

DRI/CARI explorations

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Over the past ten years, Digital Recorded Interviews (DRI) or Computer Audio-Recorded Interviews (CARI) has become an important tool in survey administration. Survey managers and methodologists have used recorded interviews to manage and monitor the quality of data collection, address interviewers' effectiveness and also identify improvements necessary in questionnaires. Many survey organizations have developed their own tools and procedures to utilize this CARI/DRI technology.

However, little has been shared across the industry about best practices or challenges implementing this technology and utilizing the resulting data. The Survey Research Center, Survey Research Operations has invited five organizations to explore this topic during a two day meeting in November 2012. In this paper we will summarize the discussion around the following issues:

- **Sharing survey administration experiences with this technology**
 - Recording across samples. What percentage of sample is recorded? Does this percentage change during the production period? What are the reasons for the change?
 - Recording across data collectors. How is this controlled? Are there attributes of the interviewers that are taken into account when recording? Does this change during the production period? What are some of the reasons for the change?
 - Reviewing the recording. How are the recorded interviews reviewed? Who does this and do the reviewers go through the full recorded interviews or segments?
 - Evaluations. What are the main criteria for reviewing the recording?
 - Feedback. How are the results of the review communicated to interviewers and researchers?
 - Implementation. How does this technology affect your organization's quality of data collection? Has there been feedback from users about the technology implementation? (i.e., does recording slow down the survey instrument during the interview?)

- **Sharing the implementation experiences with this technology**
 - Tool. What tool did you use? Why did you select it?
 - Technology. What is the recording technology used? Audio only, audio and video?
 - Storage. What is the recording storage medium? Are the recordings sortable by interviewer ID or questionnaire number?
 - Selection. What are the recording variables? Full interview, selected questions, or random questions?
 - Quality of Sound. What problems or challenges have you faced on the quality of the sound file?