IDeaS 2019 Workshop Program:
Interpretive Approaches to Data Science in Management Research

Program Overview: The IDEAS group is an emerging working group, coming out of a collaboration between the University of Alberta and University of British Columbia. We are pleased to offer a two-day intensive workshop that provides management doctoral students and faculty members working in the areas of data science, data analysis, Big Data, and artificial intelligence an opportunity to discuss and advance their ongoing research. Distinctively, this event will draw together three interrelated topics that are more normally studied in separate scholarly communities:

- The reflexive and theoretically informed use of new data analytic techniques in the social sciences that leverage sophisticated algorithms such as topic modeling, natural language processing, and other forms of machine learning.
- The everyday work of data analysts in organizations - how they construct knowledge practices, and the epistemic infrastructures of organizations; both as an interesting ethnographic and qualitative topic in its own right, and as a means of encouraging our own reflexivity.
- The societal, social, and cultural transformations attending the rise of data and analytics – including changing forms and interpretations of privacy and governmentality – to which social scientists should be able to speak.

Objectives: This event aims to bring together scholars interested in setting an agenda for studying and applying analytics in management research. The workshop will facilitate four activities: (1) fostering the development of cutting edge research skills among scholars interested in ethnographic/interview-based studies of technology and those applying computational methods in their research, (2) allowing participants to advance their ongoing research through intense, focused feedback, (3) exploring potential future directions for this research agenda, and (4) providing a forum for participants to network and share ideas about cutting edge research involving analytics.

Featured Speakers (in order): Joe Porac (NYU), Wendy Espeland (Northwestern University), Marc-David Seidel (UBC)

Organizers: Vern Glaser (University of Alberta), Tim Hannigan (University of Alberta), Dev Jennings (University of Alberta), Jennifer Sloan (University of Alberta), Chris Steele (University of Alberta), Rodrigo Valadao (University of Alberta)

Venue: Alberta School of Business, University of Alberta. Room BUS 5-04.

Sponsors:

Program Agenda

Day 1 – Friday – October 25th, 2019

8:30am – 9:00 am   **Breakfast (Hot and Cold Items)**

9:00am – 9:15am   **Welcome and Introduction**
Kyle Murray (Vice Dean of the Alberta School of Business)
Dev Jennings

9:15am – 10:45am   **Session 1**: Interpretive Data Science: Rendering Meaning 'in the Wild'
Introduction and Moderation: Vern Glaser
Rendering Social Movement Strategy: Laura Nelson
Rendering the Kernel of a Scandal: Tim Hannigan
Reflections on Interpretive Data Science: Mark Kennedy

10:45am – 11:15am   **Coffee Break and Networking**

11:15am – 12:30pm   **Workshop Pt I**: Interpretive Data Issues & Problems
Roundtable discussions with scholars working using similar methods, organized around identified *research issues & problems*

Table 1: Qualitative Studies: Deviance & Crowds
Mentors: David Kirsch, Chris Steele
Work-in-progress: Stefanie Habersang, Kamila Nigmatulina

Table 2: Qualitative Studies & Open Strategy
Mentors: Fabio Fonti, Vern Glaser
Work-in-progress: Tanja Ohlson, Christina Wawarta

Table 3: Blockchain & Distributed Trust
Mentors: Marc-David Seidel, Jason Kiley
Work-in-progress: Moritz Jan Kleinaltenkamp, Nur Ahmed

Table 4: Topic Modeling & Field Emergence
Mentors: Mark Kennedy, Hovig Tchalian
Work-in-progress: Guillermo Casasnovas, Andrea Carlo Lo Verso, Rodrigo Valadao

Table 5: Applied Topic Modeling
Mentors: Tim Hannigan, Dev Jennings
Work-in-progress: Anna Fung, Dennis Ma

Table 6: Quantitative Studies: Entrepreneurship & Technology Battles
Mentors: Muhammad Abdul-Mageed, Richard Haans
Work-in-progress: Jacob Miller, Ouafaa Hmaddi

Participants not listed above are welcome to join any preferred table.

12:30pm – 1:30pm   **Lunch in Stollery**

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1:30pm – 2:30pm	**Workshop Pt II:** Sharing Solutions *(Dev Jennings)* The mentors of the roundtable discussions will share with the broader audience some of the key aspects discussed within the sub-groups
2:30pm – 3:45pm	**Session 2**: Publishing papers with Computational Methods *Introduction and Moderation: Marc-David Seidel* *Panel: Mark Kennedy, Richard Haans, Hovig Tchalian, Muhammad Abdul-Mageed*
3:45pm – 4:15pm	**Coffee Break and Networking**
4:15pm – 5:15pm	**Session 3**: KEYNOTE: Meaning and Interpretation: Is Big Data Any Different than Small Data? *Joe Porac* *Introduced by Trish Reay (Associate Dean, PhD and Research at the ASOB)*
5:15pm – 5:30pm	**Session 4**: Wrap-up, Preview of Day 2, and Questions *Dev Jennings and Marc-David Seidel*
6:30pm – 8:30pm	**Dinner** at Leva Cafe (some drink provided and food, but no formal pre-reception)

Day 2 – Saturday – October 26th, 2019

8:30am – 9:00am	**Hot Breakfast**
9:00am – 10:00am	**Session 5**: KEYNOTE: What Happens When We Govern with Numbers *Wendy Espeland* *Introduced by Trish Reay (Associate Dean, PhD and Research at the ASOB)*
10:00am – 10:30am	**Coffee Break**
10:30pm – 11:45pm	**Session 6**: The Politics of Data *Introduction and Moderation: Chris Steele* *Panel: Wendy Espeland, David Kirsch, Dev Jennings, Joel Gehman*
11:45am – 12:45pm	**Session 7**: HIBAR Research — Exploring How Research Can Make a Difference in the Real World *Marc-David Seidel*
12:45pm – 1:00pm	**Session 8**: Event Wrap-Up & Next Steps *Dev Jennings*
1:00pm – 2:00 pm	**Lunch in Stollery**

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2:00pm – 2:45pm   **Session 9 (Optional): Deep Learning**
Muhammad Abdul-Mageed

3:00pm – 5:00pm   **Session 10 (Optional): Practicum on Creating Corpora, Topics, and Artifacts**
Tim Hannigan and Rodrigo Valadao

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Attendee	University
Agata Kapturkiewicz	Oxford University
Andrea Carlo	Universita Di Bologna
Anna Fung	University of Washington
Bandita Deka-Kalita	University of Alberta
Chris Cliff	University of British Columbia
Chris Rowell	University of British Columbia
Christina Wawarta	Warwick Business School
Christopher Steele	University of Alberta
David Kirsch	University of Maryland
Dennis Ma	University of British Columbia
Dev Jennings	University of Alberta
Fabio Fonti	Rennes School of Business
Guillermo Casasnovas	ESADE Business School
Heli Helanummi-Cole	Oxford University
Hovig Tchalian	Claremont Graduate University
Ian Gellatly	University of Alberta
Jacob Miller	Drexel University
Jan Tang	University of Alberta
Jane Liang	Renmin University
Jason Kiley	Oklahoma State University
Jason Windawi	Princeton University
Jennifer Sloan	University of Alberta
Joe Porac	New York University
Joel Gehman	University of Alberta
Kamila Nignatulina	Oxford University
Kevin Lee	New York University
Kylie Heales	University of Alberta
Maggie Cascadden	University of Alberta
Manuel Hepfer	Oxford University
Marc-David Seidel	University of British Columbia
Mark Hand	UT Austin
Mark Kennedy	Imperial College
Michael Lounsbury	University of Alberta
Milo Wang	University of Alberta
Moritz Kleinaltenkamp	Hertie School of Governance
Muhammad Abdul-Mageed	University of British Columbia
Nuruddin Ahmed	Ivey School of Business
Ouafaa Hmaddi	University of Oregon
Qian Li	Cass Business School
Richard Haans	Rotterdam School of Management
Rodrigo Valadao	University of Alberta
Sima Sajjadiani	University of British Columbia
Stefanie Habersang	Leuphana University
Tanja Ohlson	Oxford University
Tim Hannigan	University of Alberta
Tony Briggs	University of Alberta
Trish Reay	University of Alberta
Vern Glaser	University of Alberta
Wendy Espeland	Northwestern University
Yunjung Pak	University of Alberta

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