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Summary Analyses

The Social Functions of the Telephone

a report to

Communications Canada

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Preface

The summary analyses contained in this report were derived from the earlier, basic report of findings. Core responsibility for the major part of the present epilogue belongs to Judy Thompson who has served as research director for the project.

Benjamin D. Singer  
Principle Investigator

## INTRODUCTION: THE SOCIOLOGY OF THE TELEPHONE

Some years ago, an essay called "Toward A Sociology of the Telephone and Telephoners," which presented a microsociology of the telephone in essay form, appeared in a set of sociology readings. With the exception of that essay and a few others there has been hardly any attention paid to the study of the medium by which so much of our social intercourse is conducted. Why a "sociology of the telephone"? Clearly, technical and economic factors are not enough to explain why telephones are used or why they are avoided and hence, a complete explanation for the actual patterns of use that exists or could exist is lacking. A great deal of behavior at the macro level is founded on such microphenomena as human values and attitudes. These in turn are in part a problem of the sociology of knowledge, as they are rooted in sociological factors such as age, sex, social status.

The research described in this report is a thrust in the direction of the fuller explanation needed. A more comprehensive report has already been presented to Communications Canada, but is less directive. The present report is the final one and has been prepared upon request in order to provide summary information concerning some of the highlights of findings and to suggest some varied

directions for further empirical research of a confirmatory nature.

We summarize the results of a preliminary study done in and around London, Ontario early in 1974 based upon a sample of 138 adults. The research may have heightened importance as a guide to further consideration and inquiry into the telephone at this time due to renewed concern over the energy crisis in Canada. Because of its essentially open ended nature, it tapped concerns that might not be revealed in a highly structured kind of research. From it, two major intertwined perspectives emerge:

1. The needs of the nation during an energy reduced era.

These needs amount to, of course, a reduction in energy expenditures in transportation. Thus, low-energy-surrogates for activities normally requiring high-energy-use transportation are being sought. By developing information on patterns of activities consumated by telephone and attitudes toward activities carried on by telephone in contrast to in-person interactions, we can understand more about situations where transportation surrogates may be promoted.

2. The needs of the individual which are normally satisfied by telephone. These can be seen--in a perhaps forced dichotomy--as pragmatic or utilitarian on one hand,

and social or psychological on the other. Under the former category can be grouped activities involving vocation, shopping, information seeking, relationships with governmental, medical, educational and other institutions in which a non-social objective is being pursued. Under the latter rubric are grouped social activities which might normally be consumated in person, such as social visiting, and activities which the telephone makes possible as ends in themselves. Here are included such phenomena as conversations (presumably alleviating loneliness) which normally would not be consumated by visiting because of inaccessibility, expense, etc.

It is obvious that a great deal of social life is consumated on the telephone but the telephone should not be seen as a passive medium, as merely an alternative to other media. For this medium has become an active force in channelling human activities within networks made available by telephone. As examples, much of the present day catalogue shopping business would not exist sans telephone; obscene telephone calls are a result of this technology; and some in-person visits might not be made were it not for the telephone. The attitudes, beliefs and behavior patterns exhibited in the highlights found in the present report will help to illustrate the basis for this channelling effect. Our findings indicate some

of the phenomena indicated above as well as other issues. The reader should be made aware once again that these findings are derived from a pilot study, perhaps the first of its kind done in this area, and that it is meant to be illustrative of the range of phenomena rather than a basis for generalizing to a larger population.



## PART I

Review of Major Findings in the  
Demographic Data With Recommendations  
for Further Research.

## CHAPTER ONE

### ATTITUDES TOWARDS THE USE OF THE TELEPHONE

#### 1. Overview of the Sample Collapsed on all variables

Without regard to the demographic breakdown of the sample, the highest percentage of respondents (28.2%) found the use of the telephone in an emergency as its major advantage. "Interruption and 'overaccessibility'" was perceived for the most part (28.8%) to be the major disadvantage of the telephone. Surprisingly, 30% of the sample believed there would be no drastic change in their lifestyle if their telephone were removed. However, of the balance of 70%, many suggested they had come to feel an intense need for the telephone. When ranked with T.V., radio and newspaper as a source of information and entertainment the telephone ranked first with 32% of the responses.

*Should look at these separately*

#### 2. Sample Organized according to the Demographic Variables

##### Sex

Results brought forth some distinctions between males and females in respect to their use of the telephone. For example, a greater percentage of female (21.6%) than male (16.9%) respondents perceived the major advantage of the telephone to be isolation reduction. Also, male respondents (21.7%) more often than females (13.9%)

could not think of any disadvantages of the telephone. Just over 30% of the females complained of the nuisance calls they received as a major disadvantage to owning a telephone. (Only 16.7% of the male respondents cited this disadvantage). Furthermore 18.4% of the females (in contrast to a mere 6.6% of the males) felt the telephone was absolutely indispensable. Indeed, 36% of the males (compared to 25% of the females) went as far as to say there would be no change in their lifestyle if their telephone were removed tomorrow. Despite the evidence of female dependency on the telephone, female respondents ranked the telephone (31.5%) equal to television (31.5%) in preference as a source of information and entertainment. On the other hand, males ranked the telephone (34.4%) slightly above television (29.5%) as their first choice of media. While forced choice may indicate that the females could indeed "live without the telephone", it cannot be denied that roughly one third of the female respondents emphasized an intense need for the telephone. In contrast, males seemed to indicate a more casual or occasional dependency on the telephone.

Recommendations:

1. A major study might investigate the relative dependency of males and females on the use of

the telephone; focusing on perceived advantages, disadvantages and importance of the telephone to their lifestyle.

2. A study might investigate the effectiveness of the telephone in reducing isolation (both social and physical isolation) for women.
3. A study might investigate the source of nuisance calls and the possibility of devising a method of screening such calls.

#### Marital Status

Variations in attitudes towards the use of the telephone were to a great degree dependent on the marital status of the respondent, with family respondents indicating that the telephone's main function was its importance in emergencies (married = 31.0%, separated and divorced = 37.5%, widowed = 20.0%, single = 19.4%).

All marital status groups except single respondents frequently mentioned how bothersome nuisance calls were and felt this was the major disadvantage of the telephone (married = 27.1%, separated and divorced = 25.0%, widowed = 37.5%, single = 12.9%).

The majority of single and separated or divorced respondents were more likely to think of disadvantages,

compared to married or widowed respondents. The major criticism was that the telephone caused overaccessibility or interruption (single = 35.5%, separated or divorced = 50%, married = 25.9%, widowed = 12.5%) and was expensive (single = 25.0%, separated or divorced = 25.0%, married = 12.9%, widowed = 0.0%).

Single persons were different from other marital status groups in their orientation toward the telephone. Fewer than 20% preferred the telephone to other means of communication. Surprisingly, they most frequently chose television as their preferred source of information and entertainment (married = 27.1%, widowed = 33.3%, separated or divorced = 25.0%, single = 41.9%). Furthermore single respondents perceived the major functions of the telephone to be of a social psychological nature. They felt the telephone reduced isolation and stimulated communication (married = 16.7%, widowed = 10%, separated or divorced = 25.0%, single = 29.0%). Also they indicated they would feel a sense of social isolation without the telephone (22.6%).

Without a doubt the most important and interesting result regarding attitude towards telephone usage and marital status is the apparent dependency of the widow(er) on the telephone. Widowed persons more frequently than any other marital status group in our sample could not

think of a disadvantage of owning a telephone (widowed = 37.5%, married = 21.2%, single = 6.5%, separated or divorced = 0.0%). They most frequently stated that the telephone was absolutely indispensable to their lifestyle (married = 13.8%, single = 6.5%, separated or divorced = 12.5%, widowed = 30.0%). Furthermore widowed respondents most often could foresee social isolation if their telephone was removed (married = 8.0%, single = 22.6%, separated or divorced = 12.5%, widowed = 30.0%). All the other marital status groups more frequently felt there would be no drastic change in their lifestyle if their telephone was removed than did the widowed (married = 33.3%, single = 29.0%, separated or divorced = 25.0%, widowed = 10%). Finally, when forced to make a choice between the telephone and the other methods of communication (radio, T.V. or newspaper) the widowed most frequently preferred the telephone (married = 34.1%, single = 19.4%, separated or divorced = 37.5%, widowed = 55.6%). Hence, the importance of the telephone to the widowed is unsurpassed by other media.

Recommendations:

1. A major study might investigate further the exact function of the telephone to the widowed and what improvements can be made to meet this intense need.

2. A study might investigate the use of the telephone by the single person focusing on its function in social interaction.
3. A study might investigate the function of the telephone in the family setting focusing on possible ways of increasing its usefulness.

### Age

Age groups differed somewhat in their attitudes towards the use of the telephone. With the exception of the age group 50 - 59 years (10%) between 20% and 25% of all other age groups uniformly indicated convenience to be the major advantage of the telephone. One quarter of the respondents in age groups 50 - 59 years and 60 - 69 years felt that the telephone was a "time-saver". Few respondents of other age groups cited this advantage.

Almost 20% of those under 20 years of age believed that the telephone was a "time-waster". Very few respondents in all other age groups recognized this as a disadvantage. Significantly larger percentages of respondents of age groups 0 - 19 (32%), 20 - 29 (22%) and 30 - 39 (25%) indicated the expense of the telephone was a major disadvantage of owning a telephone (range for other age groups was 0.0% to 11.1%).

As age increased the likelihood that the respondent could not suggest a disadvantage of the telephone increased as well (range was from 0 - 19 = 6.3%, to 60 - 69 = 42.9% to over 70 = 55.6%).

Furthermore and of greater importance was the positive relationship between perceived indispensibility of the telephone and age. That is to say, that as age increased so did the percentage of respondents who felt that the telephone was a necessary part of their lifestyle (0 - 19 = 6.3%, 20 - 29 = 6.3%, 30 - 39 = 4.0%, 40 - 49 = 12.5%, 50 - 59 = 23.8%, 60 - 69 = 25.0%, 70 + = 30.0%).

Those respondents over 70 years of age appear to be most dependent on the telephone. They most frequently felt the telephone was indispensable to their lifestyle, and one fifth (20%) feared social isolation without the telephone. They most frequently perceived the advantages of the telephone to be its importance in an emergency (40.0%, range of other age groups was from 0.0% to 33.3%) and communication with the family (30.0%, range of other age groups was from 0 to 6.7%). These elderly persons (60%) significantly more frequently preferred the telephone to other media than any other age group (0 - 19 = 31.3%, 20 - 29 = 25.0%, 30 - 39 = 12.5%, 40 - 49 = 39.1%, 50 - 59 = 55.0%, 60 - 69 = 25.0%).



Recommendations:

1. A major study might explore the functions of the telephone to the aged and examine what improvements can be made to meet this need.
2. A study might investigate the reasons for the decreasing importance of the telephone as age decreases. Focus would be on ways of making the use of the telephone more advantageous to the young and hence increase its utilization.
3. A major study might explore the frequency and nature of family calls to the aged and suggest methods of improving this family communication.

Education

The education level attained by the respondent did not prove to be a good predictor of attitudes to telephone usage. However, two interesting findings did appear.

Only respondents educated beyond grade school uniformly responded in a social psychological framework. Those with only a grade school education did not recognize the importance of the telephone for reducing isolation and maintaining social contacts (social contact: grades 0 - 8 = 0.0%, 9 - 11 = 3.1%, 12 + 13 = 1.9%, 14 - 17 = 9.5%,

18 - 26 = 11.1%; isolation reduction: grades 0 - 8 = 0.0%, 9 - 11 = 25.0%, 12 + 13 = 20.8%, 14 - 17 = 23.8%, 18 - 26 = 22.2%).

Furthermore, respondents with only a grade school education (30%) more frequently felt the telephone was necessary to their lifestyle than respondents in other education groups (percentages in other groups ranged from 9% - 11%).

#### Recommendations:

1. A study might examine the special needs of the poorly educated (those with less education) in their use of the telephone.
2. A study might explore the social importance of the telephone to those with a lower education level in contrast to those with a higher education level.

#### Occupation

The occupation of the respondent is also not a reliable predictor of attitudes concerning telephone usage. A number of significant patterns did appear, however, as follows:

The unemployed significantly more frequently (63.6%) believed that the biggest advantage of the tele-

phone was for use in emergencies. The unemployed are likely to be the occupation group that would be involved in situations that would require the attention of social agencies and emergency services (range for other occupation groups was from 0.0% to 38.1%).

Farmers (75%), retired person (50.0%), and the unemployed (27.3%) most frequently could not think of a disadvantage of owning a telephone (range for other occupation groups was from 0.0% to 25.0%).

The non-regular workers such as part time workers (25.0%), students (20.0%) and the unemployed (18.2%) more often felt they would be socially isolated without a telephone.

Homemakers (55%) more often complained about nuisance calls. Housewives unfortunately usually fall prey to telephone salesmen, survey takers, and solicitors in the daytime (range of percentages of other occupation categories complaining of this is 0.0% - 29.4%).

Farmers definitely appear to be the occupation group most dependent on the telephone for their livelihood. For example, one half of the farmers interviewed stated that the main function of the telephone for them was its use in business (percentages ranged from 0.0% to 11.1% for other occupation groups stating this advantage). Also they (50%) most frequently emphasized that their

farming business would suffer greatly if there wasn't a telephone available in their home (range = 0.0% - 10.7%). Not one farmer felt there would be no change to his life-style if his telephone was removed. This differs greatly from all other occupation groups (the range of percentages of other occupation groups who stated there would be no change if their telephone was removed was from 10.5% to 45.5%). Furthermore, 75% of the farmers preferred the telephone to other sources of information and entertainment.

17

*Separate!*

Recommendations:

1. A major study might investigate the importance of the telephone to the livelihood of the farmer with special attention given to the advantages and disadvantages of the telephone system in the rural area.
2. A study might examine the function of the telephone to the unemployed focusing on the effectiveness of the telephone in (perceived) emergencies.

Income

There were no significant variations in attitudes concerning the use of the telephone among income groups.

## CHAPTER TWO

### BEHAVIOUR PATTERNS IN TELEPHONE USAGE

#### A. Frequency and Characteristics of Telephone Usage

##### 1. Overview of Sample Collapsed on all variables

When asked how many calls were made or received in the past day, one third of the general sample reported making no calls and similarly one third reported receiving no calls. The median for outgoing calls from the home telephone was 1.32 calls while the median for incoming calls was slightly higher at 1.46 calls.

As expected the majority of respondents (76.9%) use the telephone mainly for personal/social reasons. However, one fifth indicated they use it primarily for commercial/business purposes and the remaining 3% use it equally for both.

Of the persons and places called by the respondents in the last day, 60% had called at least one friend and 37.5% had called a relative. One fifth of the respondents had called neighbours (21.0%), doctors/lawyers/dentists (19.6%), people they had never met (21.7%), and/or stores and businesses (22.0%) all within the last day. Another 16% had called co-workers. Finally, 12% indicated they had contacted a government office within the last day.

## 2. Sample Organized according to Demographic Variables

### Sex

The sex of the respondent did not influence the frequency with which calls were made or received or the nature of the calls (ie. whether personal/social or business/commercial). Slight differences did appear, however, in whom was called. For example: female respondents more often called people whom they had never met (26.3% to 12.9%) and government offices (14.5% to 8.1%) in the past day than did males.

### Recommendation:

1. A study might be designed to investigate the topics of telephone discussions in order to get a clearer understanding of the nature of calls.

### Marital Status

Responses by single persons created the main variation in frequency and characteristics of telephone calls. Single persons most often indicated that they use their telephone more for social reasons than business/commercial reasons (single: 85.7%, married: 73.6%, widowed: 80.0%, separated or divorced: 75.0%). Also single persons called friends more often than other

marital status groups as follows:

# of calls to friends	married	single	widowed	separated or divorced
0	44.3%	<u>19.4%</u>	50.0%	50.0%
1	39.8	<u>51.6</u>	30.0	25.0
2	9.1	<u>19.4</u>	10.0	12.5

Another finding is that single persons rarely called stores or businesses:

# of calls	Married	single	widowed	separated or divorced
0	73.9%	90.3%	70.0%	25.0%
1	26.1	6.5	30.0	25.0

Widowed and married persons as can be expected called neighbours more often.

Recommendation:

1. Attention perhaps could be given to the frequency of calls and topics of conversation of single persons.
2. A study might investigate the frequency and nature of calls made to neighbours.

Age

There were a number of interesting variations in frequency and characteristics of telephone calls made by

the various age groups. The age groups from 0 - 39 years made significantly fewer calls than the age groups from 40 - 70 + years.

# of calls	0 - 39 years	40 - 70 + years
0	40.9%	28.5%
1 - 12	59.1%	71.5%

There was no variation, however, in the frequency of calls received.

Also, respondents at either end of the age continuum indicated that they use the telephone more for personal/social reasons.

	<u>Age</u>						
	0-19	20-29	30-39	40-49	50-59	60-69	70+
Personal/Social	100.0	71.9	80.0	75.0	63.6	85.7	90.0
Business/Commercial	0.0	28.1	20.0	25.0	27.3	0.0	0.0

Furthermore, respondents in the age groups from 0 - 39 years made more calls to friends as illustrated below:

	<u>Age</u>	
# of Calls	0-39	40-70+
0	35.7	45.3
1-4	64.3	54.7

Recommendation:

1. Further research is needed to explain the variation in frequency and nature of telephone



calls of respondents over and under 40 years of age.

### Education

Interestingly, three positive linear relationships appeared when the education of the respondent was taken into account.

First, as the education of the respondent increased so too did the percentage of respondents who indicated that the main use of their home telephone was for business/commercial reasons.

	<u>Education</u> (years in school)				
	0-8	9-11	12+13	14-17	18-26
Personal/Social	88.9%	84.4	75.0	71.4	44.4
Business/Commercial	11.1	15.6	19.2	23.8	55.6

→

Secondly, as the education of the respondent increased so too did the frequency of respondents who had called co-workers in the past day.

	<u>Education</u> (years in school)				
# of Calls to Coworkers	0-8	9-11	12+13	14-17	18-26
0	90.0%	90.6	84.9	81.0	55.6
1-5	10.0	9.4	15.1	19.0	44.4

→

Thirdly, as education increased, the number of respondents who had received calls in the past day increased as well.

# of Calls received	<u>Education</u> (years in school)				
	0-8	9-11	12+13	14-17	18-26
0	60%	39.4	32.1	14.3	11.1
1-21	40%	60.6	67.9	85.7	88.9

—————>

Recommendation:

1. A major study might investigate the influence of education on the frequency and characteristics of business calls made on the residential telephone. Special attention should be directed to those with a higher education to ensure that the present telephone system is adequately meeting their business needs.

Occupation

Professionals (55.0%) and farmers (75.0%) indicated more frequently that they used the home telephone mainly for business/commercial purposes. The range of percentages of respondents in the other occupation categories who gave a similar response was significantly lower (0-25.0%). Non-regular workers (students, part time workers, unemployed) had both made and received significantly fewer calls "in the past day" than other occupational groups.

# of Calls Made	Regular Workers	Non-Regular Workers
0	31.6%	54.2%
1-12	68.4%	45.8%

# of Calls Received	Regular Workers	Non-Regular Workers
0	22.4%	62.5%
1-21	77.6%	37.5%

Recommendations:

1. A study might be devised to examine the nature of calls made by non-regular workers over a specified period of time. Special attention should be focused on the effectiveness of the telephone as a job seeking device.
2. A study might investigate the effectiveness of the telephone for the business needs of the professional and the farmer.

Income

Lower income groups stated that the main function of the telephone to them is of a personal/social nature. For example 90.9% of those with no income, 100.0% of those with income less than \$3,000 and 83.3% of those with income between \$3,000 and \$6,999 stated that they used the telephone primarily for social or personal reasons. The range of percentages of other income groups who responded similarly was from 66.7% to 78.3%.

Recommendation:

1. A better methodology is needed to estimate frequency of incoming and outgoing calls in the home according to income group. A more objective record should be made of calls rather than an estimate based on recall as was the method of this study.

## B. Social Interaction

1. Overview of Sample Collapsed on all Variables

Two thirds (66.9%) of the general sample called persons other than family members regularly. Persons called were friends (69.8%), other relatives (19.8%) or co-workers (2.3%). It appears that the majority of those persons contacted regularly live in close proximity to the respondent. In fact, in 60% of the cases they lived within a 10 mile radius. Furthermore, 10% reported it was not long distance to call these persons.

Just over one third of the respondents relied on the telephone to continue friendships.

Over 60.0% of the respondents telephone before making personal visits. The main reason cited was "to make sure they're home and not busy" (55.0%) or "out of politeness" (35.0%). Over one half (51.0%) of the respondents stated that no one had visited them within the past

week without calling first. A similar percentage (51.0%) indicated that it did not bother them to have people drop in without telephoning first while 30.0% had a negative reaction to this practice.

## 2. Sample Organized According to Demographic Variables

There were almost no variation among demographic groups in their responses to questions regarding social interaction by telephone. The only significant differences appeared among males and females. Females (28.8%) more often than males (5.9%) called relatives regularly and males (79.4%) more frequently than females (63.5%) indicated that they called friends regularly.

### Recommendation:

1. A study might investigate whether friendships are not maintained because of distance and the cost of long distance telephone calls.

## C. Family Affairs

### 1. Overview of Sample Collapsed on all Variables

With regard to the use of the telephone by children, most frequently (42.0%) of children were between the age of 5 and 7 years when they learned to dial and answer the telephone. Approximately 69.0% of the respondents

stated that they had trained their children to use the telephone in the event of an emergency. Most frequently the child was taught to use emergency numbers listed near the telephone or in the telephone directory.

When discussing family ties maintained by telephone, most frequently (67.0%) respondents indicated that there were certain family members outside the immediate family with whom they kept in regular contact by telephone. Of these persons, approximately 69.0% indicated that telephone contact was long distance. Indeed, two thirds of the respondents regularly telephone family members who live over 25 miles away and 41.0% regularly contact relatives who live over 100 miles away.

## 2. Sample Organized according to Demographic Variables

The only variations which occurred in response to questions regarding family affairs was among marital status and education groups.

### Marital Status

Married persons more frequently than other marital status groups kept in regular contact with family members outside the immediate family and more frequently these contacts were long distance.

## Marital Status

		Married	Single	Widowed	Separated or Divorced
Regular contact	Yes	<u>72.9</u>	55.5	66.7	50.0
with family	No	<u>27.1</u>	44.8	33.3	50.0

## Marital Status

		Married	Single	Widowed	Separated or Divorced
Long distance	Yes	<u>76.6</u>	50.0	42.9	60.0
contact with	No	<u>23.4</u>	50.0	57.1	40.0
family					

Education

As the education of the respondent increased, the age at which their children learned to dial and answer the telephone decreased. Also, those respondents with only a grade school education significantly less frequently trained their children to use the telephone in an emergency.

## Education (in # of years)

	0-8	9-11	12+13	14-17	18-26
Trained Children to use telephone in an emergency	<u>42.9%</u>	73.9%	76.9%	66.7%	80.0%

Recommendations:

1. A study might investigate how knowledgeable children are of the emergency numbers listed

for their area and how efficiently they would use these numbers in an emergency, with special attention given to children whose parents have had little formal education.

2. A study might examine how effective the telephone is in maintaining family ties with special focus on families separated by long distances.
3. A major study might investigate the frequency and characteristics of calls made between place of business and the home and the home and place of business. Norms surrounding such calls should also be examined.



## CHAPTER THREE

### TELEPHONE CONVENIENCES AND THE LOCATION OF THE TELEPHONE IN THE HOME

#### 1. Overview of the Sample Collapsed on all Variables

The majority of respondents (86%) had their telephone number listed. Only 11% of the general sample had a party line. The majority of these people lived in rural areas where the option of a private line was not available to them. The only advantage of the party line mentioned was the less expensive rate. There was much discontentment and criticism with the party line system.

When questioned about the number and location of the telephone in the home, it was found that 70% of our sample had only one telephone. Another 26% had two telephones. Over one half of the respondents (58%) indicated that their telephone was located in the kitchen or dining area. Of those with two telephones, the second telephone was most often (64.3%) located in the master bedroom.

The majority (82.1%) of the general sample was satisfied with the number of telephones in their home.

#### 2. Sample Organized According to Demographic Variables

##### Marital Status

It is interesting that telephone conveniences and the location of the telephone in the home varied mainly

according to the marital status of the respondent. Single and separated or divorced respondents more frequently had unlisted numbers, (married = 8.4%, single = 27.4%, widowed = 11.1%, separated or divorced = 25.0%). Single persons in our sample were often students living in London attending the university for the fall and spring semesters. Hence, it was often difficult for them to list their telephone numbers.

Married persons most frequently had more than one telephone (married = 31.8%, single = 19.4%, widowed = 20.0%, separated or divorced = 25.0%). Furthermore, their telephone was most frequently located in the kitchen or dining areas than any other marital status group (married = 74.0%, single = 25.9%, widowed = 42.9%, separated or divorced = 20.6%).

#### Age

The age group 0 - 19 years more frequently than the other age groups had unlisted numbers. Again this could be due to the fact that this age group was highly represented by students (0 - 19 = 42.9%, 20 - 29 = 17.2%, 30 - 39 = 0.0%, 40 - 49 = 13.0%, 50 - 59 = 14.3%, 60 - 69 = 0.0%, 70 + = 10.0%).

### Education

An interesting inverse relationship appeared when examining the education of the respondents and the location of the telephone in the home. The lower the formal education attained by the respondent, the higher the probability that his telephone will be located in the kitchen. (0 - 8 years in school = 75.0%, 9 - 11 = 61.5%, 12 + 13 = 57.8%, 14 - 17 = 52.9%, 18 - 26 = 42.9%).

Those with a university or graduate education more frequently had their telephone situated in the den or living room. The telephone is generally located in the room where most activity takes place. Whether highly educated persons spend more time in the living room or den areas or whether they merely locate their telephone in these rooms in order to have a more private conversation away from the noise and activity of the kitchen is yet to be determined.

### Occupation

One of the most outstanding findings of this research is the ineffectiveness of the telephone system available to the farmer and rural residents. The party line system is often the only option available to them. Much criticism of this system was generated by our questionnaire. Three quarters of the farmers had a party line. This is far above the percentage of any other

occupation group. (Professional = 0.0%, white collar = 0.0%, blue collar = 11.1%, Farmer = 75.0%, homemaker = 9.5%, retired = 40.0%, part time = 0.0%, student = 30.0%, unemployed = 9.1%).

### Income

Upper income groups (\$15,000 to more than \$25,000) significantly more often had more than one telephone in their home.

# of Telephones	<u>Income group</u>	
	no income - \$14,999	\$15,000 - more than \$25,000
0 or 1	81.5%	41.9%
more than 1	18.5%	58.1%

### Recommendations:

1. A major study might investigate the effectiveness of the telephone system available to rural residents.
2. A study might examine the practicality and value of listing student telephone numbers in the general directory.
3. A study might examine the effect of the location of the telephone in the home on

the nature of the telephone conversation with special attention given to the education, and marital status of the individual and the number of persons in the household.

## CHAPTER FOUR

### USE OF THE TELEPHONE IN EMERGENCIES

#### 1. Overview of the Sample Collapsed on all Variables

Approximately 60% of the general sample had used the telephone in an emergency. Of these respondents 32% called the hospital or ambulance service and 21% called the police for assistance.

Over 40% of the emergencies described by the respondents were of a medical nature. Another 21% had used the telephone to seek help in minor personal troubles.

Of the respondents who indicated they had used the telephone in an emergency, 36% had prepared for an emergency by personally listing emergency numbers by the telephone. Another third of the respondents look for the number in the telephone directory and 16% called the operator for assistance.

#### 2. Sample Organized According to Demographic Variables

From the results of the general sample, it is evident that the telephone plays an indispensable role for seeking assistance in an emergency. However, surprisingly few variations appeared in the emergency use of the telephone among demographic groups.

Sex

Females more often stated that they had sought emergency numbers in their personal listings (47.4% to 19.4%). Males on the other had looked in the telephone directory for the emergency number needed (41.7% to 21.1%).

Marital Status

Significantly fewer single respondents indicated they had used the telephone in an emergency (married = 63.1%, single = 46.4%, widowed = 60.0%, separated or divorced = 62.5%).

Age

Respondents in the age groups 50 - 59 years and 60 - 69 years significantly more frequently indicated they had used the telephone for seeking assistance in an emergency (0 - 19 years = 50.0%, 20 - 29 = 58.1%, 30 - 39 = 47.8%, 40 - 49 = 62.5%, 50 - 59 = 71.4%, 60 - 69 = 85.7%, 70 + = 40.0%).

Education

A surprising finding appeared with respect to the education of the respondent and his use of the telephone in an emergency. The higher the education level, the greater the percentage of respondents who used the

telephone in an emergency, (0 - 8 school years = 33.3%, 9 - 11 = 50.0%, 12 + 13 = 64.2%, 14 - 17 = 60.0%, 18 - 26 = 87.5%). Further research is needed to verify these results. Perhaps other courses of action in seeking assistance were used by those with a lower level of education. Also, definition of an emergency may vary according to the level of education of the respondent.

Recommendations:

1. A study might investigate the frequency of emergency telephone calls over a specified period of time by various demographic groups. The nature of the calls should be examined to test variation in severity of the emergency. Unfortunately, our study was designed merely to investigate if the telephone had been used in an emergency. Frequency and the nature of the calls was not efficiently tabulated.
2. A study might investigate what other alternatives for seeking assistance in an emergency were used by respondents of the various demographic groups.
3. Attitudes should be sampled to determine the effectiveness and availability of telephone emergency numbers.



## CHAPTER FIVE

### TEMPORAL PATTERNS OF TELEPHONE USE

#### 1. Overview of the Sample Collapsed in all Variables

About one half of the respondents (47%) perceived that their calling patterns were dependent on the day of the week. The telephone was used on certain days of the week for scheduling work or leisure activities.

For the most part (73%), respondents did not restrict the use of the telephone in the home. Evenings in 30% of the cases was described as the most frequent time that certain persons such as family or friends were called. Also, Sunday was referred to as a frequent calling time by one quarter of the sample. The reason for calling persons in the evening or on Sundays was because it was cheaper to call at these times (48.5%).

As expected, 11 o'clock was most frequently cited as the latest time people should call at night except in an emergency (36.0%).

#### 2. Sample Organized according to Demographic Variables

##### Sex

Females (53.3%) more often than males (38.3%) indicated that they make more calls on certain days of the week.

Marital Status

Single and separated or divorced respondents make more calls on certain days of the week (married = 41.4%, single = 60.0%, widowed = 44.4%, separated or divorced = 62.5%). Often these respondents stated that they make more calls on Fridays in order to arrange social activities for the weekend.

Age

Respondents in younger age groups more often indicated there were certain days of the week when they make more calls (0 - 19 years = 68.8%, 20 - 29 = 59.4%, 30 - 39 = 32.0%, 40 - 49 = 45.8%, 50 - 59 = 38.1%, 60 - 69 = 28.6%, 70 + = 33.3%). Again, this is for arranging weekend leisure activities.

Also the younger respondents accept calls at night at later times.

<u>Time</u>	<u>Age</u>	
	0-29 years	30-70+ years
9-11 o'clock	52.3%	86.6%
midnight or anytime	47.7%	13.4%

Recommendations:

1. A study might investigate a common time of day, or a common day of the week when

people use their telephone for the purpose of scheduling work or leisure activities. An interesting question to pursue is on the one hand, to what degree are telephone calling patterns reflected by work and leisure activities and more importantly, on the other hand, to what extent does the telephone actually condition these activities.

2. A study might examine exactly what activities are most often prearranged by telephone by males in contrast to females, among different age groups and among different marital status groups.

## CHAPTER SIX

### AVOIDANCE AND REACTION PATTERNS TO THE TELEPHONE RINGING AT INCONVENIENT TIMES

#### 1. Overview of the Sample Collapsed on all Variables

For the most part (79.2%) the general sample felt that hanging up the telephone receiver was an appropriate course of action when the person on the other end of the line was annoying them.

Over one half of the respondents (58.0%) stated that they did not make a regular practice of taking the telephone off the hook. Those who did, gave a variety of reasons; the most common reason being "in order not to be disturbed" (19.8%).

Only 23.2% of the general sample described their reaction as anger or annoyance when the telephone rings while they were eating. Receiving a telephone call while watching television was described as no real inconvenience.

A large percentage of the sample (37.7%) stated that the telephone ringing in the middle of the night is a frightening and upsetting sound. Another one fifth of the respondents indicated their reaction would be one of anger.

Over one half of the sample (51.7%) stated that without qualification they would answer a ringing telephone in someone else's office. This lends some credence

to the contention that a ringing telephone cannot go unanswered.

## 2. Sample Organized according to Demographic Variables

### Sex

Males (70.0%) more often than females (47.9%) stated that they do not take the telephone off the hook. Females explained the main reason they do take the telephone off the hook is to avoid disturbance (females = 26.8%, males = 11.7%).

### Age

Older persons more frequently replied that they do not take the telephone off the hook (0 - 19 years = 46.2%, 20 - 29 = 61.3%, 30 - 39 = 54.2%, 40 - 49 = 54.2%, 50 - 59 = 60.0%, 60 - 69 = 62.5%, 70 + = 80.0%).

### Recommendations:

1. A study might objectively test the contention that a ringing telephone cannot go unanswered, by designing a situation where naive subjects are confronted by a ringing telephone in an office or home.
2. A study might examine the frequency and the reasons for taking the telephone

off the hook with special attention  
given to alternative methods of avoiding  
the ringing of the telephone.

## CHAPTER SEVEN

### DEVIANT TELEPHONE PRACTICES

#### 1. Overview of the Sample Collapsed on all Variables

In assessing how people define a crank call, 41% of the general sample considered it to be a telephone call of an obscene nature and 24% defined it as a "nonsense" call. A substantial majority of respondents (76.5%) had received or have known someone who has received a crank call. Over 50% responded to these calls by hanging up. Another 16.5% complained to the Telephone Company and 11.0% took no action. The Telephone Company and the police for the most part were considered helpful in their actions to apprehend the crank caller.

The majority of respondents (72.1%) were familiar with "illegitimate" methods of using the telephone for signalling such as the signal in which the telephone rings and then is hung up according to a prearranged code or calling long distance, and asking for oneself.

#### 2. Sample Organized According to Demographic Variables

##### Sex

Females (46.5%) more frequently than males (33.9%) considered crank calls to be of an obscene nature such as solicitation, abusive language, heavy breathing etc.

### Marital Status

Single persons more frequently than respondents of other marital status groups defined a crank call as an anonymous call of an obscene nature (married = 38.6%, single = 51.9%, widowed = 33.3%, separated or divorced = 42.9%).

### Education

An interesting positive linear relationship appeared with respect to "illegitimate" methods of making free long distance calls and the level of education of the respondent. The higher the level of education, the greater the percentage of respondents with knowledge of ways of making illegitimate calls by signalling.

	Education in # of years				
	0-8	9-11	12+13	14-17	18-26
Percentage with <u>No</u> knowledge of signalling practices	50.0%	40.7%	30.0%	20.0%	0.0%

### Recommendation:

1. A study might further examine the frequency and nature of crank calls received by the public with special attention given to more effective methods of curbing such calls.



## CHAPTER EIGHT

### SEEKING ASSISTANCE FROM INSTITUTIONS BY TELEPHONE

#### A. Government Institutions

##### 1. Overview of the Sample Collapsed on all Variables

Less than one half of the respondents (45.8%) could remember calling a government office in the last few weeks or months. Of these respondents the government offices most frequently called were the Income Tax Office (27%), Canada Manpower Centre (10%) and the Immigration Office (7%). The most common reason for calling a government office was to seek general information. Ninety percent of the respondents were satisfied with the results of the calls they made.

##### 2. Sample Organized According to Demographic Variables

###### Sex

Males (50.8%) more frequently than female (41.7%) respondents indicated that they had called a government office recently.

###### Education

Those respondents with more than a high school education more frequently indicated that they had called a government office recently ( 0 - 8 school years = 33.3%, 9 - 11 = 41.9%, 12 + 13 = 35.8%, 14 - 17 = 73.7%, 18 - 26 = 88.9%).

Recommendations:

1. A major study might investigate the relationship between the education of the respondent and his awareness of government services and information available by telephone. Special attention should be given to ways of educating the public to take advantage of government services by telephone.
2. A major study might examine more objectively the frequency, nature and effectiveness of telephone calls to government agencies.

## B. Commercial and Business Institutions

1. Overview of the Sample Collapsed on all Variables

The overwhelming majority (78%) had not ever purchased unsolicited goods (or services) from a telephone representative. The types of goods most frequently ordered by telephone were household goods and clothing (29%), articles ordered from catalogue and newspaper advertisements (28.3%) and fast foods (22.5%). Most respondents emphasized that they preferred to see goods in person before purchasing unless they were buying from a reputable store.

In general, one third of the sample find ordering goods by telephone easy and convenient although specific complaints and objections were voiced.

Results seemed to suggest that people rely more on personal contact for customer services. For, although three quarters of the respondents had complained or returned something to a store, only 44% of them complained first by telephone.

## 2. Sample Organized According to Demographic Variables

### Sex

Males (27.4%) more frequently than females (18.4%) respondents indicated that they ordered fast foods by telephone. As expected females (34.2%) more often than males (23.7%) had ordered household goods and clothing but interestingly, there was no difference between the number of males and females who had recently shopped from their catalogues. Females (84.9%) more often than males (62.7%) stated that they had complained or returned something to a store.

### Marital Status

Higher percentages of single and separated or divorced respondents had ordered fast foods recently (married = 17.0%, single = 35.5%, widowed = 10.0%, separated or divorced 50.0%).

Age

As expected fast food was ordered more often by the age group 20 - 29 years (37.5%). The range of percentages of other age groups who had ordered fast foods recently was from 10.0% to 25.0%.

Respondents over 50 appeared to order household goods by telephone more frequently than those under 50. (ages 19 - 49 years; range of percentages from 12.0% to 29.0%) (ages 50 - 70+ years; range of percentages from 36.0% to 50.0%).

Occupation

Farmers significantly more frequently than any other occupation group order goods by telephone. Every farmer interviewed indicated that he/she had ordered household goods or clothing by telephone in the last month. The range of percentages for other occupation groups was from 10% to 50%. Also 100 percent of the farmers had ordered goods from the catalogues or newspaper advertisements recently. The range of percentages for the other occupation groups was from 0.0% to 75.0%. Furthermore 75.0% of the farmers had ordered major items by telephone recently as compared to only 0.0% to 10.0% of the other respondents.

It is more convenient for farmers to order goods by telephone than to make a trip to the city. However, it is usually necessary for the rural dweller to pick up his purchases at a small store outlet in a neighbouring town to avoid delivery charges or long delays.

### Income

Middle income groups (\$10 - \$20,000) more frequently agreed to purchase goods from a telephone sales representative (no income = 18.2%, less than \$3,000 = 12.5%, \$3 - \$6,999 = 11.1%, \$7 - \$9,999 = 14.3%, \$10 - \$14,999 = 23.1%, \$15 - \$19,999 = 33.3%, \$20 - \$24,999 = 16.7%, over \$25,000 = 0.0%).

Middle income groups appeared to order more fast foods, catalogue articles, household goods, and clothing by telephone than any other income group.

### Recommendations:

1. A study might investigate what types of goods are most often sold by a telephone sales representative, with special attention given to the sales pitch, characteristics of a good telephone salesman and the characteristics of the buyer.
2. A study might examine the efficiency of ordering goods by telephone focusing on

attitudes and complaints of the consumer.

3. A major study might investigate more intensely the buying habits of the rural dweller with special attention given to:
  - a) the frequency of ordering goods by telephone
  - b) the type of goods ordered by telephone
  - c) the delivery service
  - d) the frequency of returns or complaints
  - e) advantages or disadvantages of ordering by telephone in rural areas
  - f) the ability to comparison shop i.e. is there less choice available to the rural shopper; can he compare goods in person before buying or must he be satisfied with a description or picture of the article he is about to purchase.
4. A Study might investigate the relationship between income and shopping by telephone.

## C. Medical Institutions

### 1. Overview of the Sample Collapsed on all Variables

When asked if he had any difficulty speaking to his doctor on the telephone, in most cases (54%), the respondent indicated there was no problem. However, there were many complaints (15%) that support staff such as receptionists, or nurses made communication with the doctor indirect or complicated. For the most part, as perceived by the respondent, doctors prefer not to diagnose (68.7%) or prescribe (49.0%) by telephone. Similarly, the majority of respondents (65%) expressed a preference for personal diagnosis and prescription. However, 14% preferred telephone prescription and diagnosis mainly to avoid a visit to the doctors office which usually involved a long wait.

### 2. Sample Organized According to Demographic Variables

The only variation that appeared among demographic groups with regard to their attitudes towards the use of the telephone in dealing with medical problems was related to the education of the respondent. As the level of education increased the percentage of respondents who indicated having no problem talking to their doctor on the telephone decreased. Hence, those respondents with a higher education seem to have more difficulty commun-

icating their medical problems to their doctor by telephone or at least they are less satisfied with this method of communication.

Percentage expressing No problem talking to doctor on telephone	Years in School				
	0-8	9-11	12+13	14-17	18-26
	66.7%	58.3%	56.1%	40%	40%

Recommendations:

1. A major study might investigate the frequency of telephone diagnosis and prescription given by doctors with special attention given to the quality and effects of this more convenient method of diagnosis.
2. A study might examine more objectively the frequency of telephone diagnosis and prescription given by doctors among different socio-economic groups.



## CHAPTER NINE

### TWO-WAY TRANSMISSION OF INFORMATION BY TELEPHONE

#### A. The Telephone as an Information Seeking Device

##### 1. Overview of Sample Collapsed on all Variables

A large percentage (85.8%) of the general sample indicated that they had used the yellow pages recently. The main reasons cited by the respondents was to find an address or telephone number of a store or business (40.8%) or information concerning recreational or leisure activities (14.2%). Persons who use the yellow pages are as frequently looking for locations as telephone numbers.

If the information required is clearly governmental, people can quickly find the listing needed, primarily because of the efficient, easy to find government telephone listings. However, information not conventionally defined as governmental is more often obtained by dialing more than one source to reach the correct number ie. weather and road conditions. The majority of people are not only unaware of the free long distance services but are also naive to the methods of finding information about these services.

## 2. Sample Organized According to Demographic Variables

### Sex

Males clearly used the telephone more effectively for seeking information about government matters than did females. Males more frequently knew the most efficient method of finding a telephone number for someone in the municipal government and for seeking information about family allowance.

Knowledge of where to locate	<u>Males</u>	<u>Females</u>
a) correct listings for municipal government offices	54.0%	42.9%
b) correct listings for information about family allowance	53.5%	36.8%

Both males and female respondents lacked knowledge for efficiently locating the numbers for weather information or road conditions.

### Education

The higher the education of the respondent, the greater the likelihood that he knew the correct method for inquiring about government matters by telephone.

Knowledge of where to locate	Years in School				
	0-8	9-11	12+13	14-17	18-26
a) correct listings for municipal government offices	14.3%	40.0%	46.0%	55.6%	100.0%
b) correct listings for information about family allowance	50.0%	45.0%	37.2%	52.9%	71.4%

Again, there was no variation in knowledge for efficiently locating numbers for weather information or road conditions.

Recommendations:

1. A major study might examine attitudes towards the organization and usefulness of the yellow pages.
2. A study might investigate ways of educating the public about the correct method for inquiring about government matters by telephone with special focus on those with a lower level of education.
3. A study might investigate a more easily accessible location for telephone numbers that are used for seeking information about matters which are not conventionally governmental such as weather and road conditions.

B. Transmission of News by Telephone.

1. Overview of Sample Collapsed on all Variables

Approximately forty percent of the general sample were involved in the transmission, clarification and discussion of news events of a significant nature via telephone.

2. Sample Organized According to Demographic Variable

There were no significant variations among demographic groups with regard to their transmission of news by telephone.

Recommendation:

1. A study might investigate the use of the telephone as a para-mass medium which aid people in confirming events surrounding their lives.

## CHAPTER TEN

### EFFICACY

#### 1. Overview of the Sample Collapsed on all Variables

For the most part (53.1%), respondents felt more effective in a person-to-person interaction. The telephone is felt to be restrictive in the sense that interaction is reduced to only the verbal level. Conversation in a personal interaction is facilitated by non-verbal cues such as hand gestures or facial expressions. These are obviously not present in a telephone conversation. However, the telephone as a semi-anonymous form of communication is considered advantageous in a number of instances. For example, judgements regarding the caller are based entirely on the content of the interaction and are not influenced by the physical appearance, mannerisms, or dress of the caller. In this respect, the telephone can be regarded as an equalizer or in some circumstances a disguise. With regard to topics of conversation, primarily, very personal matters (56.2%) are not discussed over the telephone.

It is interesting to find that 31% of the respondents could think of trips which they could have avoided by telephoning first.

A substantial proportion of respondents believe that virtually all activities should be handled in person

for acceptable results, for 71% indicated they can think of nothing which they could just as well handle by telephone.

Except for specific exceptions our sample was generally in favour of conducting business over the telephone. For the most part, respondents found it convenient and time-saving.

## 2. Sample Organized According to Demographic Variables

### Sex

When the respondent was asked when he/she feels more effective: (in person or on the telephone), there was no difference in the percentage of males (54.4%) and females (52.1%) who indicated that they felt more effective in person. However, considerably more females (21.1%) than males (5.3%) stated that they felt more effective over the telephone.

They felt they could express anger (females 17.6%), males (8.2%) and refuse social invitations (females 14.7%, males 4.1%) better by telephone.

Although females more frequently stated that they felt more effective over the telephone, there were definite restrictions that they placed on telephone conversation. For example, the majority of females (68.1%) would not discuss their personal life over the

telephone as compared to 40.4% of the males who gave a similar response. Males (21.2%) on the other hand, more frequently than females (11.6%) indicated that they placed no restrictions on topics discussed by telephone.

### Age

Respondents aged 50 - 59 and over 70 years indicated significantly more frequently that there were no situations where they felt that they were able to say things over the telephone that they could not say in a face to face interaction.

#### Age in Years

0-19	20-29	30-39	40-49	50-59	60-69	70+
27.3%	44.4%	19.0%	22.7%	<u>70.0%</u>	20.0%	<u>80.0%</u>

All other age groups mentioned situations where the use of the telephone as a semi-anonymous form of communication was to their advantage.

Often elderly people emphasized that they felt more effective over the telephone as it acted as an age equalizer.

### Education

Those respondents with only a grade school education more frequently indicated that they felt more effective in a person to person interaction.

## Education in Years in School

0-8	9-11	12+13	14-17	18-26
75.0%	56.7%	53.8%	45.0%	50.0%

However, respondents with a lower level of education attainment indicated that there was no topic of conversation that they would not discuss over the telephone.

## Education in Years in School

0-8	9-11	12+13	14-17	18-26
22.2%	22.6%	14.9%	5.6%	0.0%

Occupation

The professional, white collar-worker and student more frequently expressed satisfaction with conducting business over the telephone.

Persons living in rural areas (ie. farmers) could think of many trips which could have been avoided by telephoning first, or activities which they could have just as efficiently handled by telephone. However, because of long-distance telephone rates and the small local calling area they preferred to escape the costly telephone charges and travel to their destination by car. Furthermore, there are often delivery charges when articles are ordered by telephone and subsequently delivered.



Income

Those in the income brackets less than \$3,000 or \$20 - 24,999 significantly more frequently felt that personal contact was more effective than interaction by telephone.

	Income				
less than \$3,000	\$3-6,999	\$7-9,999	\$10-14,999	\$15-19,999	
87.5%	38.9%	54.5%	55.6%	42.9%	
\$20-24,999	Over \$25	no income			
80.0%	50.0%	36.4%			

Recommendations:

1. It would be of value to investigate reasons persons (particularly females) place restrictions on the topics discussed by telephone, ie. why are only topics outside the realm of "personal life" discussed.
2. A study should be designed to examine why people for the most part feel more effective in a person-to-person interaction. Special emphasis should be given to investigating methods of making conversation by telephone more facilitative.

3. A study should be designed to examine the extent to which the telephone plays the role of an equalizer or a disguise, focusing on the telephone as a semi-anonymous system of communication.

CHAPTER ELEVEN  
THE TELEPHONE COMPANY

1. Overview of Sample Collapsed on all Variables

Attitudes toward the telephone company ranged from highly positive to critical. Approximately 60% of the general sample expressed positive feelings towards the telephone company and 16% expressed complaints of a general nature. Ninety percent of the sample expressed relatively unqualified positive comments about the service given by the telephone company.

There is a surprising degree of ignorance concerning the ownership of the telephone company. Only 54.2% could correctly identify the ownership.

Furthermore, only 41.5% of the respondents actually knew the service cost of their telephone. Finally, over one half of the sample (55.4%) indicated they considered present long distance rates to be "just right".

2. Sample Organized According to Demographic Variables

Sex

Females (59.5%) more frequently than males (44.3%) had positive feelings towards the telephone company. Male respondents on the other hand, more often expressed no opinion at all (27.9% to 12.2%). Nonetheless males (63.3%) significantly more frequently were aware of who owned the

telephone company than were females (46.5%).

#### Marital Status

Single persons were most frequently unaware of who owned the telephone company (married = 56.6%, single = 33.3%, widowed = 77.8%, separated/divorced = 87.5%).

#### Age

As age increased, the percentage of respondents who knew who owned the telephone company increased concurrently. (0 - 19 years = 12.5%, 20 - 29 = 50.0%, 30 - 39 = 48.0%, 40 - 49 = 57.1%, 50 - 59 = 71.4%, 60 - 69 = 85.7%, over 70 = 80.0%).

#### Education

Interestingly, as education increased, the frequency of respondents who had positive feelings toward the telephone company decreased. That is to say, the higher the formal education attained by the respondent, the less satisfied he was with the services of the telephone company (0 - 8 school years = 66.7%, 9 - 11 = 59.4%, 12 + 13 = 49.1%, 14 - 17 = 42.9%, 18 - 26 = 44.4%).

Furthermore, as education increased, the percentage of respondents who were aware of who owned the telephone company increased proportionately (0 - 8 school years =

44.4%, 9 - 11 = 53.1%, 12 + 13 = 53.7%, 14 - 17 = 75.0%,  
18 - 26 = 71.4%).

### Income

Lower income groups appeared to have more positive feelings towards the telephone company. The percentages of those expressing satisfaction ranged from 33.3% of those with an income of \$20 - \$24,999 to 62.5% of those respondents with an income less than \$3,000.

### Recommendations:

1. It would be interesting to test whether demands on the telephone company would be greater if it were government owned.
2. A major study might examine in greater depth specific complaints and recommendations of the consumer about telephone services.

## CHAPTER TWELVE

### ATTITUDES TOWARD MODERN AND FUTURE TELEPHONE SERVICES

#### 1. Overview of Sample Collapsed on all Variables

One half of the general sample (51.1%) reacted negatively to telephone answering services or recording devices. Nonetheless, 52.3% indicated that they would indeed leave a message.

When the respondent was asked if he would pay 25¢ to receive information concerning weather and road conditions as a telephone service, only 35% said they would utilize this service.

Also, the majority of respondents (73.6%) indicated they would not want a telephone in their car no matter how low the cost. These negative reactions were usually due to a concern for safety.

The respondent was asked to conceptualize a telephone device which would insert advertisements before long distance telephone connections were made. Surprisingly, approximately 58% of the general sample agreed to adopt this device in order to cut down on long distance charges.

Finally, most respondents (79.4%) had heard of the videophone and although a number of advantages were mentioned, the majority had some reservations about using one.

## 2. Sample Organized According to Demographic Variables

### Sex

Males appeared to be less conventional in their attitudes towards modern and future telephone services. For example, male respondents (37.3%) more frequently than females (21.9%) had a neutral reaction to answering services or personal telephone recordings, and it follows that they more frequently leave messages with these services than do females (59.3% to 46.6%).

Also, proportionately more males (86.9%) than females (73.3%) had heard of a videophone and had a more positive attitude about using one. One third of the males as compared to one quarter of the females wanted a videophone in their home if the cost was reasonable. Female respondents (25.8%) on the other hand, feared a videophone would be an invasion of privacy. Only 9% of the males mentioned this disadvantage.

### Marital Status

Single persons were more willing to have a telephone installed in their car (married = 19.8%, single = 44.0%, widowed = 0.0%, separated or divorced = 28.6%).

### Age

As could be expected, as age increased, the desire for a telephone in the car decreased.

The very young and the older respondents were more willing to have a commercial playing device attached to their telephone in order to save on long distance charges (0 - 19 years = 78.6%, 20 - 29 = 58.1%, 30 - 39 = 48.0%, 40 - 49 = 54.2%, 50 - 59 = 61.9%, 60 - 69 = 62.5%, over 70 = 50.0%).

Middle age groups most frequently had heard of a videophone although there was no difference in attitudes toward using one (0 - 19 years = 73.3%, 20 - 29 = 68.8%, 30 - 39 = 88.8%, 40 - 49 = 87.5%, 50 - 59 = 95.2%, 60 - 69 = 62.5%, over 70 = 60.0%).

### Education

Those respondents with the lowest level and those with the highest level of formal education had fewer negative reactions to telephone answering services or recording devices:

	Years in School				
	0-8	9-11	12+13	14-17	18-26
Neutral or positive reactions	<u>50.0%</u>	34.4%	35.3%	28.6%	<u>55.5%</u>

It follows that these respondents more frequently leave a message with these telephone services as well (0 - 8 school years = 66.7%, 9 - 11 = 43.8%, 12 + 13 = 48.0%, 14 - 17 = 66.7%, 18 - 26 = 55.6%).



It appears that the higher the level of education of the respondent the greater the probability that he/she has heard of a videophone, (0 - 8 school years = 60.0%, 9 - 11 = 75.8%, 12 + 13 = 73.6%, 14 - 17 = 90.5%, 18 - 26 = 100.0%). Furthermore, those respondents with less formal education more often felt there was no advantage to using a videophone (0 - 8 school years = 50.0%, 9 - 11 = 42.9%, 12 + 13 = 31.0%, 14 - 17 = 15.0%, 18 - 26 = 25.0%).

### Income

Respondents in lower income groups more frequently agreed to have a "commercial playing" device attached to their telephone in order to save on long distance charges (no income = 63.6%, less than \$3,000 = 62.5%, \$3 - 3,999 = 78.9%, \$7 - 9,999 = 42.9%, \$10 - 14,999 = 58.6%, \$15 - 19,999 = 53.3%, \$20 - 24,999 = 50.0%, over \$25,000 = 50.0%).

Respondents in upper income groups were more often aware of the videophone (no income = 69.2%, less than \$3,000 = 50.0%, \$3 - 6,999 = 68.4%, \$7 - 9,999 = 63.6%, \$10 - 14,999 = 96.6%, \$15 - 19,999 = 93.3%, \$20 - 24,999 = 100.0%, over \$25,000 = 90.0%). However, there were no appreciable difference in attitudes towards using a videophone among income groups.

Recommendation:

1. A major study might investigate optional methods of reducing long distance charges for the consumer similar to the hypothetical example in our survey.

CHAPTER THIRTEEN  
TELEPHONE SERVICES

1. Overview of the Sample Collapsed on all Variables

Thirty-eight percent of the sample could not name any telephone services in London that give counselling advice, or answer questions. However, of the responses, 21 percent noted various religious services. Another frequent response was the hotline services which were mentioned by 25 percent of the respondents.

Almost one half of the sample (47%) were unaware of Information London's existence. Furthermore, one third of the 72 respondents who had heard of Information London did not know the function of this service.

In summary, for the most part respondents were naive to the telephone services available to them in London.

2. Sample Organized According to Demographic Variables

Sex

Females were more knowledgeable of the telephone services available than were the male respondents. For example, forty percent of the female respondents were aware of the existence of the Hotline services, as compared to only 13% of the males. In fact, one half of the males were ignorant of all telephone services in London that

give counselling, advice, or answers questions in contrast to only 27.6% of the females. The following list of the frequencies in which services were recalled by respondents exemplifies the discrepancy between male and female awareness of telephone services.

Telephone Service	Percentage Aware of Service	
	Male	Female
Dial-a-prayer	17.7%	25.0%
Contact	1.6%	13.2%
Crisis Intervention	1.6%	2.6%
Hotline	9.7%	23.7%
Birthright	4.8%	5.3%
Legal Aid	4.8%	7.9%
T.I.P.	0.0%	6.6%
Pollution Control	0.0%	1.3%
Poison Control	1.6%	5.3%
Telacare	1.6%	3.9%
Information London	3.2%	6.6%
Know of: can't recall	14.5%	10.5%
Don't know of any	50.0%	27.6%

Although there was no difference in the percentages of males and females who had heard of Information London, surprisingly, fewer males than females stated that they did not know the function of this service, (males 27.8% versus females 37.8%).

#### Marital Status

Single persons were more frequently unaware of the telephone services available to them.

No knowledge of telephone services	Married Single Widowed Separated/Div.			
	33.0%	48.4%	40.0%	37.5%

Married people on the other hand, seemed to have the most knowledge of these services.

### Age

The age group 20 - 29 years significantly more frequently mentioned the hotline services than did any other age group.

Telephone Service	Percentage Aware of Telephone Service (according to age in years)						
	0-19	20-29	30-39	40-49	50-59	60-69	70+
Contact	6.3	9.4	4.0	8.3	13.6	0.0	0.0
Crisis Intervention	0.0	6.3	0.0	0.0	0.0	0.0	0.0
Hotline	6.3	31.3	16.0	20.8	13.6	0.0	0.0
Totals:	12.6	<u>47.0</u>	20.0	29.1	27.2	0.0	0.0

Proportionately more respondents in the age groups at the extreme ends of the age continuum could not name any telephone service which gave counselling, advice or answered questions.

	Age Group						
	0-19	20-29	30-39	40-49	50-59	60-69	70+
No knowledge of telephone services	<u>50.0</u>	31.3	40.0	16.7	36.4	<u>62.5</u>	<u>70.0</u>

With regard to Information London, the age groups 40 - 49 and 50 - 59 years more frequently had heard of this telephone service.

	Age Group						
	0-19	20-29	30-39	40-49	50-59	60-69	70+
Knowledge of Information London	28.6	41.9	52.0	<u>62.5</u>	<u>76.2</u>	50.0	60.0

### Education

An interesting relationship appeared between the education of the respondent and his knowledge of telephone services. As the level of education increased, the percentage of respondents who indicated that they did not know of any telephone services decreased proportionately.

	Education (years in school)				
	0-8	9-11	12+13	14-17	18-26
No knowledge of telephone services	60.0	51.5	33.3	23.8	11.1

### Occupation

Homemakers were more knowledgeable of the telephone services available to them than the respondents in other occupation groups. For example, over one half (52.4%) of the housewives referred to the hotline services. Also, a greater percentage mentioned Birthright and Alcoholics Anonymous as illustrated below;

## Telephone Service

## Occupation Group

	Prof.	White collar	Blue collar	Farmer	Home- maker	Retired	Part time	Stu- dent	Unem- ployed
Contact	0.0	10.5	10.7	0.0	14.3	0.0	0.0	0.0	0.0
Crisis Intervention	0.0	5.3	0.0	0.0	4.8	0.0	0.0	0.0	0.0
Hotline	20.0	21.1	14.3	0.0	33.3	0.0	25.0	10.0	0.0
Totals:	20.0	36.9	25.0	0.0	<u>52.4</u>	0.0	25.0	10.0	0.0
Birthright	5.0	0.0	7.1	0.0	19.0	0.0	0.0	0.0	0.0
A.A.	5.0	0.0	10.7	0.0	19.0	0.0	0.0	0.0	9.1
No knowledge of tele- phone services	40.0	31.6	35.7	25.0	14.3	66.7	0.0	80.0	63.0

In contrast, students (80.0%), retired persons (66.7%), and unemployed respondents (63.6%) indicated that they were not aware of any telephone services.

Income

It appears that respondents with incomes less than \$7,000 are most ignorant of the telephone services available to them. Over one half of those in lower income groups could not name any such services.

No knowledge of telephone services	Income Group			
	No Income	Less than \$3,000	\$3-6,999	\$7-9,999
	46.2	50.0	57.9	39.1
	<u>52.5%</u>			
	\$10-14,999	\$15-19,999	\$20-24,999	\$25+
	27.6	13.3	66.7	30.0
	<u>28.4%</u>		<u>43.7%</u>	

Recommendations:

Our study merely asked the respondent to name any telephone service in London that he was aware of. Hence, we relied on the respondents immediate recall. A more efficient method would be to provide the respondent with a checklist of the telephone services available and ask for a description of the services they know.

It would be of value to examine the following:

1. whether those with greater knowledge of these services utilize them more frequently.
2. the type of service called, the frequency and the nature of the calls made by the respondent to the telephone services.
3. where the respondent obtained information about such services.
4. methods of disseminating information about these services, particularly to males, single persons, those under 20 and those over 60, those with a lower level of education, retired persons, students, the unemployed, and those with a lower socio-economic status.
5. criticisms/opinions concerning counselling, advice or information obtained from the service should be examined.



PART II

Selected Important Findings

and Summary of

Recommendations.

CHAPTER FOURTEEN  
TELEPHONE SERVICE IN OUTLYING RURAL  
AREAS NEAR LONDON

One of the most significant findings of this study is the disparity between the telephone needs of urban and rural residents in relation to the telephone service available. Rural residents, particularly farmers, were interviewed in depth probing for insight into the importance of the telephone to them. Although each farmer interviewed specialized in a different type of produce, generally they were uniform in their responses.

The home is the central locus from which they work. All calls concerning maintenance of farm equipment, planting or harvesting crops, animal care and breeding, or any other farm business are transmitted via the telephone in the home. To a great extent the telephoning patterns of farmers is seasonal. That is to say, there is a higher frequency of business calls when planting or harvesting crops and in breeding seasons. Furthermore, farmers seasonally carry on other part time jobs such as hauling water, milk runs, emergency snow plowing etc. These part time businesses are also conducted from the home telephone.

Unlike most urban residents, the farmer's home is also his place of business. For this reason, the farmer

is very dependent on the telephone for his livelihood. A review of the data previously presented concerning attitudes and behaviour patterns of telephone usage by farmers further emphasizes this dependency. For example, the majority of farmers (75%) could not think of a disadvantage of owning a telephone, one half of the farmers stated the main advantage of the telephone for them was its use in business, farmers (50%) most frequently emphasized that their business would suffer if there wasn't a telephone available in their home, not one farmer felt there would be no change to his lifestyle if his telephone was removed, 75% of the farmers preferred the telephone to other sources of information and entertainment and finally 75% of the farmers indicated that they used the home telephone mainly for business/commercial purposes.

The importance of the telephone to the rural dweller is not solely for business. In the event of an emergency, the telephone plays a vital role in alerting emergency services. Due to the distance between rural residences and the police or fire department and hospitals, there is consequently a delay in receiving assistance. Therefore, it is important that these agencies are contacted immediately. Emergencies on farms are not uncommon. Livestock frequently need the immediate attention of a veterinarian. Also, accidents related to handling farm machinery occur.

The type of telephone services available are not as efficient as in the cities. For example, there are no emergency hotline services. Also, due to the distances between relatives, neighbours and friends in rural areas, the telephone plays an important role in reducing social isolation.

Although it is evident that the telephone is important in the rural lifestyle, many improvements are needed to the present telephone service. One criticism concerns the party line system. The majority of rural residents do not have option of a private line available to them and there can be six households on the same line. Respondents indicated that they restricted the topics of their conversation over the telephone because of the possibility of other parties eavesdropping. In most instances those on the same line were not anonymous to one another but were in fact neighbours. Due to this lack of anonymity, farmers, although they often had no alternative, did not like discussing business or financial matters over the telephone. Another dissatisfaction with the party line system is the inconvenience of waiting for the line to be clear of other parties before use.

The most common complaint by rural respondents was the small local calling area and the consequently high long distance charges. In most cases, rural residents

living more than 15 miles outside of London could not call London toll free and there was no other city in their toll free calling range. In fact, there were very few towns in there area that they could call free of charge. Farmers conducting business by telephone must do so in business hours. These hours are not subject to reduced rates as are evening or night time long distance calls.

There is a trend for city dwellers to take up residence in rural areas outlying the city. Usually they move within a 25 mile radius of the city and commute daily to work. This is common place in rural areas around London. These people maintain regular contact with friends, relatives, coworkers, physicians, stores, businesses, and art or recreation centres in London. Respondents complained it was difficult to maintain these ties by telephone due to the long distance charges incurred.

There were also complaints that calls from London were not transmitted because the rural telephone system could cope with only a limited number of incoming calls from outside areas. The caller receives a busy signal which can continue for hours.

Although rural respondents more frequently ordered goods by telephone to avoid a trip to the city, it was usually necessary to pick up purchases at a small store outlet in a neighbouring town to avoid delivery charges

or delays by mail. Hence, ordering by telephone does not eliminate a trip all together. Furthermore, these respondents could frequently think of many trips which could have been avoided by telephoning first, or activities which they could have handled just as efficiently by telephone. However, because of long distance telephone rates and the small local calling areas, they preferred to escape the costly telephone charges and travel to their destination by car. Also rural respondents indicated that they often handled financial, business or personal matters in person in order to insure privacy which is often not possible on the party line system.

One rural resident at the time of interviewing did not have a telephone due to a dispute with Bell Canada. This family lived 11 miles north of London on a main highway. A functioning telephone line had to be extended some distance in order to connect the respondent's telephone with the main line. The respondent claimed that Bell Canada intended to charge them two hundred dollars for this installation. The respondent refused to pay. The last settlement was one hundred dollars and given no alternative he paid it. Incidentally, any new residents near the respondent could tap off of this recently installed line free of charge. This is an additional telephone charge rural residents must take into account.

In summary, the farmer is dependent on the telephone not only for the efficient maintenance of his farm but also for conducting seasonal part time businesses. The telephone is also vital to rural residents in the event of an emergency and for reducing social isolation. The rural resident has the greatest distance to travel to carry out business in person and it is of great advantage for him to use the telephone in order to save time and the expense of travel (particularly in times of energy conservation). However, often due to the lack of privacy on the party line system and the long distance charges, rural residents may opt to make a trip rather than call by telephone.

Recommendation:

1. A major study might investigate the disparity between the needs of the rural residents and the telephone service available.

## CHAPTER FIFTEEN

### THE RELATIONSHIP BETWEEN EDUCATION AND TELEPHONE USAGE

From the results of our survey, it is clear that the best predictor of telephoning behaviour was the level of education attained by the respondent. One might expect occupation, age or income to play an important role in determining attitudes, behaviour or norms of telephone usage. However, education seems to have a greater influence on the responses than any other demographic variable. In every area of questioning (ie. attitudes and behavioural aspects of telephone usage, pragmatics, norms, efficacy and present services and attitudes toward the telephone company), there were differences related to the education category. Categories were grade school, junior high school, high school, up to 3 years university and graduate studies. For many questions asked, there was a positive linear relationship between the education of the respondent and the response given. That is to say, as the education of the respondent increased, the frequency of a particular response increased concurrently. No other demographic variable elicited such a pattern of responses. The following is a summary of the responses which were influenced by the education of the respondent:



Those with only a grade school education did not recognize the importance of the telephone for reducing isolation and maintaining social contacts.

Those with lesser education felt more frequently that the telephone was necessary to their lifestyle.

As the education of the respondent increased so too did the percentage of respondents who indicated that the main use of their home telephone was for business/commercial reasons.

As the education of the respondent increased so too did the frequency of respondents who had called co-workers in the past day.

As education increased, the number of respondents who had received calls in the past day increased as well.

Higher education is associated with early training of children to use the telephone in an emergency.

The lower the formal education attained by the respondent, the higher the probability that his telephone will be located in the kitchen.

The higher the education level, the greater the percentage of respondents who used the telephone in an emergency.

Higher education is associated with greater knowledge of using the telephone to transmit free messages by long distance.

Education is strongly associated with the use of the telephone to call government offices.

Those respondents with a higher education seem to have more difficulty communicating their medical problems to their doctor by telephone.

Education was strongly related to knowledge of how to find listings for municipal offices.

Those respondents with only a grade school education more frequently indicated that they felt more effective in a person to person interaction. However, respondents with a lower level of education attainment indicated that there was no topic of conversation that they would not discuss over the telephone.

As education increased, the frequency of respondents who had positive feelings

toward the telephone company decreased.

There was a strong relationship between knowledge of such telephone services and education, suggesting that those in lower educational echelons most in need of such services were the least knowledgeable about them.

Recommendation:

Although those with lesser education more frequently felt that the telephone was necessary to their lifestyle, the role of the telephone to them was mainly social. These respondents were less knowledgeable of methods of seeking information by telephone. A study might investigate further the relationship between education and the use of the telephone with special attention given to ways of making those with lesser education aware of government, commercial, and social services available by telephone.

CHAPTER SIXTEEN  
TELEPHONE DEPENDENTS

Although the questionnaire was not designed to measure how dependent people were on the use of the telephone, responses of certain groups of individuals communicated the impression that the telephone was important to their lifestyle and they had become more dependent on its use than other respondents. The farmer for example, stated that he was dependent on the telephone for the maintenance of his farm. Other groups of people who appeared dependent on the use of the telephone were females, the widowed, the elderly, and the unemployed.

Females

One third of the females interviewed expressed an intense need for the telephone. They more often than males felt the telephone was indispensable. Frequently, they perceived the major advantage of the telephone to be the reduction of isolation. Furthermore, considerably more females than males stated that they felt more effective over the telephone than in a person-to-person interaction. They found it easier to express anger and to refuse invitations by telephone. Finally, females, particularly homemakers were more knowledgeable of the

telephone services available. Knowledge of these services may indicate a higher percentage of use.

Recommendation:

This pattern of responses although not conclusive may indicate a greater telephone dependency by females. However, further research into the relationship between sex and telephone usage is needed to verify this apparent dependency.

The Widowed

There appears to be a dependency on the telephone by widowed persons. Widowed persons more frequently than any other marital status group could not think of a disadvantage of owning a telephone. They most frequently stated that the telephone was absolutely indispensable to their lifestyle. Furthermore, widowed respondents most often could foresee social isolation if their telephone was removed. All the other marital status groups more frequently felt there would be no drastic change in their lifestyle if their telephone was removed than did the widowed. Finally, when forced to make a choice between the telephone and other methods of communication, the widowed most frequently preferred the telephone. The importance of the telephone is unsurpassed by other media.

Recommendation:

More research is needed to determine more precisely the function of the telephone to the widowed and what improvements in telephone service is needed to meet this need.

The Elderly

The respondents who had reached the age of retirement appeared to be more dependent on the telephone than respondents in other age categories. They more frequently felt the telephone was indispensable to their lifestyle and one fifth feared social isolation without it. They perceived the major advantages of the telephone to be its importance in an emergency and communication with the family. Elderly respondents also more frequently than any other age group preferred the telephone to other media. The use of the telephone was more for personal/social reasons than for business/commercial reasons.

It is interesting that older persons more frequently replied that they do not take the telephone off the hook. Also, often elderly people emphasized that they felt more effective over the telephone than in a person to person interaction because the telephone acted as an age equalizer.

Unfortunately, despite this apparent need of the

telephone, respondents over 60 years of age more frequently than any other age group could not name any telephone service which gave counselling, advice or answered questions. In most instances they were not aware that any such services were available in London.

Recommendation:

It is apparent that the elderly are dependent on their telephone because it gives them a sense of security in the event of an emergency; it allows them to maintain contact with their family and it helps to relieve their feelings of social isolation. The elderly would probably benefit greatly from the telephone counselling services. It is therefore recommended that a future study examine further this need of the aged for the telephone with special attention given to methods of making them aware of telephone social services.

The Unemployed

The unemployed are unique in their dependency on the telephone. Similar to the other groups of respondents who have been described as dependent on the telephone, the unemployed frequently could not think of a disadvantage of owning a telephone and they indicated that they would feel socially isolated without a telephone. However, the unemployed like other non-regular workers made and received

fewer calls than regular workers.

From the responses of the unemployed, they appeared to be dependent on the telephone for its use in emergencies. The majority of unemployed respondents gave this function of the telephone as its major advantage. They are likely to be the occupation group that would be involved in situations that would require the attention of social agencies and emergency services. Nonetheless, the majority of the unemployed respondents, like lower income groups, were unaware of the telephone services available which give assistance such as Hotline, Crisis Intervention, Poison Control etc.

Recommendation:

A major study might investigate methods of disseminating information about telephone services available which give counselling, advice or answer questions to the unemployed and other lower socio-economic groups.



## CHAPTER SEVENTEEN

### SUMMARY OF RECOMMENDATIONS ATTITUDES AND BEHAVIOURAL ASPECTS OF TELEPHONE USAGE

1. A major study might investigate the importance of the telephone to the livelihood of the farmer with special attention given to the advantages and disadvantages of the telephone system in the rural area. ✓
2. A major study might investigate further the exact function of the telephone to the widowed and what improvements can be made to meet this intense need. ✓
3. A major study might explore the functions of the telephone to the aged and examine what improvements can be made to meet this need. ✓
4. A study might examine how effective the telephone is in maintaining family ties with special focus on families separated by long distances.
5. A major study might investigate the relative dependency of males and females on the use of the telephone; focusing on perceived advantages, disadvantages and importance and need of the telephone.
6. A study might investigate the use of the telephone by the single person focusing on its function in social interaction. ✓

7. A study might examine the function of the telephone to the unemployed focusing on the effectiveness of the telephone in (perceived) emergencies. ✓
8. A study might be devised to examine the nature of calls made by non-regular workers over a specified period of time. Special attention should be focused on the effectiveness of the telephone as a job seeking device.
9. A study might examine the special needs of the poorly educated (those with less education) in their use of the telephone.
10. Further research is needed to explain the variation in frequency and nature of telephone calls of respondents over and respondents under 40 years of age.
11. A major study might investigate the influence of education on the frequency and characteristics of business calls made on the residential telephone. Special attention should be directed to those with a higher education to ensure that the present telephone system is adequately meeting their business needs.
12. A study might investigate the source of nuisance calls and the possibility of devising a method of screening such calls.

Pragmatics

1. A study might examine the effect of the location of the telephone in the home on the nature of the telephone conversation with special attention given to the education, and marital status of the individual and the number of persons in the household.
2. A study might investigate the frequency of emergency telephone calls over a specified period of time by various demographic groups. The nature of the calls should be examined to test variation in severity of the emergency.
3. A major study might investigate the relationship between the education of the respondent and his awareness of government services and information available by telephone. Special attention should be given to ways of educating the public to take advantage of government services by telephone.
4. A study might examine the efficiency of ordering goods by telephone focusing on attitudes and complaints of the consumer.
5. A major study might investigate more intensely the buying habits of the rural dweller with special attention given to:
  - a) the frequency of ordering goods by telephone
  - b) the type of goods ordered by telephone

- c) the delivery service
  - d) the frequency of returns or complaints
6. A major study might investigate the frequency of telephone diagnosis and prescription given by doctors with special attention given to the quality and effects of this more convenient method of diagnosis.
  7. A study might examine more objectively the frequency of telephone diagnosis and prescription given by doctors among different socio-economic groups.
  8. A major study might examine attitudes towards the organization and usefulness of the yellow pages.

#### Norms of Telephone Usage

1. A study might investigate a common time of day, or a common day of the week when people use their telephone for the purpose of scheduling work or leisure activities.
2. A study might further examine the frequency and nature of crank calls received by the public with special attention given to more effective methods of curbing such calls.

#### Efficacy

1. A study should be designed to examine the extent to which the telephone plays the role of an equalizer

or a disguise, focusing on the telephone as a semi-anonymous system of communication.

2. It would be of value to investigate reasons persons (particularly females) place restrictions on the topics discussed by telephone.

Present Services and Attitudes Toward The  
Telephone Company

1. It would be interesting to test whether demands on the telephone company would be greater if it were government owned.
2. A major study might examine in greater depth specific complaints and recommendations of the consumer about telephone services.
3. A major study might investigate optional methods of reducing long distance charges for the consumer similar to the hypothetical example in our survey.
4. It would be of value to examine the following with regard to telephone services which offer counselling, advice or answer questions:
  - a) whether those with greater knowledge of telephone services utilize them more frequently.
  - b) the type of service called, the frequency and the nature of the calls made by the respondent to the telephone services.

- c) where the respondent obtained information about such services.
- d) methods of disseminating information about these services, particularly to males, single persons, those under 20 and those over 60, those with a lower level of education, retired persons, students, the unemployed, and those with a lower socio-economic status.
- e) criticisms/opinions concerning counselling, advice or information obtained from the service.

APPENDICES

- A. The Questionnaire
- B. Demographic Description of the Sample

APPENDIX A  
THE QUESTIONNAIRE

Attitudes

1. What do you think is the single biggest advantage and the single biggest disadvantage of owning a telephone?
2. How would your lifestyle be changed if your telephone were removed tomorrow?
3. a. What are your general feelings toward the telephone company?  
b. How would you rate their service?  
c. Do you know who owns your telephone company? (probe public and private)
4. If you could choose one of the following items to keep, which one would you pick? Radio, television, telephone, or newspaper.
5. Have you made a trip recently which could have been avoided by telephoning first?
6. Can you think of anything which you now do in person that you could just as well handle by telephone?

General Usage

7. Is your telephone number listed? (if no, probe why)
8. About how many calls did you make and receive today (yesterday) at home?
9. Do you make more calls on certain days of the week? (at home)
10. Yesterday, how many calls would you say were made by family members:
  - a. between work to home?
  - b. between home to work?



- c. between work to work?
- 11. a. Do you have a telephone near you at work?
  - b. How near is it and how often do you use it?  
(both in and out)
  - c. Who do you call?
- 12. Are there certain restrictions you place on telephone usage in your home? (probe length, number, persons involved, etc.)

### Access

- 13. How many telephones do you have and where are they located in your home? (note number of floors)
- 14. Do you feel that you need more telephones?
- 15. Do you have a party line?
- 16. If the cost was low enough, would you want a telephone in your car?
- 17. If the telephone company devised a system whereby you could reduce the cost of your long distance calls by half, would you allow them to play a short commercial before putting your call through?  
(give an example)

### Children and Emergencies

- 18. How old were your children when they learned to dial and to answer the telephone?
- 19. Have you trained your children to use the telephone in case of an emergency?
- 20. What have you taught your children?
- 21. a. Have you ever used the telephone in an emergency?
  - b. Who did you call and why?
  - c. Where did you get their number?

Network: General

22. Do you think you use the telephone more often for personal/social reasons or for business/commercial reasons?
23. During the past day, have you called any: (probe on how often, how many, get dimensions elaborated on)
- a. friends?
  - b. relatives?
  - c. neighbours?
  - d. co-workers?
  - e. people whom you have never met (probe)?
  - f. government offices?
  - g. stores and businesses?
  - h. doctors, lawyers, dentists?
  - i. schools, educational institutions?
  - j. libraries, art galleries, etc.?
  - k. theatres, etc.?
  - l. other?
- 24I. Do you have any difficulty talking with your doctor on the telephone?
- a. Probe on problems if there are any.
  - b. Probe if doctor prefers to diagnose by telephone.
  - c. How does doctor prefer to prescribe?
  - d. How do you feel about the above?
- 24II. a. Can you think of any event of national or international importance or of great personal significance which you first heard about by telephone?
- b. If yes, who (ie., friend, neighbour, relative) told you about this event?

- c. Did you telephone anyone else to inform them about this event or to get clarification?

24III. Can you think of any event of national or international importance or of great personal significance which you first heard of by radio, television, or newspaper or in person which you then passed on by telephone?

Family and/or Friends

25. a. Are there certain family members outside of your immediate family that you call regularly or that call you?
- b. Is this long distance?
- c. How far away do they live?
26. a. Are there other people whom you call regularly?
- b. Who?
- c. Is this long distance?
- d. How far away do they live?
27. Is there a particular time that you call certain people such as family members or friends? (probe on who and why)
28. Do you have any acquaintances or friends whom you seldom or even never see, but keep in contact with by the telephone.

Government

29. a. During the past few weeks can you remember calling a government office? (if no, probe last month, year)
- b. Who and for what reasons and what happened?
- c. How often and when did you call?

Commercial

30. Have you ever agreed to purchase something from a telephone sales representative?
31. What types of things have you ordered by telephone in the last month?
32. How do you feel about ordering goods over the telephone?
33. How do you feel about conducting business over the telephone?

Efficacy

34. In what circumstances does an individual feel more effective: in person or on the telephone?  
(give examples if needed)
35. In what situations do you feel you are able to say things over the telephone that you are not able to say face-to-face?
36.
  - a. Have you ever complained about or returned something to a store?
  - b. Did you complain first by telephone (or did you call first)?
  - c. What happened?

Norms

37. What sort of things do you feel most people could not or would not discuss on the telephone?
38. In what situations do you feel people are justified to hang up on others?
39. Do you ever take the telephone off the hook?  
(probe why)
40. What is your reaction when the telephone rings and:
  - a. you are eating?
  - b. you are watching T.V.?

- c. it is the middle of the night?
  - d. you are alone in someone's home or office?
  - e. probe other situations.
41. What is the latest time you believe people should telephone you at night, except in an emergency?

#### Deviance

42. a. What do you consider a crank call?
- b. Have you ever or do you know of anyone who has received a crank call?
- c. What did you/they do about it?
- d. (If they called the police, Bell, etc.,) What was their reaction to your request?

#### Services

43. a. Have you ever heard of the video-phone?
- b. What are your feelings about using one?
44. a. Have you used the Yellow Pages recently?  
(probe past week, month)
- b. Probe why and how they used the Yellow Pages.
45. Do you know your service cost for the telephone?
46. Can you think of any situation where a person might leave the house to use a pay telephone?
47. Have you ever heard of the telephone being used for signalling? (probe on how and why)
48. What would you look under in the telephone directory if you wanted to talk to someone in the municipal government?

49. What would you look under in the telephone directory if you wanted to talk to someone about not receiving your family allowance cheque?
50. a. What would you look under in the telephone directory if you wanted to know the weather conditions on the 401?  
b. Would you pay 25¢ for this information?
51. Do you know of any telephone services in London that give counselling, advice or answer questions?  
(probe dial-a-services)
52. Do you think other services should be provided by the telephone?
53. a. Have you ever heard of Information London?  
b. What do they do?

#### Long Distance

54. Have you ever heard of ways in which people are able to make free long distance calls? (probe legitimate--Wats, Zenith, as well as illegitimate)
55. Do you know of any way to find out if a person or company has free long distance service?
56. Do you feel that long distance rates are: low, high, or just right?

#### Social Behaviour Patterns

57. a. How do you feel when you make a call and you get an answering service or recording?  
b. Do you leave a message?
58. a. If you personally visited someone in the last week, did you call them first?  
b. If so, why?

59. a. How many people came over to visit you in the last week without calling first?  
b. How do you feel about that?
60. Are there any other comments of any kind which you would like to make about the telephone that may have been missed during our interview or that you didn't get a chance to elaborate on?

APPENDIX B

DEMOGRAPHIC DESCRIPTION OF THE SAMPLE

Number of Respondents Per Household

	<u>Frequency</u>	<u>Percent</u>
One Respondent	117	84.8
Two Respondents	19	13.8
Three Respondents	<u>2</u>	<u>1.4</u>
Total	<u>138</u>	<u>100.0</u>

Census Tract Data

	<u>Frequency</u>	<u>Percent</u>
Census Tract 1 (university dormitories, nurses residence)	7	5.1
Census Tract 2 (YMCA & YWCA)	4	2.9
Census Tract 3 (Nursing homes)	4	2.9
Census Tract 4 (rural areas)	9	6.5
Census Tract 5	10	7.2
Census Tract 8	8	5.8
Census Tract 11	11	8.0
Census Tract 14	9	6.5
Census Tract 16	11	8.0
Census Tract 19	11	8.0
Census Tract 23	6	4.3
Census Tract 26	9	6.5
Census Tract 34	10	7.2
Census Tract 36	10	7.2
Census Tract 38	8	5.8
Census Tract 41	<u>11</u>	<u>8.0</u>
Total	<u>138</u>	<u>100.0</u>



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Sex

	<u>Frequency</u>	<u>Percent</u>
Male	63	45.7
Female	<u>75</u>	<u>54.3</u>
Total	<u>138</u>	<u>100.0</u>

Marital Status

	<u>Frequency</u>	<u>Percent</u>
Married	88	63.8
Single	31	22.5
Widowed	10	7.2
Separated	4	2.9
Divorced	4	2.9
Refused to answer	<u>1</u>	<u>.7</u>
Total	<u>138</u>	<u>100.0</u>

Age

	<u>Frequency</u>	<u>Percent</u>
9 years and under	1	.7
10 - 19 years	15	10.9
20 - 29 years	32	23.2
30 - 39 years	25	18.1
40 - 49 years	24	17.4
50 - 59 years	22	15.9
60 - 69 years	8	5.8
70 - 79 years	7	5.1
80 and over	3	2.2
Refused to answer	<u>1</u>	<u>.7</u>
Total	<u>138</u>	<u>100.0</u>

Education

<u>Number of Years in School</u>	<u>Frequency</u>	<u>Percent</u>
No Education	1	.7
Five	1	.7
Six	3	2.2
Seven	1	.7
Eight	4	2.9
Nine	5	3.6
Ten	18	13.0
Eleven	10	7.2
Twelve	38	27.5
Thirteen	16	11.6
Fourteen	8	5.8
Fifteen	6	4.3
Sixteen	5	3.6
Seventeen	2	1.4
Eighteen	2	1.4
Twenty	2	1.4
Twenty-One	4	2.9
Twenty-Six	1	.7
No Response	<u>11</u>	<u>7.9</u>
Total	<u>138</u>	<u>100.0</u>

Median: 12.184

Type of Education

	<u>Frequency</u>	<u>Percent</u>
Not Applicable	29	21.0
Trade, Technical, Secretarial	17	12.3
Nursing School, Medical School	3	2.2
Liberal Arts	1	.7
Teachers College	4	2.9
University, Ministry	27	19.6
No Response	<u>57</u>	<u>41.3</u>
Total	<u>138</u>	<u>100.0</u>

Number of Dependents

<u>Number of Dependents</u>	<u>Frequency</u>	<u>Percent</u>
No dependents	55	39.9
One	21	15.2
Two	20	14.5
Three	7	5.1
Four	6	4.3
Five	3	2.2
Six	2	1.4
No Applicable	23	16.6
No Response	<u>1</u>	<u>.7</u>
Total	<u>138</u>	<u>100.0</u>
Median: 1.167		

Occupation

	<u>Frequency</u>	<u>Percent</u>
Professional	11	8.0
Executive, Manager, Owner	8	5.8
Sales	4	2.9
Clerical, White Collar	15	10.9
Skilled	16	11.6
Unskilled	13	9.4
Farmer	4	2.9
Homemaker	21	15.2
Retired Pensioner	6	4.3
Part-time	4	2.9
Student	9	6.5
Unemployed	11	8.0
Refused to Answer, No Answer	8	5.8
Not Applicable	<u>8</u>	<u>5.8</u>
Total	<u>138</u>	<u>100.0</u>

Income

	<u>Frequency</u>	<u>Percent</u>
Less than 3,000	9	6.5
\$3,000 - \$4,999	7	5.1
\$5,000 - \$6,999	12	8.7
\$7,000 - \$9,999	23	16.7
\$10,000 - \$14,999	29	21.0
\$15,000 - \$19,999	15	10.9
\$20,000 - \$24,999	6	4.3
\$25,000 and over	10	7.2
Refused to answer, Don't know	15	10.8
Not working, no income	<u>12</u>	<u>8.7</u>
Total	<u>138</u>	<u>100.0</u>

Median Category: \$10,000 - \$14,999

Type of Dwelling

	<u>Frequency</u>	<u>Percent</u>
Living in family owned dwelling	94	68.1
Renting Home	11	8.0
Living in apartment	15	10.9
Living in flat	1	.7
Living in room	3	2.2
Living in dorm	12	8.7
Other	<u>2</u>	<u>1.4</u>
Total	<u>138</u>	<u>100.0</u>

Education of Spouse

<u>Number of Years in School</u>	<u>Frequency</u>	<u>Percent</u>
None	2	1.4
Five	1	.7
Six	1	.7
Eight	3	2.2
Nine	6	4.3
Ten	7	5.1
Eleven	7	5.1
Twelve	21	15.2
Thirteen	4	2.9
Fourteen	1	.7
Fifteen	1	.7
Sixteen	2	1.4
Seventeen	2	1.4
Eighteen	1	.7
Nineteen	1	.7
Twenty	4	2.9
Twenty-One	3	2.2
Not applicable, no spouse	47	34.0
Refuse to answer (or interviewer did not ask)	<u>24</u>	<u>17.4</u>
Total	<u>138</u>	<u>100.0</u>

Type of Education of Spouse

	<u>Frequency</u>	<u>Percent</u>
Not applicable	63	45.7
Trade, technical, secretarial	10	7.2
Teachers College	1	.7
Military	1	.7
University, Ministry	14	10.1
No Response	<u>49</u>	<u>35.5</u>
Total	<u>138</u>	<u>100.0</u>