1. **Respondents Feel “Safer”**

Tensions created by the discussion of intimate sexual behaviors, even with trained clinical personnel as interviewers, inhibit reporting. Computer administered self-report formats (such as QDS Audio-CASI) reduce inhibitions respondents may feel when they are asked to report intimate risk behaviors. (Williams, et al., 2000). Studies have shown that the accuracy of information revealed by a respondent is positively related to the level of privacy of the interview. (Newman, Des Jarlais, et al., 2002). Audio-CASI subjects can wear headphones to further enhance their privacy.

2. **Studies are More Consistent**

Computer administered interviewing provides a uniform and consistent method of data collection. Respondents react to a known entity, a computer, rather than to the variable personalities of interviewers. (Turner, et al., 1998). All subjects with similar behavioral profiles hear the same questions asking the same questions in the same sequence. Thus, variations in administration caused by the interviewer are eliminated. (Metczer, et al., 2000)

3. **Low Literacy Not a Problem**

Using Audio-CASI, the research subject listens to a recorded human voice (or a Text-To-Speech synthesized voice) and responds to the question via keyboard entry (or the use of another input device such as a “touch screen” or “mouse.”) The addition of audio reduces requirements for respondent literacy. (Metczer, et al., 2000).

4. **Subjects “Enjoy” Computers**

Most Americans routinely encounter computers when using information kiosks, completing bank transactions, or buying groceries at the supermarket. (Williams, et al., 2000). Dr. Edward Morse notes that his prisoner subjects “enjoy” the computer and he often uses laptops, allowing subjects to hold onto them. They like the sense of independence that this gives, and it helps build trust, since subjects feel more comfortable with the process.

5. **Less 3, Fewer Staff Needed**

Dr. Morse performs 3-5 Audio-CASI interviews at a time with only one staff person in the room. This has saved his Department thousands of dollars and eliminated the need to manage staffing and hiring issues. Morse can dedicate more time to research efforts without worrying about administrative hassles that slow the process. Plus, with its built-in Text-To-Speech engine, QDS allows Morse to test and evaluate questions before spending time and money on expensive recording sessions. (QDS allows the use of either live recorded WAV files, a built-in Text-To-Speech engine, or both.)

6. **Less Paperwork With QDS™**

Transfer of data from the subject’s response on the touch-screen or keyboard to the appropriate field is handled instantaneously through QDS. The myriad of paperwork associated with survey research is nearly eliminated. Codebooks and complete change histories can be created instantly. QDS allows Morse to export his data directly into SAS, SPSS, or MS Access for analysis and he can easily reuse one set of questions from one part of a survey and copy and paste quickly into a new survey.

7. **Computer Enhances Studies**

Dr. Morse reports that since the computer “eliminates barriers that distort data,” studies are enhanced by its use. Audio-CASI offers the potential to improve the quality of behavioral data and, consequently, our understanding of factors associated with diseases and interventions that may prevent them. (Metczer, et al. 2000).

8. **No Need to Hire Programmers**

Since researchers use QDS to create their data entry program in a user-friendly, Windows environment, there is no need to hire an expensive computer programmer to build it, saving thousands of dollars. From the one set of specifications, easily created by researchers, several modes of administration can be implemented simultaneously in addition to Audio-CASI giving researchers greater flexibility.

9. **Multi-Languages Available**

The QDS Design Studio allows users to store multiple translations in a single file. Multi-language Text-To-Speech engines are built into the Audio-CASI component of the software.

10. **Unlimited Tech Support**

QDS users enjoy complimentary, unlimited technical assistance via email (support@novaresearch.com).

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**References**