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Looking Back and Looking Forward: From PIAAC Cycle 1 and PIAAC-Longitudinal in Germany to PIAAC Cycle 2

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Looking Back: PIAAC Cycle 1

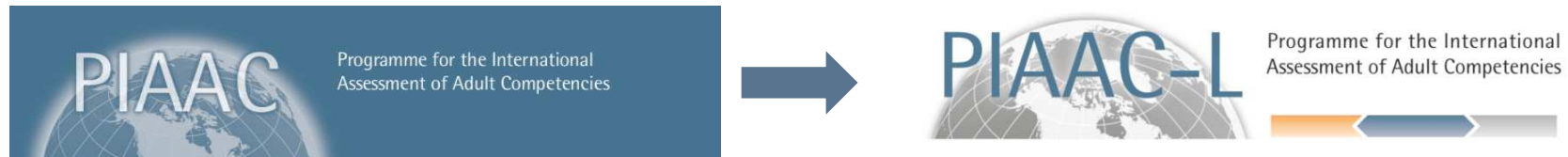
- **PIAAC** = Programme for the International Assessment of Adult Competencies (OECD); cross-sectional, multi-cycle design
- **Measurement of key skills of adult population** (16-65 years); production of high-quality and internationally comparable data
- **Three rounds** of data collection with over 40 countries
 - ▶ **Round 1** of PIAAC in 2008-2013: 24 countries, including Germany
 - ▶ **Data collection period**: August 2011 – March 2012
- **Probability-based sample**, representative of target population in country
- **Assessment** of the key competencies literacy, numeracy and problem solving in technology-rich environments
- **Face-to-face** interview administration
 - ▶ **Background questionnaire** administered as CAPI (≈35-45 min)
 - ▶ **Assessment** per default computer-based, optional paper-based version (≈60 min)




The Key Challenge for Germany in PIAAC Cycle 1

- **Comprehensive Technical Standards and Guidelines**
 - ▶ **60+ standards for field management and data collection**
 - ▶ **Response rates: goal of 70%, at least 50%**
 - for response rates below 70%, NRBA's required

Results PIAAC Germany Cycle 1

- **Sample size = 5 465**
- **Achieved overall PIAAC response rate**
 - ▶ **55%**
 - ▶ **Excellent result for Germany!!**
- **Non-response bias analyses** yielded acceptable results
- **98% respondents gave consent to be re-contacted** for a future PIAAC-related survey



- PIAAC-L = PIAAC-Longitudinal¹
- National longitudinal follow-up of PIAAC Germany 2012 respondents
- Three waves of data collection: 2014, 2015, 2016
- Extends and enhances analytical potential of German PIAAC data
- Cooperative undertaking between three major Leibniz institutes and surveys:
 - ▶ GESIS with  [lead]
 - ▶ IfBi with 
 - ▶ DIW with 

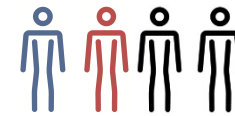
Longitudinal Follow-Up of PIAAC: PIAAC-L



2014



2015



2016

- PIAAC anchor person + household members 18+
 - SOEP instruments:
 - Household questionnaire
 - Person questionnaire
- PIAAC anchor person + spouse/partner
 - PIAAC-based hybrid person questionnaire
 - PIAAC literacy and numeracy assessment
 - NEPS reading and maths assessment
- PIAAC anchor person + household members 18+
 - SOEP-based instruments with extensions
 - Household questionnaire
 - Person questionnaire
 - Basic cognitive skills

PIAAC Cycle 2¹

- Very similar to Cycle 1:
 - ▶ ≈ 30-35 participating countries
 - ▶ Same target population
 - ▶ Technical Standards and Guidelines along the same lines but probably somewhat more challenging
 - ▶ F2F Interview, with background questionnaire and 3 cognitive domains
 - ▶ Probably a new device (tablet) and new software

How to Achieve High Response Rates in PIAAC Germany Cycle 2???

Learning From Experience

- In PIAAC Cycle 1, an elaborate mix of measures was implemented, including:
 - ▶ Attractive respondent incentives (50 €)
 - ▶ Comprehensive package to address respondents
 - ▶ Intensive contacting
 - ▶ PIAAC interviewers were exclusively assigned to PIAAC for the first four weeks
 - ▶ Tracing respondents
 - ▶ Advance letter and flyer
 - ▶ Brochure (at-the-door)
 - ▶ Endorsement + tailored letter for re-issues

Working exclusively for PIAAC

- Why is working exclusively for PIAAC potentially problematic?
 - Interviewers usually freelancers
 - May work for several SO at a time
 - Work on various-many surveys at a time => working exclusively for a project may have financial repercussions for some
 - Have some “pet” projects (e.g. panels) they do not want to give up or postpone

Interviewer Remuneration

- Attractive interviewer payment
- Add-on for addresses in cities with 100 000 inhabitants or more
- Per hour component

Interviewer Training

- PIAAC:
 - ▶ 5-day interviewer training in Germany feasible and necessary
 - ▶ Important effect: Commitment to project!!
- PIAAC-L
 - ▶ Waves 1 and 3: half-day interviewer training
 - ▶ Wave 2: 3-day interviewer, focus on PIAAC and NEPS assessment
- Observations:
 - ▶ Training absolutely necessary, irrespective of interviewer experience
 - ▶ Technology platform is not only challenging for some respondents, but also for interviewers
 - ▶ Decreasing motivational effect of training
- Challenge: How to re-achieve the special boost for PIAAC Cycle 2???

If there is a prospect she quite likely hates
'Tis the battle with those required response rates
But nevertheless
Despite all the mess
She's back with those PIAAC inmates

Thank you 😊

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