

Discipline: Methods, overview

## 1. Lecturer

Prof. Dr. Nadine Kammerlander (WHU – Otto Beisheim School of Management)  
<http://www.whu.edu/fakultaet-forschung/entrepreneurship-and-innovation-group/lehrstuhl-fuer-familienunternehmen/team/institutsleitung/>

Prof. Dr. Josip Kotlar (University of Lancaster)  
<http://www.lancaster.ac.uk/lums/people/josip-kotlar>

## 2. Title

Quantitative and Qualitative Content Analysis

## 3. Outline

### 3.1 Issues

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.

### 3.2 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 the literature and assignments in advance. Active participation is required.

### **3.3 Selected literature**

Methodological books/articles:

Krippendorff, K. (1980). Content analysis. An Introduction to its Methodology. Beverly Hills: Sage.

Mayring, Ph. (2000). Qualitative Inhaltsanalyse. Grundlagen und Techniken (7th edition, first edition 1983). Weinheim: Deutscher Studien Verlag.

Riff, D., Lacy, S., & Fico, F. (2014). Analysing media messages: Using quantitative content analysis in research. Routledge.

“Best practices”:

Bingham, C. B., & Kahl, S. J. (2013). The process of schema emergence: Assimilation, deconstruction, unitization and the plurality of analogies. *Academy of Management Journal*, 56(1), 14–34.

Gamache, D. L., McNamara, G., Mannor, M. J., & Johnson, R. E. (2015). Motivated to acquire? The impact of CEO regulatory focus on firm acquisitions. *Academy of Management Journal*, 58(4), 1261–1282.

Additional material will be provided before and during the course.

## **4 Administration**

### **4.1 Schedule**

September 18 to 21, 2017

### **4.2 Location**

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

### **4.3 Max. number of participants**

20 participants

## 5. Content

Texts such as annual reports, press articles and interview transcripts 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.

## 6. Prerequisites

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

## 7. Course Material

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

## 8. 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.

## 9. Exam

Submission of the assignment at the end of the fourth day.

## 10. Credits

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