Interviewer Characteristics & Interviewer Effects in PIAAC Germany

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Research Topic
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• Interviewer most important in getting cooperation by respondents
• Activities by interviewers are crucial determinants of measurement error (Durrant et al. 2010)
• What are reasons why some interviewers perform better than others?
• Focus: cooperation rate
PIAAC in Germany
PIAAC in Germany

• 129 interviewers
• Response rate: 55%
• Cooperation rate: 70%
• Very high quality standards on controlling interviewer’s work (international)
• Extensive interviewer training
PIAAC Interviewer Questionnaire
PIAAC Interviewer Questionnaire

• After the interviewer training
• Paper based questionnaire
• By mail

→ About 90% of interviewers sent back the questionnaire
PIAAC Interviewer Questionnaire: Content
PIAAC Interviewer Questionnaire: Content

- Background questions about the interviewer
- Own behaviour
- Attitudes
- Expectations about PIAAC
PIAAC Interviewer Questionnaire: Results
Who are the PIAAC interviewers – in comparison to other studies?

- Comparison with:
  - German Internet Panel (GIP)
  - SHARE Germany
Gender – comparison to other German surveys
Age – comparison to other German surveys

![Bar chart showing interviewer age distribution across different surveys (PIAAC, GIP, SHARE)].

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Experience – comparison to other German surveys

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Highest educational level – comparison to other surveys

- Graduated from lower-level secondary school
- Graduated from medium-level secondary school
- Advanced technical college entrance qualification/graduated from upper-level secondary school
- University degree
Working hours per week – comparison to other surveys

<table>
<thead>
<tr>
<th>Working hours (categories)</th>
<th>PIAAC</th>
<th>GIP</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;=10 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-20 hours</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>21-30 hours</td>
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</tr>
<tr>
<td>31-40 hours</td>
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<tr>
<td>&gt; 40 hours</td>
<td></td>
<td></td>
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</tbody>
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Reasons for working as an interviewer

1 = not important at all, 7 = very important

- Payment
- Interest
- Socialize
- Insight
- Research
- Society
- Time

PIAAC (mean)
GIP (mean)
SHARE (mean)
Cooperation rate
Interviewer Effect on Cooperation

• Which is the general effect that can be attributed to the interviewers?
Interviewer Effect on Cooperation

- Random-effects logistic regression

<table>
<thead>
<tr>
<th></th>
<th>Coef.</th>
<th>Std. Err.</th>
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<tbody>
<tr>
<td>_cons</td>
<td>.2873355</td>
<td>.0304361</td>
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<tr>
<td>rho</td>
<td>.017</td>
<td>.0044623</td>
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</table>
Interviewer Effect on Cooperation

• Interviewer effect is significant in Germany
• However, it is **very low**
• ~ 2%
• GIP and other surveys: 7%
Interviewer Effect on Cooperation

- Other variables?

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coef.</th>
<th>Std. Err.</th>
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<tbody>
<tr>
<td>Large city</td>
<td>-.102723⁺</td>
<td>.0572865</td>
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<tr>
<td>Male</td>
<td>-.0804216⁺</td>
<td>.0457425</td>
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<tr>
<td>Years of experience</td>
<td>-.1844483</td>
<td>2.38867</td>
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<tr>
<td>Full time work</td>
<td>.0344463</td>
<td>.1382788</td>
</tr>
</tbody>
</table>

⁺ p < 0.1
Expected Response Rate

• Is there a relationship between expected response rate and cooperation rate?
  – They seem to be correlated (→ 0.3)
  – Area could be an important determinant of this relationship
Conclusion
Conclusion I

• Interviewers working on PIAAC have a lot of experience
• They do not differ to other interviewers concerning their motivation
• Interviewer effect on cooperation is very low
Conclusion II

• Further analyses
  – More detailed analyses concerning interviewers’ characteristics with individual response rates realized
  – Comparing results with other German studies
  – Interviewer effect on contact
Thank you for your attention!

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