Discipline: Methods, overview

1. Language

Englisch

2. Title

Quantitative and Qualitative Content Analysis

3. Lecturer

Prof. Dr. Nadine Kammerlander (WHU – Otto Beisheim School of Management)

Prof. Dr. Josip Kotlar (Politecnico di Milano, Italy, & Lancaster University Management School, UK)
http://www.lancaster.ac.uk/lums/people/josip-kotlar

4. Date and Location

September 16 to 19, 2019

WHU – Otto Beisheim School of Management
Erkrather Str. 224a
40233 Düsseldorf

5. Course Description

5.1 Abstract and Learning Objectives

This course addresses young scientists of business administration who want to use quantitative or qualitative content analysis in their research. The main objective of this course is to provide participants with methodological basics and further knowledge in content analysis. After attending the course, the participants are able to:

- identify research questions that are suitable for qualitative and quantitative content analysis;
- understand the methodical approach of data collection and -analysis of quantitative and qualitative content analysis as well as transfer it for individual research projects;
- identify, analyze, and deal with core problems during the planning, implementation, analysis and paper writing phase;
- assess the quality of content analysis based on quality characteristics.
5.2 Content

Texts such as annual reports, press articles and interview transcripts as well as other sources of rich data, such as audio transcripts or visual records, provide young researchers with valuable and helpful resources for the collection of data for their research projects. By analyzing documents, audios and video, important data can be collected, which cannot be found in a classic archives database.

The goal of this methodology course is to give interested, young scientists an understanding of the essential elements of quantitative and qualitative content analysis. The course starts with an introduction of the methodology and some research questions of the content analysis. Throughout the course, the differences between the quantitative and qualitative content analysis will be outlined. Furthermore, quality features, the typical "obstacles" in the planning phase of the research project as well as the collection and analysis of the data are discussed. In addition, the correct way of "writing down" the methodology - especially from the reviewer and the editor perspective - is addressed. In order to learn about these contents, the participants will analyze published "best practices" and apply the findings to their own research projects.

Overall, the participants should acquire a basic knowledge of the methodology, in order to independently carry out a qualitative and quantitative content analysis, which meets the international scientific standards.

5.3 Schedule (including start and end time)

September 16 to 19, 2019 (h9:00 – h17:00)

5.4 Course format

The course consists of introductory (interactive) presentations with discussions, assignments, and exercises, which are mainly based on already published content analyses / "best practices". Participants need to prepare some literature in advance. Active participation is required.

6. Preparation and Literature

6.1 Prerequisites

The course does not require prior knowledge about content analysis. However, knowledge of general business administration is necessary and active participation is required.

The participants will receive course materials such as a literature overview (including basic and advanced literature) and assignments for the preparation in advance.

6.2 Essential Reading Material

Methodological books/articles:


“Best practices”:

6.3 Additional Reading Material
Additional material will be provided before and during the course.

6.4 To prepare
The course does not require prior knowledge about content analysis. In order to familiarize with the contents of the course, please read with following articles in advance:

Part 1: Quantitative part
General, basic knowledge about quantitative, theory testing studies is required. Students need to know about how hypotheses look like, how to set up hypotheses, and what constructs and variables are. Suggestion for reading: https://www.jstor.org/stable/pdf/20159361.pdf

Part 2: Coding and theorizing qualitative data

7. Administration
7.1 Max. number of participants
20 participants

7.2 Assignments
Together with the course materials there will be instructions and tasks for preparation. All participants should work with the reading to be familiar with the various topics and prepare the assignments.
7.3 Exam
Submission of the assignment at the end of the fourth day.

7.4 Credits
After successful participation 6 ECTS can be obtained for this course.

8. Working Hours

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<thead>
<tr>
<th>Working Hours</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Preparations (reading, reflecting on research questions)</td>
<td>45 hours</td>
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<tr>
<td>Active participation during course</td>
<td>32 hours</td>
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<tr>
<td>Homework</td>
<td>8 hours</td>
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<tr>
<td>Follow up work on course</td>
<td>45 hours</td>
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<tr>
<td>Hand-in submission for passing the course, qualitative part</td>
<td>25 hours</td>
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<tr>
<td>Hand-in submission for passing the course, quantitative part</td>
<td>25 hours</td>
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<tr>
<td><strong>SUMME</strong></td>
<td><strong>180 h</strong></td>
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<td><strong>ECTS: 6</strong></td>
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