

JOANNE H. PRATT – SELECTED TELEWORK PUBLICATIONS

Pratt, Joanne H., "Telework: The Latest Figures and what they Mean," in Ramioul, M., Huws, U., and Bollen, A., Eds., *Measuring the Information Society*, 213-229. Hoger Instituut voor de Arbeid, Leuven, Belgium 2005

Three years' research by an international team resulted in a broadening of the concept of telework. The study updates telework incidence in Hungary, Ireland, Italy, the Netherlands, the U.K. and the U.S. and recommends methodology for surveying eWork. Sample survey questions are included with pros and cons discussed.

Pratt, Joanne H., *Teleworking Comes of Age with Broadband. Telework America Survey 2002*, International Telework Association & Council (ITAC), April 2003.

Compared with teleworking employees using dialup, broadband improves virtual teamwork, increases employee telework participation, promotes home office technology and reduces employer costs. Homebased business owners with broadband, access the Internet more frequently than either those with dialup or employees with broadband.

Pratt, Joanne H., "Survey Instrument Design," in Stopher, P. and Jones, P., Ed., *Transport Survey Quality and Innovation*. Pergamon Press 2003

A core list of items can be standardized as essential for most personal travel surveys. However, the choice sets will differ depending on the population being surveyed and the unique context. Three dimensions, what to ask, how to ask and whom to ask, determine to what degree different surveys can be compared with one another. In practice, the objectives and budget of any specific survey may necessitate modifying the standard items. Best Practices for surveying mobile workers are recommended.

Pratt, Joanne H., "Telework Trends in the United States," in Jackson, P., Rapp, B, Eds., *Organisation and Work Beyond 2000*, Springer-Verlag, 2003.

Pratt, Joanne H., *Teleworkers, Trips and Telecommunications: Technology drives telework—but does it reduce trips?* *Transportation Research Record* 1817, 58-66, Transportation Planning and Analysis, Transportation Research Board, Washington, DC. 2002.

Work-at-home data from federal and proprietary survey series are analyzed to determine why counts of people who work at home do not agree and to gain new insight into the impact of technology and telecommunications on telework and trip reduction. Questions were added to surveys including the American Housing Survey, Current Population Survey, and Nationwide Personal Transportation Survey by using a piggybacking strategy. The analysis found that the total number of persons who work at home as a percentage of total workers appears to be holding steady at about 16% to 17%. Similarly, the number of employees doing any work at home has not markedly increased. Work at home during the business day has risen sharply, apparently because of the increased availability of personal computers and the Internet in homes, but the rise may be leveling off. The analysis suggests that the occupational groups most likely to increase in numbers and frequency of teleworking are managerial and professional groups and sales. Countertrends that may decrease telework are discussed. The analysis emphasizes the need for consistency in questioning over time and the elimination of the use of jargon from surveys so that trends can be monitored.

E-Biz.com: Strategies for Small Business Success, U.S. Small Business Administration, 2002.

An analysis based on surveys by the National Federation of Independent Business (NFIB) and by the Center for Women's Business Research (CWBR) support the hypothesis that e-business affords new opportunities for success for small firms and particularly for niche businesses. In particular, the Internet provides even the smallest business with access to information and to markets. The more innovative entrepreneurs see the Internet as a way to market niche products and reach distant customers in ways that were not available in the past. Their pioneering innovations foretell a structural change in industrial organization for both small and large firms. The smallest firms gain the most by reorganizing as an e-business. For a small business, revenues cover the costs of setting up and operating a Web site. The power of the keyword search means that a business can target customers who need niche products without the wasteful expense of mass mailings. Instead, customers find them. Finally, business owners can live in isolated locations and reach customers worldwide.

Pratt, Joanne H., Telework and Society – Implications for Corporate and Societal Cultures, in Telework: The New Workplace of the 21st Century, U. S. Department of Labor, 2001. Proceedings of the U. S. Department of Labor Symposium on Telework, October 16, 2000. Xavier University, New Orleans, LA.

Telework is a true reorganization of the workplace, both in concept and execution. In this review of the literature, many authors see teleworking as a subset of the new organizations variously called virtual, imaginary, extended, and collaborative organizations. The similarities and differences of telework and virtual teams are described.

"Piggybacking on Existing Surveys: A Methodology for Obtaining New Perspectives on Changing Travel Behaviours." in Hensler, D., Ed., *Travel Behaviour Research: The Leading Edge*, Pergamon Press 2001.

Piggybacking is a cost-effective strategy for monitoring long-term trends. A short series of questions on work at home is added to existing surveys while maintaining the continuity of past years' data sets. By cross-tabulating the collected data with other survey variables, rich detail can be obtained that provides new insights into travelers who do some of their work at home.

"Asking the Right Questions about Telecommuting: Avoiding pitfalls in surveying homebased work," IATBR97 Conference paper. *Transportation* 27(1): 99-116. 1999.

In designing travel behavior surveys, the problem is to define "work," "home," and similar words that are commonly used in our language but which have acquired a plethora of associated meanings. The author recommends phrasing questions in terms of measurable variables such as the place of work and the time in days and hours spent at each location. Using examples from private and public surveys, the paper illustrates errors and confusion that can arise from casually worded surveys.

Pratt, Joanne H., *Cost/benefits of Teleworking to Manage Work/life Responsibilities. 1999 Telework America National Telework Survey for The International Telework Association & Council.*

The research, based on a telephone survey of individuals who work at home, found that employers can save \$10,000 per teleworker per year from decreased costs of employee absenteeism and retention when employees telework.

Pratt, Joanne H., *Homebased Business: the Hidden Economy, a report from 125,000 women, men, black, Hispanic and other minority entrepreneurs.* U.S. Small Business Administration, 1999.

This study compares homebased with non-homebased businesses using cross-tabulations of the Characteristics of Business Owners (CBO) Survey. The sample of 125,000 self-employed business owners includes businesses that filed Schedule C, partnership or S corporation tax returns in 1992. The analysis found that people become self-employed because they want to be their own boss as well as earn income. Those wanting primary income are more likely to choose a non-residential location, work long hours throughout the year and hire employees. In comparison, more homebased business owners want a second income, are less likely to hire employees and tend to work fewer hours and weeks of the year.

"Why Aren't More People Telecommuting? Explanations from Four Studies," Transportation Forecasting and Travel Behavior, Transportation Research Record, No. 1607. Transportation Research Board, Washington, DC. 1997

Pratt, Joanne H., "Teamwork , Trust and Technology," Second International Workshop on Telework, Amsterdam 1997. Work and Organization Research Centre Report 97.08.004

The paper addresses a central issue of teleworking: How is trust established in a dispersed organization? A model is developed to show how communication technologies can be used to provide the feedback that team members need in order to build trust.

Counting the New Mobile Workforce, Bureau of Transportation Statistics, U. S. Department of Transportation, 1997.

This research identifies about 20 federal surveys to which work-at-home questions have been, or could be added in order to generate more reliable information about the mobile workforce. Definitional problems with words used to describe alternate work styles such as "telecommuting," "hoteling," "homebased business" and "mobile workers" are discussed. Core questions are recommended to define mobile work by objective criteria such as the hours worked and locations.

Pratt, Joanne H., "Telecommuting: Productivity Issues and Results of Pilot Programs," ITCA Yearbook 1994.

The methods used by twelve corporations and public organizations to measure productivity and the reported changes found are described. The analysis includes recommendations for ways to measure productivity in the

Information Age.

Pratt, Joanne H., Myths and Realities of Working at Home: Characteristics of Homebased Business Owners and Telecommuters, U.S. Small Business Administration, 1993

A sample of more than 17,000 individuals from three National Longitudinal Survey cohorts is used to compare determinants of business success for homebased and non-homebased business owners and to contrast the work patterns, attitudes toward work, and personal and job characteristics of telecommuters relative to employees who do not work at home.

Pratt, Joanne H., "Incorporating Portable Offices into a Contingency Plan," *Contingency Journal*, September/October 1991.

Two organizations used telecommuting to cope with unexpected disasters. When their building burned, Dallas Times Herald managers got the paper published on time by relying on cell phones to coordinate work from home and satellite locations in hotel rooms.

Because they already were experienced telecommuters, California Public Utilities Commission employees were prepared to immediately begin working at home when the La Prieta earthquake closed the San Francisco Bay Bridge which was their route to work.

Pratt, Joanne H., "Travel Behavior Impacts of Telecommuting Following the San Francisco Earthquake: A Case Study," *Transportation Research Record No. 1305, Transportation Research Board, Washington, DC. 1991.*

Interviews with telecommuters and managers in the California Public Utilities Commission revealed telecommuting as a flexible response to a transportation emergency that could be expanded without delay because it was an accepted work mode of that institution. New telecommuters were added, nearly half of whom were continuing to telecommute months after the emergency was over. Thus a short-term modification of behavior stimulated by emergency conditions led to long-term changes in travel behavior.

Pratt, Joanne H., "Socio-Technical Issues Related to Home-Based Work," *Handbook of Human-Computer Interaction, Amsterdam: Elsevier Science Publishers, 1988.*

This chapter raises issues related to using technology for home-based work. The paper concludes that the technological component, the personal computer, may be only a catalyst of a total transformation of family, work and leisure relationships.

Pratt, Joanne H., "Methodological Problems in Surveying the Home-Based Workforce," *Technological Forecasting and Social Change*, March 1987.

A conceptual model is presented that relates Bureau of Census definitional categories to information needed to understand the homebased workforce. The author found that measurement challenges in gathering information arise from definitional problems, measurement of a changing population, undercounts of segments of the home-based workforce and possible high nonresponse rates.

Pratt, Joanne H., *Legal Barriers to Home-Based Work*, National Center for Policy Analysis, 1987.

Legal barriers such as local zoning codes are a deterrent to homebased business formation. Labor laws restrict certain types of homebased work by employees. The study recommends policy and legislative changes that would help encourage work at home.

Pratt, Joanne H., "Home Teleworking: A Study of its Pioneers," *Technological Forecasting and Social Change*, 25, 1-14, 1984.

Data gathered from interviewing teleworking pioneers supports a generalized model of home teleworkers as individuals who will move in and out of part- or full-time work in home office for intermittent or longer periods of time, as personal situations change. Data suggest an evolution toward increasing home telework as new work patterns slowly develop in response to technological change.

JOANNE H. PRATT – SELECTED PRIVACY PUBLICATIONS

Conger, S., Pratt, J. H. and Loch, K. D. (2013), *Personal information privacy and emerging technologies*

This research presents a model of personal information privacy (PIP) that includes not only transactional data gathering, but also interorganisational data sharing. Emerging technologies are used as a lens through which the discussion of PIP management is extended. Research directions are developed for aspects of

privacy, privacy-preserving technologies, interorganisational data sharing and policy development.

Pratt, Joanne H., Privacy Loss: An Expanded Model of Legal and Illegal Data Exchange, Security and Privacy Assurance in Advancing Technologies: New Developments 2011. 17 pages

Considerable research shows that personal information privacy has eroded over the last 30 years. Prior research, however, takes a consumer-centric view of personal information privacy, a view that leads to the conclusion that the individual is responsible for his/her own information. This research presents a comprehensive personal information privacy model of extra-organizational data sharing and use in ecommerce and social networking. It incorporates how data is actually passed and leaked to entities of which the individual has no knowledge and no control. This research presents support for the existence of legal, illegal, and legally-grey area extra-organizational parties and the need for more complete comprehension of personal information privacy. In addition, the research identifies the magnitude of privacy violations in spite of legal and self-protection policies. The model can serve as a guide for privacy research and for social discussion and legislation to manage and regulate use of data once collected.