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The Social Functions of the Telephone

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a report to

Communications Canada

July 31, 1974

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## CHAPTER I

### INTRODUCTION AND SURVEY OF SELECTED LITERATURE ON THE TELEPHONE

The purpose of the present research was to explore for the first time some of the social dimensions of concern with respect to the ubiquitous instrument, the telephone. The attitudes and usage patterns of a small sample of individuals in a typical city in English speaking Canada were surveyed. The research was guided broadly by the notion of "social function", i.e., how and why people use the telephone, along with collateral questions dealing with potential telephone services and information about telephone services now available. The literature review which closes this chapter contains many suggestions found in essay form which we tested for the first time, empirically; for example, the notion of the telephone as "the great equalizer".

On the other hand, the research was not designed to tightly test hypotheses but to remain as open-ended as possible. It provided first, general notions concerning the potential importance of a dimension, as may be ascertained provisionally by frequency distributions. Secondly, and

perhaps more importantly, the research furnished a range of open-ended answers which could serve the purpose of stimulating a tighter but larger scale research of national import in both English and French speaking Canada.

As indicated in the preliminary report of May 3, 1974, the purpose was not inferential, so sampling did not need to conform to a probability model, but rather we attempted to get a broad range of responses in terms of residential location, education and occupation, age and sex. Although we aimed for a sample of 100 originally, due to the addition of rural individuals and multiple interviewing at some sites, we were able to expand the size of the sample to 138. Since we sought to establish dimensions, the instrument was primarily open-ended.

It should be noted that when respondents did not answer a given question, the resulting no answer category was removed and the corresponding table was adjusted. Interviewers were students, or in a few cases, employees of The University of Western Ontario. Questionnaire responses were coded by project workers. Data were fed into the computer at the Social Sciences Computer Centre, from which we derived our frequency distributions and other information making up this report.

A brief overview of some of the key findings are presented first, followed by a selected review of the literature.

#### Advantages and Disadvantages of the Telephone

The findings of this research are keyed to attitudes, reports of behavior and knowledge of the telephone and telephone services. Throughout the report, we find concerns centered upon pragmatics and social aspects of telephone use. There is an acute awareness of the value of the telephone in emergencies as well as the convenience it provides in saving time and cutting travel; however, people are keenly concerned with the role of the telephone in modern society in reducing social isolation.

In spite of criticisms about modern electronic media, there was little concern with the lack of in-person contact which the phone might suggest to some, when the question of telephone disadvantages was put to respondents. The most substantial disadvantage complained of centered on the transformation of individuals from inaccessible to overaccessible because of the omnipresence of the phone.

#### The Role of the Telephone in Family Relations

The phone's use in family relations is revealed in the finding that two-thirds of the respondents maintain regular

contact thereby with relatives in other locations, and of these 70 percent were long distance contacts. On the other hand, friends most frequently in contact were most often within a ten mile radius. In a sense, the extended family is maintained by telephone lines. Children are socialized early to dial and answer the phone, typically before seven years of age, and as early as two in some cases. They are taught early to use the telephone for emergency calls. This follows from the fact that well over half (59 percent) of respondents had used the telephone for an emergency, most often for health purposes or other life threatening situations.

It should be noted that respondents often expressed the importance of the telephone for family scheduling and intra-familial communication.

#### Scheduling

This notion of scheduling as a benefit of telephone use was really not suspected by the investigators prior to undertaking the research. It not only emerges in family considerations, but in a broader web of social relationships.

Complementing it is the phenomenon of ability to operate on the spur of the moment, contradictory as this seems. While

the telephone makes scheduling easier, at the same time, plans can be rearranged almost spontaneously through the use of the telephone. Furthermore, the majority of people indicated that they phone ahead before visiting.

In a society separated by substantial distances but without phones or with decreased phone service, it is probable that social relationships might become more formal and rigidified because of the planning and agreement in advance that would be required in arranging meetings.

#### The Telephone as a Substitute for Transportation

The question dealing with lifestyle sans telephone pointed to the perceptive recognition by the public of the linkage between telephone and transportation. Individuals were aware that they might have to walk more or, use cars or other forms of transportation more often. Furthermore, the telephone as a substitute for transportation was highlighted by 31 percent of the respondents who could think of trips that could be saved by use of the telephone first. However, almost ambivalently, 71 percent of respondents still believe that most activities can be handled best in person. This may explain the relatively low modal usage daily.

Another suggestion for exploration deals with the observation by one individual that more information storage in the home would be necessary in place of the telephone; hence, in a sense, the telephone and paper/printing industries are competitors. Increase the facility of one and the necessity for the other is reduced somewhat.

#### Behaviour Patterns in Telephone Usage

Usage patterns reported reveal that two-thirds of the sample either make one or more calls or receive one or more calls on a given day. This is less than expected. Typically, however, a person makes one or two calls and receives one or two calls a day according to the general reports of the respondents.

The two extreme groups of respondents according to frequency of telephone usage, i.e., very frequent and infrequent telephone users, would have differing purposes for telephone use than the average user. This comparison lends itself to future research. Those who use it rarely may find useful suggestions for expanding its use to handle more routine business and thus reduce the necessity for transportation. This may also suggest changes in bureaucratic procedures that would facilitate more activity being consummated by telephone.

The rank order of telephone usage suggests, in confirmation that the telephone is used more frequently for personal-social reasons (four to one) over business functions. Rank ordering according to frequency of calls revealed the following order of groups of persons called: friends, relatives, business, neighbours, professionals, followed by coworkers, government offices, schools, theatres and libraries.

Nearly one half of the individuals felt their phone calls were patterned by the day of the week. This is probably a reflection of scheduling and leisure activities. A minority (27 percent) place restrictions on phone use; mostly relating to children's use and long distance calls. There was a great deal of evening calling, followed by Sunday calls, to family and friends. This is due to the reduction in long distance rates at these times.

People more frequently call home from work (27 percent) than call from home to work. Also, about 40 percent are involved in transmission, clarification or discussion of news events of a significant nature via telephone.

#### Communicating With Institutions by Telephone

For the most part, respondents expressed satisfaction with their use of the telephone to gain information from

government offices (some complained of the necessity to make several calls to achieve it). What may be occurring is that there is selective use of the telephone for government business. Through experience respondents have learned which matters can be handled. In their reports on recent calls to government offices, the office most often called was the income tax office, which is geared specifically to handling phone requests for information and help. Furthermore, the phone may be used in an elemental way or to arrange personal appointments with governmental officials.

Knowledge concerning efficient methods of finding phone numbers for governmental agencies was mixed; while 72 percent knew what to "look under" for federal government offices, only 48 percent could do the same for municipal offices. Only 5 percent knew the most correct listing. Only 22 percent identified Zenith as a means of making free long distance calls and only 6 percent were informed of Wats. Lack of knowledge concerning means of finding out if a company or governmental agency has free long distance service was rife: over 60 percent knew of no way.

The use of the yellow pages for certain services was widespread and patterned to certain kinds of businesses, such as fast food. But most respondents were suspicious of buying

goods from telephone sales people other than established retail houses. When complaints occur, the majority handle them in person.

There is relatively high satisfaction with medical service by telephone, although a minority complained of being required to speak to a surrogate for their physician, such as a secretary or nurse. Only 10 percent perceived that their doctors would diagnose by phone, but three times as many would prescribe drugs by phone. Nearly a tenth of respondents stated they would prefer to have the doctor prescribe and to diagnose by phone to avoid an office wait.

#### Norms of Telephone Usage

There is a patterned set of norms about telephone calling and calls. One set of norms centres on late calls, with more than a third of respondents indicating 11 p.m. as the latest time people should call except in an emergency. This was followed by 27 percent, who mentioned 10 p.m. Another set of norms focus on calls received. Nearly 80 percent would hang up on any annoying call and only 7 percent believe hanging up is inappropriate. Another means of reducing accessibility is by leaving the phone off the hook. Nearly 40 percent do this at some time or another to avoid a call. There are certain times (keyed by activities) when calls are unwelcome:

38 percent are frightened by a ringing phone in the middle of the night and 20 percent are angry about it. Only 23 percent feel strongly about calls received at dinner time.

The common term, "crank call" is applied to obscene calls by 41 percent, while 24 percent apply this appellation to "nonsense calls". A large majority (77 percent) have personally received or have known someone who has received a crank call. The solution for 53 percent was to hang up, with 17 percent complaining to the phone company. Only 8 percent call the police, while 4 percent delist their numbers as a solution.

The norms of signalling centre on methods known for conveying a message without paying for a call. The majority knew of methods of doing this. The most familiar methods were: one ring upon arrival; and calling for oneself person-to-person.

#### Efficacy

The question which tapped perceptions of the telephone as an effective means of communication produced responses that suggest two broad groupings of people. One group, over 50 percent of the respondents, believe that person-to-person interaction is more effective because of lack of physical cues in a telephone conversation. A smaller group of 14 percent believe the phone is more effective, a "great equalizer," and easier for refusing invitations, for making excuses or

arranging dates, etc. One half could foresee situations where the phone was an easier medium for certain kinds of discussions, i.e., personal, semi-anonymous. On the other hand, over half could think of constraints, i.e., discussion of personal or emotional problems, sexual matters, health or other such problems. However, 16 percent state that they would be willing to discuss anything on the phone.

#### Telephone Services

Ignorance toward ownership of phone company and service costs is rife. Forty-four percent could not identify it as a stock company and only 42 percent knew the service cost of their telephone. More than half of the respondents were negative about leaving a message with an answering service or recording device because of its impersonality or coldness. Nonetheless, more than half the respondents would leave such a message.

There was resistance to the notion of paying 25¢ for weather and road conditions. Only 35 percent indicated unqualifiedly they would. Most (74 percent) would not want a telephone in their car regardless of the cost.

Surprisingly, 58 percent agreed they would be willing to adopt a device that delivers a commercial message before

a long distance call in order to receive a rate reduction. Thirty nine percent would not agree to it. Approximately 80 percent had heard of the video phone. However, the most frequent reaction was negative (nearly 50 percent), because of the perceived lack of advantages of video, the invasion of privacy, etc.

Knowledge of telephone services which give counselling, advice or answer questions was mixed. Nearly 38 percent could not name any telephone services in London of this type. However 25 percent of the respondents did refer to a hotline service, while another 12 percent said they had heard in general of such services. Other telephone services suggested by the respondents included time and weather, some emergency and medical services, as well as news by telephone. More than half had heard of Information London, although one third of these could not identify what services it provides.

## THE TELEPHONE IN THE LITERATURE

Literature treating the telephone is scattered, often anecdotal and frequently found in the popular press. Much of it concerns telephone developments and modes of use to meet individual needs and those of professions and institutions. One part of the literature recounts individual problems generated by the phone, as well as viewing the telephone as a means of solving problems of the individual. That part is treated under the general rubric of social psychological.

Another discusses the larger scale social patterning associated with telephone technology and use, and that is treated under the heading socio-demographic. A third grouping within the literature deals with the emergency uses of the telephone. Finally, a fourth heading, which somewhat overlaps with the others, is titled services. A bibliography is found at the end of the report.

### Social Psychological

Anxieties generated by the telephone (Street, 1913; Harris, 1957; Aronson, 1971; Ball, 1968) are treated in a small number of essays. Here there is also attention to such phenomenological matters as the ringing of the telephone and its meaning, or the question of waiting, not knowing exactly when the phone will

ring (Street, 1913); today we take this more for granted than in the early days of telephone usage. Anxieties and annoyance today more often seem to be generated by abusive, obscene or threatening calls, sales solicitation or survey calls and mis-directed or wrong number calls (Kertz, 1966; Dodd, 1965), or by "telephone terrorists" who are described psychiatrically as achieving catharsis by obscene or threatening calls (Watters, 1965). By the mid-sixties, the U.S. Bell Telephone System had received complaints from 375,000 individuals in a year concerning obscene phone calls (Newsweek, 67, 1966). The pervasiveness of the telephone and the need to devise means of avoiding it and of screening callers in advance is highlighted by Ball, 1968; Hall, 1964; Dodd, 1965; and by the example of a woman who asked in court for an injunction against calls from her mother (Playboy, 18, 1974). Another method of avoiding unwanted calls is through an unlisted number; approximately six percent of the U.S. Bell System's phones had unlisted numbers (Time, 81, April, 1963).

The use of the telephone by people for personal, often psychological need is highlighted lightly in an essay by humourist Parkinson (1969). Its particular ability to aid in generating independent behaviour for children is pointed to by Arnstein (1970) and Olive (1962). Psychological needs for primary group interaction on a sustained basis are met through the use of the telephone in spite of members being scattered throughout a metropolitan

area, and interaction is described as intense as face-to-face meetings by Aronson (1971) who calls this phenomenon a "psychological neighborhood." White (1973) uses the same concept to describe the radio call-in show. Singer (1973) also details its use in call-in radio shows.

Social psychological needs are often met through telephone mediated "listening-caring services" and "hotlines." An organization in New York City called "Care-Ring" provides a 90-second telephone call to individuals who live alone for \$17.50 per month; "Ring-a-Day" is a similar free service in Nassau County, New York (Newsweek, 74, 1969); Toffler (1970) suggests such services may evolve into more formal crisis-counselling systems in the future. An English study (Gregory, 1972) found that when low income elderly individuals were provided with low cost telephones, difficulties over shopping were reduced, but that visits from relatives and friends were replaced by telephone calls.

Hotlines or distress centers have proliferated in the '60's. By 1972, there were 50 in Canadian cities (Tasler, 1972). Such centers are geared to personal problems, i.e., suicide, sex, alcohol, drug usage, teenage runaways, family arguments (Klugman, 1965; Kilbourn, 1970; Forsman, 1972; Greenhouse, 1971; Life, 72, 1972; Newsweek, 23, 1969; Kagan and Pascoe, 1973; Lake, 1972). In Australia, a "lifeline" organization operated by telephone can dispatch "trouble teams" in radio cars to provide fast, professional help to troubled callers (Time, 83, 1964).

Socio-Demographic

Some of the socio-demographic effects of the telephone include decentralization and the changes in social relationships which ensue, new occupational patterns, and special problems of such social groups as rural residents. Because of the telephone mobility patterns are changed, problems of social control may be assuaged or hindered, patterns of organized transportation are shifted, and the telephone may even become ideologically useful when functioning as mass (one way) media.

As early as 1907 (Flynt, 1907), authors were warning of the spread of deviance through the technology of the telephone. Flynt pointed to the use of the phone in communicating bets and providing the results of races; Latham (1972), Ball (1968), and Aronson (1971) comment on its use by prostitutes or "Call Girls." On the other hand, the telephone has been enlisted, because of its quality of anonymity, as a means of stimulating reports of crime and criminals (American City, 84, 1969). The phone has also been used for the promotion of deviant ideologies, as when right wing groups recorded irresponsible messages that could be heard by dialing a given number (Economist, 217, 1965; New Republic, 153, 1965). The phone has provided more conventional political functions as well, with officials in Washington State being provided direct dial service anywhere in the United States (The Bell Telephone Magazine, 48, 1969).

There has been some empirical justification for findings of changes in visiting patterns; earlier sociological studies of communities indicated that people often expressed their fear that telephone service would reduce visiting or else indicated their belief that it was happening (Lynd and Lynd, 1929, 1937; West, 1945). Aligned to this is the notion that relationships can become dispersed or decentralized (Hammer and Ikle, 1957; McWhirter, 1969). The phone has also encouraged mobility, for it stimulates more general activity as a result of the ease of inquiry; furthermore, individuals no longer have to wait for answers or responses in one place (Cherry, 1971). It was noted, quite early in the century, that the spread of the telephone has encouraged rural living since life on the farm can be as fully serviced as in a high facility urban area (Latham, 1972; Sheldon, 1956; Scientific American, XCIV, 1906; Scientific American, 104, 1911; Independent, 54, 1902; Mosnot, 1905).

#### Emergency Use

The literature on emergency use generally reports on new services or techniques for centralized emergency services with the aid of telephone technology. The first centralized service for provision of emergency, fire, police or medical aid with one number, 999, in North America was in Winnipeg (American City, 75, 1960). Since then, 911 has been adopted in a number of cities and includes services such as a poison control center for childhood

emergencies and a personal crisis service for potential suicides (American City, 86, 1971; The Bell Telephone Magazine, 48, 1969). In addition, automatic telephone dialers have been developed that make it possible for invalids and cardiac patients to communicate their problem by push button (Shatavsky, 1969).

### Services

The telephone has not only been put to the service of major institutions in society, but it may have, thereby, changed what it has served; here McLuhan's famous aphorism may well fit, with the medium becoming the message (Menzel and Katz, 1955-56). Impressed as we may be with the inchoate often startling innovations we witness associated with the telephone, suggesting influence on such medium free (apparently) institutions as medicine and education, it is even more surprising to learn that in its formative days, near the end of the last century, the phone provided residents of Budapest with music, news, literary criticism stock quotations on an individualized basis; a similar service then was adopted in Newark, New Jersey as well (Denison, 1901; Literary Digest, 44, 1912). In 1912, before radio, one could even hear an opera by telephone (McCluen, 1912). By 1974, there were no really surprising new developments: one could phone for a "tune," one could "dial-a-joke," or dial for information or news (Time, 72, 1972; Globe and Mail, April 1, 1974; Day, 1959). Even the current offerings of churches by telephone were anticipated as

early as 1916 when a shut-in woman living in Passaic, New Jersey, was able to attend church services by telephone (Literary Digest, 52, 1916).

There have been more substantial developments in business, medicine, and education, with the phone being used for interactive services. Technologies making possible banking by telephone-computer hook-ups were being exhibited by 1964 and a super-market was operating strictly by telephone-and-catalogue (The Bell Telephone Magazine, 43, 1964-65; Business Week, 1964). In 1973, a unique organization called "In-Touch," provided a number of coping services to individuals such as bill paying, tax data storage, personal reminders and computations by telephone, but failed in that year, perhaps in part because of a limited market, for the service required the client to have a touch-tone telephone (New York Times, December 29, 1973). By 1963, a device called "Electro-Com," had begun operations, reading phone numbers from punched tape, dialing automatically and delivering a recorded sales message (Time, 82, 1963).

The use of Wide-Area Telephone Service commenced in the 1960's and made possible flat-rate, in or out calls over a wide area, oftentimes national, at substantial savings to the user (Journal of Cooperative Extension, 1968). Research on services made possible by the conjunction of print and phone; the Yellow Pages, suggested patterned usage, both by service and sociological characteristics of the user. Young and young middle aged adults most often used the Yellow Pages and most often for services,

rather than products (The Bell Telephone Magazine, 1964). It was also found that usage was higher in larger towns and among higher income people.

The use of the telephone in medical practice has received some attention in the literature; one study suggested a greater tendency for more sophisticated individuals to be willing to use the telephone for reporting symptoms to a doctor than the less sophisticated (Pope, 1969); and another found that about fifty percent of all phone calls to medical care personnel concerned disease symptoms (Greenlick, et al, 1973). Pediatricians commonly have set up morning phone-in periods to discuss children's symptoms (Globe and Mail, January 3, 1974). Nearly half a century earlier, the claim was made that phones linking health personnel to patients had been responsible for reduced mortality rates in cities when compared to those in backward areas of the world (Literary Digest, 105, 1930). The modern ability of the physician to get instant information on any of the thousands of drugs available today, to consult with top specialists and to transmit between medical centres electrocardiographic information and other evidence, probably will affect future mortality rates (The Bell Telephone Magazine, 45, 1966; Newsweek, 59, 1962; Globe and Mail, January 3, 1974; Literary Digest, 105, 1930; Business Week, January, 1962; Newsweek, 80, 1972).

By the 1960's, educational institutions were utilizing telephones to make possible the appearance and two-way interchange

with experts who normally could not appear in the classroom (The Bell Telephone Magazine, Beilis, 1964). In 1973, three Russian scientists who had been refused permission to emigrate, "joined" the faculty of Bar-Ilan University and conducted their lectures in macrophysics and condensed matter physics from 1,800 miles away, via long distance telephone from the Soviet Union (Time, 102, 1973). This example has suggested that the telephone has the potential to erase not only geographical barriers but political ones as well.

## CHAPTER II

### ATTITUDINAL AND BEHAVIORAL ASPECTS OF TELEPHONE USAGE

In this chapter, we focus first upon the attitudes of the respondents toward the telephone as it relates to their general lives and lifestyles. Hence, the questions asked dealt with the advantages of the telephone, the disadvantages, and the way in which its removal would affect their lifestyles.

Following this, we examine behavior patterns, that is, the frequency and characteristics of telephone usage, its role in social interaction and family affairs.

#### Attitudes Toward the Phone as Part of One's Life

##### 1. The Perceived Major Advantages of the Telephone

The most frequent response to the question, "What do you think is the single biggest advantage of owning a telephone?" (Table 1) was its emergency function. Approximately 27 percent of the respondents indicated the importance of the emergency function, highlighting the ease of reaching police, its availability "in case of trouble", or of illness and similar points. This was followed in importance by "convenience", with 21 percent of respondents citing it by such comments as, its comparative advantages over writing,

one's ability to communicate without leaving the house or without having "to see" the other person.

Isolation was the third most frequent category with 19 percent of respondents indicating its function in avoiding loneliness, "staying in touch with the world", being closer to people, etc. This was followed by reference to saving time, with 10 percent of the respondents referring to this. Approximately 7 percent of the respondents were concerned with the phone's role in family scheduling and communication, followed by the more diffuse category, "social contacts", with approximately 4 percent: contact with friends, its use in getting dates, etc.

#### Pragmatics Versus Social Psychological Dimensions

It is interesting to note that of the seven general categories of responses, pragmatics and coping with the outer world are the concern of five or approximately 69 percent, while sociational or psychological dimensions (isolation reduction, social contacts) occupy two categories or 22 percent of the responses. However, its real use patterns may differ from the perceptions of the people and it is also probable that the major social functions will vary by different sociological indicators or categories when cross tabulations are examined. Furthermore, it may

be worth inquiring into the question of the "homogeneity" of the telephone transaction: the initial purpose for making a call may indeed be pragmatic, but the social functions carried out could in the long run be more important to the individual. Here, we may employ the dichotomy popularized by sociologist Robert Merton for stripping the outer layer from social acts, the manifest versus the latent functions found within social conventions, usages and institutions.

In summary, the most important use was perceived to be emergencies, and social factors occupied 28 percent of the answers compared with 68 percent dealing with pragmatics.

Future research may be able to establish the "affective" component in manifestly pragmatic phone calls by questioning the receiver of a call who is more likely to be able to and be willing to estimate such latent bases than the caller himself.

Laboratory research in which subjects are given objectives of a pragmatic nature, may aid in establishing social-affective proportions or components of calls that are made under controlled circumstances.

TABLE 1  
Perceived Major Advantages of  
the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Emergency Use <sup>1</sup>	37	28.2
Convenience <sup>2</sup>	29	22.1
Isolation Reduced <sup>3</sup>	26	19.8
Time Saving	14	10.7
Business Use <sup>4</sup>	9	6.9
Family Communication <sup>5</sup>	6	4.6
Social Contacts <sup>6</sup>	5	3.8
Other <sup>7</sup>	<u>5</u>	<u>3.8</u>
Total	<u>131</u>	<u>100.0</u>

\* Correct for no answer category

<sup>1</sup>Ease to reach police, available in case of trouble, illness, etc.

<sup>2</sup>More convenient than writing, communicate without leaving house, communicate without having to see someone, etc.

<sup>3</sup>Avoid loneliness, stay in touch with world, be closer to people, etc.

<sup>4</sup>Related to work.

<sup>5</sup>Tell family members where will be. Night workers can check back home, etc.

<sup>6</sup>Contact with friends, getting dates, contact persons in church, etc.

<sup>7</sup>Couldn't live without it, etc.

## 2. Perceived Major Disadvantages of the Telephone

The telephone is not an unmixed blessing, as Table 2 makes obvious. The major disadvantages are the facts that one finds oneself interrupted, often by people one does not wish to speak with, or being called by salesmen and survey takers, or being assailed by wrong number calls. Approximately 29 percent of the respondents objected to the interruptions made possible or felt "over accessible", while 24.2 percent felt the nuisance of salespeople, wrong numbers and surveyers was the major disadvantage. Seventeen percent could think of no disadvantage and 16 percent objected to the expense. Only 1.5 percent objected to the lack of in-person contact, the same proportion believed that as employees they were overaccessible to their employers; the latter probably will be found to be hourly rated employees.

Summing up, it is the obtrusiveness of the telephone rather than its mechanical distancing of human relations to which people object. As one or more authors have pointed out, there is little as compelling or jarring as a ringing telephone.

TABLE 2  
Perceived Major Disadvantages of  
the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Interruption; Over-Accessible <sup>1</sup>	38	28.8
Nuisance Calls <sup>2</sup>	32	24.2
No Disadvantage	23	17.4
Expense	21	15.9
Party Line	6	4.5
Time Waster <sup>3</sup>	5	3.8
No Personal Contact <sup>4</sup>	2	1.5
Employees too Accessible	2	1.5
Phone Company, No Competition	1	.8
Other <sup>5</sup>	<u>2</u>	<u>1.5</u>
Total	<u>132</u>	<u>100.0</u>

\* Correct for no answer category

<sup>1</sup>Persons call you don't wish to talk to; can get in touch with you at all times.

<sup>2</sup>Salespeople, surveys, wrong numbers.

<sup>3</sup>Gossip system, women calling on phone too much, people talk too long, rings too much, youngsters' friends call at all hours, kids phone rather than going out.

<sup>4</sup>No personal interaction when talking on phone.

<sup>5</sup>Never get it when you want it: makes us lazy.

<sup>4</sup>Write more often, etc.

<sup>5</sup>Slow life down, need to plan out days better, need to set up more activities formally rather than allowing spontaneous organizing via the telephone.

<sup>6</sup>Wife wouldn't have anyone to complain to, etc.

### 3. Perceived Changes in Lifestyle as a Result of the Removal of the Telephone

This question elicited some of the most interesting and least suspected present social functions performed by the telephone, as indicated by Table 3. Surprisingly, 30 percent of the respondents did not believe there would be drastic changes in their lifestyles, but of the balance of 70 percent, many of the responses suggested the intense need people have come to feel for the telephone. Thirteen percent spoke of the social isolation that would result because, rather than substituting for visiting people, it makes possible visits one might not ordinarily make on a lark or without invitation: respondents used such expressions as "I would lose friends . . . I would be socially dead . . . I would do less visiting . . . I would miss the kids . . . I would be less available." Just as many, 13 percent, spoke intensely of the phone's indispensibility: "I would die . . . would be lost without it . . . would really be rough . . . couldn't live without it . . . etc."

Other respondents saw it as a substitute for transportation, with approximately 7 percent stating they would drive more and 6 percent claiming they would walk more. Another 6 percent referred to the financial changes that would occur, with some pointing out their jobs would be

jeopardized on one hand, or that "I would have to work more often as I couldn't call in sick." A farmer stated that without the phone there would be a change in breeding patterns for farm animals, often arranged on the phone.

A number of interesting points were subsumed by the category inconvenienced (4 percent), including the slowing down of life, the need to plan out one's day better, the necessity of setting up more activities on a formal rather than informal basis in which there is spontaneous organization by telephone. Approximately 3 percent stated they would do more things in person, 2 percent referred to employment problems and 1 percent believed they would watch television more often. One perceptive interviewee stated that more information storage in the house would be necessary to make up for the instant availability of information by telephone. Other references were to interference with normal scheduling and to the assertion that the respondent's wife would have nobody to complain to.

Future research possibilities here are quite rich. One model would involve the use of modal families in a telephone deprivation experiment in which the family's telephone use is restricted and their pattern of life is compared on a before-after basis.

TABLE 3

Perceived Changes in Lifestyle as the  
Result of the Removal of the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Would be no change	41	29.9
More social isolation <sup>1</sup>	18	13.1
It is indispensable <sup>2</sup>	18	13.1
Would drive more	9	6.6
Would walk more	8	5.8
Alter business patterns <sup>3</sup>	8	5.8
Would use others' phones	7	5.1
Use other forms of communication <sup>4</sup>	5	3.6
Inconvenienced <sup>5</sup>	5	3.6
Do things in person more	4	2.9
Emergency help delayed	3	2.2
Would have employment problems	3	2.2
Would use TV more	2	1.4
Accessibility lowered	1	.7
Information storage necessary	1	.7
Not use phone	1	.7
Scheduling interference	1	.7
Other <sup>6</sup>	<u>2</u>	<u>1.4</u>
Total	<u>137</u>	<u>100.0</u>

\* Correct for no answer category

<sup>1</sup>Would lose friends, be socially dead, miss kids, do less visiting, like living in a tent, etc.

<sup>2</sup>Would die, couldn't live without it, etc.

<sup>3</sup>Financial change, husband's job jeopardized, must work more often (couldn't phone in sick), must change breeding patterns for farm animals.

<sup>4</sup>Write more often, etc.

<sup>5</sup>Slow life down, need to plan out days better, need to set up more activities formally rather than allowing spontaneous organizing via the telephone.

<sup>6</sup>Wife wouldn't have anyone to complain to, etc.

#### 4. The Telephone Ranked With Mass Media

Although earlier, a large segment of the sample indicated their high dependence on the phone, when we sought to compare the phone with other sources of information and entertainment, we were surprised to find out it ranked hardly above television in preference. Only 32 percent of the respondents ranked it first, compared with 30 percent who ranked television first, followed by radio with 25 percent and newspaper at 11 percent. This forced choice may be a more telling criterion of the telephone need than the earlier question.

One might make the global inference that the part of an individual's life filled by the telephone ranks about even with television or that television and other media compete with the telephone for specific functions such as information, time filling, etc. In any case, more than two thirds of the respondents seemed to be indicating they could live without the phone--if they had to choose.

#### Behavior Patterns in Telephone Usage

##### 1. Frequency and Characteristics of Telephone Use

##### Daily Calls Made

One third of the sample report no telephone calls were made by them during the past day as indicated by Table 5.

TABLE 4

## The Telephone Ranked with Mass Media

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Telephone	44	32.8
Television	41	30.6
Radio	34	25.4
Newspaper	<u>15</u>	<u>11.2</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

Approximately 44 percent report a nominal one or two calls made, with 13 percent reporting three or four. Eight percent report more calls than that. The median of 1.32 was lower than expected.

Further studies may be made of three categories of outcallers, low, typical, and high, in order to assess, e.g., the socioeconomic characteristics of each group, as well as utility, trip substitution, sociation and other functions performed for each usage group. A measure of association between outcalls and incalls will also be of interest.

High outcalling may be described as high telephone dependence and may in itself be worthy of more detailed critical analysis, along with low telephone dependence, the possible utilization of psychological scales as well.

#### Daily Calls Received

Nearly one third of the sample report, as shown by Table 6, They received no telephone calls during the past day, with 38 percent having received a nominal one or two calls. Approximately 17 percent received three or four. Thirteen percent report receiving more calls than four. The median, at 1.46, is slightly higher than the median for incalls, 1.32

TABLE 5  
Daily Calls Made

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
0	47	34.3
1	27	19.7
2	34	24.8
3	8	5.8
4	10	7.3
5	4	2.9
6	3	2.2
10	3	2.2
12	<u>1</u>	<u>.7</u>
Total	<u>137</u>	<u>100.0</u>

Median: 1.32

\* Corrected for no answer category

TABLE 6  
Daily Calls Received

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
0	43	31.4
1	27	19.7
2	25	18.2
3	17	12.4
4	7	5.1
5	4	2.9
6	6	4.3
7	0	---
8	1	.7
10	4	2.9
15	1	.7
20	1	.7
21	<u>1</u>	<u>.7</u>
Total	<u>137</u>	<u>100.0</u>

Median: 1.46

\* Corrected for no answer category

### Different Reasons for Use of the Telephone

The most frequent use of the telephone is for personal/social reasons. Approximately 75 percent of the respondents indicated the function of the telephone to them was personal or social.

Only 20 percent of the respondents felt that they used the telephone more often for business/commercial reasons. Approximately 3 percent indicated both functions were equally as important or that these functions varied depending on the time of the year.

### Persons and Places Called

The most frequent response to the question, "Who did you call during the past day", was friends, according to Table 8. Approximately 60 percent of all respondents indicated they had called at least one friend in the past day. In fact, 40.6 percent had called one friend, 11.6 percent had called two friends, 6.5 percent had called three friends, and 1.4 percent had called four friends.

Relatives was the second most frequently chosen category with 37.5 percent of the respondents calling at least one relative in the past day. Approximately 22 percent of the respondents had called stores or businesses or people whom they'd never met within the past day. Twenty-one percent had

TABLE 7

## Different Reasons for Use of the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
Personal/Social	103	76.9
Commercial/Business	27	19.6
Other <sup>1</sup>	<u>4</u>	<u>3.0</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

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<sup>1</sup>The other category included responses such as, they use the telephone equally for both personal/social and business/commercial reasons; it depends on time of year or season.

TABLE 8

## Persons and Places Called

<u>Person/place called</u>	<u>No of Calls</u>	<u>Frequency</u>	<u>Percent</u>	
<u>Friends:</u>	0	55	39.9	
	1	56	40.6	60.1
	2	16	11.6	
	3	9	6.5	
	4	2	1.4	
<u>Total</u>		<u>138</u>	<u>100.0</u>	
<u>Relatives:</u>	0	86	62.3	
	1	42	30.4	37.5
	2	5	3.6	
	3	1	.7	
	4	2	1.4	
	5	2	1.4	
<u>Total</u>		<u>138</u>	<u>100.0</u>	
<u>Stores or businesses:</u>	0	107	77.5	
	1	30	21.7	22.4
	4	1	.7	
<u>Total</u>		<u>138</u>	<u>100.0</u>	
<u>People whom you've never met</u>	0	108	78.3	
	1	28	20.3	21.7
	3	1	.7	
	8	1	.7	
<u>Total</u>		<u>138</u>	<u>100.0</u>	
<u>Neighbours:</u>	0	109	79.0	
	1	28	20.3	21.0
	2	1	.7	
<u>Total</u>		<u>138</u>	<u>100.0</u>	

TABLE 8

<u>Person/place called</u>	<u>no of Calls</u>	<u>Frequency</u>	<u>Percent</u>	
<u>Doctors, lawyers, dentists</u>	0 1	111 <u>27</u>	80.4 <u>19.6</u>	19.6
Total		<u>138</u>	<u>100.0</u>	
<u>Coworkers</u>	0 1 2 5 9	116 15 4 1 <u>2</u>	84.1 10.9 2.9 .7 <u>1.4</u>	15.9
Total		<u>138</u>	<u>100.0</u>	
<u>Government Offices</u>	0 1	122 <u>16</u>	88.4 <u>11.6</u>	11.6
Total		<u>138</u>	<u>100.0</u>	
<u>Other</u>	0 1 2 3	127 6 4 <u>1</u>	92.0 4.3 2.9 <u>.7</u>	7.9
Total		<u>138</u>	<u>100.0</u>	
<u>Schools, educational institutions</u>	0 1	131 <u>7</u>	94.9 <u>5.1</u>	5.1
Total		<u>138</u>	<u>100.0</u>	
<u>Theatres</u>	0 1	133 <u>5</u>	96.4 <u>3.6</u>	3.6
Total		<u>138</u>	<u>100.0</u>	
<u>Libraries, art galleries, etc.</u>	0 1	135 <u>3</u>	97.8 <u>2.2</u>	2.2
Total		<u>138</u>	<u>100.0</u>	

called a neighbour; 20 percent had called doctors, lawyers, or dentists; and 16 percent had called a co-worker all within the last day. Twelve percent of the respondents indicated they had contacted a government office within the last day. Schools or other educational institutions, theatres, and libraries were called respectively by 5.1 percent, 3.6 percent, and 2.2 percent of the respondents. Finally, 8 percent indicated they had made other calls during the past day not mentioned in the eleven categories.

## 2. Social Interaction

In this section we examine the patterning of social interaction in which the telephone plays a role.

### Persons Other Than Family Members Called Regularly

As shown in Table 9a approximately two thirds of the respondents contact persons other than those mentioned in the questions concerning regular calls to family members. The persons cited most frequently were friends. Seventy percent called friends regularly as indicated in Table 9b. Approximately one fifth of the sample indicated they called other relatives not previously mentioned on a regular basis. Two persons usually called coworkers and approximately 8 percent called other persons regularly. Seventy percent of the respondents as shown in Table 9c reported it was not long distance to contact these persons by telephone.

TABLE 9a

Were Persons Other Than  
Family Members Called Regularly?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	89	66.9
No	43	32.3
Other	<u>1</u>	<u>.75</u>
Total	<u>133</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 9b

Persons Other Than  
Family Members Contacted Regularly

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Friends	60	69.8
Relatives	17	19.8
Others	7	8.1
Coworkers	<u>2</u>	<u>2.3</u>
Total	<u>86</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 9c

Is It Long Distance To  
Contact These Persons By Telephone?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	27	30
No	<u>63</u>	<u>70</u>
Total	<u>90</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 9d

Distance Between Respondent and  
Persons Contacted Regularly

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Under 5 miles	38	47.5
26 - 100 miles	11	13.8
6 - 10 miles	10	12.5
101 - 250 miles	9	11.3
Other	5	6.3
11 - 25 miles	4	5.0
Over 250 miles	<u>3</u>	<u>3.8</u>
Total	<u>80</u>	<u>100.0</u>

\* Corrected for no answer category.

Of the respondents who indicated that they call other persons regularly, 48 percent stated that these persons live under five miles away. Thirteen point eight (13.8) percent indicated that they live 26 to 100 miles away; 13 percent indicated they live 6 to 10 miles away; 11 percent indicated that they live 101 to 250 miles away and 5 percent stated they live 11 to 25 miles away. Only 4 percent lived over 250 miles away. Approximately 6 percent did not express distance in miles. Therefore, it appears that the majority of persons contacted regularly lived in close proximity to the respondent; in fact, in 60 percent of the cases they lived within 10 miles.

#### Friendships Continued by Telephone

The majority of the respondents (Table 10) did not have any acquaintances or friends whom they seldom or never see but keep in touch with by phone. However, just over one third of the respondents did rely on the telephone to continue friendships.

#### Are Personal Visits Preceded by a Telephone Call?

Over 60 percent of the respondents as indicated in Table 11a, do telephone before making personal visits. One third do not. The main reason for telephoning prior to visiting is to "make sure they're home and not busy." As shown in

TABLE 10  
Friendships Continued by Telephone.

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	46	34.8
No	<u>86</u>	<u>65.2</u>
Total	<u>132</u>	<u>100.0</u>

\* Corrected for no answer category

Table 11b, this was the reason cited by 56 percent of the respondents. Another 35 percent suggested that they telephone before visiting someone out of politeness. Only 6.7 percent mentioned calling first "to avoid an unnecessary trip."

Do Visitors Telephone First Before Visiting the Respondent?

Just over one half of the respondents stated that no one had visited them within the past week without calling first. As Table 12a indicates approximately 27 percent answered that one or two people had visited them without calling first, while at the other end of the continuum two respondents had over twenty visitors, each within the last week, who had not called prior to the visit. It must be kept in mind however, that part of our sample lived in communal residences where unannounced visits are the norm.

When asked their reaction to people dropping in without calling first, 51 percent of the respondents indicated that it did not bother them to receive visitors who had not phoned first. Over 30 percent had a negative reaction to such behavior. Seven percent had no negative feelings except under explicit conditions (i.e. while studying and before bed time), while a similar percentage (6.9 percent) indicated they were pleased by such a visit.

TABLE 11a

Are Personal Visits Preceded by  
a Telephone Call?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	76	55.1
No	42	30.4
Other Comments <sup>1</sup>	<u>7</u>	<u>5.1</u>
Total	<u>125</u>	<u>100.0</u>

\* Corrected for no answer category.

<sup>1</sup> Called, but no answer, so went anyway. Would have if had a phone, etc.

TABLE 11b

Reasons for Telephoning Before  
Personally Visiting Someone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
To make sure they're home and not busy	42	56.0
Politeness <sup>1</sup>	26	34.7
Avoid unnecessary trip <sup>2</sup>	5	6.7
Other <sup>3</sup>	<u>2</u>	<u>2.6</u>
Total	<u>75</u>	<u>100.0</u>

\* Corrected for no answer category.

<sup>1</sup> Make sure you're welcomed; to avoid embarrassment; because we're good friends, etc.

<sup>2</sup> If live out of community, call first, etc.

<sup>3</sup> Other than above.

TABLE 12a

How Many Persons Came Over  
Without Calling First?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
None	56	51.0
One or two	30	27.3
Three to five	13	11.8
Six to ten	9	8.2
Over twenty	2	1.8
Eleven to twenty	<u>0</u>	<u>0.0</u>
Total	<u>110</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 12b

Reaction To Visitors  
Who Do Not Telephone First

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Doesn't mind	52	51.0
Negative reactions	31	30.4
Doesn't mind unless	7	6.9
Positive reactions	7	6.9
Other	<u>5</u>	<u>4.9</u>
Total	<u>102</u>	<u>100.0</u>

\* Corrected for no answer category

### 3. Family Affairs

This section deals with the function of the telephone to the family. Discussion pertains to the use of the telephone by children and the importance of the telephone in communicating with family members outside the immediate family.

#### Age at Which Children Learned to Use the Telephone

Most frequently children were between the age of five and seven years when they learned to dial and answer the telephone. As shown in Table 13, 42 percent of the respondents indicated this to be the age for their children. Approximately 28 percent recalled that their children were between ages two and four when they began to use the phone. At the other end of the continuum, 17 percent stated that their children were as old as eight to ten years of age and finally almost 9 percent said their children were presently too young to dial or answer the phone.

#### Training Children to Use the Telephone in the Event of an Emergency

Approximately 69 percent of the respondents, as shown by Table 14, stated that they did train their children to use the phone in an emergency. Thirty percent answered that they had not. Fifty percent of the interviewees did not

TABLE 13

Age at Which Children Learned  
to Use the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent*</u>
Age 2 to 4 years	23	28.4
Age 5 to 7 years	34	42.0
Age 8 to 10 years	14	17.3
Over 10 years	1	1.2
Children too young	7	8.6
Other	<u>2</u>	<u>2.5</u>
Total	<u>81</u>	<u>100.0</u>

\* Corrected for no answer category

respond to the question; "What did you teach them?" Lack of response was due to the respondents not having any children, forgetting what they had taught them, or other reasons not given. The most frequent response of the 50 percent who did answer this question was that they taught their children to use emergency numbers. Approximately 28 percent indicated that their children were taught to use emergency numbers that were listed near the phone, or in the telephone directory.

The operator was the second emergency number most frequently taught to children by their parents with approximately 22 percent of respondents citing it. Thirdly, 12 percent of those who answered this question, indicated they didn't teach their children how to use the phone in an emergency. Following this, 11 percent of the respondents stated they taught their children to call relatives in the case of an emergency. This included the father's or mother's number at work, a grandmother, or other relatives.

A friends number was the next number most frequently taught to children; with 7.7 percent of the respondents citing this. In 7.7 percent of the cases parents left a number where they could be reached in case of an emergency. Six percent of the respondents indicated their children

TABLE 14

Training Children to Use the Telephone  
In An Emergency

<u>Response</u>	<u>Frequency</u>	<u>Percent*</u>
Yes	55	68.8
No	24	30.0
Other	<u>1</u>	<u>1.2</u>
Total	<u>80</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 15

What Children Were Taught In the  
Emergency Use of the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Emergency numbers <sup>1</sup>	18	27.7
Operator <sup>2</sup>	14	21.5
Didn't teach them	8	12.3
Relatives <sup>3</sup>	7	10.7
Friends <sup>4</sup>	5	7.7
Told where parents are <sup>5</sup>	5	7.7
Children not old enough <sup>6</sup>	4	6.2
Police <sup>7</sup>	2	3.1
Other	<u>2</u>	<u>3.1</u>
Total	<u>65</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Emergency numbers included emergency numbers listed beside the phone, on the wall or in the front of the directory.

<sup>2</sup>Children taught to dial '0'.

<sup>3</sup>Children taught to call a relative, i.e. father or mother's number at work, grandmother, sister or any other relative.

<sup>4</sup>Children taught to call friends of parents; friends where parents visit.

<sup>5</sup>Children are always told where parents are.

<sup>6</sup>Children not old enough to learn emergency numbers.

<sup>7</sup>Children taught to call police; police department number near phone...

weren't old enough to use the phone. Finally, 3 percent stated that they taught their children to call the police.

Family Members Contacted Regularly by Telephone

Most frequently, respondents answered that there were certain family members outside the immediate family that they kept regular contact with by phone as indicated in Table 16a. Approximately 67 percent stated this to be the case and approximately 33 percent answered negatively.

Of those who kept in regular contact with family members by phone, approximately 69 percent indicated that phone contact was long distance. Thirty one percent of the respondents indicated that it was not long distance. (These results are shown in Table 16b).

It is interesting to note that when previously discussing persons other than relatives contacted regularly by phone the reverse was the case. Sixty percent of the respondents reported it was not long distance to make these calls. In fact, the friends called regularly most frequently lived within a ten mile radius.

Just over one quarter of the respondents (as shown in Table 16c) indicated that relatives with whom they keep regular phone contact live 26 to 100 miles away. Approximately 21 percent indicated that they live under 5 miles

TABLE 16a

Family Members Outside the Immediate  
Family Contacted Regularly

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	89	76.4
No	<u>43</u>	<u>32.6</u>
Total	<u>132</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 16b

Are Calls to Family Members Long Distance?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	64	68.8
No	<u>29</u>	<u>31.2</u>
Total	<u>93</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 16c

How Far Away Do Family Members  
Telephoned Regularly Live?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
26 - 100 miles	23	25.6
Under 5 miles	19	21.1
250 miles plus	19	21.1
101 - 250 miles	18	20.0
6 - 10 miles	6	6.7
11 - 25 miles	4	4.4
Other	<u>1</u>	<u>1.1</u>
Total	<u>90</u>	<u>100.0</u>

\* Corrected for no answer category

and 21 percent said that they live over 250 miles from relatives they contact regularly. Twenty percent of the respondents live between 101 and 250 miles from relatives contacted regularly. Approximately 7 percent and 4 percent of the respondents indicated they live 6 to 10 miles or 11 to 25 miles respectively from relatives they keep in touch with by telephone. Hence, two thirds of the respondents regularly telephone family members who live over 25 miles away and indeed 41 percent of the respondents contact relatives who live over 100 miles away regularly by phone.

To sum up, contact with relatives is frequently maintained by telephone without regard to distance. However, distant friendships are less often continued by telephone.

## CHAPTER III

### PRAGMATICS

In this chapter the 'practical' uses of the telephone are discussed in contradistinction to social uses. Initially, focus is directed to the function of the telephone in an emergency. Secondly, the telephone is examined as a substitute for travelling by car to purchase goods. Next, the telephone as a method of communicating with government, medical, or commercial institutions is discussed. Further, a number of questions were presented to the respondent to give the researchers insight into how knowledgeable people are in using the telephone as an information seeking device. Telephone communication between place of work and the home is then discussed. Finally, the telephone as a method of relaying important news is considered.

#### 1. The Use of the Telephone in Emergencies

Approximately 59 percent of the respondents, as shown in Table 17a, had used the telephone in an emergency. Forty percent had not. Of the respondents who have used the telephone in an emergency, 32 percent called the hospital or ambulance emergency service, with 16 (21.4 percent) of the 24 respondents utilizing the ambulance service as indicated in Table 17b. The second most frequent category was police,

with 21 percent of the respondents indicating they had called the police for assistance in an emergency. Approximately 15 percent called their doctor, and 13 percent called the fire department.

Relatives such as parents, spouses, or other relatives were called in approximately 9 percent of the emergency cases. Four percent of the respondents called other persons in emergencies. Finally, approximately 5 percent of the respondents who used the telephone in an emergency called equally as often the plumber, veterinarian, operator, or the suicide prevention centre.

Approximately 41 percent of the emergencies described by respondents were of a medical nature. Medical accidents included such things as personal accidents or illness, attempted suicides, overdosing and children getting into poisonous household substances. Following this category in frequency was the category 'other problems', i.e., approximately 21 percent of the respondents had used the telephone to seek help in minor personal troubles. Thirdly, approximately 19 percent of the respondents had encountered minor accidents or accidents involving animals in which they sought assistance by phone. Fires was the next most frequent emergency with approximately 11 percent of the respondents citing it. Five percent used the telephone to get help in the case

TABLE 17a  
Telephone Use in an Emergency

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	77	58.8
No	53	40.5
Other	<u>1</u>	<u>.7</u>
Total	<u>131</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 17b  
Who Was Called In the Emergency?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Hospital <sup>1</sup>	24	32.0
Police	16	21.4
Doctor	11	14.7
Fire Department	10	13.4
Relatives <sup>2</sup>	7	9.3
Other	3	4.0
Plumber	1	1.3
Veterinarian	1	1.3
Operator	1	1.3
Suicide Centre	<u>1</u>	<u>1.3</u>
Total	<u>75</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>The hospital category includes respondents who called the hospital or an ambulance service.

<sup>2</sup>The relative category includes calls to parents, spouses, or other relatives.

TABLE 17c  
Description of the Emergency

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Medical <sup>1</sup>	31	41.3
Other Problems <sup>2</sup>	16	21.3
Other Accidents <sup>3</sup>	14	18.7
Fires <sup>4</sup>	8	10.7
Car Accidents	4	5.3
Deaths	<u>2</u>	<u>2.7</u>
Total	<u>75</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>A medical emergency includes problems such as personal accidents, illness, children swallowing poisonous substances, persons overdosing, attempted suicides, stabbings.

<sup>2</sup>Other problems includes minor problems such as personal fights.

<sup>3</sup>Other accidents includes such accidents involving animals or other minor accidents.

<sup>4</sup>Fires includes minor household fires, furnace fires, warehouse fires.

TABLE 17d

Where the Emergency Number Was Found

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> <sup>*</sup>
Personal listings <sup>1</sup>	25	35.7
Telephone directory <sup>2</sup>	23	32.9
Operator	11	15.7
Knew number	8	11.4
Other persons	2	2.9
Hall clerk	<u>1</u>	<u>1.4</u>
Total	<u>70</u>	<u>100.0</u>

\* Corrected for no answer category

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<sup>1</sup>Personal listings include emergency numbers listed by the phone, on the phone, or in a personal address book kept near the phone.

<sup>2</sup>The category, 'telephone directory listings' included such responses as in the white pages, front of telephone book, in the phone book or in the telephone directory.

of car accidents. Finally, 3 percent sought assistance by phone in the case of deaths. These results are shown in Table 17c.

Of the respondents who indicated they had used the telephone in an emergency approximately 36 percent had prepared for an emergency by personally listing the emergency numbers by the telephone. Approximately 33 percent of the respondents had looked for the number in the telephone directory. Thirdly, 16 percent had called the operator for assistance in the emergency. Fourthly, 11.4 percent knew the emergency number and therefore did not have to look for it. Other persons in approximately 3 percent of the cases gave the emergency number to the caller. Finally, one person asked a hall clerk in a residence for an emergency number.

In sum, from these results it is evident that the telephone plays an indispensable role in every type of emergency. The function of the telephone as an assistance seeking device is clearly one of its major advantages.

## 2. The Telephone As a Substitute For Personal Trips

In this section we discuss the telephone as a convenient, timesaving method of visiting, making inquiries, shopping, or purchasing goods. By utilizing the telephone in these instances, travel by car is often unnecessary.

TABLE 18

Trips Which Could Have Been  
Avoided By Phoning First

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	40	31.3
No	<u>88</u>	<u>68.7</u>
Total	<u>128</u>	<u>100.0</u>

\* Corrected for no answer category

Trips Which Could Have Been Avoided by Phoning First

The energy crisis has focused attention on means of conserving fuel energy especially; hence, the telephone may be more useful in making possible fewer trips that normally use fuel and add to pollution. It was interesting to find that 31 percent of the respondents, as shown in Table 18, could think of trips which they could have avoided had they phoned first; in some cases they were undoubtedly referring to trips that need not be taken at all, and in other cases, trips that might have been delayed or changed in some other way.

Personal Contacts Which Could Be Handled by the Telephone

A substantial proportion of respondents believe that virtually all activities should be handled in person for acceptable results, as is indicated by Table 19, for 71 percent indicate they can think of nothing which could just as well be handled by phone. Included are such answers as:

"I do better in person . . . phone makes young people lazy . . . everything should be done in person when possible."

On the other hand, 29 percent believe there are many things from telephone shopping to social interaction that can just as well be handled by the telephone.

Here we can infer that there is a difference between primary activity and facilitative or proto-activities such

TABLE 19

Personal Contacts Which Could Be  
Handled By Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	73	59.3
Yes, Inquiries <sup>1</sup> . . .	18	14.6
No, phone not as effective <sup>2</sup>	7	5.7
Yes, social visits <sup>3</sup>	7	5.7
No, personal contact required	6	4.9
No, very dependent on phone	5	4.1
No, delivery costs too much	1	.8
Other	<u>6</u>	<u>4.9</u>
Total	<u>123</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Such as shopping, ordering goods, working hours, etc.

<sup>2</sup>I believe everything should be done in person where possible, need to see things in person, in my position I believe I do better in person; no, phone just makes young people lazy.

<sup>3</sup>Could visit neighbours by phone, call home instead of driving there, etc.

as phoning ahead before a visit; the phone cannot substitute, for some, for a visit but it aids in arranging one, as was indicated in the section dealing with changes in lifestyles that would result from removal of the telephone.

#### The Use of the Yellow Pages

A large percentage of the respondents as shown in Table 20a indicated that they had used the yellow pages recently. Only 14.2 percent had not. Most frequently as illustrated in Table 20b, respondents referred to the yellow pages to find the address or phone number of a store or business such as a taxi service, hardware, plumber, etc. Approximately 40 percent used the yellow pages for this purpose. Secondly, respondents sought information concerning entertainment. Fourteen percent indicated they used the yellow pages recently as a reference for restaurants, take out food services, shows, etc. Approximately 11 percent looked up addresses or phone numbers of persons in the medical profession such as doctors, dentists or veterinarians. A surprisingly large number of our sample used the yellow pages for service station information. Finally, 7 percent used the yellow pages to locate a government service. Quite a number of respondents (16.7 percent) gave non-specific responses, suggesting they were seeking

TABLE 20a  
Use of the Yellow Pages

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	115	85.8
No	<u>19</u>	<u>14.2</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 20b  
Information Sought in Yellow Pages

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Stores and business <sup>1</sup>	49	40.8
Information <sup>2</sup>	20	16.7
Recreation & Leisure <sup>3</sup>	17	14.2
Medical <sup>4</sup>	13	10.8
Service Stations <sup>5</sup>	10	8.3
Government Services <sup>6</sup>	8	6.7
Other	<u>3</u>	<u>2.5</u>
Total	<u>120</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Taxi service, florist, lawyers, hardware stores, building supply stores, plumber, beauty salon, etc.

<sup>2</sup>Looked under subject and tried to find one close, tried to find a service of some sort, looked in yellow pages under title, trying to find retailer, trying to price something, etc.

<sup>3</sup>Restaurants, pizza parlour, food take-out stores, theatres, shows, dancing school, etc.

<sup>4</sup>Doctor, skin specialist, veterinarian, etc.

<sup>5</sup>Service stations, auto repair shop, Texaco, etc.

<sup>6</sup>Unemployment insurance office, manpower, etc.

information of some sort but they could not recall the exact nature of the information.

Persons who use the yellow pages are as frequently looking for locations as the telephone numbers. Thus, reference to the yellow pages is not necessarily followed by a telephone call.

### 3. Institutions

This section focuses on the importance of the telephone for seeking information or assistance from government, commercial, or medical institutions.

#### Government

Less than one half of the respondents could remember calling a government office in the last few weeks or months, as indicated in Table 21a, and 54.2 percent had not called a government office recently.

Of the 59 respondents who had called government offices during the past few weeks, 27 percent of these people indicated they had called the Income Tax Office, as indicated in Table 21b. Interviewing was conducted in February and March when most people were filling out income tax forms. Approximately 10 percent called the Canada Manpower Centre and 7 percent called the Immigration office during the past few weeks. The Department of Transportation, the Motor League,

Table 21a  
Calls to Government Offices

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	71	54.2
Yes	<u>60</u>	<u>45.8</u>
Total	<u>131</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 21b  
Government Office Called

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Income Tax Office	16	27.1
Canada Manpower Centre	6	10.2
Immigration Office	4	6.8
Dept. of Transportation	3	5.1
Motor League	3	5.1
License Bureau	3	5.1
O.H.I.P.	3	5.1
Post Office	3	5.1
Manpower	3	5.1
Public Utilities Commission	2	3.4
Provincial Government	2	3.4
M.P. in Ottawa	2	3.4
Passport Office	2	3.4
London Transport	1	1.7
Hydro	1	1.7
American Consulate	1	1.7
Canada Pension	1	1.7
Health and Welfare	1	1.7
Other	1	1.7
Handicapped Organization	<u>1</u>	<u>1.7</u>
Total	<u>59</u>	<u>100.0</u>

\* Corrected for no answer category

the License Bureau, O.H.I.P., the Post Office and Manpower were each called by approximately 5 percent of the respondents who had called government offices.

The most frequently cited reason for calling a government office, as indicated in Table 21c, was seeking information for filing income tax. Approximately 28 percent indicated this to be their reason. The second most frequent reason cited was that respondents were seeking general information from the government office they called. Information concerning automobile licenses, and information concerning passports were sought by 11.8 percent and 9.8 percent of the respondents respectively. Approximately 8 percent of the respondents who called a government office cited employment as the reason for calling. Complaints or inquiries were made to the post office by 6 percent of the respondents. Other reasons infrequently cited by the respondents were business reasons (2), mistaken billing (2), mistaken payments (2), work (1), inquiry of business hours (1), and inquiry about bus schedules (1).

Of the 30 respondents who described the results of their calls, 56.7 percent of the respondents indicated they got the necessary information; 16.7 percent indicated there was no problem; 6.7 percent indicated they were connected directly

TABLE 21c  
The Reason for Calling a Government Office

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Income Tax Information	14	27.5
General Information	9	17.6
License Information	6	11.8
Passport Information	5	9.8
Employment Reasons	4	7.8
Complaints or Inquiries to Post Office	3	5.9
Business Reasons	2	3.9
Mistaken Billing	2	3.9
Mistaken Payment	2	3.9
Concerning Work	1	2.0
To Find Hours of Business	1	2.0
Bus Schedule	1	2.0
Hydro Office	<u>1</u>	<u>2.0</u>
Total	<u>51</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 21d

Results of Calls Made to  
the Government Office

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Got necessary information	17	56.7
No problems	5	16.7
Contacted person directly and got information	2	6.7
Remedied Situation	2	6.7
Direct Results	1	3.3
No results	1	3.3
Still don't know	1	3.3
No satisfaction	<u>1</u>	<u>3.3</u>
Total	<u>30</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 21e

## Number of Calls to the Government Office

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
1 or 2 calls	42	85.7
3 to 5 calls	6	12.2
6 to 10 calls	<u>1</u>	<u>2.1</u>
Total	<u>49</u>	<u>100.0</u>

\* Corrected for no answer category

with the appropriate person; 6.7 percent remedied the situation and 3.3 percent got direct results. Therefore, 90 percent of the respondents were satisfied with the results of the calls they made to government offices. The other 10 percent obtained no results and were unsatisfied with the results of their calls.

Most respondents received the information they were seeking from the government office after calling once or twice (as indicated in Table 21e). However, 12 percent found it necessary to make 3 to 5 calls, and another 2 percent made 6 to 10 calls. A few respondents made it clear that even with this many calls the information they needed was not obtained. For this reason they expressed discouragement in telephoning government offices. However, it should be appreciated that those who call government offices may not be representative of the general population in socioeconomic terms.

#### Stores and Businesses

##### a. Telephone Sales Representatives

The respondent was asked if he had ever purchased unsolicited goods (or services) from a telephone representative. As indicated in Table 22, the overwhelming majority of respondents replied negatively (78 percent).

TABLE 22

Goods Purchased From a Telephone  
Sales Representative

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	108	83.7
Yes	<u>21</u>	<u>16.3</u>
Total	<u>129</u>	<u>100.0</u>

\* Corrected for no answer category

b. Types of Goods Ordered by Telephone

As indicated in Table 23, in each instance, more respondents did not purchase a specific type of good by phone than did. Most frequently, respondents indicated that they had purchased household goods or clothing by telephone in the last month (29 percent). Shopping by telephone from the catalogue and newspaper advertisements was cited by 28.3 percent of the respondents. Thirdly, fast foods were purchased by telephone by 22.5 percent in the past month. Major items were the goods least frequently ordered by telephone. Respondents emphasized that they preferred seeing goods in person before purchasing unless they were buying from a reputable store to which they were accustomed.

c. Complaints

Three quarters of the respondents had complained or returned something to a store (see Table 24a). However, only 44 percent of these respondents complained first by telephone. The majority (55 percent) replied that they didn't bother phoning first. They either went directly to the store or, as in one instance, wrote a letter (see Table 24b). These results suggest that people rely more on personal contact for customer services.

TABLE 23

Types of Goods Ordered by Phone  
In the Past Month

<u>Response</u>		<u>Frequency</u>	<u>Percent</u> *
Fast Foods <sup>1</sup>	Yes	31	22.5
	No	107	77.5
Household goods <sup>2</sup> and clothing	Yes	40	29.0
	No	97	70.8
Catalogue & newspaper goods <sup>3</sup>	Yes	39	28.3
	No	99	71.7
Major Items <sup>4</sup>	Yes	7	5.1
	No	130	94.2
Services <sup>5</sup>	Yes	10	7.2
	No	127	92.0
Drugs <sup>6</sup>	Yes	11	7.9
	No	127	92.0
Other	Yes	3	2.1
	No	134	97.1

\* Corrected for no answer category

<sup>1</sup>Hot foods, chinese food, pizza, submarine sandwiches<sup>2</sup>Clothing, shoes, fittings, tobacco<sup>3</sup>Catalogue shopping, bedspreads from Eatons, toys from Eatons, Eatons & Simpsons catalogues<sup>4</sup>Furniture, furnaces, vacuum cleaners, table<sup>5</sup>Tickets for the Lions' Club show, dry cleaners, flowers<sup>6</sup>Drugs, prescriptions

TABLE 24a  
Complaints To A Store

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	99	75.0
No	<u>33</u>	<u>25.0</u>
Total	<u>132</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 24b  
Complaints By Phone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	44	44.0
No	43	43.0
No, went directly to store	11	11.0
No, wrote a letter	1	1.0
Other Comments	<u>1</u>	<u>1.0</u>
Total	<u>100</u>	<u>100.0</u>

\* Corrected for no answer category

Medical Services

## a. Difficulties Talking to the Doctor on the Telephone

Fifty-four percent of the respondents as illustrated in Table 25a had no problem talking to their doctor on the phone. However, in approximately 15 percent of the cases, the respondents indicated that they had to speak to a nurse, an answering service or a receptionist and only 11 of these 14 respondents eventually got to speak to the doctor personally. Approximately 10 percent of the respondents never speak to the doctor over the phone. Nine percent indicated that the doctor was never available because he was too busy. Approximately five percent of the respondents expressed difficulty talking to their doctor over the telephone because of the doctor's accent, inability to hear, fear of doctor, or because of a difficulty describing symptoms. Two respondents suggested they couldn't speak to the doctor over the phone because he was not always present at the clinic where they visited.

Summing up, in most cases there is no problem in actually talking to the doctor on the telephone, the difficulty lies in the communication procedure. Support staff such as receptionists or nurses make communication with the doctor indirect and complicated. This is understandable from the viewpoint of the busy physician.

TABLE 25a  
Difficulties Talking to Doctor by Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No Problem <sup>1</sup>	50	54.3
Talk to secretary, nurse, or answering service <sup>2</sup>	14	15.2
Never talk to doctor on phone <sup>3</sup>	9	9.8
Not available <sup>3</sup>	8	8.7
Other problems <sup>4</sup> (doctor's disabilities)	5	5.4
Yes	3	3.3
Clinic	2	2.2
Only to make appointments	<u>1</u>	<u>1.1</u>
Total	<u>92</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>No problems talking to doctor over phone, he's a relative, feel at ease with him, respondent doesn't mind giving complaints over the phone.

<sup>2</sup>Calls nurse and nurse passes message on to the doctor; calls doctor, gets answering service, doctor calls back; can't get through secretary to the doctor; answering service or reception answers question, don't get doctor but get nurse.

<sup>3</sup>Not available, too busy to talk on phone, he's always in a rush, difficulty getting him, he's usually too busy, hard to get, too busy to listen.

<sup>4</sup>Difficulty understanding doctor on phone because of his accent, verbally hard to describe symptoms, doctor hard of hearing, I'm afraid of him.

b. Doctors Preference for Diagnosis

Approximately 40 percent of the respondents indicated that their doctor would not diagnose their illness over the phone. Another 26 percent of the respondents similarly stated that their doctors preferred the patient to visit the office in order to get a diagnosis. Approximately 10 percent of the respondents suggested that their doctors will diagnose by phone. A diagnosis will be given by phone if the illness is minor or common in 6 percent of the cases. Two percent of the respondents do receive diagnosis over the phone because of the distance between them and their doctor. Three persons (3 percent) stated their doctor will visit them (see Table 25b).

Hence, for the most part (68.7 percent), doctors will not diagnose by telephone, as perceived by the respondents.

c. Doctors Preference for Prescriptions

In approximately 49 percent of the cases, respondents indicated that their doctor will not prescribe over the phone but prefers to prescribe in person (see Table 25c). However, doctors of 29 percent of the respondents will prescribe drugs over the phone. Approximately 15 percent of the respondents stated that their doctors will only renew previous prescriptions by phone. Other responses were that

TABLE 25b  
Doctors Preference For Diagnosis

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No, will not diagnose by phone <sup>1</sup>	38	39.6
No, prefers patients to visit <sup>2</sup>	25	26.0
Other	12	12.5
Yes, will diagnose by phone <sup>3</sup>	10	10.4
No, unless minor illness <sup>4</sup>	6	6.3
No, will visit patient <sup>5</sup>	3	3.1
Will because of long distance	<u>2</u>	<u>2.1</u>
Total	<u>96</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Refuse to diagnose by phone, no diagnosis by phone, not enough experience to diagnose by phone, its illegal.

<sup>2</sup> No matter how sick, wants them to come in; usually must visit to get diagnosis; would rather see patients; always has to go to office.

<sup>3</sup> Mostly diagnosis over phone; yes, will diagnose over phone.

<sup>4</sup> Minor illness, will diagnose over phone; if no sure will ask patient to go in; will if something common.

<sup>5</sup> Whenever I want him he will come to house, if not possible to go to office, he will come to phone.

TABLE 25c

## Doctor's Preference for Prescription

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Prefers to prescribe in person <sup>1</sup>	37	48.7
Prescribes over phone <sup>2</sup>	22	28.9
Will renew prescriptions	11	14.5
Will for minor illnesses <sup>3</sup>	2	2.6
No, phones drugstore	2	2.6
Prescription pad	1	1.3
In emergencies	<u>1</u>	<u>1.3</u>
Total	<u>76</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Must go to office; doctor prefers to prescribe in person; only rarely by phone; won't prescribe over phone.

<sup>2</sup>Will send out prescription without seeing him; will prescribe drugs over phone; doctor will prescribe over phone if patient suggests it.

<sup>3</sup>Doctor will prescribe by phone if mother knows her child's illness; receptionist will prescribe over phone if not a new illness; for minor things will prescribe over phone.

TABLE 25d

Feelings About Doctor's Method  
of Diagnosis and Prescription

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
In person preferred <sup>1</sup>	49	64.5
Don't like going to office and waiting <sup>2</sup>	7	9.2
Other	5	6.6
By phone preferred	4	5.3
Don't like diagnosis and prescription by phone	3	3.9
Difficulty talking to doctor by phone	2	2.6
If serious, do not prefer phone	2	2.6
Prefer to talk to doctor over phone rather than nurse	2	2.6
Prefers doctor to visit	1	1.3
Doctor will not do anything by phone, therefore not call him	<u>1</u>	<u>1.3</u>
Total	<u>76</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>In person better, better to visit doctor, often symptoms not related adequately by phone.

<sup>2</sup>Prefer doctor to prescribe and diagnose by phone otherwise would have to go in to him; doesn't like to go to doctor's office to wait for just a prescription; don't have time to go; would like to avoid visit; waste of time to wait in office for two hours.

the doctor will prescribe over the phone for minor illnesses (2.6 percent), or in emergencies (1.3 percent), also, that the doctor orders drugs from the drug store by phone (2.6 percent) or with the use of a prescription pad (1.3 percent).

Thus, a substantial percentage of doctors prefer not to prescribe by telephone.

d. Feelings About Doctor's Method of Diagnosis and Prescription

The most frequent response, as indicated in Table 25d, is that respondents prefer the doctor to diagnose and prescribe in person. Approximately 65 percent of the respondents expressed this preference. However, 9 percent stated that they liked the doctor to prescribe and diagnose by phone in order to avoid a visit to the office which usually involves a long wait. Another 5 percent indicated they were satisfied with phone prescription and diagnosis.

4. The Telephone As An Information Seeking Device

This section focuses on the specific questions that were presented to the respondent for the purpose of gaining insight into his sophistication in the use of the telephone, i.e., how effectively the telephone is used for seeking information.

- a. What Would You Look Under in the Telephone Directory if You Wanted to Talk to Someone in the Municipal Government?

The most efficient method of finding a phone number for someone in the municipal government reported is to look under "City of London." As shown in Table 26, 47.8 percent of the respondents cited this. Another frequent response is "government", with 33.6 percent. In all likelihood, the correct number could eventually be located by calling someone listed under Government of Canada, or Ontario. However, much time is saved by initially looking under the correct listing. Other incorrect listings mentioned were "municipal", "411", "mayor", etc.

- b. What Would You Look Under in the Telephone Directory if You Wanted to Talk to Someone About Not Receiving Your Family Allowance Cheque?

The correct listing was cited by 72 percent of the respondents (see Table 27). The most efficient method of finding the number is to look under Government of Canada. However, it is also easy to locate in all the listings under Government.

- c. What Would You Look Under in the Telephone Directory if You Wanted to Know the Weather Conditions on the 401?

It is interesting to note that the correct listing was cited by only 4.8 percent of the respondents (see Table 28).

TABLE 26

What Would You Look Under in the Telephone Directory if You Wanted to Talk to Someone in the Municipal Government?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
City of London <sup>1</sup>	54	47.8
Government	19	16.8
Government of Canada	15	13.3
Minicipal <sup>2</sup>	8	7.0
Government of Ontario <sup>3</sup>	4	3.5
Dial 411	3	2.7
Yellow Pages	2	1.8
Mayor	2	1.8
Know the number	2	1.8
Other <sup>4</sup>	<u>4</u>	<u>3.5</u>
Total	<u>113</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Government offices, see London.

<sup>2</sup>Call municipal clerk, offices, government.

<sup>3</sup>Under metro.

<sup>4</sup>Bank, look in phone book.

TABLE 27

What Would You Look Under in the Telephone Directory if You Wanted to Talk to Someone About Not Receiving Your Family Allowance Cheque?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Government-Federal <sup>1</sup>	44	44.0
Government	16	16.0
Government-Provincial <sup>2</sup>	12	12.0
Social & Welfare <sup>3</sup>	9	9.0
Government Services <sup>4</sup>	8	8.0
City of London <sup>5</sup>	7	7.0
Yellow Pages	1	1.0
Dial 411	1	1.0
Other <sup>6</sup>	<u>2</u>	<u>2.0</u>
Total	<u>100</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Customs department.

<sup>2</sup> Call or write Toronto.

<sup>3</sup> Look under family allowance, D.V.A.

<sup>4</sup> Manpower, post office, unemployment insurance bureau.

<sup>5</sup> City of London, Health & Welfare, call locals.

<sup>6</sup> Hospital.

The most efficient method of finding weather and road conditions is to look in the government listings. Road information numbers and the Ontario Department of Transportation and Communication number are clearly marked. Incorrect numbers mentioned were Weather Bureau (11.3 percent), and Department of Highways (34.7 percent). These numbers are both listed under 'government'. Less effective numbers to call were the radio station (16.9 percent), police (14.5 percent), OML (2.4 percent), operator (2.4 percent) and a cab company (.8 percent). The telephone receptionists at these listings would probably refer the caller to the road information or weather inquiries numbers listed under Government.

d. Have You Ever Heard of Ways in Which People Are Able to Make Free Long Distance Calls?

Apparently people are familiar with a variety of illegitimate means of obtaining free long distance service, with nearly 28 percent of the respondents responding so. Of legitimate means, approximately 22 percent of the respondents Zenith, while only 5.6 percent listed Wats as a way for making free long distance calls. Various other legitimate means were noted by nearly 12 percent of the respondents. Thirty percent of the respondents did not know legitimate or illegitimate ways to make free long distance phone calls, (see Table 29).

TABLE 28

What Would You Look Under in the Telephone Directory if You Wanted to Know the Weather Conditions on the 401?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Dept. of Transportation or Highways	43	34.7
Radio Station <sup>1</sup>	21	16.9
Police <sup>2</sup>	18	14.5
Weather Bureau <sup>3</sup>	14	11.3
Government <sup>4</sup>	6	4.8
Ontario Motor League	3	2.4
Operator	3	2.4
Listen to TV or radio	2	1.6
Cab Company	1	.8
Don't know	<u>13</u>	<u>10.5</u>
Total	<u>124</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Bill Brady, Open Line, Phone CKSL.

<sup>2</sup> Call highway department, O.P.P.

<sup>3</sup> London weather bureau, weather office at airport, airport.

<sup>4</sup> Province of Ontario, City of London.

TABLE 29

Have You Heard of Ways in Which People  
Are Able to Make Free Long Distance Calls?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Illegitimate <sup>1</sup>	34	27.2
Zenith <sup>2</sup>	28	22.4
Legitimate Services <sup>3</sup>	15	12.0
Wats <sup>4</sup>	7	5.6
Other <sup>5</sup>	3	2.4
No	<u>38</u>	<u>30.4</u>
Total	<u>125</u>	<u>100.0</u>

\*  
Corrected for no-answer category

<sup>1</sup>Black boxes; using slugs; call and ask for yourself; whistling into phone at certain frequencies; etc.

<sup>2</sup>Zenith direct lines (many companies have this).

<sup>3</sup>Leaving message with secretary; via ham radio; by newspaper; etc.

<sup>4</sup>Wats line used at work; etc.

<sup>5</sup>Here "other" simply means no.

e. Do You Know of Any Way to Find Out if a Person or Company Has Free Long Distance Service?

Over 60 percent of the respondents as illustrated in Table 30 either did not know the answer or did not respond to the question asked. Approximately 12 percent felt that through advertisements and the yellow pages they could find out if a company or person had free long distance service. Eight percent of the respondents indicated that they would phone the company directly and ask them while slightly less (7.2 percent) suggested that they would use Zenith numbers. Only 5.8 percent of the respondents indicated they would call the operator while even less (3.6 percent) answered that they would phone information or 411.

In summary, 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, i.e., road and weather 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.

TABLE 30

Do You Know of Any Way to Find Out if a  
Person or Company Has Free Long Distance Service?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Advertisements (Yellow Pages) <sup>1</sup>	17	12.3
Call Company & Ask Them	11	8.0
Zenith	10	7.2
Operator	8	5.8
Information (411)	5	3.6
Other <sup>2</sup>	2	1.4
No answer, don't know	<u>85</u>	<u>61.6</u>
Total	<u>138</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Through advertisements; yellow pages; television; etc.

<sup>2</sup>Reverse the charges; I didn't know people in this country got treated differently by the telephone company with respect to long distance calls.

### 5. Calling Patterns Between Work and Home

Approximately 27 percent of individuals who work away from home call home once or more each day, compared with 73 percent who do not, according to Table 31a. Only 10 percent of individuals report calls made from home to work, on the other hand, according to Table 31b. The working member of the family may be calling to schedule, i.e., indicate when he or she is coming home or to make inquiries about the household and its members. Fewer calls are made to the individual at work, for a number of reasons: the individual may not be near a phone; the employer may frown on employees receiving personal calls; there is a norm in our society, as well, which suggests individuals should not be bothered at work except in emergencies.

This pattern, however, will be strongly affected by the kind of employment, hence the social class, of the individual and ought to be revealed in cross tabulation.

### 6. News

Although not conventionally thought of by mass communication authorities as a news medium, the telephone is an efficient interpersonal medium by which news can be diffused rapidly and selectively. Perhaps this function was more prominent before the days of broadcasting, however, as has

TABLE 31a

Calls Made by Family Members From Work to Home

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
0	72	72.7
1	18	18.1
2 or 3	6	6.1
over 3	<u>3</u>	<u>3.1</u>
Total	<u>99</u>	<u>100.0</u>

\* Corrected for no answer category

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TABLE 31b  
Calls Made By Family Members From Home to Work

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
0	86	89.6
1	7	7.3
2 or 3	<u>3</u>	<u>3.1</u>
Total	<u>96</u>	<u>100.0</u>

\* Corrected for no answer category

been indicated in a number of studies of serious and threatening events, the telephone continues to play an important role during such situations.

During the interviews of the last 51 respondents, a question dealing with the use of the telephone as a news medium was added: "Can you think of any event of national or international importance or of great personal significance which you first heard about by the telephone?". Since such events do not occur that frequently, the respondents may well have been strained to recall, however, a few did indicate they could remember hearing about U.S. President Kennedy's assassination in 1963 first by telephone (approximately 16 percent), according to Table 32a. Another 12 percent referred to deaths in the family which they first heard of by telephone. Three respondents (6 percent) referred to other events and one person first heard of the 1970 FLQ crisis by telephone. Thirty percent stated they then phoned another person to pass on the news or gain clarification (see Table 32b). Furthermore, 35 percent of individuals who had first heard of such an event through the mass media then passed on the news by telephone, to relatives, friends, and others, according to Table 32c. If these proportions are found in the general population, this suggests that

TABLE 32a

The Phone As a News Media Competing  
With Radio and T.V.

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	32	62.7
J.F.K. Assassination	8	15.7
Deaths (family)	6	11.8
Other	3	5.9
No, generally first heard on TV or radio	1	2.0
FLQ Crisis	<u>1</u>	<u>2.0</u>
Total	<u>51</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 32b

Did You Phone Anyone Else To Inform Them  
About This Event Or To Get Clarification?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	7	30.0
No	<u>16</u>	<u>70.0</u>
Total	<u>23</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 32c

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?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	31	65.0
Called relative <sup>1</sup>	6	12.5
Called friend <sup>2</sup>	6	12.5
Other <sup>3</sup>	3	6.3
Called co-worker	1	2.1
Too upsetting to pass on	<u>1</u>	<u>2.1</u>
Total	<u>48</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Father died, aunt passed on message; phoned wife, sister when J.F.K. died.

<sup>2</sup>Passed on death of friend after reading in paper. Passed on something (not specific) seen on TV.

<sup>3</sup>Other includes: yes, passed on non-specified information; told others about death of King.

the telephone serves as a substantial source of secondary transmission of news. The present figures indicate that 40 percent of the population or more are involved in the transmission, clarification and discussion of news events of a significant nature (Tables 32b and 32c) via telephone. A similar question posed to black arrestees in the Detroit Riot of 1967 revealed that 51 percent of the individuals who had first heard of the riot by telephone then told another person (not necessarily by telephone).\*

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\* Benjamin D. Singer, et al, Black Rioters, D. C. Heath and Co., 1970), p. 45.

CHAPTER IV  
NORMS OF TELEPHONE USAGE

The primary concern of this chapter is the different norms people establish for the use of the telephone. We focus first on the telephone conveniences adopted by the respondents such as listing their telephone number or participating in a party line. Secondly, temporal restrictions placed on the use of the telephone are examined. Methods of avoiding telephone calls such as hanging up on the caller or leaving the phone off the hook are discussed. In the same section, reactions to the telephone ringing at inconvenient times are described. Focus is then directed to norms regarding deviant calls. Finally, attitudes towards the use of the telephone for business and commercial reasons are examined.

1. Telephone Conveniences

Unlisted Telephone Numbers

Unlisted numbers were possessed by 14 percent of the sample as illustrated in Table 33, although it is suspected that this proportion has been artificially inflated by the method of sampling, i.e., more than one person may have been interviewed per household.

TABLE 33

Is Your Telephone Number Listed?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	112	86.2
No	<u>18</u>	<u>13.8</u>
Total	<u>130</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 34

Do You Have a Party Line?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	15	11.2
No	<u>119</u>	<u>88.8</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

### Party Lines

As expected most respondents had a private line. Only 15 persons interviewed (11.2 percent) had a party line. In most cases the only advantage mentioned about the party line was the less expensive rate. Some respondents in the rural areas did not have the alternative of a private line available to them. In fact, they were on a line of six parties. They expressed discontentment with this arrangement. Respondents indicated that they restricted themselves as to what they discussed over the phone because of the possibility of other parties eavesdropping, i.e., personal affairs or business matters were not discussed over the phone. In the rural areas, those on the same party line were not anonymous to one another. In most instances they were neighbours. This restricted the range of conversation more. Another annoying inconvenience of a party line of course, was that the telephone is described as frequently unavailable when needed because of use by other parties.

## 2. Temporal Patterns of Telephone Use

### Calling Patterns Dependent on the Day of the Week

Respondents perceived that their calling patterns were dependent on the time of the week in 47 percent of the cases (see Table 35). On the other hand, 53-percent did not believe

TABLE 35

Do You Make More Calls  
On Certain Days of the Week?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	63	46.7
No	71	52.6
Other	<u>1</u>	<u>.7</u>
Total	<u>135</u>	<u>100.0</u>

TABLE 36

Restrictions On the Use of the Telephone  
In the Home

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	95	73.1
Yes, children	15	11.5
Yes, long distance	8	6.2
No, incoming calls	4	3.1
Yes, residence	4	3.1
Yes, night calls	3	2.3
Other comments	<u>1</u>	<u>.7</u>
Total	<u>130</u>	<u>100.0</u>

\* Corrected for no answer category

they made more calls on certain days of the week. In some cases, the telephone is used for scheduling and reflects the pattern of activities often set by work. In other cases it may be related to leisure patterns. Clearer specification of such organizing variables as work, leisure, health, sociation, as they relate to telephone usage, will aid in further analysis.

An interesting question to pursue, from this line, will be the role of the telephone not only as a reflection or dependent variable to other activities, but as an independent variable conditioning other activities, as has been suggested in a number of essays on the telephone.

#### Restrictions on the Use of the Telephone in the Home

For the most part, people do not restrict the use of the telephone in the home. As Table 36 illustrates, 73 percent of the respondents place no restrictions on the use of the telephone. When restrictions were imposed the most common were rules for children and long distance calls.

Approximately 12 percent placed restrictions on the use of the phone by their children. Some rules were "children need their parents permission to call," "no calls after ten o'clock for children," "children aren't allowed to answer the phone while at dinner," and "children aren't allowed to

answer the phone when the parents are out." Surprisingly, only 6.2 percent of the respondents felt that limits had to be placed on long distance calls.

#### Temporal Patterns for Calling Family or Friends

The most frequent response to the question, "Is there any particular time that you call certain persons such as family members or friends?", was evenings. Approximately 30 percent of the respondents indicated they called these people in the evening. The second most frequent time was Sundays, with 24.3 percent of the respondents referring to this time. Approximately 21 percent indicated that there was no particular time they called certain persons. Mornings was the fourth most frequent time with 5 percent indicating this time for calling certain persons (see Table 37a).

When the respondents were asked why they called certain persons at a certain time, 48.5 percent of the 68 who responded indicated that it was cheaper to call them at the times they gave. The second most frequent response was in order to get the persons home. Approximately 15 percent cited this reason for calling certain persons at particular times. Thirdly, approximately 9 percent gave no reason for calling when they did and 7.4 percent called when they did because of their job. (see Table 37b)

TABLE 37a

## Particular Times Family and Friends Are Called

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Evenings <sup>1</sup>	41	30.1
Sundays	33	24.3
No Particular Time	28	20.6
When lower rates	6	4.4
Mornings	7	5.2
When feel like it	5	3.7
Afternoons	4	2.9
Other	4	2.9
When home from school	3	2.2
After midnight	2	1.4
Weekends	2	1.4
When chores are done	<u>1</u>	<u>.7</u>
Total	<u>136</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>After supper, night, evenings, 8 p.m. and 10 p.m.

TABLE 37b  
Reasons For These Particular Calling Times

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Cheaper	33	48.5
To get person home	10	14.7
No reason	6	8.8
Because of job	5	7.4
Convenience	3	4.4
Routine	3	4.4
Other	3	4.4
Least busy time	1	1.5
To find out news	1	1.5
To plan to go out	1	1.5
Before soap operas	1	1.5
More active in mornings	<u>1</u>	<u>1.5</u>
Total	<u>68</u>	<u>100.0</u>

### Latest Acceptable Time for Telephone Calls at Night

As expected, eleven o'clock was most frequently cited as the latest time people should call at night (36 percent), except in an emergency, as illustrated in Table 38. Ten o'clock was mentioned as the latest calling hour by 27 percent of the respondents. Six point five percent felt there should be no temporal restriction on telephone calls and three persons suggested that the latest time people call at night should be earlier on weekdays than weekends.

### 3. Avoidance Patterns and Reactions to the Ringing of the Telephone at Inconvenient Times

This section focuses on methods of avoiding the ring of the telephone or unwelcome calls. Reactions to the ringing of the telephone at inconvenient times such as when eating or sleeping are also discussed.

#### Hanging up on Callers

For 79.2 percent of our sample, feelings were that hanging up the phone receiver was an appropriate course of action when the person on the other end of the line was annoying them. The next largest category (6.9 percent) felt that regardless of the situation, hanging up was an inappropriate response. Other respondents replied that hanging up was an appropriate course of action if the call 'was not getting anywhere', or if the caller had interrupted some ongoing activity. (see Table 39).

TABLE 38  
 Latest Acceptable Time For  
 Telephone Calls at Night

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
11 o'clock	47	35.9
10 o'clock	37	28.2
12 o'clock	23	17.6
9 o'clock	10	7.6
Anytime	9	6.9
Earlier on weekday than weekends	3	2.3
Before 9 o'clock	<u>2</u>	<u>1.5</u>
Total	<u>138</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 39  
Hanging Up on Others

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Nuisance calls <sup>1</sup>	103	79.2
Should not hang up	9	6.9
Futile Calls <sup>2</sup>	7	5.4
If interrupted <sup>3</sup>	7	5.4
Other	<u>4</u>	<u>3.1</u>
Total	<u>130</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>When people are bothering me, obscene calls, abusive calls, rudeness, pushy salesmen, solicitors, kooky calls, if being insulted, people who don't take no for an answer.

<sup>2</sup>If not getting anywhere, if they don't speak intelligently, client hopelessly drunk, something wrong with connection.

<sup>3</sup>If too busy, if something occurs in the household that needs my immediate attention.

Taking the Phone Off the Hook

Over half of the respondents (as indicated in Table 40) stated that they did not make a regular practice of taking the phone off the hook. Those who did gave a variety of reasons for doing so. The most common reason was in order not to be disturbed. Some respondents stated that they regularly took the phone off the hook to avoid receiving specific calls such as calls from the finance company, calls for work, obscene calls, etc. Interestingly enough, other respondents stated that they took the phone off the hook in order not to miss specific calls. An interesting, albeit deviant, response was made by one respondent who stated she took the phone off the hook in order to annoy the person on her party line.

Reactions to the Ringing of the Telephone at Inconvenient Times

Well over half of our sample (57 percent) as indicated in Table 41a said that they did not react negatively if the phone rang while they were eating; while a total of 23.2 percent would describe their reaction as either anger or annoyance if called at this time.

A large percentage of our sample as shown in Table 41b stated that receiving a phone call while they were watching

TABLE 40

## Taking the Phone off the Hook

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> <sup>*</sup>
No	76	58.0
Disturbance <sup>1</sup>	26	19.8
In order <sup>2</sup> to avoid phone calls	13	9.9
In order not to miss a call <sup>3</sup>	9	6.9
No, because of party line	4	3.1
Depends on situation	2	1.5
To annoy party line	<u>1</u>	<u>.8</u>
Total	<u>131</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Not to be disturbed, when kids are sleeping, to rest in the afternoon, yes, too busy to talk.

<sup>2</sup> Avoid obscene calls, to avoid finance company, to avoid being called in the middle of the night for work, for privacy, to avoid crank calls.

<sup>3</sup> Not to miss calls, if taking a shower, when walking the dog, when I'm upstairs where I can't hear it.

television was no real inconvenience. Other respondents were less categorical and stated that whether or not they would answer the phone would largely vary with the situational context.

As could be expected a large percentage of our sample (37.7 percent as illustrated in Table 41c) stated that a phone ringing in the middle of the night is a frightening and upsetting sound. An interesting finding was that the next largest category (20.3 percent) said that their reaction to a phone ringing in the middle of the night would be one of anger. It is also worthy of note that 10.9 percent of our sample expressed neutral feelings towards a phone ringing in the middle of the night.

Table 41d lends some credence to the contention that a ringing phone cannot go unanswered. Approximately 52 percent of our sample stated that without qualification they would answer a ringing phone in someone else's office, while only 19.2 percent stated without qualification that they would not do so. Another 10.8 percent of the sample said that they would answer a ringing phone in someone else's home, but not in their office, while only one respondent (.8 percent) stated that he would answer a ringing phone in someone else's office but not in their home.

TABLE 41a

What is Your Reaction When the  
Phone Rings While You're Eating?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Doesn't mind	57	44.2
Annoyed <sup>1</sup>	20	15.5
No reaction	13	10.1
Angered <sup>2</sup>	12	9.3
Tells to call back <sup>3</sup>	11	8.5
Depends on Situation <sup>4</sup>	3	2.3
Don't get calls	1	.8
Other <sup>5</sup>	<u>12</u>	<u>9.3</u>
Total	<u>129</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Slight annoyance, "Oh, darn", but answers it.

<sup>2</sup> Don't like it, people should know better, gets mad, indigestion.

<sup>3</sup> Answers but don't talk long, tell them to call back.

<sup>4</sup> Depends, should I or shouldn't I.

<sup>5</sup> Never near phone, (residence), could be an emergency.

TABLE 41b

What is Your Reaction if the  
Phone Rings While You're Watching T.V.?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Doesn't mind	78	67.2
Depends on programme	11	9.5
Mild frustration	9	7.8
Will answer but ask to phone back	2	1.7
If I'm really into the show I'll let it ring itself out	1	.9
Don't watch television	1	.9
Swear at it, but answer it	1	.9
Other	<u>13</u>	<u>11.2</u>
Total	<u>116</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 41c

What is Your Reaction if the  
Phone Rings in the Middle of the Night?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Startled, frightened <sup>1</sup>	52	40.6
Angered <sup>2</sup>	28	21.9
Would answer it	21	16.4
Neutral <sup>3</sup>	15	11.7
Won't answer	3	2.3
Depends on situation <sup>4</sup>	2	1.6
Other	<u>7</u>	<u>5.5</u>
Total	<u>128</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Scares me, very upsetting, disturbing, I expect bad news, scared stiff, jump out of bed, worry initially.

<sup>2</sup>Most annoying, swear at it, nuisance, I don't like to be disturbed, don't like it, hate to get out of bed.

<sup>3</sup>Won't hear it, doesn't affect me.

<sup>4</sup>It's a function of my mood.

TABLE 41d

What is Your Reaction if the Phone  
Rings and You Are in Someone Else's Office?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Would answer	62	51.7
Wouldn't answer	23	19.2
Would answer if asked to	13	10.8
Answer in home/not in office	13	10.8
Hesitant	8	6.7
Answer in office/ not in home	<u>1</u>	<u>.8</u>
Total	<u>120</u>	<u>100.0</u>

\* Corrected for no answer category

#### 4. Norms Regarding Deviant Telephone Practices

This section deals first with obscene or crank calls received by respondents. Secondly, illegitimate methods of making free long distance calls are discussed.

##### Obscene or Crank Calls

In assessing what people considered a crank call, 41 percent considered it to be a phone call of an obscene nature. Obscene calls included solicitation and abusive language, as well as heavy breathing and any disturbing suggestions. Approximately 24 percent of the people indicated that "nonsense calls" were what they considered crank calls. Nonsense calls include the receiving of calls from people for "no reason" as well as calls from people the respondents didn't know. This varied grouping emphasizes calls in which the caller seems to gain some social or psychological benefit from the act of calling, e.g., gossip.

The next category of crank calls, 11 percent, was that of children, pranks and jokes. This group includes children ordering pizzas to other peoples' homes as well as children telling jokes on the phone.

The next category totaling 8.7 percent, considered a crank call to be one in which someone hung up when the

TABLE 42a  
Crank Calls

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Obscenity <sup>1</sup>	52	40.9
Nonsense Calls <sup>2</sup>	31	24.4
Kids, Pranks, Jokes <sup>3</sup>	14	11.0
Hang-up <sup>4</sup>	11	8.7
Silence on the other end <sup>5</sup>	10	7.9
Wrong numbers	4	3.1
Calling open line shows	1	.8
No such thing as crank calls	1	.8
Other	<u>3</u>	<u>2.4</u>
Total	<u>127</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Heavy breathing, solicitations and abusive language; a guy looking for a piece of tail; how about a little action; horrible suggestions; goofballs; if person hits on personal area; etc.

<sup>2</sup> Someone who calls for no reason; someone calling for the fun of reaching someone they don't know; anything not personal or business; anyone not phoning for specific reasons; someone that strays from ordinary; someone calling in a foreign language; someone you don't know; incoherent language or nuisance; somebody mad about something who wants to get it off his chest.

<sup>3</sup> Kids fooling around; someone laughing in the middle of the night; kids ordering pizza and sending it to my house; jokes; kids in high school with one-line jokes.

<sup>4</sup> Just hang up on me; someone who hangs up when you answer.

<sup>5</sup> People who call and don't talk; someone calls every hour but doesn't talk.

phone was answered. Approximately 8 percent considered a crank call to be one where there was silence on the other end of the line when the phone was answered. (see Table 42a)

A substantial majority of the respondents (76.5 percent) have received or have known someone who had received a crank call. Approximately 24 percent had not received a crank call and knew of no one who had. (see Table 42b) Obviously this is influenced by the respondents' definition of the term crank call.

In cases where a respondent or a respondent's friend had received a crank call, approximately 53 percent of the responses were to hang up. The next most frequently made response, 16.5 percent, involved the respondent complaining to the telephone company. Approximately 11 percent stated that they took no action.

The solution of the next group of 7.7 percent, was to call the police who in some cases may have used tracing devices. In one instance the police suggested that the respondent try and meet the obscene caller to aid the police in apprehending him.

Another small percentage, 4.4 percent, had their number unlisted; while another 4.4 percent took varied actions

TABLE 42b

Have You or Do You Know Of  
Anyone Who Has Received a Crank Call?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	101	76.5
No	<u>31</u>	<u>23.5</u>
Total	<u>132</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 42c

## What Action Was Taken Against the Crank-Caller?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Hung up <sup>1</sup>	48	52.7
Called Bell <sup>2</sup>	15	16.5
Took no action <sup>3</sup>	10	11.0
Phone police <sup>4</sup>	7	7.7
Unlisted number	4	4.4
Took their own action <sup>5</sup>	4	4.4
Other	<u>3</u>	<u>3.3</u>
Total	<u>91</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Laughed and hung up. Hung up when discovered it wasn't anyone I knew.

<sup>2</sup> Husband threatened to have phone removed, called Bell.

<sup>3</sup> She went along with it. Not much to do except stop answering.

<sup>4</sup> Told guy off, then phoned police. Phoned police who used some sort of tracing device. Police suggested she try and meet the person calling.

<sup>5</sup> Told them to stop calling. Told person he was sick and needed help. Took a whistle and blew it into the phone. Told them to hang up and if they called back told them she called police.

<sup>6</sup> Person changed number; person got unlisted number, phone calls persisted, finally moved.

TABLE 42d

## Bell Telephone Company's and Police Reactions

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Telephone Company helpful <sup>1</sup>	14	50.0
Police helpful <sup>2</sup>	7	25.0
Telephone and police helpful but situation unchanged	5	17.9
Telephone company unhelpful	1	3.6
Police unhelpful	<u>1</u>	<u>3.6</u>
Total	<u>28</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Bell helped, told me what to do; Bell suggested we get an unlisted number; told to get back in touch with Bell if there were more calls. Bell couldn't do anything except change number concerned. Helpful to the best of their ability.

<sup>2</sup>Police got a sort of tracing device. Said to phone back in the morning and they would try to trace it. Police suggested if it goes on for a week get a new number.

such as telling the crank caller to stop calling, threatening to call the police, or blowing a whistle into the phone.

One family was constantly annoyed by an obscene caller. Bell Canada suggested they change to an unlisted number. However, the caller persisted even after changing their number several times. Furthermore, the police were not able to trace the calls. Finally in complete desperation, the family moved to another location. Only then did the calls cease.

The most frequent response to the question concerning Bell and the police's reaction to a request relating to a crank call was that the telephone company was helpful. This category received approximately 50 percent of respondents who answered the question. They indicated that Bell gave suggestions for such actions as changing phone numbers or getting unlisted numbers. The next most frequent response indicated that the police were helpful (25 percent) and that the police tried to use tracing devices.

Of the respondents, 17.9 percent, indicated that they'd contacted either the telephone company or the police and that neither group had been helpful. Only 7.2 percent of the respondents indicated that the police or telephone company were unhelpful.

The Telephone Used as a Signalling Device

The majority of respondents (approximately 72 percent), were familiar with the methods of using the telephone for signalling. Approximately one third, as indicated in Table 43, mentioned the signal in which the phone rings and then it is hung up according to a prearranged code.

Another 17 percent of the sample suggested the signal of calling collect and asking for oneself. This is usually done "to let others know that you have arrived safely." Fifteen percent had only a general knowledge of the phone being used as a signalling device and could not cite specific practices. While discussing telephone signals with respondents in the rural areas, one farmer recalled that up to a few years ago, the telephone was an important signalling device in the event of a fire. One particular ring would alert all volunteer firefighters in the area of the fire. Since the implementation of the new telephone system in the rural areas, this legitimate type of signalling is impossible.

Previously, when discussing the telephone as an information seeking device (see page 87) a substantial number of respondents indicated they were familiar with a variety of illegitimate means of making free long distance calls. These illegitimate practices no doubt involve signalling.

TABLE 43

Have You Heard of the Telephone Being  
Used as a Signalling Device?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> <sup>*</sup>
No	36	27.9
Ring and hang up <sup>1</sup>	41	31.8
Collect call - own name <sup>2</sup>	22	17.1
Only general knowledge	19	14.7
Special signals <sup>3</sup>	4	3.1
To wake you up	3	2.3
Other	<u>4</u>	<u>3.1</u>
Total	<u>93</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Ring twice and hang up, let it ring only so many times, signal for individual who is a senator, must ring twice to get a reply, work out code with people, signal that you have put your coat on and you are now leaving.

<sup>2</sup> Ask for yourself to let people know you arrived safely.

<sup>3</sup> Party line used for alarm system, to get guys out of rooms at residence, leave phone off the hook, to feed goldfish.

5. Norms of Telephone Usage for Commercial and Business Reason.

With regard to the respondents attitudes towards ordering goods by phone, the modal category shown in Table 44 indicated that approximately one third of the respondents find this practice easy and convenient. As indicated a number of respondents did not object to ordering goods by phone generally but voiced specific complaints and objections. Some of the objections to telephone shopping cited were the "mixed up orders", the inability to "comparison shop", "party line eavesdroppers," etc.

Table 45 seems to indicate that except for specific exceptions our sample was generally in favour of conducting business over the phone. For the most part, respondents found it convenient and timesaving. Those who objected to this practice cited reasons such as the inability to properly articulate, having a party line and the inability to finalize written business.

TABLE 44  
 Ordering Goods By Phone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Convenient, easy, handy <sup>1</sup>	40	30.5
Rather see goods <sup>2</sup>	23	17.6
Negative, don't like it <sup>3</sup>	21	16.0
Neutral <sup>4</sup>	17	13.0
Know what you want <sup>5</sup>	11	8.3
Brand-name stores <sup>6</sup>	4	3.1
Mix-up orders <sup>7</sup>	3	2.3
Comparison shop <sup>8</sup>	3	2.3
Return goods <sup>9</sup>	2	1.5
Food only <sup>10</sup>	1	.8
Party line <sup>11</sup>	1	.8
Necessary <sup>12</sup>	1	.8
Other	<u>4</u>	<u>3.1</u>
Total	<u>131</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Handy, very convenient, good and fast, saves time, and money, its easy, efficient, no problem, great.

<sup>2</sup> Prefer to see goods first, rather go in person.

<sup>3</sup> Don't like it, won't, it's a bad idea.

<sup>4</sup> No preference, alright, usually get good quality, it's okay.

## TABLE 44, continued

- 5 Alright if you know what it is, if you know what you want.
- 6 Efficient with brand-name stores.
- 7 Omissions in orders, sorry about mixing orders up.
- 8 Comparison shop.
- 9 End up returning things anyway.
- 10 I don't mind calling for food.
- 11 Don't like it because of party line.
- 12 Necessary.

TABLE 45  
 Conducting Business Over the Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Great <sup>1</sup>	29	25.2
Rather conduct in person	14	12.1
Depends on business <sup>2</sup>	13	11.3
Don't mind	10	8.7
Saves time	6	5.2
Necessary <sup>3</sup>	5	5.2
Convenient <sup>4</sup>	5	4.3
Personal contact unless minor <sup>5</sup>	5	4.3
Prefer to phone	4	3.5
No business over phone	4	3.5
Difficult	2	1.7
Should be careful	2	1.7
Party line	2	1.7
Personal first, then phone	2	1.7
English is poor	1	.9
Can't fill in forms over phone	1	.9
Can't buy used things	1	.9
Don't know	1	.9
Waste of time	1	.9
Other	<u>6</u>	<u>5.2</u>
Total	<u>115</u>	<u>100.0</u>

\* Corrected for no answer category

continued. . .

## TABLE 45 continued

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<sup>1</sup>Great, okay, good.

<sup>2</sup>Depends on business, good on certain occasions.

<sup>3</sup>Necessary, forced to do it because I work days.

<sup>4</sup>Convenient, less exhausting.

<sup>5</sup>Wouldn't unless minor.

## CHAPTER V

### EFFICACY

This chapter is concerned with the respondent's perception of the telephone as an effective means of communication. Discussion will focus on the situations in which people feel more effective in person than over the telephone, the situations in which people can say things over the telephone that they could not say in a face to face interaction, and topics which people would not discuss over the telephone. From this discussion, conclusions can be drawn about the facility with which people can interact by telephone.

#### 1. Relative Effectiveness of Communication by Telephone as Opposed to Person to Person Interaction

Over 50 percent of our sample (53.1 percent) felt that people are more effective in person-to-person interaction than they are over the telephone (see Table 46). The main reason given for the greater facility in personal interaction was that the telephone as a medium of communication is "cold" and "impersonal" (6.3 percent). Some respondents found it difficult to get their ideas across over the

telephone. Telephone conversation seemed rigid because of the "inability to effectively express themselves without hand gestures or facial expressions" (3.1 percent). Furthermore, one respondent stated that he "could not relax" because there were no non-verbal cues available to him "to tell the other person's frame of mind". Another respondent suggested that because the style of conversation was rigid and restrictive he often lost his train of thought and forgot what he was going to say. Two persons even went as far as to say that the telephone was a cowardly form of communication because one could avoid the full force of the person's reactions by not speaking to him face to face. The telephone was also not considered to be effective for making large purchases (.8 percent), for interacting with elderly persons (.8 percent), or for salesmen (.8 percent).

On the other hand, 14 percent of the respondents considered the telephone to be a more effective method of communication than person to person interaction. Another 13 percent mentioned various situations where the telephone is more effective. The phone was considered better for refusing invitations (2.3 percent), making excuses (.8 percent),

TABLE 46

Relative Effectiveness of Communication by Telephone  
as Opposed to Person to Person Interaction

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Person more effective	68	53.1
Phone more effective	18	14.1
Depends on situation	8	6.3
Phone less effective because of impersonality <sup>1</sup>	4	3.1
Person more effective because of gestures	4	3.1
Phone better because can refuse invitation	3	2.3
Phone better because business more effective	2	1.6
Phone better because of negative interaction <sup>2</sup>	2	1.6
Both effective except for physical distraction	2	1.6
Phone is cowardly	2	1.6
Phone is better, easier to hang up	1	.8
Phone better because of physical appearance	1	.8
Phone better for lying	1	.8
Phone more efficient	1	.8
Can't get hit in the face	1	.8

continued . . .

TABLE 46 continued

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Phone more of an equalizer	1	.8
Phone less effective because I forget	1	.8
Phone less effective for large purchases	1	.8
Person more effective for salesmen	1	.8
Person more effective except for excuses	1	.8
Person more effective except for anger	1	.8
Person more effective except for dating	1	.8
Person more effective for elderly	1	.8
Everything more effective in person	1	.8
Both are effective	<u>1</u>	<u>.8</u>
Total	<u>128</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Phone is very cold, difficult to get ideas across on phone, can't tell frame of mind on phone.

<sup>2</sup>If I want to swear at someone, rather use phone for negative stuff.

lying (.8 percent), and making dates (.8 percent). The caller can be brief, he can avoid negative non-verbal interaction such as eye contact or scouring facial expressions, and telephoning can act to disguise the caller's true feelings whether sincere or feigned.

Three respondents felt that the telephone was a more efficient means of conducting business. Four respondents suggested that the telephone was effective for negative interaction (such as expressing anger, swearing, etc.) because there was no fear of physical retaliation. Furthermore, one person indicated he felt more effective over the phone because he felt he had more control over the direction of the conversation. He could end it at anytime by hanging up. Three persons suggested that the telephone inhibited any distraction that may be caused by physical appearance.

It is interesting to note that one respondent considered the telephone to be an "equalizer". He felt it was to his advantage to use the telephone as there are no individual differences with respect to physical appearance, dress, status, or ability over the phone. "He can put people on the same level as himself." He therefore "feels more effective and more at ease in interaction by telephone."

Finally, 7 percent of the sample were non-committal with regard to the relative effectiveness of the telephone and personal interaction. They indicated either that "it depends on the situation" or "both forms of communication are equally as effective".

2. Situations in Which Persons Can Say Things Over the Telephone That They Could Not Say in a Face to Face Interaction

As Table 47 indicates, 40.5 percent of the respondents could not foresee a situation where they could say something over the phone that they could not say in person. Many of the other respondents, however, were able to indicate situations of either a personal or business nature wherein the uniqueness of the telephone as a semi-anonymous communications device was of use. Examples include breaking social engagements, sending condolences, apologizing, letting off steam, making excuses, etc.

3. Topics Which Persons Could Not Discuss Over The Telephone

This section deals with the ways in which the respondent felt telephone usage was constrained. As expected, a large percentage of respondents (56.2 percent, see Table 48), stated that people would not or could not discuss their personal lives over the phone. This included such topics

TABLE 47

Situations In Which One Can Say Things  
Over the Phone That He Could Not Say in Person

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No situations <sup>1</sup>	47	40.5
Easier to express anger <sup>2</sup>	16	13.8
Refusals (social) <sup>3</sup>	12	10.3
Phone better for employment and business reasons <sup>4</sup>	7	6.0
Personal-sympathy, condolences <sup>5</sup>	6	5.2
Anonymity <sup>6</sup>	5	4.3
Person more effective	4	3.4
Social invitations	4	3.4
Depends on personality	2	1.7
Breaking appointments	2	1.7
Excuses <sup>7</sup>	2	1.7
Can be more open on phone	2	1.7
Phone is cowardly	1	.9
Apologies, good-byes	1	.9
Deviant calls	1	.9
Other	<u>4</u>	<u>3.4</u>
Total	<u>138</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>No situations, don't see any difference.

<sup>2</sup>When annoyed or angry, can't get slapped over phone.

<sup>3</sup>Easier to refuse a date on phone, easier to say no.

TABLE 47 continued

- 
- <sup>4</sup>I'm not coming into work today, salesmen, easier to keep hard line sales attitude.
  - <sup>5</sup>Can talk over personal things, sympathies and condolences.
  - <sup>6</sup>Evaluating situations where they can't see your face, if I don't know the person well, if I've never met the person.
  - <sup>7</sup>Easier to make excuses on phone, to talk to finance company.

as personal or emotional problems, sexual affairs, health, marital or family problems, religion, etc. Interestingly enough, the category with the second highest frequency includes those respondents who stated that they would discuss anything over the telephone (15.7 percent). Thirdly, approximately 7 percent of the sample would not discuss business or financial matters over the telephone. Four persons indicated that "dope deals" are not discussed over the phone. Finally, one person suggested that the distance between the callers would influence what is discussed over the telephone. For example, if the husband is on a business trip and will not be home for a number of days the wife would discuss things she would otherwise discuss with her husband in the privacy of their home.

The reasons why certain topics (personal or otherwise) should not be discussed varied. Some respondents stated they would not discuss a topic if others in the room are listening. Others felt constrained by a party line or possible phone tap. Still others stated that they may not wish to discuss a particular issue if it is of a complex nature. Our data also suggests that some matters (particularly those of a personal nature) are almost taboo and for this reason should not be discussed on the telephone.

TABLE 48

Topics Most People Would Not  
Discuss Over the Phone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Personal Life <sup>1</sup>	68	56.2
Would discuss anything	19	15.7
Business (financial) <sup>2</sup>	8	6.6
Party line (privacy) <sup>3</sup>	8	6.6
Depends on person talking to	5	4.1
Dope deals	4	3.3
Wouldn't discuss important issues	4	3.3
Complexity	2	1.7
Matter of distance	1	.8
Other	<u>2</u>	<u>1.7</u>
Total	<u>121</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Personal problems, emotional things, sex life, health, marital problems, family, religion, funerals, sickness.

<sup>2</sup> Business, legal, financial matters.

<sup>3</sup> Party line constraints, things you are afraid others might hear.

To sum up, for the most part, people feel 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 are not discussed over the telephone.

## CHAPTER VI

### PRESENT SERVICES AND ATTITUDES TOWARDS THE TELEPHONE COMPANY

In this chapter, discussion will focus on the services provided by the telephone company and the attitudes of the respondents towards these services. More specifically, the location of the telephone in the home, attitudes towards telephone services and rates, reactions to possible future telephone devices (for example, the videophone), and the respondents awareness of the telephone services in London which provide counselling, advice, or answer questions, are all examined in this chapter.

#### 1. Number and Location of the Telephone in the Home

Seventy percent of our sample had only one telephone in their home, (see Table 49a). Another 26 percent of the respondents had two telephones. Two persons had three and four phones and two persons interviewed did not own a phone.

Over one-half of the respondents, (58 percent, see Table 49b) indicated that their telephone was located in the kitchen or dining room area. Telephones were located in the living room in 8 percent of the cases. Six persons had their first phone located in a hall or entranceway, and five persons

TABLE 49a  
Number of Telephones

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
One	96	69.6
Two	36	26.1
Three	2	1.4
Four	2	1.4
No phone	<u>2</u>	<u>1.4</u>
Total	<u>138</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 49b  
Location of First Telephone<sup>1</sup>

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Kitchen or Dining Room	65	58.0
In residence room, one per floor	15	13.4
Living Room	9	8.0
Halls & Entrance Ways	6	5.4
Den	5	4.5
Recreation Room	2	1.8
Family Room	2	1.8
Bedroom	2	1.8
Entrance Hall	2	1.8
Front Vestibule	2	1.8
Office	1	.9
Upstairs	<u>1</u>	<u>.9</u>
Total	<u>112</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>"First" indicates the telephone first mentioned by the respondent and in all likelihood the telephone most frequently used in the home.

TABLE 49c  
Location of Second Telephone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Bedroom	18	64.3
Basement	3	10.7
Upstairs	3	10.7
Family Room	2	7.1
Upstairs Hallway	1	3.6
Barn	<u>1</u>	<u>3.6</u>
Total	<u>28</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 50  
Do You Feel You Need More Telephones?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	23	17.2
No	110	82.1
Other	<u>1</u>	<u>.7</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

had a phone in the den. Of the remaining respondents 1.8 percent said it was in one of the following rooms: family room, recreation room, bedroom, entranceway, and front vestibule. Less than 1 percent stated that their first phone was located in the office or upstairs.

Of the 36 respondents who indicated that they had a second telephone, the most frequent location for this phone was in the master bedroom (64.3 percent, see Table 49c). Also, second phones were located in the basement (10.7 percent), upstairs (10.7 percent), in the family room (5 percent), in the upstairs hallway (2.5 percent), or in the barn (2.5 percent).

Only 17.2 percent of our sample felt they needed more telephones. The majority (82.1 percent, see Table 50), were satisfied with the number of phones in their home.

## 2. Leaving the House to Use a Pay Phone

With respect to the question concerning situations in which a person might leave the house to use a pay phone, the most frequent response (40.6 percent) was for privacy. This need for privacy was expressed in many ways such as "to call a girlfriend," "to order a surprise for a family member," "to avoid noise" or "if you don't want the family to know what you are talking about," (see Table 51).

TABLE 51  
Leaving the Home to Use a Pay Phone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Privacy for personal calls <sup>1</sup>	39	40.6
Home phone access problems <sup>2</sup>	20	20.8
No	18	18.8
Deviance <sup>3</sup>	11	11.5
Privacy - party line <sup>4</sup>	4	4.2
Emergency <sup>5</sup>	3	3.1
Long distance	<u>1</u>	<u>1.0</u>
Total	<u>96</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Teenagers for privacy, if you don't want a family member to know, call girlfriend, personal call, to order surprise for family member, to avoid noises.

<sup>2</sup> Phone out of order, couldn't get use of phone at home, if we are in residence must use pay phone.

<sup>3</sup> If you don't want call to be traced, cheating on husband or wife, no unless doing something deceitful, no unless afraid of illicit business and scared of wire tap.

<sup>4</sup> If you have a party line and want to avoid eavesdropping or you want to discuss business.

<sup>4</sup> If you're on a party line and there's an emergency.

The next most frequent response of 20.8 percent referred to home phone access problems where the phone might be out of order or if the respondent lived in a residence he'd have to use a pay phone. Next, 18.8 percent of the respondents felt that there was no situation where a person would leave the home to use a pay phone.

The next group consisting of 11.5 percent felt that pay phones used in lieu of home phones might be used for deviant reasons such as avoiding wire taps, or traced calls and to make illicit or deceitful calls. Another 4.2 percent of the respondents felt they would use a pay phone to avoid eaves-droppers on the party line. Also, 3.1 percent suggested using the pay phone in an emergency if other parties were tying up their line.

### 3. General Feelings Towards the Telephone Company

Attitudes toward the phone company ranged from highly positive to critical. Generally, respondents had some specific aspect of service in mind when describing the phone company as positive, such as "courteous, fair, excellent service," (60.0 percent). Approximately 19 percent felt neutral feelings, ie., "I really have no feeling at all." About 16 percent expressed complaints of a general nature such as "rip off" or "taking the public for every nickel" or

TABLE 52a  
General Feelings Toward the Telephone Company

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Positive <sup>1</sup>	71	52.6
Service is good	8	5.9
Positive feelings	2	1.5
Positive, is an employee	4	3.0
Neutral	26	19.3
Positive with exceptions	5	3.7
Negative, large company	5	3.7
Monopoly	3	2.2
Complaints about rates	5	3.7
Complaints about operator	2	1.5
Complaints about advertising	1	.7
Other	<u>3</u>	<u>2.2</u>
Total	<u>135</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Polite, courteous, excellent services, fair, etc.

"greedy" or "act as if they are God," through specific complaints such as unpleasantness of operators, irresponsibility of billing or increasing rates or that they spend too much money on television advertising and not enough on those who "need a phone", (see Table 52a).

In general, attitudes toward the phone company's service were good, with 90 percent expressing relatively unqualified positive comments. Approximately 8 percent of the respondents had general or specific criticism of the phone company's service, (see Table 52b).

There is a surprising degree of ignorance concerning the ownership of the telephone company. Approximately 44 percent could not identify it as a stock company, with 54.2 percent correctly identifying ownership. The range of answers here was from shareholders to the government. Perhaps, if more respondents were aware that the telephone company was not a government organization there would be greater demands placed on the company, (see Table 52c).

#### 4. Telephone Costs

It is interesting to note that only 41.5 percent of the respondents actually knew the service cost of their telephone. Another 22.3 percent were uncertain and could only approximate

TABLE 52b  
Telephone Company's Service

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Good	115	85.8
Good, with exceptions	6	4.8
Good but expensive	1	.8
Good except information services	2	1.4
Needs competition	1	.8
Slow	3	2.2
Poor	4	3.0
Other	<u>2</u>	<u>1.4</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 52c

Do You Know Who Owns the Telephone Company?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	71	54.2
No	58	44.3
Uncertain	<u>2</u>	<u>1.5</u>
Total	<u>131</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 53

Do You Know the Service Cost For Your Phone?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	54	41.5
No	47	36.1
Uncertain	<u>29</u>	<u>22.3</u>
Total	<u>130</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 54

Attitudes About Long Distance Rates

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Just right	72	55.4
High <sup>1</sup>	45	34.6
Low <sup>2</sup>	6	4.6
Depends <sup>3</sup>	5	3.8
Other <sup>4</sup>	<u>2</u>	<u>1.5</u>
Total	<u>130</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>High for students, too high during week (especially during emergencies), etc.

<sup>2</sup>Low in comparison to everything else; good bargain, etc.

<sup>3</sup>Depends on when you call.

<sup>4</sup>For emergency doesn't consider the price; swayed by T.V. advertisements, etc.

the cost. Twenty-two percent admitted that they had no idea of the service cost they were now paying, (see Table 53). Surprisingly, over one half (55.4 percent) of the respondents indicated that they considered present long distance rates to be "just right". About one third of the respondents (34.6 percent, see Table 54) suggested that long distance rates were too high and 5 percent felt that the rates were too low.

#### 5. Other Comments Concerning the Telephone Company.

At the conclusion of the interview respondents were asked to give any further comments they may have concerning the telephone or the telephone company. About one half of the respondents (54.3 percent, see Table 55), felt they had nothing more to add. However, general complaints were made by 12.3 percent of the sample, such as "better service is needed", or "people over 80 should have a low rental phone", or "pay phones should be cleaned regularly", etc. Some 9.4 percent gave comments regarding the telephone company such as criticism about the rates and unnecessary advertisements, or comments about their relative satisfaction with the company. Nine persons commented that telephones were necessary in today's lifestyle. Surprisingly, five persons mentioned the bothersome ring of the phone and suggested alternatives. Two persons

TABLE 55

Further Comments About the  
Telephone or Telephone Company

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
General complaints <sup>1</sup>	17	12.3
Other <sup>2</sup>	15	10.9
Comments regarding telephone company <sup>3</sup>	13	9.4
Convenience <sup>4</sup>	9	6.5
The ring <sup>5</sup>	5	3.6
Phone is impersonal <sup>6</sup>	2	1.4
Economical <sup>7</sup>	2	1.4
No answer <sup>8</sup>	<u>75</u>	<u>54.3</u>
Total	<u>138</u>	<u>100.0</u>

<sup>1</sup>Better service needed: people over 80 should have a low rental phone; pay telephones should be cleaned regularly, etc.

<sup>2</sup>Comments other than mentioned.

<sup>3</sup>Shouldn't increase rates; it is unnecessary to advertise the phone on TV; pretty happy here with system as compared to Ghana, etc.

<sup>4</sup>Phones are a necessity; etc.

<sup>5</sup>The ring is very bothersome (like an alarm); the ring is not loud enough; etc.

<sup>6</sup>Physical contact is necessary; lose art of communicating on personal level by using phone.

<sup>7</sup>Maybe if people used the phone more instead of travelling they would save on gas.

<sup>8</sup>Over 50 percent felt no need for further comment.

expounded the need for physical contact in communicating and felt that society was "losing the art of communication on the personal level by using the telephone." Finally, two persons expressed that "if persons were to use the telephone more instead of travelling they would save on gas and money".

6. Attitudes Toward Modern and Future Telephone Services  
Answering Services or Recording Services

One half of the respondents (51.1 percent, see Table 56a), reacted negatively to leaving a telephone message with an answering service or recording device. They expressed that they had feelings of "frustration", "disappointment", or "aggravation" when dealing with this type of service. Seven persons felt that this method of passing on messages was "impersonal," "dehumanizing" or "cold". Some respondents indicated that they either "hang up" or "refuse to do business" with those who employ an answering service or recording device. Twenty-nine percent had no reaction. Only 8.4 percent actually expressed positive feelings towards the use of an answering service or recording. Finally, five persons disliked leaving a message on a recording device but felt that an answering service was "fine".

TABLE 56a

Attitudes Toward Telephone Answering  
Services and Recording Devices

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Reaction negative <sup>1</sup>	67	51.1
Reaction neutral <sup>2</sup>	38	29.0
Reaction positive <sup>3</sup>	11	8.4
Impersonal <sup>4</sup>	7	5.3
Like answering service, dislikes recordings <sup>5</sup>	5	3.8
Other	<u>3</u>	<u>2.3</u>
Total	<u>131</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Frustration; disappointment; aggravation; just hang up; will not do business with them; etc.

<sup>2</sup>How can you get angry; gets used to it; etc.

<sup>3</sup>I like recordings, I think they're cute; alright with me; cheaper than hiring a live person.

<sup>4</sup>Leaves her cold; dehumanizing; etc.

<sup>5</sup>Answering service is fine; but, doesn't like recordings.

TABLE 56b

## Do You Leave A Message?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	69	52.3
No	41	31.1
Depends on importance	14	10.6
Yes, for doctor	4	3.0
For an emergency	2	1.5
Hang up on a tape--yes, if it is a personal answer- ing service	1	.8
Don't trust person to give message correctly, trust machine more	<u>1</u>	<u>.8</u>
Total	<u>132</u>	<u>100.0</u>

\* Corrected for no answer category

Over 50 percent of the respondents (52.3 percent, see Table 56b) indicated that they would leave a message if they made a call and got an answering service or recording. Approximately 31 percent stated that they would not do so. Ten percent suggested that it would depend on the importance of the issue or problem while 3.0 percent answered yes, if it was a doctor. Just over 1 percent answered affirmatively if it was an emergency. One individual indicated that he would leave a message only if it was a personal answering service rather than a tape while another respondent suggested the opposite--that he would trust the machine rather than the individual to convey his message correctly.

#### Telephone Weather Service

The respondent was asked if he would pay 25¢ to receive information concerning weather and road conditions as a telephone service. One half of the sample (49.6 percent, see Table 57) indicated they would not pay 25¢ for this information. Another 8 percent stated that it depended on the need for the information; while two persons said they would only spend the 25¢ if it was an emergency. Furthermore, two persons stated that it was too much to pay. Only 35 percent said they would utilize this telephone service if they had to pay 25¢.

TABLE 57

Would You Pay 25¢ For Information About  
Weather and Road Conditions?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No	61	49.6
Yes	43	35.0
Depends on need for it	11	8.9
If emergency	2	1.6
Too much	2	1.6
Other comments	<u>4</u>	<u>3.2</u>
Total	<u>123</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 58

Telephone in Your Car?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	32	24.8
No	95	73.6
Other	<u>2</u>	<u>1.6</u>
Total	<u>129</u>	<u>100.0</u>

\* Corrected for no answer category

### Telephones in Cars

The majority of respondents (73.6 percent, see Table 58) 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. It was generally felt that a car driver could not talk on the telephone and operate his car safely at the same time. However, one quarter of the sample said they would like a phone in their car. Often it was felt that a telephone in the car would be useful for business reasons.

### Telephone Commercials

The respondent was asked to conceptualize a telephone device which would insert advertisements before long distance telephone connections were made. In other words, the caller would dial the long distance number, listen to a commercial for say, Coca-Cola and then he would be connected with the party he called. The advantage of this device is a reduction in long distance rates for the consumer. Approximately 58 percent (see Table 59) agreed to adopt this device in order to cut down on long distance charges. However, 39 percent would not agree to it. Some complained that they had "listened to enough commercials on television and radio," and others said it would be "a waste of their time."

TABLE 59  
Telephone Commercials

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	77	55.8
No	52	38.8
Other	<u>5</u>	<u>3.7</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 60a  
Have You Heard of a Video Phone?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	108	79.4
No	<u>28</u>	<u>20.6</u>
Total	<u>136</u>	<u>100.0</u>

\* Corrected for no answer category

Video Phones

The majority of respondents (79.4 percent, see Table 60a) had heard of the video phone while 20.6 percent had not.

The most frequent reaction to the video phone was negative (48.7 percent, see Table 60b). Approximately 30 percent of the respondents felt there was no advantage to using a video phone. Another 18 percent felt that the use of a video phone would be an invasion of privacy. Comments ranged from "may not always be convenient," to "may prove to be embarrassing" to "it's easier to talk to people if you can't see them." Nine respondents took a neutral position with regard to the video phone. A number of respondents (19.6 percent) gave specific prerequisites for the use of a video phone; for example, the cost would have to be comparable to the present phone system and the consumer would have to be able to control the video portion of the phone such that it could be switched off and on.

Other respondents (9.4 percent) suggested specific advantages of the video phone such as its effectiveness "for business," or "for long distance calls" or "for speaking to relatives or friends" and "for identifying obscene callers or pranksters". Only 15 percent unequivocally stated they wanted a video phone.

TABLE 60b

## Attitudes to Using a Video Phone

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
No advantage, don't want one <sup>1</sup>	36	30.8
Invasion of privacy <sup>2</sup>	21	17.9
Want one <sup>3</sup>	17	14.5
If reasonable cost, OK <sup>4</sup>	16	13.7
Neutral, depends, too modern <sup>5</sup>	9	7.7
OK if could control it <sup>6</sup>	7	6.0
Good for business <sup>7</sup>	6	5.1
Good for long distance	2	1.7
Good for obscene calls; pranksters <sup>8</sup>	2	1.7
Good for relatives & friends	1	.9
Total	<u>117</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup>Not important, no advantage, don't want it, silly, would hate it, forget it.

<sup>2</sup>Some reservations on privacy, wouldn't want to be caught off guard, so wouldn't want one. Not always convenient, wouldn't be good go see person or be seen, wouldn't always be flattering, may prove embarrassing, easier to talk to people if you can't see them.

<sup>3</sup>I think I'll get one, would be nice, fun to use one, if I thought about it long enough I would use it.

<sup>4</sup>If same price, OK. Good if less money. Cost too much even if I wanted it.

<sup>5</sup>I can't imagine using one but OK. I guess its progress. Not sure, would like to see. Depends on what time the call. Would be fun at first. I would get tired of it. Wouldn't want to be the only person with one--then no sense to it.

<sup>6</sup>Could put a towel over it.

<sup>7</sup>Probably not, only use phone for information. Effective for business. Not for residence, but great for business.

<sup>8</sup>Could identify pranksters.

To sum up, although a number of advantages were mentioned, the majority of respondents had some reservations about using a video phone.

#### 7. Telephone Services

##### The Respondents Knowledge of Telephone Services In London Which Give Counselling, Advice, or Answer Questions

Nearly 38 percent of the respondents 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. Hotline, encompassing suicide prevention, and "lifeline", was mentioned by over 17 percent of the respondents. In addition, "contact", London's own hotline, was noted by 8 percent of the interviewees. Thus, in actuality, hotlines represent at least 25 percent of the answers. Over 12 percent of the respondents maintained that they had heard of such services but couldn't think of any in particular. A.A. and Legal Aid services were mentioned by 6.5 percent and Birthright and Information London were each cited by 5.1 percent of the respondents.

The respondents were asked if they thought services other than those they had mentioned should be provided by the telephone company. Twenty three percent of the respondents who answered the question explicitly indicated no need for any

TABLE 61\*

## Telephone Services in London

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
Don't know any	52	37.7
Various religious services <sup>1</sup>	30	21.7
Hotline (suicide prevention lifeline)	24	17.4
Know of but can't think of any at the moment	17	12.3
Contact <sup>2</sup>	11	8.0
A.A.	9	6.5
Legal Aid	9	6.5
Birthright, pregnancy	7	5.1
Information London	7	5.1
T.I.P. <sup>3</sup>	5	3.6
Better Business Bureau (Consumer services)	5	3.6
Poison Control <sup>4</sup>	5	3.6
Social (dial-a-friend, dial- a-date, etc.)	4	2.9
Dial-a-dietician <sup>5</sup>	3	2.2
Crisis Intervention <sup>6</sup>	3	2.2
Commercial <sup>7</sup>	3	2.2
Government Offices	3	2.2

continued . . .

Table 61 continued

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
Bell Company	2	1.4
Police Station	1	.7
Pollution Probe	1	.7
Tele-care <sup>8</sup>	1	.7

\* This question was computed using the dummy variable technique. Therefore, each response was computed separately. This allows for multiple answers.

<sup>1</sup> Dial-a-prayer, mediation minutes, dial-a-thought.

<sup>2</sup> London's crisis intervention centre.

<sup>3</sup> T.I.P. - "Turn In a Pusher": a social control device in London to rid London of drug pushers.

<sup>4</sup> Poison Control - might also be subsumed under a general "medical use" category.

<sup>5</sup> Dial-a-dietician might better be subsumed under the medical utilization of the telephone.

<sup>6</sup> Crisis Intervention--used in its proper context, is the general category under which both the "contact" and the "hotline" categories might be subsumed. However, as a crisis intervention centre exists in London which does not utilize the telephone as a central medium, it was listed here separately.

<sup>7</sup> Dial-a-recipe, dial-a-maid, etc.

<sup>8</sup> Tele-care is a unique telephone service for the elderly, run in London under a L.I.P. grant. It is also run commercially in N.Y.C. and several other U.S. cities which purchased franchise rights.

TABLE 62

Do You Think Other Telephone Services  
Should Be Provided?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> <sup>*</sup>
No (negative)	16	23.0
Time	13	18.8
Weather	11	15.9
Yes (positive )	8	11.6
General (social) <sup>1</sup>	6	8.7
Emergency <sup>2</sup>	4	5.8
Medical <sup>3</sup>	2	2.9
News	2	2.9
Transportation	1	1.4
Food	1	1.4
Counselling	1	1.4
Other <sup>4</sup>	<u>4</u>	<u>5.8</u>
Total	<u>69</u>	<u>100.0</u>

\* Corrected for no answer category.

<sup>1</sup>Library services; local theatre listings; farm market reports; serving services; etc.

<sup>2</sup>Fire alarm system, i.e., when phone gets hot would signal fire department.

<sup>3</sup>A place to call for free medical aid, etc.

<sup>4</sup>Other than above.

other telephone services. Of those respondents who suggested other services, time and weather services were mentioned most frequently, obtaining 18.8 percent and 15.9 percent of the total responses respectively. After general social responses, (obtaining 8.7 percent of the total), came emergency services suggested by 5.8 percent of the respondents. Medical and news services via the telephone were mentioned by 2.9 percent of the respondents each.

#### Information London

As Table 63a indicates, nearly as many respondents were unaware of Information London's existence as those who knew of this service. Only 72 respondents in the sample of 138 were aware of the service. Furthermore, one third of the respondents who had heard of Information London did not know what they did. Approximately 42 percent of the respondents felt that Information London provided general information on London while close to 17 percent felt that Information London was involved in community activities. Nearly 6 percent felt its function was to assist tourists while 2.8 percent listed employment as its function. (see Table 63b).

TABLE 63a

## Have You Heard of Information London?

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Yes	71	53.0
No	<u>63</u>	<u>47.0</u>
Total	<u>134</u>	<u>100.0</u>

\* Corrected for no answer category

TABLE 63b

## Knowledge of Information London

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> *
Information general re. London <sup>1</sup>	30	41.7
Information - community <sup>2</sup> activities	12	16.7
Don't know	24	33.3
Information - tourists <sup>3</sup>	4	5.5
Information - employment <sup>4</sup>	<u>2</u>	<u>2.8</u>
Total	<u>72</u>	<u>100.0</u>

\* Corrected for no answer category

<sup>1</sup> Provide information on any topic in London.

<sup>2</sup> Coordinate and publicize city activities: list of community services: social events, etc.

<sup>3</sup> Assist tourists; give information on parks.

<sup>4</sup> Jobs available 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 phone 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 phoning first?
6. Can you think of anything which you now do in person that you could just as well handle by phone?

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 phone 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 phones do you have and where are they located in your home? (note number of floors)
14. Do you feel that you need more phones?
15. Do you have a party line?
16. If the cost was low enough, would you want a phone 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 phone?
19. Have you trained your children to use the phone 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 phone?
- a. Probe on problems if there are any.
  - b. Probe if doctor prefers to diagnose by phone.
  - 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 phone 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 phone?

#### 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 phone?

Efficacy

34. In what circumstances does an individual feel more effective: in person or on the phone? (give examples if needed)
35. In what situations do you feel you are able to say things over the phone 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 phone (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 phone?
38. In what situations do you feel people are justified to hang up on others?
39. Do you ever take the phone off the hook? (probe why)
40. What is your reaction when the phone 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 phone 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 phone?
47. Have you ever heard of the phone 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>

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 \$3000	9	6.5
\$3000 - \$4999	7	5.1
\$5000 - \$6999	12	8.7
\$7000 - \$9999	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>

Occupation of Spouse

	<u>Frequency</u>	<u>Percent</u>
Professional	13	9.4
Executive, Manager, Owner	7	5.1
Sales	2	1.4
Clerical, White Collar	9	6.5
Skilled Worker	10	7.2
Unskilled Worker	11	8.0
Farmer	2	1.4
Homemaker only	15	10.9
Retired, Pensioner	3	2.2
Student	1	.7
Unemployed	6	4.3
Part-time	3	2.2
Refused, not stated	7	5.1
Not applicable	<u>49</u>	<u>35.5</u>
Total	<u>138</u>	<u>100.0</u>

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