Marketing Seminar Series

Leximancer in conversation: Uses and applications of the text analysis techniques in social research

Dr Stephen Dann , Australian National University, ACT

Dr Stephen Dann of the Research School of Management, Australian National University, will present a roundtable discussion on the applications of Leximancer as a research technique, and analytical tool. Using a series of case applications of Leximancer in research, the seminar is a conversation on the approaches that Leximancer can provide throughout the research framework – from confirming and exploring concept ontologies in literature reviews, through to the application of the concept discovery approach in qualitative data, and the capacity to apply quantitative calculations to concept network output. The seminar will feature discussions of the use of Leximancer to analyse political speeches, social marketing definitions, twitter timeline content, and interview data to demonstrate the breadth of applications of the Leximancer tool kit.

Presenter:

Dr Stephen Dann is a Senior Lecturer in Marketing, with a specialization in social marketing and social media marketing. His work has been published in Journal of Business Research, Australasian Marketing Journal, First Monday, and Social Marketing Quarterly. He was the ANZMAC Emerging Marketing Educator of the Year (2010) and named as a Senior Social Marketing Expert at the 1st World Social Marketing Conference (2008). Stephen is currently conducting a dual national research interview tour on social media use by political parties, and the role of formative and summative educational techniques in marketing schools. Both studies will result in a large volume of Leximancer friendly interview transcripts and qualitative data sets.

Date: Wednesday, 4th June 2014
Time: 11:00am—12:00pm (Morning tea will be served at 10:45am, BYO coffee/tea)
Venue: BUSN201 (Case Study Room)
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