

Differences in Responses between Land Line & Mobile Phone

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Outline

- ▶ Background and Research Questions
 - ▶ Study design
 - ▶ Results
 - ▶ Conclusion
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Background

- ▶ Reports on recent election poll (June 17, 2010)
 - “how the polls got the local elections all wrong... .. it is no longer acceptable to rely only solely on home landline phones for opinion polls”
 - “ Most opinion polls were conducted only through landline telephone with numbers that are listed”
- ▶ Problems of traditional landline phone survey
 - Decrease of house residence
 - Contact with household → should be individual
 - Not all telephone numbers are listed on the yellow book etc.
- ▶ Needs for overcoming the limitation of traditional landline phone survey by using new media such as the Internet or mobile phones

The present study

- ▶ Suggesting Mobile phone survey as a supplementation of landline phone survey
- ▶ Especially, aiming to invest in different responses, to the same questions, caused by different survey modes(landline vs. mobile).
- ▶ This Study
 - Not just finding the existence of the difference between landline and mobile phone survey, but rather exploring the factors which causes the difference

This study: Social pressure

- ▶ Proposes that “perception of social pressure caused by the place” as a factor of mode effect between landline and mobile phone surveys.
- ▶ Situation/place
 - Landline phone survey → at private place (home)
 - Mobile phone survey → private place/ working place/ common place
 - Number of people around the respondents
- ▶ We conceptualize user’s “social pressure” as mobile phone users’ perception of situations and the places where the survey interviews are conducted

Research Questions

- ▶ Q1. Are there demographic differences such as (a) education, (b) occupation, (c) income between mobile and landline household respondents?
- ▶ Q2. (a~d). Are there any differences on (a) media use (b) mobile phone dependency (c) innovativeness (d) political attitudes between mobile and landline household respondents?
- ▶ Q 3. Is there any difference on social pressure between mobile and landline household respondents?
- ▶ Q 4-1(a~d). Are there any differences on (a) media use (b) mobile phone dependency (c) innovativeness (d) political attitudes according to the level of social pressure?
- ▶ Q 4-2(a~d). Are there any interaction effects between social pressure and research mode(mobile vs. landline) on (a) media use (b) mobile phone dependency (c) innovativeness (d) political attitudes?

Description of Survey

- ▶ **Collector: Hyundai Research (Co.)**
 - ▶ **Sample design: Quota Sampling Method based on gender, age, and region**
 - ▶ **Sample size: Mobile (500), Landline (500)**
 - ▶ **Mode of Administration: Mobile or landline phone interviews**
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Description of Survey :Survey items

(1) Social Pressure

- Existence of people nearby (639 alone, with 361 other people)
- Number of people nearby (N 361, $M=5.26$, $SD=13.80$)
- Characters of Place
 - Private place(e.g., home, relatives house, car): N=686
 - Public place(work place): N=226
 - Common place(park, street, café, public transportation (bus, subway, station):N= 70

Description of Survey :Survey items

- ▶ Media use
 - ▶ Innovativeness
 - ▶ Mobile phone Dependency
 - ▶ Political attitudes
 - Evaluation of policies on North Korea
 - Evaluation of this administration/the ruling party/the opposition party
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Demographic characteristics

		Landline		Mobile	
		F	%	F	%
Gender	Male	250	50.0%	250	50.0%
	Female	250	50.0%	250	50.0%
Age	19~29s	96	19.2%	99	19.8%
	30s	109	21.8%	111	22.2%
	40s	116	23.2%	117	23.4%
	50s	84	16.8%	84	16.8%
	60s ~	95	19.0%	89	17.8%
Region	Seoul/Gyeonggi	241	48.2%	241	48.2%
	Honam	55	11.0%	55	11.0%
	Chungcheong	51	10.2%	51	10.2%
	Gyeongbuk	63	12.6%	63	12.6%
	Gyeongnam	70	14.0%	70	14.0%
	Gangwon/cheju	20	4.0%	20	4.0%

Demographic characteristics cont.

		Landline		mobile	
		F	%	F	%
Education	~middle school	78	15.6%	58	11.6%
	High school	142	28.4%	139	17.8%
	Community Coll	62	12.4%	63	12.6%
	College	193	38.6%	205	41.0%
	Graduate	23	4.6%	24	4.8%
	No reply	2	0.4%	11	2.2%
Occupation	professionals	33	6.6%	30	6.0%
	Office/technical	47	9.4%	135	16.0%
	Business/management	9	1.8%	9	1.8%
	Sales/Service	27	5.4%	24	4.8%
	Daywork	1	0.2%	11	2.2%
	Manufacture	11	2.2%	9	1.8%
	Homemaker	137	27.4%	114	22.8%
	Students	52	10.4%	51	10.2%
	Self-employed	74	14.8%	53	10.6%
	unemployed/retired	68	13.6%	33	6.6%
	ag, fisheries, stock	19	3.8%	14	2.8%
	Etc	14	2.8%	13	2.6%
	No reply	8	1.6%	4	0.8%

Results: mode difference

- ▶ People around the respondents
 - Alone: landline survey $N = 346(69.2\%)$, mobile survey $N = 293(58.6\%)$ ($\chi^2 = 12.18, p < .01$).
- ▶ Number of people around: landline = 2.46 ($SD = 1.66, n = 152$), mobile 7.34($SD = 17.91, n = 204$) ($t = -3.87, df = 207.65, p < .001$).

Result: social pressure

- ▶ Number of people around the respondents
- ▶ Evaluation of the present administration
 - 1 people around 2.77(SD = 1.00), 2 people around 2.80(SD = 1.13), 3 people around 2.65(SD = 1.18), 4~5 around 2.41(1.01), over 6 around 2.07(SD = 1.10) : the more people around, the more negative evaluation for the government. ($F = 2.49, p < .05$)
- ▶ Types of places
- ▶ Evaluation of the present administration
 - Private place (M = 2.68, SD = 1.00) common place(M = 2.57, SD = .94), public place(M = 2.36, SD = 1.10) more negative evaluation($F = 4.71, p < .01$),
- ▶ About ruling party in private place(M = 2.15, SD = .69) or common place (M = 2.02, SD = .58) , public place (M = 1.87, SD = .78) more negative ($F = 6.46, p < .01$).

Results social pressure

- ▶ Political orientation
- ▶ Landline and alone ($M = 2.99$, $SD = .86$) < with other ($M = 3.12$, $SD = .88$): more conservative, mobile and alone ($M = 3.06$, $SD = .84$) < with other ($M = 2.93$, $SD = .87$): more liberal ($F = 4.19$, $p < .05$).

Discussion

- ▶ Mode effects on the occupation
 - Landline= house maker, self-employed, retired
 - Mobile= business manager, day worker.
- ▶ Landline survey respondent were more conservative
- ▶ Social pressure
 - Private place < common place < public place
 - With more feeling of the social pressure, landline respondent showed conservative bias, while mobile respondents showed liberal bias.
- ▶ Spiral of Silence?