IEA’s Communications and Outreach

IEA General Assembly 2018
Astana, Kazakhstan

Sive Finlay
Highlights of the year and upcoming plans
Reports and infographics

Students who agree or strongly agree that women and men should have the same rights in every way

- **ICCS 2016**: 96%
- **Latvia**: 82%
- **Finland**: 96%

Students who agree or strongly agree that women should stay out of politics

- **ICCS 2016**: 13%
- **Denmark**: 4%
- **Mexico**: 76%

- **Immigrant children should have the same opportunities for education as other children**
  - **93%**

- **Immigrants who live in a country for several years should have the opportunity to vote**
  - **75%**

- **Immigrants should have the opportunity to continue speaking their own language**
  - **68%**

- **Immigrants should enjoy the same rights as everyone else in the country**
  - **88%**
Additional promotion
PIRLS 2016 launch
5 December 2017, UNESCO, Paris
Joint publication with UNESCO

Measuring SDG 4: How PIRLS can help

How the Progress in International Reading Literacy Study (PIRLS) helps monitor Sustainable Development Goal 4 targets

About SDG 4

Target 4.1 Universal primary and secondary education
Target 4.2 Early childhood development and universal pre-primary education
Target 4.4 Relevant skills for decent work

Target 4.5 Gender equality and inclusion
Target 4.a Effective learning environments
Target 4.c Increase the supply of qualified teachers

As a part of the United Nations’ 2030 Agenda for Sustainable Development, SDG 4 aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Source: IEA PIRLS 2016
Infographics

PIRLS 2016 shows that early childhood reading activities may have an influence on reading achievement. In a majority of countries, parents of girls reported slightly more frequent early reading activities than parents of boys.

Early reading activity reported by parents of girls, 2016

- Often: 6%
- Sometimes: 54%
- Never or almost never: 40%

Early reading activity reported by parents of boys, 2016

- Often: 7%
- Sometimes: 50%
- Never or almost never: 43%

Bullying at school strongly affects learning outcomes. PIRLS data reveal large variations in the occurrence of bullying at schools across countries.

PIRLS 2016: students who reported being bullied about weekly

- Kazakhstan: 6%
- Poland: 7%
- Georgia: 8%
- Hong Kong, China: 11%
- Chile: 13%
- Italy: 14%
- Singapore: 16%
- New Zealand: 24%
- Bahrain: 32%
- South Africa: 42%

IEA PIRLS
Additional promotion

**EARLY START IN LITERACY**
Primary education and early literacy activities with parents enhance the reading achievement | PIRLS 2016 |

**GOOD READERS**
enjoy reading, attend school regularly, have good nutrition and receive enough rest | PIRLS 2016 |

**MORE GIRLS THAN BOYS ARE GOOD READERS**
The gender gap in reading achievement has favored girls since 2001 | PIRLS 2016 |

**MORE GOOD READERS**
Trends indicate an increase in good readers internationally | PIRLS 2016 |
Effect of media promotion

Visitors to Download Center in one week following PIRLS 2016 release

Visitors to Download Center in one week following TIMSS 2015 release
Social media and webstream

Twitter impressions:
- 8,407 on April 11
- 10,780 on April 12
(usual IEA daily impressions approx 4-5K)

Over 3,300 viewers on UMC’s website and YouTube channel, less than 200 viewers for English translation
**Infographics**

A majority of students agreed with a dictatorship government when it brings....

- **Order and safety**
  - 69%
  - Peru: 77%
  - Colombia: 73%
  - Dominican Rep.: 67%
  - Mexico: 57%
  - Chile: 52%

- **Economic benefits**
  - 65%
  - Peru: 72%
  - Dominican Rep.: 70%
  - Colombia: 68%
  - Mexico: 66%
  - Chile: 52%

**Students’ attitudes toward corrupt practices**

- A civil servant can accept bribes if his or her salary is too low: 25%
- A civil servant can help friends by giving them employment in their office: 53%

**Opinión de los estudiantes en relación al comportamiento corrupto**

- Un funcionario debería poder aceptar sobornos si su salario es demasiado bajo: 25%
- Un funcionario debería poder ayudar a sus amigos a conseguir un trabajo en su despacho: 53%
Publications

SpringerOpen blog

Large-scale Assessments in Education’s fifth anniversary

It has already been five years since Large-Scale-Assessments in Education first published with Springer. Today, we would like to celebrate this wonderful occasion together with all of you. In doing so, we are sharing some milestones to recapitulate and celebrate the past five years. And of course, we would like to thank everyone who has made contributions to this journal!

Dr. Dirk Hastedt & Dr. Eugenio Gonzalez 23 Jul 2018

Dr. Dirk Hastedt is the Executive Director of the IEA. He oversees the IEA’s operations, studies and services, and drives the IEA’s overall strategic vision. He develops and maintains strong relationships with member countries, researchers, policymakers, and other key players in the education sector. Dr. Hastedt has always championed open-access publication, and is one of the Editors-in-Chief of the IEA-ETS-Research Institute’s journal Large-Scale Assessments in Education.

Dr. Eugenio Gonzalez, the second Editor-in-Chief of Large-Scale Assessments in Education has a vast and varied experience in the field of large-scale assessments in education. He is a Strategic Advisor at ETS and the Director of the IEA-ETS Research Institute. His previous
Publications

Downloads vs. discipline average

<table>
<thead>
<tr>
<th>Year</th>
<th>Downloads</th>
<th>Discipline average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>9,177</td>
<td>4,570</td>
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</tbody>
</table>

Download counts:
- 213 tweets
- 2 blog posts
- 1 Google+ post

Downloads vs. discipline average

<table>
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<tbody>
<tr>
<td>2018</td>
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</tr>
</tbody>
</table>

Download counts:
- 49 tweets
- 2 Facebook posts
- 2 Google+ posts
No one likes a bully
How systematic is international bullying and what relationship does it have with mathematics achievement in 4th grade?

SUMMARY
- Children are bullied in primary schools around the world.
- The amount of bullying varies widely but, on average, nearly half of all children report being bullied at least once a month.
- Children who are bullied tend to do less well in mathematics.

IMPLICATIONS
- The TIMSS 2015 results clearly show that bullying is not isolated to one country. Rather, bullying is an international phenomenon that spans all regions and economies.
- TIMSS 2015 provides evidence of a strong international association between bullying and mathematics achievement at the fourth grade. Bulllying prevention policies should be considered to ensure a safe learning environment where all students can meet their potential.
- This simple analysis of the international 4th TIMSS results shows that bullying begins at an early age, and achievement gaps between frequently and infrequently bullied students emerge in the early years of education. Bullying policies also need to begin in the early years.
- TIMSS provides an important resource for policymakers to monitor both existing and new anti-bullying interventions, and it is a rich resource to learn from others and monitor what works.
Through participating in successive @TIMSSandPIRLS #TIMSS studies, #ChineseTaipei could use the data produced to develop new programs to boost students’ confidence in and enjoyment of #mathematics. Read more in the new #IEACompassBrief buff.ly/2twGnFm

"Innovative mathematics approaches can transform learning motivation for students of all abilities, and reignite teachers’ enthusiasm for teaching."

How Chinese Taipei used #TIMSS data to design new support programs for #mathematics #IEACompassBrief buff.ly/2twGnFm #STEM
New infographics

No place for women in politics?

As part of our International Civic and Citizenship Education Study (ICCS) 2016, we asked grade 8 students (13-14 year olds) if they agreed with the statement ‘Women should stay out of politics’.

On average, across the 24 countries and approximately 94,000 students in our study, only 10% of girls agreed or strongly agreed with the statement.

There was a very different response in Mexico: 28% of grade 8 girls strongly agreed that women should stay out of politics and 44% agreed while only 20% disagreed and 8% strongly disagreed.

Visit the ICCS website for more insights into our findings: http://iccs.iea.nl/cycles/2016/findings.html
Most students reported that they have access to computers at home

Percentage of students with access to computers at home

Home advantage?
The ICILS 2013 study assessed how home access to computers relates to the computer and information literacy (CIL) skills of Grade 8 students (13-14 year olds) across 14 countries.

For more information, visit www.iea.nl/icils

Students with ready access to computers at home tend to have higher CIL scores

The average difference in CIL scores between students who have no computers at home and those who have 3 or more computers at home

For more information, visit www.iea.nl/icils
We are an international cooperative of national research institutions, governmental research agencies, scholars, and analysts working to research, understand, and improve education worldwide.

We conduct high-quality, large-scale comparative studies of education across the globe in order to provide educators, policymakers, and parents with insights into how students perform.
Social Media

@iea_education

IEA (International Association for the Evaluation of Educational Achievement

@IEAREsearchinEducation

IEA Education
Social media activity: awareness days

21 February: International Mother Language Day

1 March: World Book Day
Social media activity: awareness days

22 April: Earth Day

15 September: Democracy Day
Increased media activity

Goal of raising IEA’s profile between report launches.
Focus on IEA Directors’ meeting and conference schedules.

Procedure for non-embargoed press releases:

1-2 weeks before: contact GAs (and NRCs) to inform about the topic of the release, our proposed contacts and to seek permission to include the GA (and/or NRC) as the national contact for the release.
On the day: circulate release email to press contacts with GAs (and NRCs) in BCC.
After: Publish release on IEA website and/or social media channels
Example media activity
TIMSS NRC meeting, Stockholm, August 2018

What's behind the rising inequality in Sweden's schools, and can it be fixed?

Catherine Edwards
catherine.edwards@thelocal.com
@CatJREdwards

22 August 2018
07:59 CEST+02:00

sweden in focus
education
schools

sweden in focus
schools

The Local speaks to headteachers who managed to improve their students' prospects. Photo: Hossein Salmanzadeh/TT

IEA - Education
@iea_education

"You can't just copy and paste education policy from other countries – you really need to analyze the data, look at your own education system and see what helps most." - @Dirk_IEA featured in @TheLocalSweden article by @CatJREdwards thelocal.se/20180821/swede ... #edchateu #education
“Executive Director of the International Association for the Evaluation of Educational Achievement (IEA) Dirk Hastedt noted that Russia has already shown an excellent result in the PIRLS study on the quality of education in primary school. According to him, the factors that determined such success were, in particular, a developed system of preschool education and extremely high involvement of parents at the stage of preparing the child for school.”
Embargoed press releases (report launches)

2 months before: contact GAs and NRCs to finalize press list and prepare supporting materials

1 month before: send advance notice of the event to journalists

1-2 weeks before: arrange embargoed access, pre-release interviews

On the day: circulate press release among all press contacts, publish supporting materials

After launch: Publish results and supporting materials on IEA site and social media channels
Key events for 2019

8th IEA International Research Conference
THE DIFFERENCES THAT MAKE THE DIFFERENCE
26-28 JUNE 2019
DANISH SCHOOL OF EDUCATION, AARHUS UNIVERSITY, COPENHAGEN, DENMARK

ICILS 2018 Report
November 2019
Thank you

Sive Finlay
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