

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

David Coker<sup>1</sup>

<sup>1</sup> Fort Hays State University

**Potential competing interests:** No potential competing interests to declare.

**Abstract.**

Awkward: Specifically, matching to current research trend.

ENGLISH NEEDS EXTENSIVE UPDATING AND REVIEW.

Coding is common—even prevalent—but there are other methods. One could expand this section by looking beyond coding data. There are downsides to coding,

“This involves reading through the data and categorizing it according to the coding scheme by using either binary (0 or 1) or ordinal (1 to 5) scores.” A major update should move beyond quantification and include inductive/deductive coding, which are also common schemes.

Statistical analysis is not qualitative analysis, but it is commonly mixed. The methods can be problematic, as cutoff scores are inherently subjective.

Note a Comprehensive Disclosure Index is quantitative data. The authors might define qualitative data and clarify how CDI is qualitative. I do not follow.

Besides Cohen’s kappa, there are many other possibilities (straight percentages, Fleiss for more than 2 raters, etc.). For example, consensus is a possibility. There are pros/cons to each.

For validity/reliability or credibility/trustworthiness, consider other methods. Quantitative methods are often not applicable. See the following two articles:

Golafshani, N. (2003). Understanding reliability and validity in qualitative research. *The Qualitative Report*, 8(4), 597-607.

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage.

For validity of qualitative research, there often are no quantitative tools; hence, face validity and criterion validity often are not very useful.

Statistical tools within qualitative research can be very limited unless one quantizes the qualitative data. Qualitative research is often not translated into quantitative data. Authors should consider both.

Using data mining techniques, such as NLP and AI, could make this article relevant in the future.