



Research In the News

Questions
About
the Article ?

THE RISE OF CELL PHONE–ONLY HOUSEHOLDS IS AFFECTING SURVEYS

This article reports on the effect that cell phones, and cell phone–only users, are having on obtaining poll results that are generalizable to the entire population in the United States. It notes that over 90% of Americans have cell phones now and that about 40% have eliminated their landline entirely. The problem, the article notes, with RDD using a cell phone list is that individuals can move with them across cities and states. The question remains, “How many cellphones in a sample are enough?”

1. If you were going to conduct a telephone survey, how would you select your sample to ensure generalizability?
2. Should survey researchers now consider sampling in multiple ways (for example, both electronically and via the telephone)? If so, what types of issues should be considered when comparing results across two survey modes of administration? Do you think it would affect responses to questions soliciting information on sensitive issues such as victimization?

Source: Source: Thee-Brenan, M. (2014, July 10). How the rise of cellphones affects surveys. *The New York Times*. Retrieved August 21, 2015, from http://www.nytimes.com/2014/07/11/upshot/-how-the-rise-of-cellphones-affects-surveys.html?_r=0&abt=0002&abg=0