

Video 5 of 21: Random-Digit Dialing

What is Random Digit Dialing?

Sampling



THE WORLD BANK

MANNHEIM
BUSINESS SCHOOL

What is Random-Digit Dialing (RDD)?

- Use knowledge of the phone system to sample banks of numbers assigned to residential service
- Randomly generate numbers in the appropriate sequences
- Select an area code-prefix combination with correct usage type
- Append suffix (randomly generated)
- Example (US): (AAA) PPP-SSSS
- Selection of area code-prefix employs stratification
 - Landline: Geographically
 - Geographic location of cellphone sample not as easily determined
 - Residential and commercial

Deficiencies

- Very inefficient: most randomly generated phone numbers are invalid, non-working or inactive, or not residential
 - In a recent RDD survey in Ghana, more than 85% of the numbers were unanswered or inactive (L'Engle et al, 2018)
- In local, urban areas, the proportion of numbers that are non-residential is generally lower
- Problems determining the status of each number
 - Unanswered numbers: “Ringing machine” or ring without answer
 - Other difficult results: fast busy signals, silence, wrong connections
- Cellphone numbers not clearly linked to geography

END OF VIDEO 5