Movies

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Question 14 asked what term the children would use for going to the movies:

14 On Saturday, you went to town to see Walt Disney's *Tarzan*. How would you tell your friend what you did without naming *Tarzan*?

It was difficult to word this question without using one of the target words, and the formula we came up with had a major drawback. Many of the children presumed that this implied that they were ashamed to say they had been to see a juvenile film, and thought they were being asked how they would avoid answering the question, rather than what their generic term was. Others thought the object was to provide a description of the film *Tarzan*. The question thus elicited a large amount of unwanted material. However, in the majority of cases, a generic term was also provided. Only 11 schools did not produce a generic term.

A certain amount of grouping of similar items helped to reduce the basic responses to six. Thus the responses involving *flick* were grouped together (thus *the flicks, a flick*), and *pictures* included both *the pictures* and *a picture*, as well as *a pic*. However, *the movies* and *a movie* were kept separate, as both had large numbers of occurrences.

The movies, with 103 occurrences was the most common response, and was spread throughout the country.

A movie was next, with 69 occurrences, also very widespread, although there are two areas where it is less in evidence, the West Coast and Southland-Otago. There is only one school which provided a generic term but did not include a *movie*-form in the possibilities. It is clearly the universal term amongst the young. *The pictures* was reported from 26 schools. There was a slight tendency for this to be a rural form rather than an urban form: urban schools make up 40% of our schools, but only 35% of *the pictures* were reported from urban schools. *The flicks* was reported only 5 times, but 4 of the 5 were from urban schools, somewhat surprisingly.

The cinema was reported 8 times, and these came principally in two clusters, one in Northland and Auckland, and one in Wellington. There was also one report from Taranaki and one from Nelson.

A *film* was used only 5 times. All but one were from urban schools, two in Auckland, one in Wellington, and one in Christchurch.

While there are no regional differences to be observed in this data, it certainly reflects a change in the normal term today from the norm 50 years ago. **Statistical Analysis**

Only one term was worth including in the statistical analysis: *the pictures*. The only significant figure produced by the statistical package was that it is significantly more common in the North Island than the South Island (p-value 0.0362). This is not a particularly strong correlation. However, it may have another interest: *the pictures* is the conservative term for this question, and the most usual pattern for conservative terms is that they are more common in the South Island than the North. The urban/rural difference was not significant (and indeed did not even approach significance).

Summary

There was little in this question which contributed to the picture of regionalisation. However, there is clearly evidence of change in New Zealand English in the prevalence of the term *movie*. The principal terms are shown in the map below.

Map for Q14: Movies or pictures?



Christchurch Timaru

Key

Note that the insets are not to scale, nor all on the same scale for practical reasons. Each box represents one school in both urban and rural areas.



the movies



See urban map insert



the pictures/a picture

Q14 statistics: the pictures

The pictures by Decile

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Ζ	Pr> Z
intercept	0.0000	•				•	
item	the_pic	-1.2915	0.4619	-2.1968	-0.3863	-2.796	0.0052
decile*item	the_pic	-0.0479	0.0736	-0.1922	0.0964	6510	0.5150
scale	0.9995					•	

The pictures by Main Region

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Ζ	Pr> Z
intercept	0.0000	•	•			•	
item	the_pic	-2.5649	1.0377	-4.5989	-0.5310	-2.472	0.0134
item*region1	the_pic, 1	1.2432	1.0874	-0.8881	3.3745	1.1433	0.2529
item*region1	the_pic, 2	0.9555	1.0813	-1.1638	3.0748	0.8837	0.3769
item*region1	the_pic, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000		•	•	•		•

CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Туре
1 -2 for the_pic	1	0.4167	0.5186	LR

The pictures by Sub-Region

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000			
item	the_pic	1	-2.5649	1.0377	6.1090	0.0134
item*region2	the_pic, 1	1	2.5649	1.3205	3.7732	0.0521
item*region2	the_pic, 2	1	0.9555	1.5089	0.4010	0.5266
item*region2	the_pic, 3	1	0.8910	1.2136	0.5390	0.4628
item*region2	the_pic, 4	1	1.1299	1.1509	0.9638	0.3262
item*region2	the_pic, 5	1	1.4663	1.2334	1.4133	0.2345
item*region2	the_pic, 6	1	1.3412	1.1557	1.3466	0.2459
item*region2	the_pic, 7	1	1.8718	1.2558	2.2218	0.1361
item*region2	the_pic, 8	1	-23.8004	216811.094	0.0000	0.9999
item*region2	the_pic, 9	1	-23.8004	125175.944	0.0000	0.9998
item*region2	the_pic, 10	1	0.3677	1.4792	0.0618	0.8037
item*region2	the_pic, 11	0	0.0000	0.0000	•	•
scale	0	1.00	0.0000		•	

The pictures by Island

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Ζ	Pr> Z
intercept	0.0000		•	•	•	•	
item	the_pic	-2.3418	0.4682	-3.2595	-1.4241	-5.001	0.0000
item*island	the_pic, 1	1.1097	0.5298	0.0712	2.1481	2.0943	0.0362
item*island	the_pic, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000		•				

The pictures by Catholic

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Ζ	Pr > Z
intercept	0.0000		•	•	•	•	
item	the_pic	-1.4663	0.6405	-2.7217	-0.2110	-2.289	0.0221
item*catholic	the_pic, 1	-0.0803	0.6804	-1.4139	1.2533	1180	0.9061
item*catholic	the_pic, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000						

The pictures by Urban/Rural

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Ζ	Pr> Z
intercept	0.0000	•	•	•	•	•	
item	the_pic	-1.7148	0.3621	-2.4245	-1.0051	-4.736	0.0000
item*urb_rur	the_pic, 1	0.2389	0.4560	-0.6548	1.1326	0.5239	0.6003
item*urb_rur	the_pic, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000		•	•	•	•	