Workshop on Digital Data for Research in Organization Studies
HEC Paris, Friday April 14th 2023

Organizers: Julien Jourdan (HEC Paris); Michael Etter (KCL); Elanor Colleoni (IULM)
Sponsors: HEC Paris and the Society and Organizations Institute (S&O)

** From research design to publication **

In the last two decades, social media and the internet have transformed how organizations operate and interact with stakeholders' audiences. Digital data notably opens promising opportunities to study the social evaluation of organizations, i.e., how various stakeholders perceive and make judgements about organizational features, activities, and policies.

In this one-day inaugural workshop, we will bring together organization and management scholars (interested in) using digital data for quantitative and qualitative research on organizational phenomena in the digital age. Researchers are invited to present their current work, exchange ideas, and share their experience with the goal to identify best practices and evolving standards for quantitative and qualitative research approaches of digital data and methods, discuss strategies for publishing research in this area, and build a community of scholars.

We invite senior and junior researchers (including PhD students) applying or interested in:

- qualitative research methods, such as netnography, multi-modal analysis, and cultural analysis among others
- quantitative methods, such as automated text analysis, computational linguistics, machine learning, network analysis, and AI-supported visual methods among others

Main topics

- Research design (including questions about ontology and epistemology)
- Research ethics (including questions about informed consent and anonymity)
- Data sources and collection (e.g., crawlers, post-API approaches, and sampling concerns)
- Validity and reliability of research constructs
- Statistical analysis, algorithms, evolving standards and interpretability of results
- Publishing (including questions about pushbacks by reviewers and editors)
- Ways forward (including ideas for community building)

Agenda

- Morning and afternoon: Paper presentations & panel discussions
- Closing: Discussion on how to move forward (e.g., community building, website)
- Evening: Dinner in beautiful Paris

Application

Please send an expression of interest to **elanor.colleoni@iulm.it** by **Feb. 17th, 2023** and include an extended abstract (2-5 pages) if you wish to present your work (e.g., early-stage to R&R). Acceptance will be notified by March 3rd. The final program will be distributed by March 7th.

J. Jourdan: jourdan@hec.fr; M. Etter Michael.etter@kcl.ac.uk; E. Colleoni: elanor.colleoni@iulm.it.