

Miscellanea

Under the heading Miscellanea, essays will be published dealing with topics considered to be of general interest to the readers. All contributions will be refereed for their compatibility with this criterion.

A Bibliography on Telephone Survey Methodology

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1. Introduction

During the last two decades or so, the methods and techniques of data collection for sample surveys have undergone a major transformation. While personal interviews and mail surveys constituted the principal methods of gathering information in surveys during the earlier period, the use of telephone interviews has attained greater and greater significance as a means of gathering data in recent years in both private and public sectors. Among the countries with extensive telephone coverage, the use of the telephone by some government agencies and survey organizations has become the dominant mode of data collection (see, e.g., Lyberg and Kasprzyk 1991). Among the reasons for increased interest in telephone surveys, compared to face to face interviews, include increased coverage of the population by telephone, lower cost of data collection, improved sampling methods through random digit dialing, and improved technology.

There exists a considerable body of literature on the theoretical and empirical justifications for every area of telephone survey methodology in the form of journal articles, chapters in handbooks as well as unpublished material. In addition, a special issue entitled “The Emergence of Computer-Assisted Survey Research” was published by the journal *Sociological Methods and Research* (Freeman and Shanks 1983). Similarly, the *Journal of Official Statistics*, published by Statistics Sweden (Groves and Lyberg 1988) and *Survey Methodology*, published by Statistics Canada (Singh 1991), have recently devoted special issues to telephone survey methodology. In addition, several books have appeared that specialize in telephone survey

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methodology (see, e.g., Blankenship 1977; De Sola Pool 1977; Dillman 1978; Frey 1989; Groves and Kahn 1979; Groves et al. 1988; Körmendi and Noordhoek 1989; and Lavrakas 1993). The books by Blankenship (1977), Dillman (1978), Frey (1989) and Lavrakas (1993) are primarily in the form of monographs, intended as "how-to" references, describing survey sampling and design procedures currently used in different organizations. The text by De Sola Pool (1977) is mainly a sociological study and discusses social implications of the introduction of the telephone in the United States. The work by Groves and Kahn (1979) provides a national comparison of surveys by telephone with personal interviews. The material in the publication by Körmendi and Noordhoek (1989) is a compilation of the information gained in Denmark on the use of telephone interviews and comprises a study of validity in which telephone responses are compared with the information obtained from registers. The volume by Groves et al. (1988) comprises contributions from an international group of experts involved in telephone surveys and presents a comprehensive review of some recent developments in the field.

The purpose of this bibliography is to list accurately the majority of published and unpublished material related to telephone surveys. It is intended to facilitate the work of other researchers and practitioners in the field.

2. Methods

This bibliography covers published as well as unpublished material. This is an important feature in view of how much of the experience in telephone interviewing is contained in unpublished mimeographs and reports and papers presented at meetings and conferences. The bibliography is divided into four parts. Part 1 (Section 5.1) comprises primarily journal articles or articles appearing in edited books or special books such as yearbooks, proceedings, encyclopaedia, etc., which provide a treatment of telephone survey methodology. Part 2 (Section 5.2) lists works published in the form of a book, monograph, thesis or other volumes appearing in book format. Part 3 (Section 5.3) lists a number of articles and papers presented at various professional meetings and conferences. Part 4 (Section 5.4) lists a number of articles which are still in the form of unpublished mimeographs and reports (research report, technical report, internal memorandum and so forth). The criteria for selecting entries for inclusion in the bibliography were mainly based on the consideration that the cited reference provides a substantial and useful discussion of certain aspects of telephone survey research and methodology. Publications describing merely the use of telephone interviews as the mode of data collection, without any methodological implications, are generally not included. Publications containing a general discussion of the telephone and its sociological and research implications have been included. Some pertinent papers and articles on general sampling methods have also been included.

In the compilation of this bibliography, considerable use was made of the previously published bibliographies included in the books on telephone survey methodology, reviewed in the introductory section, particularly the one by Groves et al. (1988). All suitable entries from these publications have been included. In addition,

we have consulted the following annual series that index the field of statistics and other quantitative areas:

- Abstract Services of Quality Control and Applied Statistics
- Current Contents
- Current Index to Statistics
- Journal Contents in Quantitative Methods
- Management and Marketing Abstracts
- Market Research Abstracts
- Statistical Theory and Methods Abstracts

The bulk of the bibliography contains references from non-statistical journals, such as those in public opinion, marketing, advertising, consumer research and other related journals; statistical journals primarily covering articles pertaining to official statistics and survey research methodology, and from a variety of special publications such as proceedings of conferences and workshops on telephone surveys. For the purpose of assembling published material for inclusion in the bibliography; the following journals were searched systematically for relevant references for the period 1975–1993:

- ASA Proceedings of the Survey Research Section*
- Behavioral Research Methods and Instrumentation*
- Journal of Advertising Research*
- Journal of Marketing*
- Journal of Marketing Research*
- Journal of Official Statistics*
- Public Opinion Quarterly*
- Sociological Methods and Research*
- Survey Methodology*

In addition, several other journals, periodicals and proceedings of conferences and workshops in the fields of statistics, sociology, epidemiology, public health, and management sciences were scanned on a selective basis.

3. Description of Entries

The entries for articles are presented in the following form: Author(s) name(s), year of publication, title of the article, name of the journal, volume number, and page numbers. The sequence for books is: Author(s) name(s), year of publication, title of book, name of publishing house, and page numbers (if applicable). Only page numbers are mentioned for the articles appearing in yearbooks, reports and proceedings, as they generally do not have volume numbers or other continuity.

In order to save space, the convenient abbreviations for the journals, periodicals, proceedings, and other publications cited in the bibliography, similar to the ones employed by the *Current Index to Statistics*, have been introduced. A list of the abbreviations and complete names of the publications is given in an Appendix at the end of the bibliography.

Finally, to assist the users of the bibliography in their search for specific references of particular topics, the following letter codes are used to classify each entry:

Code	Explanation of Topic
A	Population Coverage by Telephone
B	Sampling Designs for Telephone Surveys
C	Non-response in Telephone Surveys
D	Data Quality in Telephone Surveys
E	Computer-Assisted Telephone Surveys
F	Administration of Telephone Surveys
G	Applications, Miscellaneous Issues and Comparison with Other Modes of Interview

The codes or combination of codes are inserted in square brackets at the end of each entry and adjacent to the right margin so that they can be easily scanned.

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6. Appendix

Abbreviations Used in Bibliography

6.1. Papers and articles

Adamp	Adamp
AdvHSurRes	Advances in Health Survey Research: Proceedings of a National Conference; D.P. Rice and G. Rosenthal (Eds.), Health Resources Administration, Washington, D.C.
AmBeSc	American Behavioral Scientist
AmDemo	American Demographics
AmJEpid	American Journal of Epidemiology
AmJNur	American Journal of Nursing
AmJSoc	American Journal of Sociology
AmJPubHealth	American Journal of Public Health
ASAProBuEc	ASA Proceedings of the Business and Economic Statistics Section, American Statistical Association, Alexandria, Virginia
ASAProSocSt	ASA Proceedings of the Social Statistics Section, American Statistical Association, Alexandria, Virginia
ASAProSuRes	ASA Proceedings of the Survey Research Methods Section, American Statistical Association, Alexandria, Virginia
ArchGenPsysc	Archives of General Psychology
AstrlJSt	Australian Journal of Statistics

AstrlPsy	Australian Psychologist
AnnRvwSoc	Annual Review of Sociology
AmSocRvw	American Sociological Review
AmPsy	American Psychologist
BasAppSocPsy	Basic and Applied Social Psychology
BehAss	Behavioral Assessment
BehResMetIns	Behavioral Research Methods and Instrumentation
CanJPubHealth	Canadian Journal of Public Health
CanJStats	Canadian Journal of Statistics
CanMarkr	Canadian Marketer
CommHeaStu	Community Health Studies
CompStat	Computer Science and Statistics: Proceedings of the 18th Symposium on the Interface; T.J. Boardman (Ed.), American Statistical Association, Alexandria, Virginia
CreAnhSurFisMan	Creel and Angler Surveys in Fisheries Management
DutSocSoCon	Dutch Sociometric Society Conference; C.P. Middendorp, B. Niemüller, and W. Saris (Eds.), Dutch Sociometric Society, Amsterdam
EncyStatSc	Encyclopedia of Statistical Sciences; S. Kotz and N.L. Johnson (Eds.), John Wiley, New York
EnvPlan-A	Environment and Planning, Series A
Epidmlgy	Epidemiology
EuRes	European Research
EvaProPlan	Evaluation and Program Planning
EvaRvw	Evaluation Review
FestEicker	Data Analysis and Statistical Inference: Festschrift in Honour of Prof. Dr. Friedhelm Eicker, S. Schach, and G. Trenkler (Eds.), Verlag Josef Eul, Hungenberg, Germany
GeoPolScAJ	Georgia Political Science Association Journal
Geron	The Gerontologist
HBMarRes	Handbook of Marketing Research; R. Ferber (Ed.), McGraw-Hill, New York
HBSat6	Handbook of Statistics, Vol. 6; P.R. Krishnaiah and C.R. Rao (Eds.), North-Holland, Amsterdam
HBSurRes	Handbook of Survey Research; P.H. Rossi, J.D. Wright, and A.B. Anderson (Eds.), Academic Press, New York
HumJSocRel	Humboldt Journal of Social Relations
IJComSoc	International Journal of Comparative Sociology
IJEpid	International Journal of Epidemiology
IJPAIS	International Journal of Policy Analysis and Information System (Knowledge Systems Laboratory, University of Illinois at Chicago Circle, Chicago)
IntAna	Interview und Analyse
InterMan	Interviewer's Manual, Revised Edition, Survey Research Center, University of Michigan, Ann Arbor, Michigan

JAcadSci	Journal of the Academy of Marketing Science
JAdv	Journal of Advertising
JAdvRes	Journal of Advertising Research
JASA	Journal of the American Statistical Association
JAppPsy	Journal of Applied Psychology
JBroad	Journal of Broadcasting
JBusRes	Journal of Business Research
JCommPsy	Journal of Community Psychology
JFarmEco	Journal of Farm Economics
JLeisR	Journal of Leisure Research
JMarkResSoc	Journal of the Market Research Society
JMark	Journal of Marketing
JMarkRes	Journal of Marketing Research
JOffStat	Journal of Official Statistics
JPerSoPsy	Journal of Personality and Social Psychology
JPhon	Journal of Phonetics
JReta	Journal of Retailing
JRSS-A	Journal of the Royal Statistical Society, Series A
JSocBehPer	Journal of Social Behavior and Personality
JSocStPar	Journal de Societe de Statistique de Paris
JourQuar	Journalism Quarterly
KlZeiSoz	Kleiner Zeitschrift fur Soziologie und Sozial Psychologie
KwaMet	Kwantitatieve Methoden
MarkNews	Marketing News
MarRSocN	Market Research Society Newsletter
Masse	Massacommunicatie
MeasErrSur	Measurement Errors in Surveys; P.P. Biemer, R.M. Groves, L.E. Lyberg, N.A. Mathiowetz, and S. Sudman (Eds.), John Wiley, New York
MedCar	Medical Care
MenHyg	Mental Hygiene
MDN	MD: Methoden en Data Nieuwsbrief van de Sociaalwetenschappelijke Sectie van de VVS
ModMarRes	Modern Market Research: A Guide for Business Executives; M.K. Adler (Ed.), Philosophical Library, New York
PacSocRvw	Pacific Sociological Review
PBCenARC	Proceedings of the Annual Research Conference of the U.S. Bureau of the Census, U.S. Bureau of the Census, Washington, D.C.
PCUSBCen1	Proceedings of the First Annual Research Conference of the U.S. Bureau of the Census, U.S. Bureau of the Census, Washington, D.C.
PCUSBCen2	Proceedings of the Second Annual Research Conference of the U.S. Bureau of the Census, U.S. Bureau of the Census, Washington, D.C.

PCUSBCen3	Proceedings of the Third Annual Research Conference of the U.S. Bureau of the Census, U.S. Bureau of the Census, Washington, D.C.
PCUSBCen4	Proceedings of the Fourth Annual Research Conference of the U.S. Bureau of the Census, U.S. Bureau of the Census, Washington, D.C.
PEARM	Proceedings of the European Academy for Advanced Research in Marketing; H. Larson and S. Heede (Eds.), European Academy for Advanced Research in Marketing, Copenhagen
PHeaSurResM3	Proceedings of the Third Conference on Health Survey Research Methods, National Center for Health Services Research, Washington, D.C.
PHeaSurResM4	Proceedings of the Fourth Conference on Health Survey Research Methods, National Center for Health Services Research, Washington, D.C.
PIntlStat45	Proceedings of the 45th Session, International Statistical Institute, Voorburg, The Netherlands
PMRDFSTS	Proceedings of the MRDF Seminar on Telephone Surveys, the Market Research Development Fund, The Market Research Society, London
Pro32Cong	Fieldwork, Sampling and Questionnaire Design, Proceedings of 32nd Congress, ESOMAR, Brussels
PubHeaR	Public Health Reports
PubOpinQ	Public Opinion Quarterly
QualQuan	Quality and Quantity
SciBus	Scientific Business
SeRol	Sex Roles
SexTrDis	Sexually Transmitted Diseases
SocEveryLife	Sociology and Everyday Life; M. Truzzi (Ed.), Prentice-Hall, Englewood Cliffs, New Jersey
SocIndR	Social Indicators Research
SocMeth	Sociological Methodology; S. Leinhardt (Ed.), Jossey-Bass, San Francisco
SocMetRes	Sociological Methods and Research
SocScQ	Social Science Quarterly
Socy	Sociology
SpResMetGer	Special Research Methods for Gerontology; M.W. Lawton and A.R. Herzog (Eds.), Baywood Publishing Company, Amityville, New York
StatJUniNat	Statistical Journal of the United Nations
StCandSymp	Proceedings of the Statistics Canada International Symposium, Ottawa, Ontario
StatTids	Statistisk tidskrift
Ststcian	The Statistician

SurMet	Survey Methodology
SurRes	Survey Research
SurSampMeas	Survey Sampling and Measurement; N.K. Namboodiri (Ed.), Academic Press, New York
SurResN	Survey Research Newsletter, Survey Research Laboratory, University of Illinois, Urbana, Illinois
TelSurMeth	Telephone Survey Methodology; R.M. Groves, P.P. Beimer, L.E. Lyberg, J.T. Massey, W.L. Nicholls II, and J. Waksberg (Eds.), John Wiley, New York
TR44AQC	Transactions of 44th Annual Quality Congress, American Society for Quality Control, Milwaukee, Wisconsin
VMMSR	Value of Money in Market and Social Research, ESOMAR Congress, Bristol, United Kingdom
ZUMA	ZUMA-Nachrichten

6.2. Papers presented in conferences and meetings

AERA Meet.	American Educational Research Association Meeting
APHA Meet.	American Public Health Association Meeting
ASPSS Conv.	Annual SPSS Convention
Ann. Conf. AAPOR	Annual Conference of the American Association for Public Opinion Research
Ann. Conf. ARF	Annual Conference of the Advertising Research Foundation
Ann. Fiel. Dir. Conf.	Annual Field Directors Conference
Ann. Meet. ASA	Annual Meeting of the American Statistical Association
Ann. Meet. ASocA	Annual Meeting of the American Sociological Association
Ann. Meet. MAAPOR	Annual Meeting of the MidWest American Association for Public Opinion Research
Ann. Meet. PSA	Annual Meeting of the Pacific Sociological Association
Ann. Meet. SWSA	Annual Meeting of the Southwestern Sociological Association
B. Conf. HSRM	Biennial Conference on Health Survey Research Methods
Conf. CATI	Conference on Computer-Assisted Survey Technology
Conf. IBG	Conference of the Institute of British Geographers
ConfMet	Conference on Methodische Fragen von Stichproben am Beispiel des Mikrozensus
Conf. TSM	Conference on Telephone Survey Methodology
ES Conf.	European Statisticians Conference
ISI Meet.	International Statistical Institute Meeting
MRS Meet.	Market Research Society Meeting
NCHS Semi.	National Center for Health Statistics Seminar on Methodological Needs for Behavioral Risk Factor Assessment Survey

6.3. *Manuscripts in unpublished mimeographs and reports*

IMem	Internal Memorandum
IRep	Internal Report
RRep	Research Report
TRep	Technical Report
UMem	Unpublished Memorandum
UMim	Unpublished Mimeograph
URep	Unpublished Report
WPap	Working Paper
ABS	Statistical Methods Section, Australian Bureau of Statistics, Canberra
BSLUC	Behavioral Sciences Laboratory, University of Cincinnati, Cincinnati, Ohio
CBS	Central Bureau Voor de Statistiek, Voorburg, The Netherlands
CRS	Chilton Research Services, Randor, PA
CUANU	Centre for Urban Affairs, Northwestern University, Evanston, Illinois
DCC	Division of Cancer Control, UCLA Jonsson Comprehensive Cancer Center, University of California, Los Angeles, CA
ISSR	Institute for Social Science Research, University of California, Los Angeles, California
ITTE	Institute of Transportation and Traffic Engineering, University of California, Berkeley, California
NCBS	Netherlands Central Bureau of Statistics, Voorburg, The Netherlands
NORC	National Opinion Research Center, Chicago, Illinois
NTIC	National Technical Information Service, Springfield, Virginia
OPCS	Office of the Population Censuses and Surveys, London, U.K.
RSF	Russel Sage Foundation, New York
RTI	Research Triangle Institute, Research Triangle Park, North Carolina
SC	Statistics Canada, Ottawa, Ontario
SCPR	Social and Community Planning Research, London
SRCISR	Social Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan
SRCUCB	Survey Research Center, University of California, Berkeley, California
SRLUI	Survey Research Laboratory, University of Illinois, Urbana, Illinois
SS	Statistics Sweden, Stockholm
SSI	Survey Sampling Inc., Westport, Connecticut
UA	University of Amsterdam, Amsterdam, The Netherlands

USBCEN	U.S. Bureau of the Census, Washington, D.C.
USBJS	U.S. Bureau of Justice Statistics, Washington, D.C.
USDAG	U.S. Department of Agriculture, Washington, D.C.
WESTAT	WESTAT, Inc., Rockville, Maryland
WSRL	Wisconsin Survey Research Laboratory, University of Wisconsin, Madison, Wisconsin

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