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ACASI and Data Collection Methods for Research

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Overview

- Purpose: How ACASI can be used in field/ community settings to improve the quality of data collected for research.
- Outline
 - What is ACASI?
 - Why should we use ACASI?
 - How to use ACASI

What is ACASI?

- Audio Computer Assisted Self Interview
 - Uses a computer (laptop, desktop) to collect information from respondents
 - Respondent does not have to read the question. Both the questions and answer can be heard by the respondent
 - Answers are given via a keyboard or touch screen

Why use ACASI?

- Standardization: All surveys are exactly the same, not always so with paper/skip patterns
- Quality Control: No interview variation/bias
- More accurate responses
- Can support multiple languages with one program
- Scientific integrity of the data

Why use ACASI?

- Reduce time to viewing and using your results
 - Report can be generated after interview is done
 - No issues of having to read or ascertain written responses
 - Minimize data transcription and data entry errors

Why ACASI is user friendly

- Ability to use touch screen or simple clicks of mouse
- Improves comprehension, participants with lower education and literacy rates can participate
- Allows participant to advance through the survey at their own pace
- Feeling of empowerment
- Provides anonymity

What is job of the interviewer?

- Explain ACASI
- Demonstrate use of touch screen/keyboard
- Review brief tutorial to ensure client can answer questions and operate computer
- Answer any questions participant may have

Improved Data Collection

- Privacy for collecting sensitive information, participant does not have to disclose information to interviewer
- Clients more likely to report truthfully about sensitive topics (sex, drugs, risky behavior)

QDS for data collection

- Questionnaire Development System (QDS)
- Developed by NOVA Research Company
- Allows researcher to produce all materials needed to administer a questionnaire
- Allows researcher to describe the content, formatting and data collected on a questionnaire

QDS

- Program allows for design and program of survey instruments, administration, and data across multiple sites
- Low cost
- Multiple languages
- Easy to revise survey
- Codebook and change history

ACASI Limitation

- Time consuming for lengthy interviews
- Inability to probe respondents when responses may be unclear
- Need to have a dedicated power source
- Data collection devices may be stolen or breakdown
- Participant may miss personal interaction

Collected Data

- With QDS you can:
 - Track data and add data to one storage database
 - View, edit, delete duplicate data
 - Take multiple data form versions into a single standard version
 - Easily export data to multiple sources (Access, SAS, SPSS)

When creating ACASI

- Things to take into consideration
 - The voice you will use for recording your questions
 - Beta Testing
 - Daily or weekly QA/QC on data

Other Data Collection Methods

- Along with ACASI there are other data collection methods being used
 - PDA's
 - Smart tablets
 - Cell Phones
 - Discussion