

APPENDIX F: CONTENT ANALYSIS SUMMARY

	Total Constructs	%	High Disclosure Company	%	Low Disclosure Company	%
Reputation	4	16.7	3	23.1	1	9.1
Gain/loss	6	25.0	1	7.7	5	45.5
Concern for Society	11	45.8	8	61.5	3	27.3
Conflict resolution	3	12.5	1	7.7	2	18.2
	24	100.0	13	100.0	11	100.0