

What is an open-ended question?

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What is an open-ended question? As explained by DJS Research

The ability to ask open-ended questions is very important in market research fieldwork, particularly in qualitative research where researchers need to expand on numerical or quantitative data and understand the reasons behind single response answers.

Open-ended questions are meant to elicit a fuller, more detailed response based on the subject's knowledge or expertise. This is the opposite of a closed-ended question where only a one word or very short response is sought. Open-ended questions are designed to be less leading and give the opportunity for broader, less objective responses.

Typically, an open-ended question will begin with "how" or "why" and may even appear to take the form of a short statement quite dissimilar to the form taken by a closed-ended question.

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