

Review of: "Qualitative Approach to Analyze Business Disclosures – A Content Analysis Perspective"

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Potential competing interests: No potential competing interests to declare.

This article has the potential to be rated at around 3 stars if the suggestions below are acted upon.

Positive aspects:

The topic covered is relevant, as disclosures are one of the things considered by analysts who influence many billions of dollars of investments.

Considerable literature has been referenced, giving the reader useful guidance if they wish to find out more.

The examples given of disclosure factors (to be measured) help the reader to grasp the topic.

Areas for improvement:

Language

There are numerous grammatical errors and words that are used inappropriately. This particularly affects the introduction and makes it more difficult for the reader to grasp what the article is about. It also affects the '10 Conclusion' section – in particular, the last sentence. Also, avoid long sentences of more than 30 words.

These shortcomings could be addressed by having a language review done by a person who knows English well and who also understands the broad area being covered.

Assessment techniques

Section 6, which discusses the techniques to assess disclosure, takes 8 pages. It repeatedly covers the same very simple numerical techniques in a cumbersome manner. This is the most important area to address. I suggest that a tabular format be used to explain first, unweighted scoring, and second, weighted scoring. A table for the latter might look something like this (apologies that this table was somewhat distorted when copying it in, but it does give the gist).

		Organization 1		Organization 2	Organization 3
Disclosure factor	Weight	Score out of 10	Weighted score		
Factor 1	20	7	140		
Factor 2	15		0		
Factor 3	8	5	40		
Factor 4	17	3	51		
Factor 5	4	9	36		
Total	64		267		
Overall weighted score			267 / 64 = 4.17 out of 10		

If the weights are percentages that add to 100, then the division to arrive at the overall weighted score would divide by 100.

The blank for factor 2 is because it is not disclosed at all, leading to a zero weighted score.

The emphasis should then be, for each of the assessment areas, on how the factors are selected and the skills and experience required to do so.

Arithmetic

There are several errors in the examples given. Any arithmetic needs to be carefully checked.

Definitions

Please ensure that all important terms are defined early, for example 'business disclosure' and 'content analysis'.

Document structure

Try to have numbered sections and subsections, such that it is easy to refer to text. Thus, no subsection should be longer than, say, two pages.

Approach to doing the research.

The importance of expert judgment in arriving at disclosure factors and weightings should be emphasized, as well as having knowledgeable people doing the scoring.

Sections 8 and 9

Many techniques are outlined to check the data gathered and then to derive meaning from the data. The explanations given do not give detail on how to use each technique. Experienced researchers already know which techniques to use, and how to use them. Perhaps it should be suggested that less experienced researchers consult a statistician to select the

most appropriate techniques for a particular research project.