

# What is Self-Select Bias?

Contributed by DJS Research Ltd  
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Self-Select Bias, as explained by DJS Research Ltd.

Self-select bias is the error that can potentially enter into a survey when a sample is formed of self-selected volunteers, also known as the voluntary-response bias. The resulting sample is often over-representative of those who have strong opinions and thus may not be a true representation of the general opinion on a product, service or issue.

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