

Chapter 12

Telephone Surveys

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SUGGESTIONS FOR FURTHER READING

Introductory books

Frey, J.H. (1989). *Survey research by telephone*. Newbury Park, CA: Sage Publications.

Lavrakas, P. J. (1987). *Telephone survey methods: Sampling, selection and supervision*. Newbury Park, CA: Sage Publications. A second edition was published in 1993.

Telephone Survey Methodology

Groves, R. M., Biemer, P.P., Lyberg, L.E., Massey, J.T., Nicholls, W.L. & Waksberg, J. (Eds.). (1988). *Telephone survey methodology*. New York: John Wiley and Sons. This monograph resulted from a large international conference on telephone survey methodology in 1987.

In 2006, a second international telephone survey methodology (TSMII) was held incorporating modern technology and changes in telephone methods since 1987. The resulting monograph has appeared in 2008.

Lepkowski, J.M., Tucker, C., Brick, J.M., de Leeuw, E.D., Japec, L., Lavrakas, P.J., Link, M.W., Sangster, R.L. (Eds) (2008). *Advances in Telephone Survey Methodology*. New York: John Wiley and Sons.

INTERNET RESOURCES

The Journal of Official Statistics has published many articles on telephone surveys, including special issues. These can be accessed through www.jos.nu. This web site has a simple search function and is free of charge.

Regarding mobile phones in surveys, most findings have been presented at conferences, and some information is available on the internet. CTIA, the international association for the wireless telecommunication industry, maintains an informative and up to date website with news of the latest

developments in wireless technology at <http://www.ctia.org/>, and a service on the internet, CNET news.com at <http://www.news.com/>, provides free daily summaries of the latest telecommunications advances both in the U.S. and abroad

ADDITIONAL WEB MATERIAL

Examples of surveys conducted using a list sample:

Center for Survey Research, University of Massachusetts Boston. *After Time Limits: A Study of Households Leaving Welfare between December 1998 and April 1999.*

<http://aspe.hhs.gov/hsp/leavers99/state-rpts/ma/ATL-CSR00.pdf>. For similar surveys in other states, see <http://aspe.hhs.gov/hsp/leavers99/fy98.htm>. Accessed November 15, 2005.

Examples of RDD surveys:

Pew Research Center (Accessed January 2008) at <http://peoplepress.org/reports/display.php3?ReportID=259> and <http://peoplepress.org/reports/display.php3?PageID=1008>

Example of survey using T-ACASI:

Overview at (accessed January 2008) http://www.amstat.org/sections/SRMS/proceedings/papers/2000_182.pdf

Example of survey using the telephone as a supplement to other mode:

National Science Foundation. *Survey of Doctoral Recipients 2001* (Accessed January, 2008). <http://www.nsf.gov/statistics/srvydoctoratework/>

Examples of mobile phone surveys:

Roy, Gildas and Aurelie Vanheuverzwyn, 2002. Mobile phone in sample surveys. Paper presented at the International Conference on Improving Surveys held in Copenhagen, Denmark. (Accessed January 2008). http://www.icis.dk/ICIS_papers/A_3_5.pdf

Kuusela, Vesa and Matti Simpanen. (2002). Effects of Mobile Phones on Telephone Survey Practices and Results. Paper presented at the International Conference on Improving Surveys held in Copenhagen, Denmark (Accessed Jan 2008). http://www.icis.dk/ICIS_papers/A_2_3.pdf