
Is a mobile phone really a personal device?

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- Mobile phone = personal, private device

- Dual Frame Approach (Gabler & Ayhan, 2007; Kalsbeek & Agans, 2008)

- Every person answering a mobile phone call is assumed to be the cell phone owner and is assigned a selection probability depending only on the reported quantity of cell phone numbers

Is it legitimate to calculate the selection probability in cell phone frames on basis of this assumption?

Is sharing mobile phones as low that it is safe to ignore this kind of cell phone usage?

- Findings from the literature
 - Only few assessments of sharing with small samples:
 - 33% within 50 validation interviews, US (Brick et al., 2007a)
 - 8% within 176 US mobile-only household screening interviews (Brick et al., 2007b)
 - 8% within 700 interviews in a German cross sectional study (Häder & Häder, 2009)

- Doubts concerning proper question phrase:

„How many of the cell phone numbers are answered by more than one household member?": 50% sharing (Supplement of CPS 2004, N = 11,931) (Tucker et al., 2007)

→ Tucker et al. assume overestimation because asking on household level

Hypothesis

- What is the prevalence of sharing in the German mobile phone population?
- Is the population that is sharing their mobile phones different from the general mobile phone population?

Methods

- Recruitment interviews for a mobile phone panel conducted from May to June 2009 at the call center of GESIS Mannheim
- Random sample of mobile phone numbers from the mobile phone frame
- Sampling procedure based on Gabler-Häder design
- $N = 725$

- Our question phrase ...
 - ... is focussed on „soft“ sharing
 - ... distinguishes between active and passive sharing

Passive sharing:

„Some people take calls on mobile phones of other household members or related parties. How about that? If your mobile phone rings and you are currently not in its vicinity, will usually other persons answer the call?“

Active Sharing:

„And vice versa, do you answer calls on the mobile phones of related parties?“

Results

-Results from recruitment interviews (N = 725)

| | Active sharing | Passive sharing |
|-----------------------|----------------|-----------------|
| Yes, always | 12% (86) | 12% (82) |
| Yes, most of the time | 12% (90) | 13% (90) |
| Yes, seldom | 20% (142) | 20% (133) |
| No, never | 51% (370) | 53% (354) |
| Only when requested | 5% (35) | 2% (12) |
| Total | 100% (723) | 100% (671) |

-„Caught“ 30 sharer with recruitment interviews!

Results

Sharing especially prevalent among special populations

| Age | < 29 | 30 - 49 | 50 - 69 | > 69 | Total of sharer |
|-----------------|----------------|----------------|----------------|----------------|------------------------|
| Active sharing | 55% | 41% | 40% | 36% | 44%* |
| Passive sharing | 47% | 44% | 47% | 55% | 45%+ |

| Marital status | Married | Divorced | Widowed | Single | Total of sharer |
|-----------------------|----------------|-----------------|----------------|---------------|------------------------|
| Active sharing | 51% | 25% | 14% | 43% | 44%*** |
| Passive sharing | 58% | 32% | 25% | 38% | 45%*** |

Results

Sharing especially prevalent among special populations

| Income [Euro] | ≤ 1,000 | 1,001 – 2,000 | 2,001 – 3,000 | 3,001 – 4,000 | 4,001 – 5,000 | > 5,000 | Total of sharer |
|-----------------|---------|---------------|---------------|---------------|---------------|---------|------------------|
| Active sharing | 38% | 46% | 48% | 53% | 28% | 64% | 44%* |
| Passive sharing | 38% | 44% | 54% | 48% | 39% | 67% | 45% ⁺ |

| Household size | Single HH | Two-person HH | Three-person HH | Four-Person HH | HH with five or more persons | Total of sharer |
|-----------------|-----------|---------------|-----------------|----------------|------------------------------|-----------------|
| Active sharing | 23% | 47% | 44% | 56% | 65% | 44%**** |
| Passive sharing | 21% | 47% | 48% | 60% | 67% | 56%**** |

- Sharing more prevalent than expected
 - More than 20% active and passive sharing („always“ or „most of the time“)

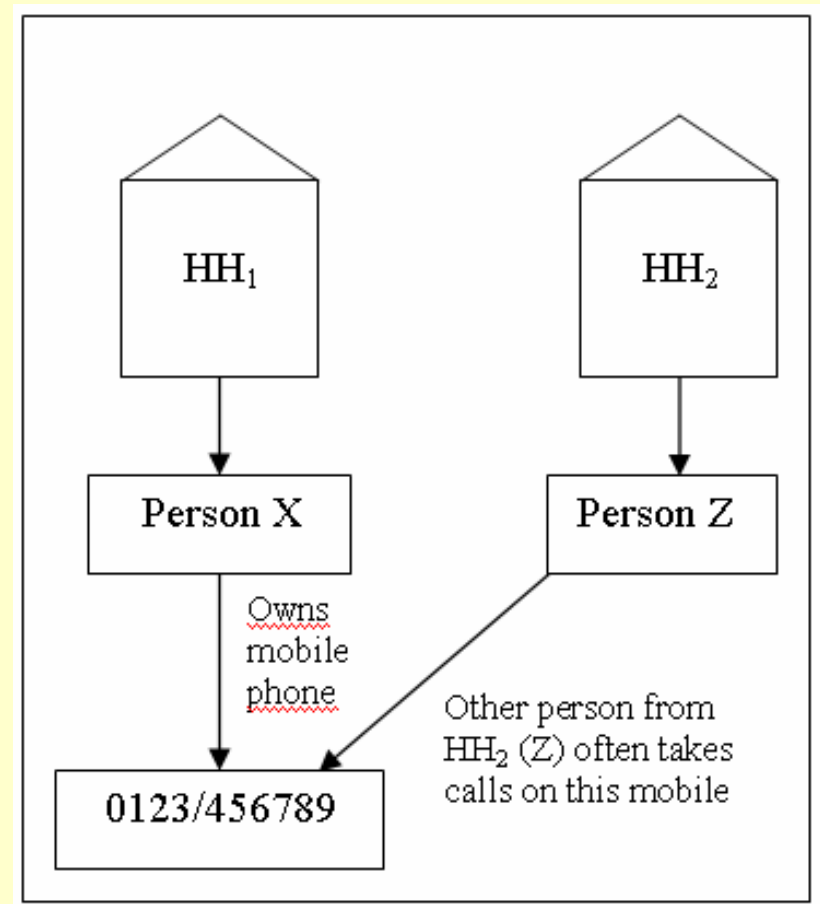
- Sharer are
 - younger
 - more often married or living with partner
 - earn higher incomes
 - living in multi-person-households

-Closer examination needed in terms of:

- Number of sharing-partners?

- Within a household?

- Connecting multiple households?



Conclusions

- Social background of sharing mobile phone users -> biased sample composition
- Further test of proper questionnaire module in order to identify sharing mobile phone users
- If sharing were more common we need respondent selection procedures at the beginning of a mobile phone interview

Thank you!

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