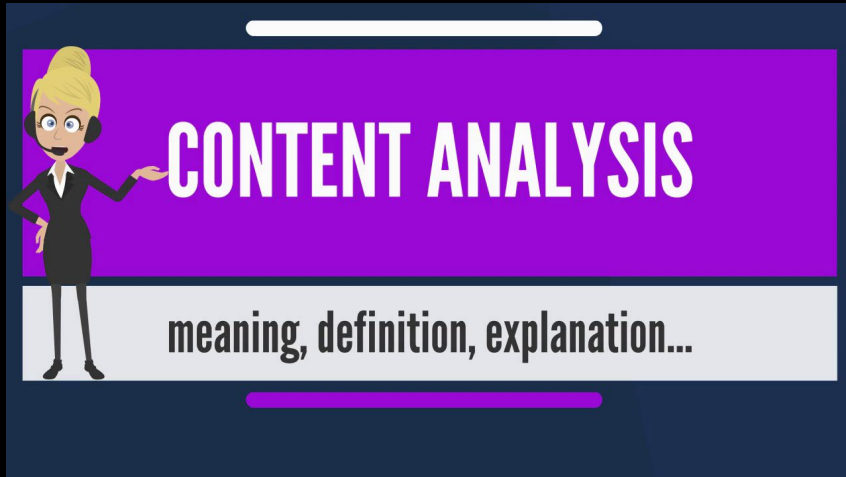


Data Types for Content Analysis



A Toolkit for Research Using Content Analysis

CONTENT ANALYSIS DEFINED



- “Any methodological measurement applied to text (or other symbolic materials) for social science purposes” (Shapiro & Markoff, 1997, p. 14)
- A class of methods at the intersection of the qualitative and quantitative traditions
- Content analysis is to words (and other unstructured data) as statistical analysis is to numbers.

COMMON TYPES OF CONTENT ANALYSIS

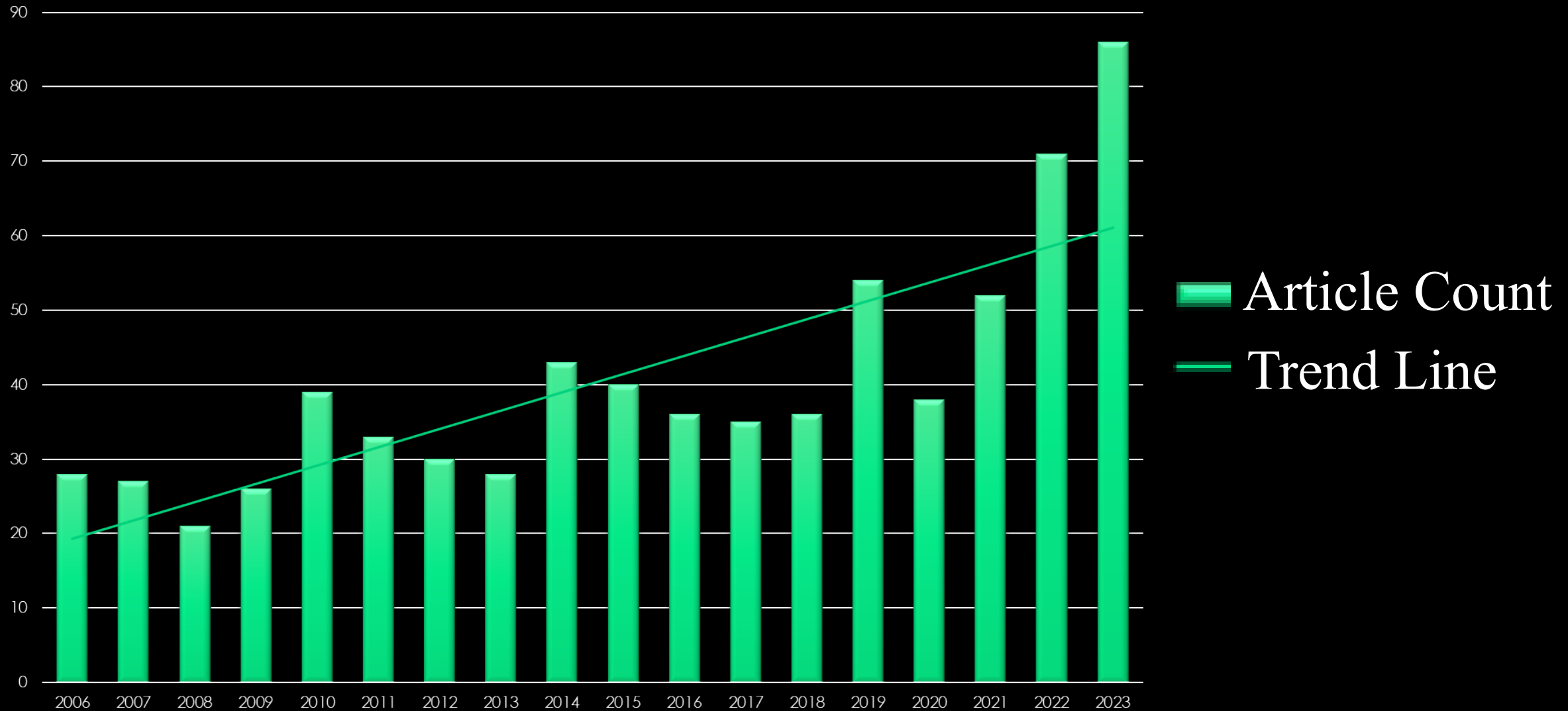
Qualitative Content Analyses

- grounded theorizing (Glaser, 2002)
- narrative analysis (Riessman, 1993)
- discourse analysis (Brown & Yule, 1983)
- rhetorical analysis (Selzer, 2003)
- conversation analysis (Hutchby & Wooffitt, 2008; Sudnow, 1972)

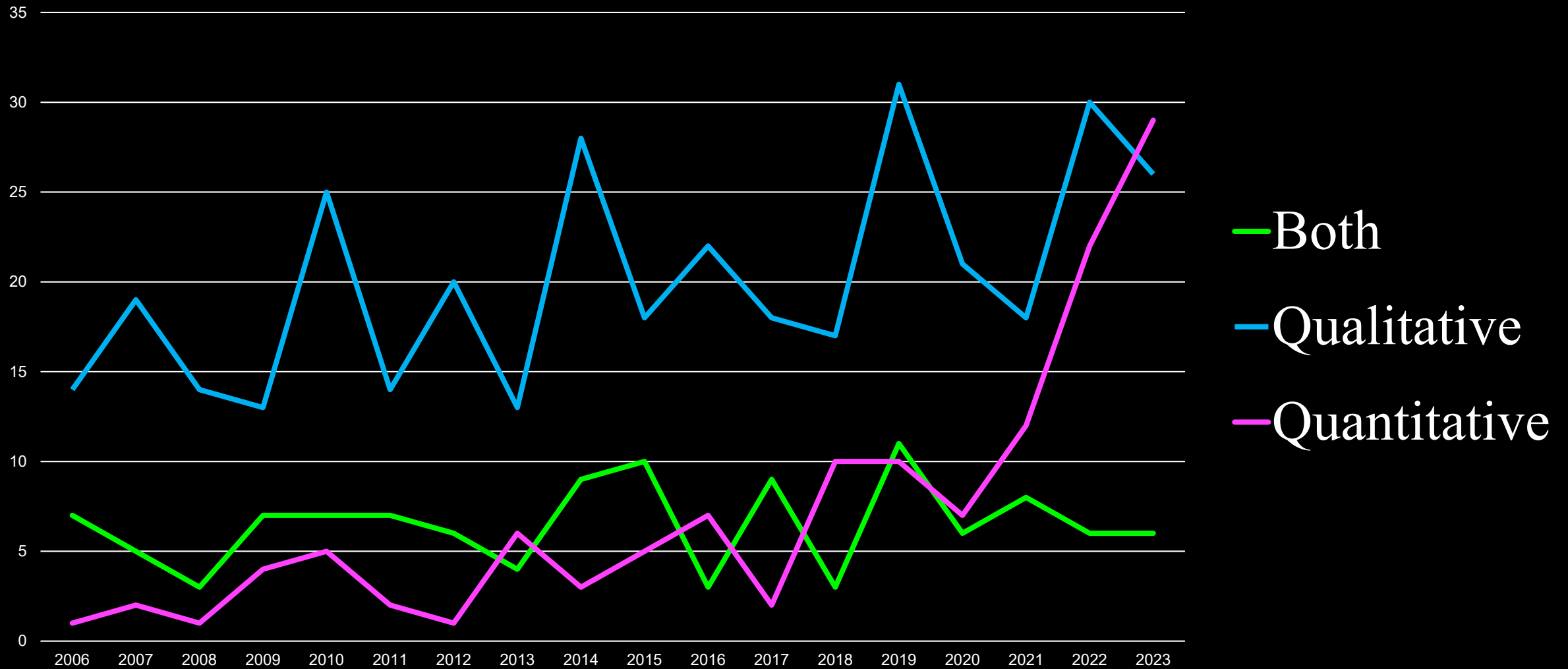
Quantitative Content Analyses

- dictionary-based approaches (Short & Palmer, 2008)
 - bag-of-words
 - computational content analysis
- topic modeling (Hannigan, et al., 2019)
- natural language processing (Harrison, Thurgood, Boivie, & Pfarrer, 2020)

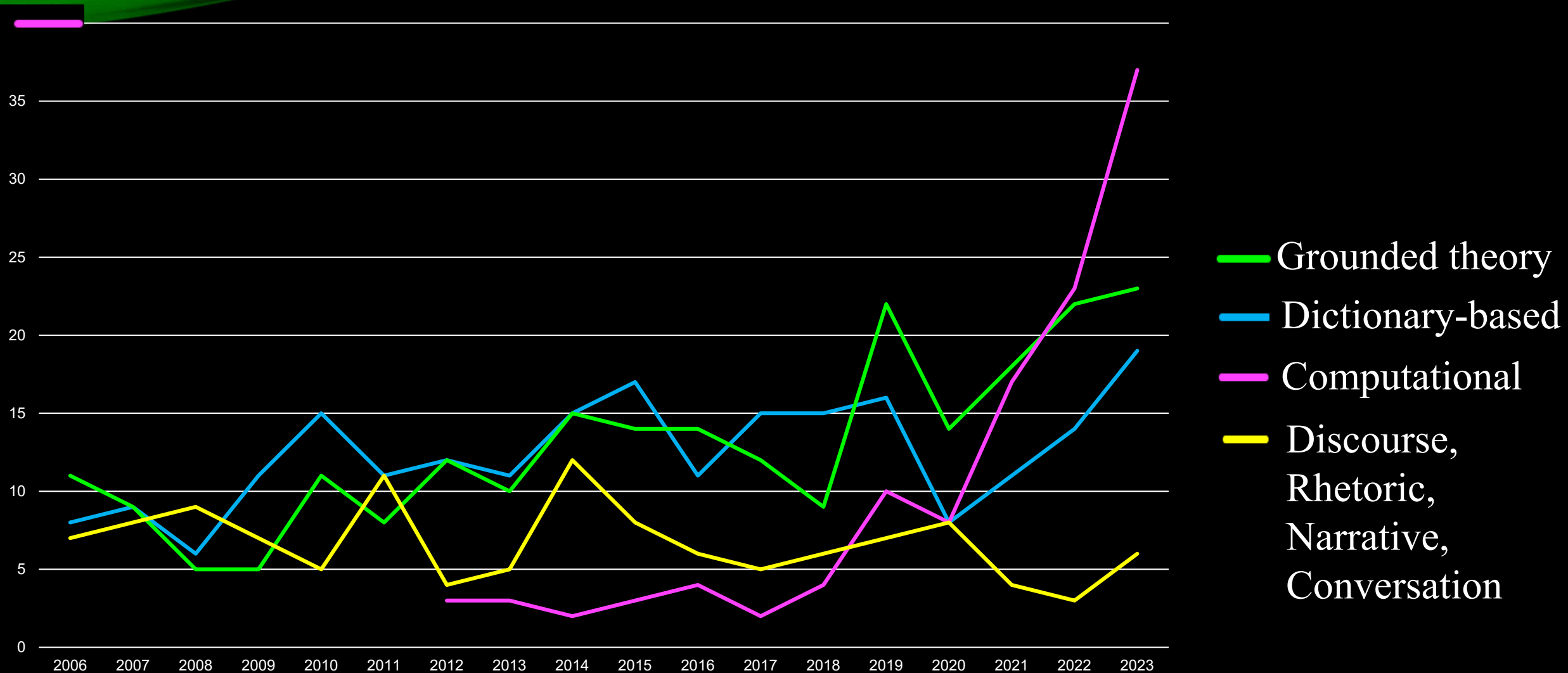
CORPUS OF ARTICLES IN OUR SLR



INTERPRETATION



ANALYSIS



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HE HAS AN ALKALINE ACCUMULATION
syndrome, hypernatremia, hypernatremia
and hypernatremia. The world's most
common and most common.

**STOCK AND
BONDS**
BILLER'S FUND
SOUTH AFRICA
OF TRUST INC.
A-ONE CORP.
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ITS AMT. 10%
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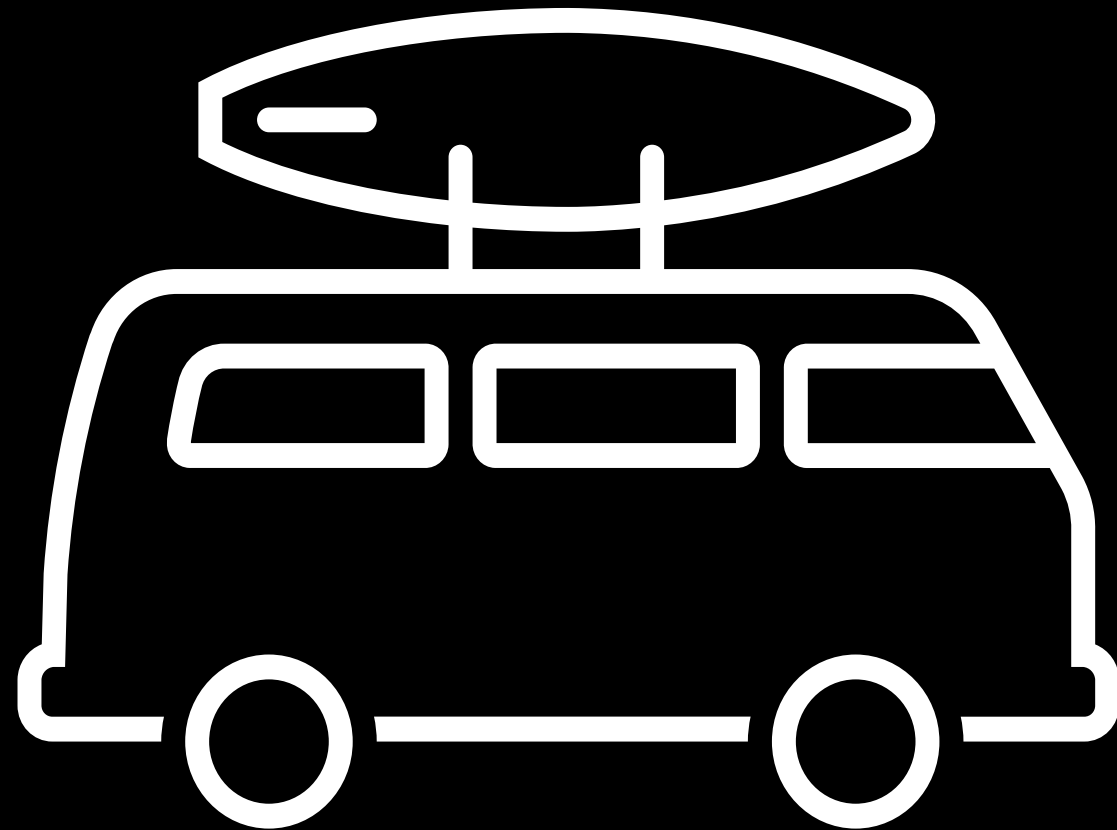
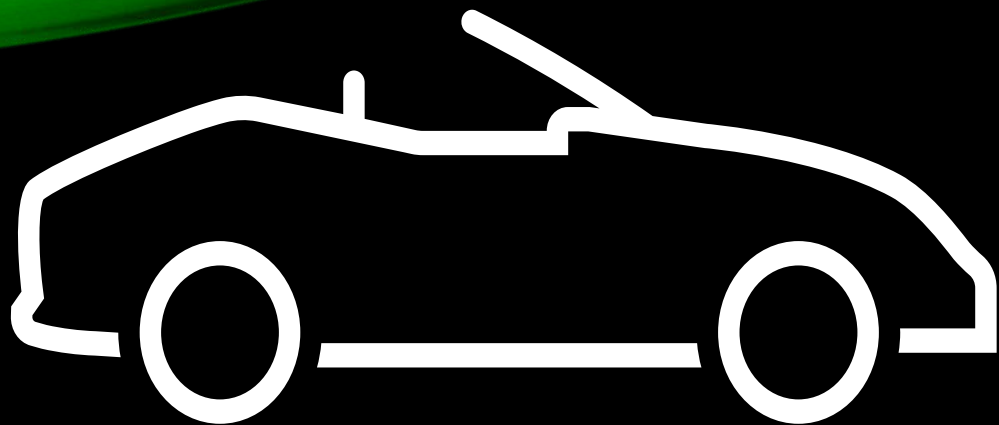
XENON, a gas, is used in
the manufacture of
fluorescent lamps.
It is also used in
the production of
laser light.

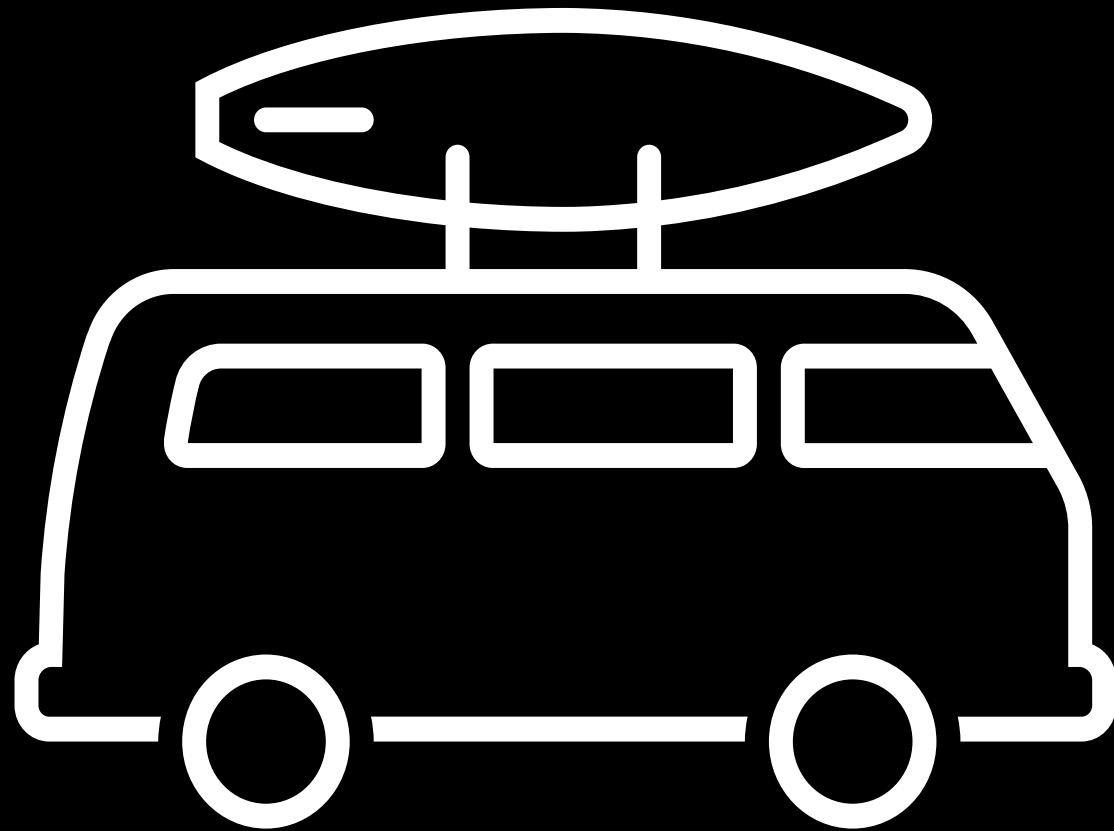
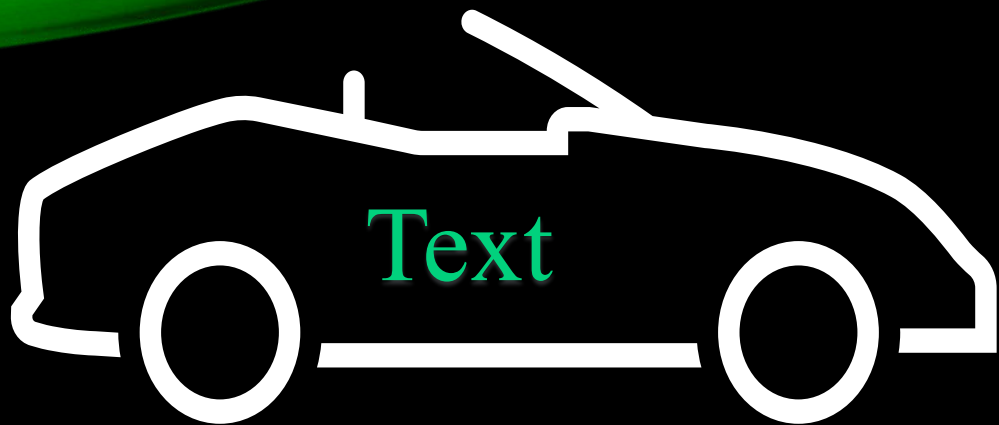
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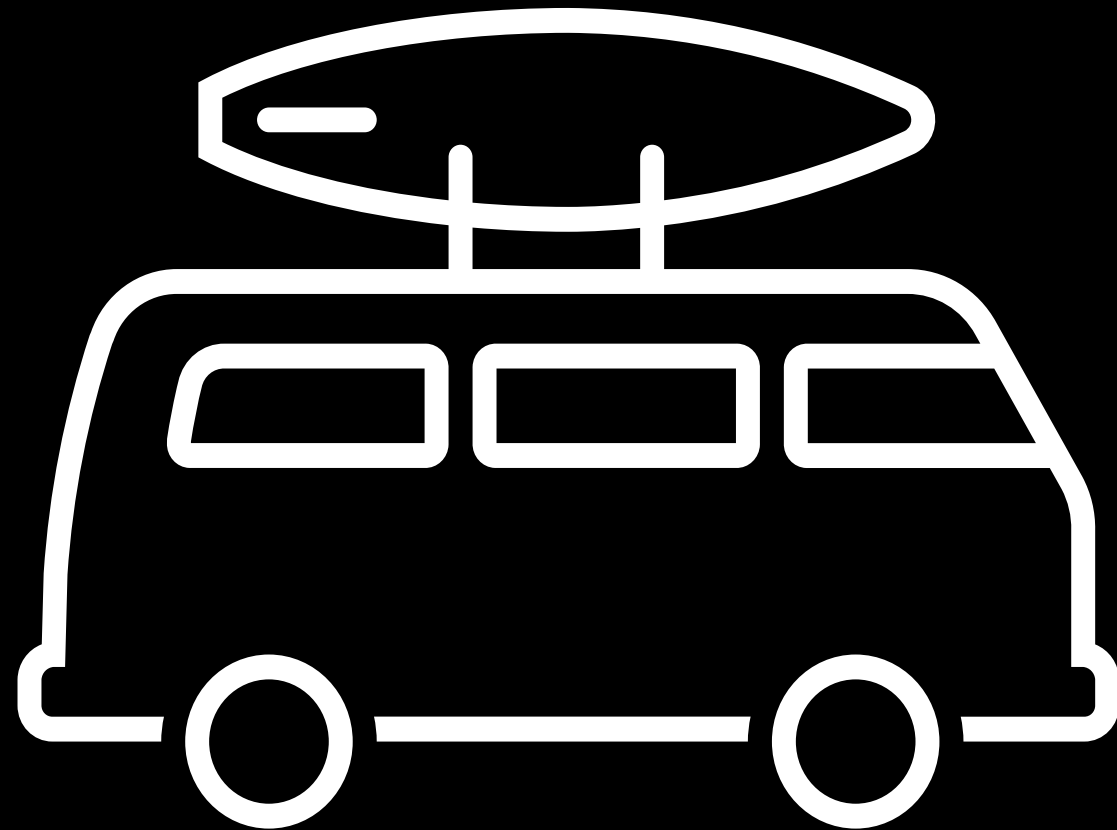
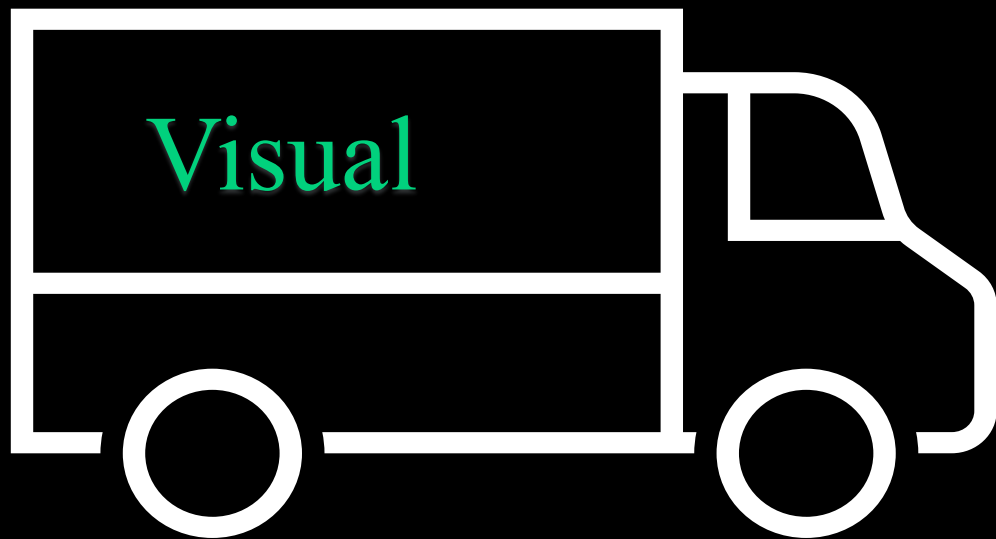
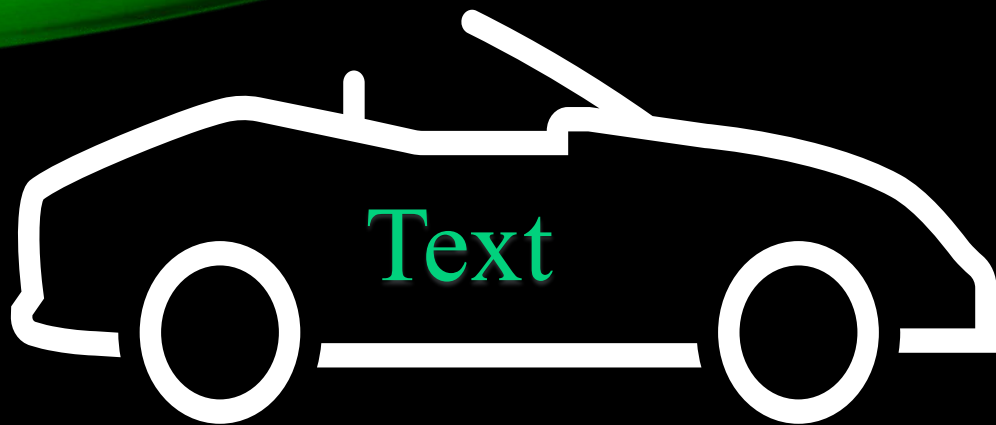
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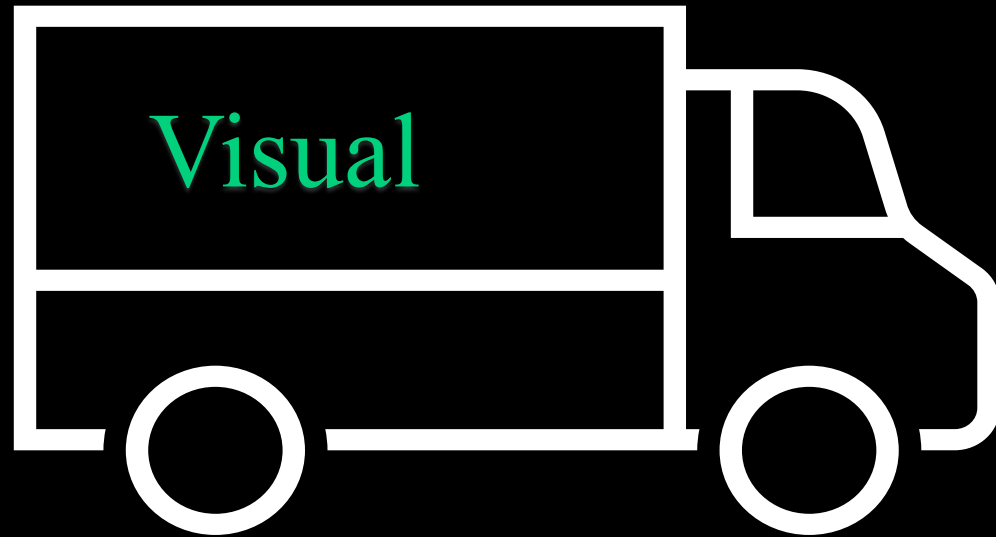
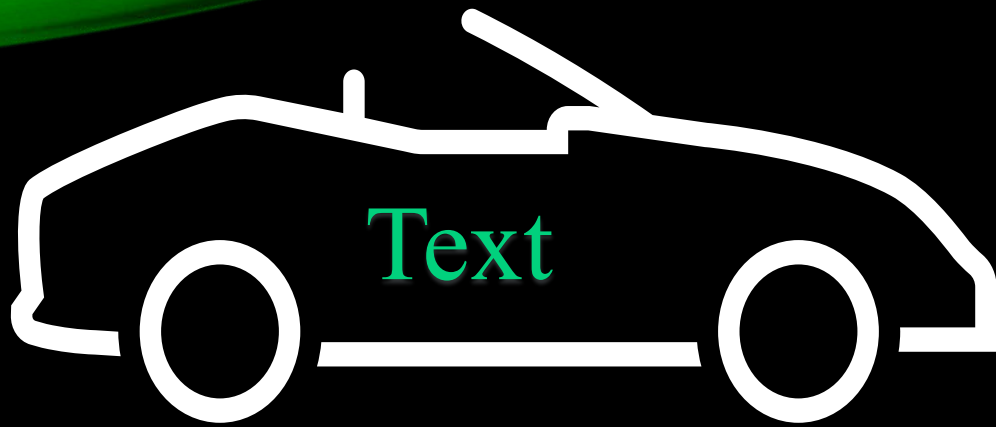
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Got ink, get paid? Exploring the impact of tattoo visibility on crowdfunding performance



You are beautiful, slip into something more fabulous with Lily Guilder Design.



Founders from left to right: Ryan Balicki, Jeremy Lewis, Shaun Koltuniak (Photo by Grady Chambless)

VISUAL & AUDITORY CONTENT

- Gestures
(Clarke, Cornelissen, & Healey, 2019)



- Videos
(Jarvis, Goodrick, & Hudson, 2019)



- Tone of voice (Weinstein, Zougkou, & Paulmann, 2018)
- Voice pitch and speech rate (De Waele, Claeys, & Cauberghe, 2019)
- Receptive tone (Tewfik, 2022)



RHETORICAL ANALYSIS



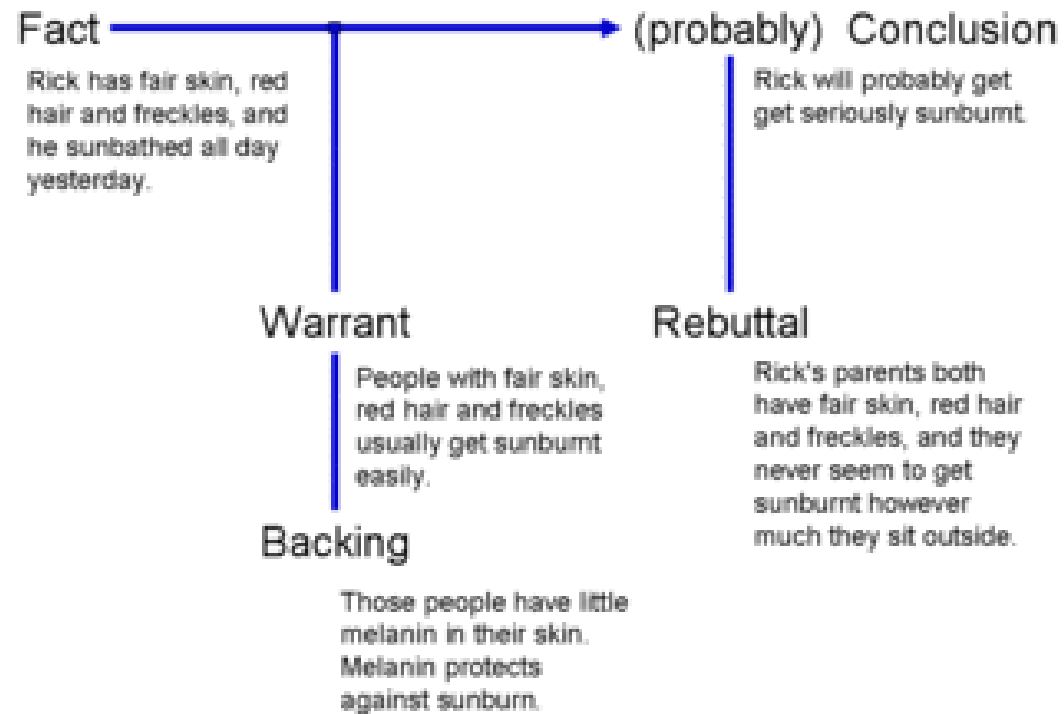
Instrumental Discourse

- Persuade audiences
(Bizzell & Herzberg, 1990; Gill & Whedbee, 1997; Herrick, 2001)

Appeals Approach:

- Ethos, Logos, Pathos
(Aristotle, 1991; Browning & Hartelius, 2018; Green, 2004)

RHETORICAL ANALYSIS



Argument Approach:

- Anatomy of an argument

(Toulmin, 1958; Harmon, 2019; Sorsa & Vaara, 2020)

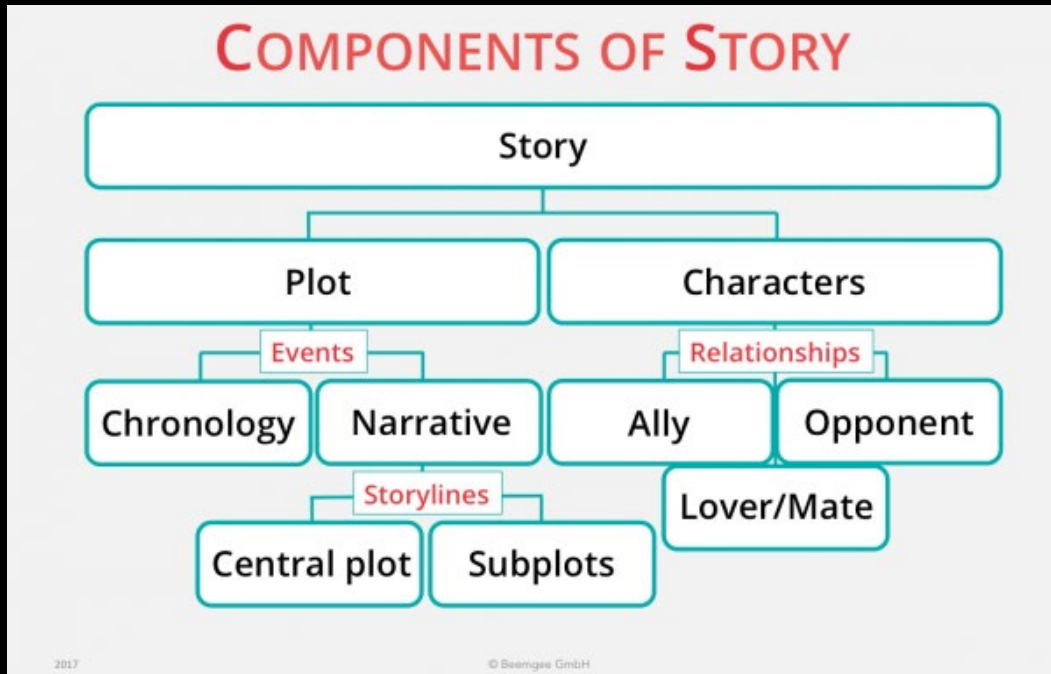
NARRATIVE ANALYSIS

Narrative Story → What is Told

- Main Characters
- Secondary Characters
 - Mirrors and Foils
 - Allies and Opponents
- Plots AKA Storylines

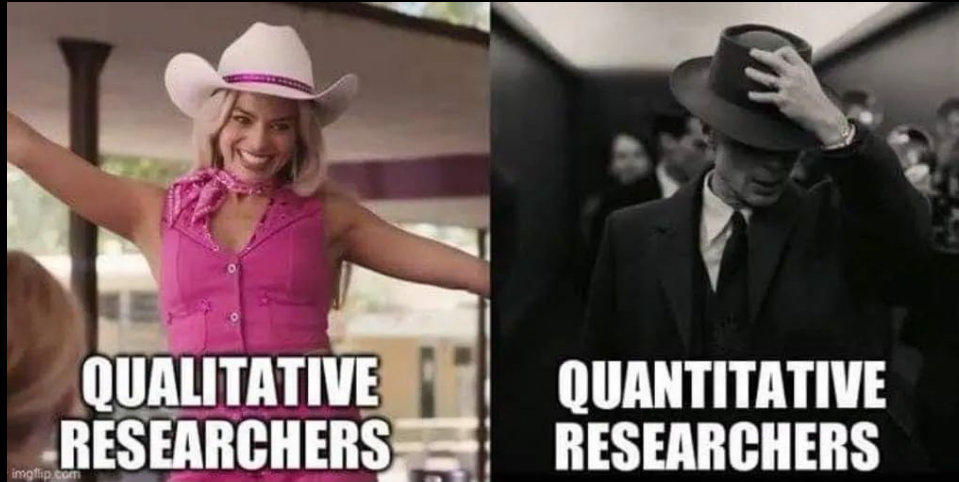
Narrative Discourse → How it's Told

- Narrator
- Narratee



(Bailey, Madden, Alfes & Fletcher, 2017; Fenton & Langley, 2011; Vaara, Sonenshein, & Boje, 2016)

DIVERSE RESEARCH TEAMS AND MIXED METHODS



Mixed Methods



What questions can we answer for you?



Rhonda Reger

rhonda.reger@unt.edu



Paula Kincaid

pkincaid@uttyler.edu



Nikki Drader

nicole.drader@unt.edu

ONE DOES NOT SIMPLY

**DO QUALITATIVE RESEARCH BECAUSE YOU THINK
IT WILL BE EASIER THAN A STATS BASED PROJECT**

MINDLESS APPLICATION OF ANY METHOD IS BAD

