

What are CAPI, CATI and CAWI?

Contributed by DJS Research Ltd.
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CAPI, CATI and CAWI, as explained by DJS Research Ltd.

CAPI (Computer-assisted personal interviewing)

Computer-assisted face to face interview.

The interviewer uses his laptop screen to read the questions to pose and inputs the responses.

Advantages

All types of questions can be used.

Material can be shown to the respondent.

Limits

Strong geographical constraint. The CAPI is more adapted to reduced geographical areas.

Heavy cost.

CATI (Computer-assisted telephones interviewing)

The interviewer asks questions by telephone and records answers on a computer. CATI automates the interviewees calls, the recall in case of absence and checks quota.

Advantages

Quick.

No geographical constraint: CATI applies well to the broad geographic zones.

Technical reliability.

Limits

Some target cannot be reached by CATI.

No visualization possibility.

Certain sensitive subjects must be avoided

CAWI (Computer Aided Web Interviewing)

The CAWI questionnaire appears in the browser as a web-page that respondents can reach in different ways depending on the sample design. The computerized environment enables great logical intricacy in the interviewing process. Filtering and the implementation of logical relationships happen in the background, out of sight, and only the questions to answer appear on the screen. The answers for the questionnaire get immediately to the main server so the data collection and the results can be tracked continuously. Even multimedia materials (pictures, audio or music files) can be integrated into the questionnaire.

Advantages

There are no print, interviewer and data input costs.

The collection time is reduced and there is no input time. Real time processing. Real time data follow-up.

Better access to certain targets (Net surfers, working population...). No geographical constraint. CAWI is well adapted to broad geographical areas.

Suppression of skews due to the interviewer and input errors. The respondents have all the time they want to answer the questionnaire.

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Limits

The target is not representative of the national population, the Internet equipment rate of households being 57% in the UK for instance. Senior citizens are poorly represented. Difficulty to check the validity of answers and the respondent identity.

Professionalisation and spontaneous self-recruitment of certain panelists.

Facility to quit the questionnaire.

Obligation to protect the data. To see further information please visit DJS Research by clicking here: [Market Research UK](#)