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talk about these
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before we begin, we
need to briefly review

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is expressed in
numbers and graphs.
It is used to test or
confirm theories and
assumptions. This
type of research can
be used to establish

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generalizable facts.
about a topic.
Common quantitative
methods include
experiments,
observations
recorded as numbers,
and surveys with
closed-ended
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However, such data can highlight potential issues which can be explored in quantitative research. Focus groups and interviews are common methods used to collect qualitative data. This kind of data is often revealing and useful, but it is costly and

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collect, particularly
for a start-up or small
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