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studying research problems, where data is controlled and measured, to address the accumulation of facts, and to determine the causes of behavior. As a consequence, the results of quantitative research may be statistically significant but are often humanly insignificant.

Quantitative Methods - Organizing Your Social Sciences

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Clare Morris has taught quantitative methods to students of business, from HND to PhD level, at institutions including Bristol Polytechnic, Warwick Business School and Cardiff Business School. She is currently Professor and Dean of Student Experience and Quality Enhancement at the University of Gloucestershire.

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