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Consider the principal finding: A reply to William T. Ross

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Title:	CONSIDER THE PRINCIPAL FINDING: A REPLY TO WILLIAM T. ROSS
Year:	05/1988
Author:	Makridakis, Spyros ; Hogarth, Robin M.
Abstract:	By focusang on issues concerning precise reUuive perfonnance of the human and experimental teams, Ross crtsscutes the nugor, and a priori »ir[»ising result of our study. This is that the experimental teams were not all dominated by the human teams. Reidication is the aiqm^sdate way to illuminate tIK substantive issues raised by our study rather than aiguments based on ex-post and possibly questionaUe statistical analyses.