

Session title: Mobile Phones and other ICT's for Survey Data Collection

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The technological advancements on the wireless communication market have influenced people's everyday life dramatically. Mobile phones and other wireless communications devices are becoming more and more popular and widely accepted. In developed countries the mobile penetration is approaching to the saturation. Many of those mobile phones offer Internet access and video telephony, thus, allow researcher to approach potential respondent using multiple modes.

This offers many challenges and opportunities to expand the existing options of the telephone survey methodology. However, at the same time many methodological problems arise, from coverage, sampling, non-response to measurement error. Paper shall provide an overview of the experiences with mobile phone surveys in different countries. Also, survey conducted over messenger systems and voice-over-IP shall be presented.