Showing off
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Question 19 was included to elicit terms for showing off. The question was:

19 Trindy has a new watch. She keeps telling everyone how great it is. You get tired of it. How would you tell your friends what you think of her?

This proved a rather unsatisfactory question, because many of the responses were what they would say directly to Trindy (e.g. *shut up about your watch*), rather than what they would say about Trindy to their friends. It also elicited a lot of responses which were about being proud, rather than about showing off. There were sufficient of these to make it worth considering them as a separate set (see below).

Firstly, all responses occurring only once were eliminated from consideration. There were still large numbers of different responses, although many were of very low frequency. Groupings were made of words with the same roots: *She's skiting, she's a skite,* and *she's a skiter* were put into one category, for instance. The data was then divided semantically into the two categories 'showing off' and 'being proud'. Any responses which did not clearly fit those categories were low frequency, and were ignored (e.g. *whoop-de-doo*).

Showing off

The following responses (with number of occurrences in brackets) were left in this database: *brag* (45), *skite* (51), *show off* (87), *boast* (17), *being a big mouth* (4), *being a blow-bag* etc. (4), *going on about her watch* (12). (This last item is not clearly a member of either category of response, but seemed more appropriate here than in the other category.) The responses for the two lowest frequency items were scattered, and could be ignored. Thus five categories were mapped.

Show off is clearly the default term for this concept. It occurred throughout the country.

Skite is interesting in its distribution, especially in light of the sometimes-expressed feeling that it is more common today in Maori English than in Pakeha English, although it was the standard term in NZ in earlier generations (see the entries for *skite, skiting, skiter* in the Orsman Oxford Dictionary of NZ English). There were remarkably few occurrences of this term in either Auckland or Wellington, and they were not from the schools with the highest Maori populations. In general it occurred less in urban than in rural areas: 70% of the total reports of *skite* were from rural schools, although rural schools make up only 60% of the total schools surveyed. While there were a number of occurrences in Northland, and scattered through the lower North Island, the only area showing a strong tendency to prefer this to *show off* was Southland-Otago. This is no doubt a conservative feature of that area. There was also a slight tendency for *skite* to be reported by Roman Catholic schools: 50% of RC schools reported *skite*, but only 32% of non-Catholic schools. The other factor which needs to be considered is the decile rating of the school, since this tends to be linked to the proportion of Maori students (although the relationship is not as straightforward as that). This should give some indication of whether *skite* is predominantly Maori or not. The figures (percentages rounded) are:

		1	2	3	4	5	6	7	8	9	10
Reports of skite	**No.**	2	3	5	5	12	3	5	8	5	3
	%	3%	5%	10%	10%	23%	5%	10%	15%	10%	5%
Schools in this decile	**No.**	10	15	16	9	19	16	15	21	13	16
	%	6%	10%	10%	6%	12%	10%	10%	14%	8%	10%

From this it will be seen that *skite* is not restricted to lower decile schools, nor even that it is of greatest frequency in those schools: if we compare the three lowest deciles (total reports 10) and the three highest deciles (total reports 16), it will be seen that *skite* is not a low-decile feature, and thus probably not a Maori English feature.
During school visits, an attempt was made to pursue the issue of what the noun related to *skite* is. More schools reported *a skiter* than reported *a skite.* (Both are recorded in the Orsman NZ Dictionary, and we clearly do not have frequency figures for earlier periods, but suspect from personal experience that *a skite* was more common than *a skiter*.) Several schools did not have an associated noun, but used *show-off*. This process of questioning revealed that in quite a number of schools not originally reporting *skite*, it was known to at least some children. However, there were still schools where none of those spoken to knew this word.
Brag has much higher frequency in the central areas of the country than in either the far north or the far south. However, the occurrences of *brag* run much further north than the central area seems to in other sets of data, and the southern boundary does not extend beyond Christchurch.
Boast is found scattered throughout, as is *going on about*.

Being Proud

The responses for 'being proud' were considered separately from those for 'showing off'. After the elimination of forms which occurred only once or twice widely separated, the following (with numbers of occurrences in brackets) remained: *up herself* (30); *stuck up* (17); *a cow* (8); *thinks she's hot* (6); *snob(by)* (5); *spoilt* (4); *full of herself* (3); *loves herself* (3).
Because the question had not been designed to elicit these terms, the data relating to these terms was too sporadic for any real trends to appear. *Up herself* was found scattered throughout the country. *Stuck up* appears to have a strong presence in Southland-Otago, but is also found scattered elsewhere. *Snob* may also be a feature of the central-west areas of the North Island (Taranaki – West Waikato). None of the other terms was frequent enough to show a pattern.

Statistical Analysis

Only *brag* and *skite* were of sufficient interest to warrant undertaking a statistical analysis.
The analysis confirmed that *skite* is not a low decile form; in fact, the tendency is for it to be high decile, but that tendency is far from significant. In terms of Main Region distribution, the prevalence of *skite* in the Southern Region was confirmed: it is significantly more common there than in the Northern Region (p-value 0.0216) and in the Central Region (0.0277). S*kite* is just significantly more common in rural than in urban schools (0.0490).

When the Main Region – Urban / Rural interaction was investigated, there was still a significant tendency for *skite* to be more frequent in the Southern Region than in either the Northern Region (p-value 0.0275) or the Central Region (0.0284) when the Urban / Rural factor was taken into account, but the correlation with rural for *skite* only approached significance (p-value 0.0593) when Main Region variation was taken into account. From this we can conclude that for *skite*, Main Region variation is more important than Urban / Rural variation.

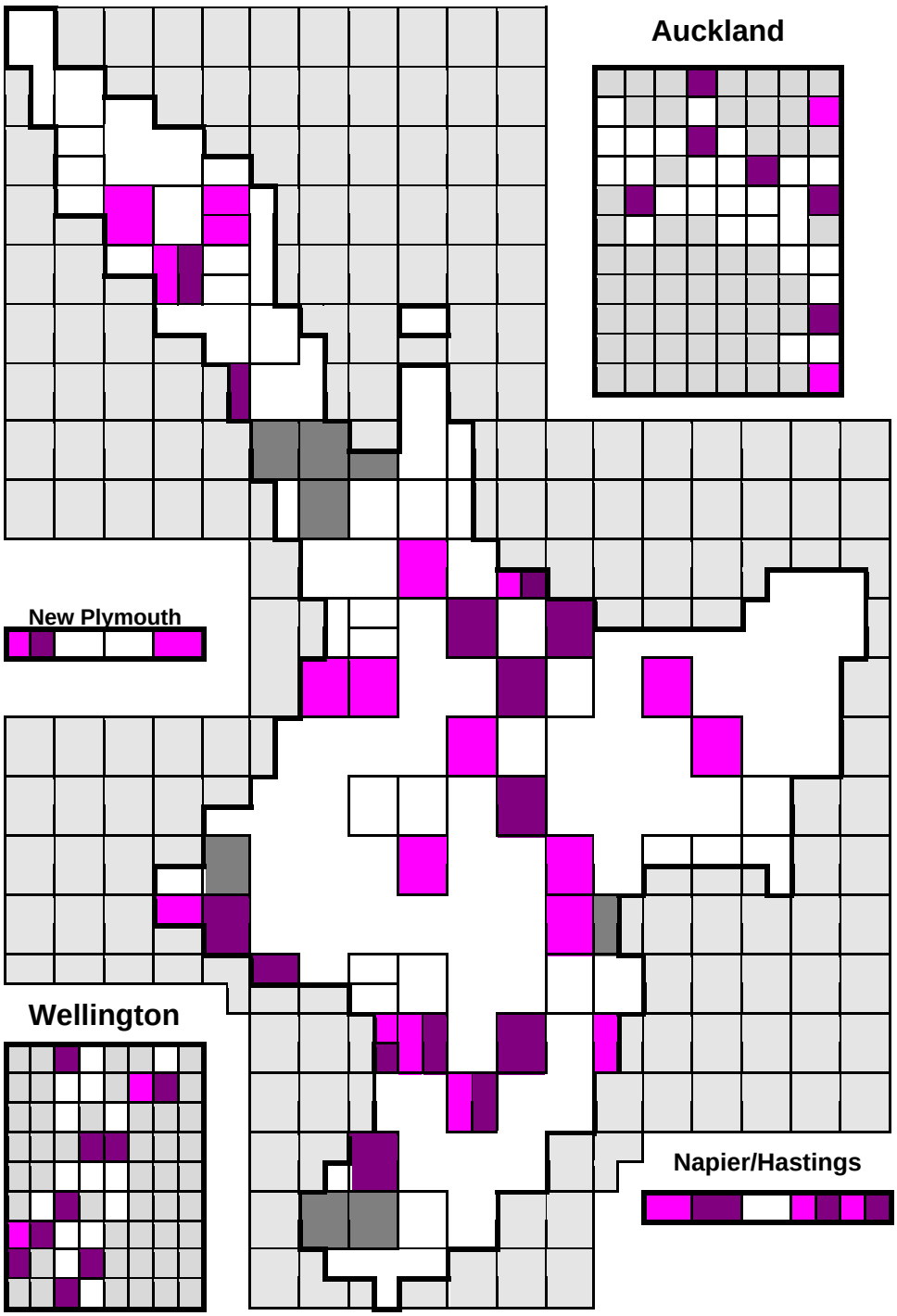
Brag was shown to be significantly high decile (p-value 0.0175). *Brag* was not strongly associated with any of the Main Regions. However, it is significantly less common in rural than in urban schools (p-value 0.0063).

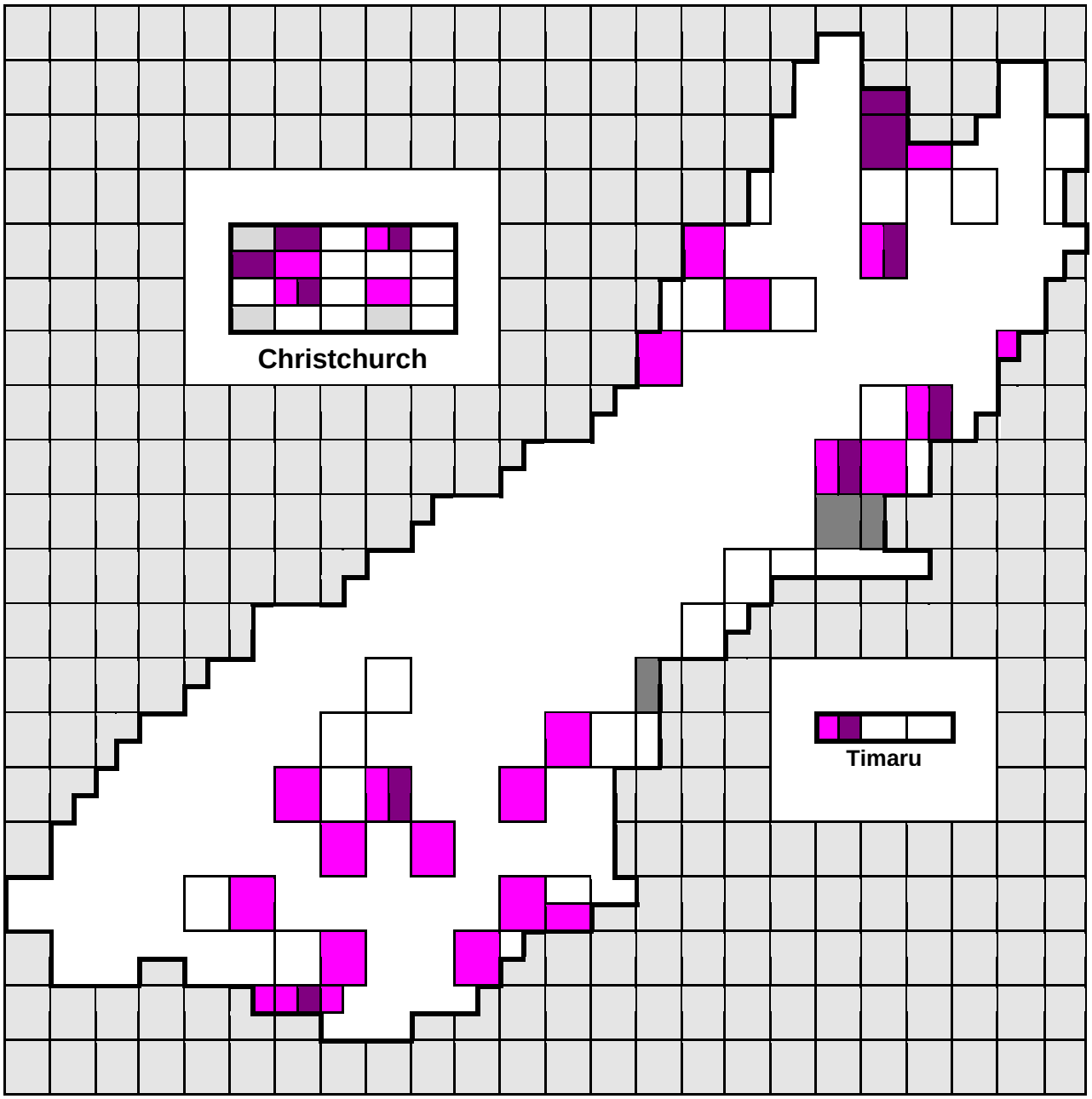
The interaction between Decile and Urban / Rural reveals that *brag* is urban to a significant degree when Decile is taken into account (p-value 0.0206), but is not quite significantly high decile when urban / rural variation is taken into account (p-value 0.0553). This means that the Urban / Rural factor is stronger than Decile for *brag*.

In summary, *brag* is first and foremost an urban word, but the correlation with high decile is also important. *Skite* shows its strongest correlation with Southland-Otago, but it also has a tendency to be rural.

The relevant map follows.

Map: *brag* and *skite*





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.

skite

brag

See urban map insert

Q19 Statistics: *Skite* and *Brag*

***Skite* and *Brag* by Decile**

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

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-1.8221	0.4622	-2.7279	-0.9163	-3.943	0.0001
item	skit	-0.6835	0.3801	-1.4285	0.0615	-1.798	0.0722
decile*item	brag	0.1620	0.0682	0.0284	0.2956	2.3769	**0.0175**
decile*item	skite	0.0035	0.0587	-0.1115	0.1186	0.0597	0.9524
scale	1.0001	.	.	.	.	.	

***Skite* and *Brag* by Main Region**

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

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-1.7918	0.7638	-3.2887	-0.2948	-2.346	0.0190
item	skit	0.5878	0.5578	-0.5054	1.6810	1.0538	0.2920
item*region1	brag, 1	0.7621	0.8209	-0.8467	2.3710	0.9285	0.3532
item*region1	brag, 2	1.1558	0.8000	-0.4122	2.7237	1.4447	0.1485
item*region1	brag, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	skite, 1	-1.4435	0.6284	-2.6752	-0.2117	-2.297	**0.0216**
item*region1	skite, 2	-1.3392	0.6083	-2.5314	-0.1470	-2.202	**0.0277**
item*region1	skite, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Type
1 –2 for brag	1	1.0692	0.3011	LR
1 –2 for skite	1	0.0764	0.7823	LR

***Skite* and *Brag* by Sub-Region**

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	brag	1	-1.7918	0.7638	5.5035	0.0190
item	skit	1	0.5878	0.5578	1.1105	0.2920
item*region2	brag, 1	1	0.1823	1.3354	0.0186	0.8914
item*region2	brag, 2	1	-22.5736	79760.3442	0.0000	0.9998
item*region2	brag, 3	1	1.2528	0.8997	1.9387	0.1638
item*region2	brag, 4	1	0.7932	0.8825	0.8079	0.3687
item*region2	brag, 5	1	0.6931	1.0138	0.4675	0.4942
item*region2	brag, 6	1	2.1595	0.8783	6.0456	**0.0139**
item*region2	brag, 7	1	1.0986	1.0408	1.1141	0.2912
item*region2	brag, 8	1	-22.5736	79760.3442	0.0000	0.9998
item*region2	brag, 9	1	1.0986	0.9129	1.4483	0.2288
item*region2	brag, 10	1	-0.4055	1.3017	0.0970	0.7554
item*region2	brag, 11	0	0.0000	0.0000	.	.
item*region2	skite, 1	1	-1.2809	1.0301	1.5463	0.2137
item*region2	skite, 2	1	-1.2809	1.0301	1.5463	0.2137
item*region2	skite, 3	1	-2.7279	0.9327	8.5537	**0.0034**
item*region2	skite, 4	1	-0.8979	0.6846	1.7203	0.1896
item*region2	skite, 5	1	-0.5878	0.8028	0.5361	0.4640
item*region2	skite, 6	1	-1.8116	0.7549	5.7581	0.0164
item*region2	skite, 7	1	-1.2809	0.9006	2.0229	0.1549
item*region2	skite, 8	1	-0.5878	0.9888	0.3533	0.5522
item*region2	skite, 9	1	-1.5433	0.7668	4.0504	**0.0442**
item*region2	skite, 10	1	-1.4351	0.8873	2.6159	0.1058
item*region2	skite, 11	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

***Skite* and *Brag* by Island**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-1.3218	0.3249	-1.9585	-0.6850	-4.068	0.0000
item	skit	-0.3909	0.2700	-0.9200	0.1383	-1.448	0.1477
item*island	brag, 1	0.7239	0.3905	-0.0415	1.4894	1.8536	0.0638
item*island	brag, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	skite, 1	-0.4513	0.3521	-1.1415	0.2388	-1.282	0.1999
item*island	skite, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

***Skite* and *Brag* by Catholic**

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

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-0.2513	0.5040	-1.2390	0.7364	-.4987	0.6180
item	skit	0.0000	0.5000	-0.9800	0.9800	0.0000	1.0000
item*catholic	brag, 1	-0.6437	0.5395	-1.7011	0.4137	-1.193	0.2328
item*catholic	brag, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	skite, 1	-0.7161	0.5335	-1.7618	0.3295	-1.342	0.1795
item*catholic	skite, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

***Skite* and *Brag* by Urban/Rural**

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

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-0.3075	0.2635	-0.8239	0.2089	-1.167	0.2432
item	skit	-1.1676	0.3060	-1.7674	-0.5678	-3.815	0.0001
item*urb_rur	brag, 1	-1.0217	0.3737	-1.7541	-0.2892	-2.734	**0.0063**
item*urb_rur	brag, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	skite, 1	0.7427	0.3772	0.0034	1.4821	1.9689	**0.0490**
item*urb_rur	skite, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

***Skite* and *Brag* by Decile and Main Region, Model 2 (no sig. figs. Model 1)**

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

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-2.8954	0.8763	-4.6129	-1.1780	-3.304	0.0010
item	skit	0.6301	0.6672	-0.6777	1.9378	0.9443	0.3450
item*region1	brag, 1	0.9529	0.8234	-0.6609	2.5668	1.1573	0.2471
item*region1	brag, 2	1.0911	0.8062	-0.4890	2.6713	1.3534	0.1759
item*region1	brag, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	skite, 1	-1.4518	0.6311	-2.6887	-0.2150	-2.301	**0.0214**
item*region1	skite, 2	-1.3401	0.6101	-2.5358	-0.1444	-2.197	**0.0281**
item*region1	skite, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
decile*item	brag	0.1759	0.0723	0.0341	0.3177	2.4312	**0.0150**
decile*item	skit	-0.0066	0.0612	-0.1265	0.1133	-.1081	0.9139
scale	0.9971	.	.	.	.	.	

***Skite* and *Brag* by Decile and Urban/rural, Model 2 (no sig. figs. Model 1)**
Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates
Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-1.1765	0.5342	-2.2236	-0.1295	-2.202	0.0276
item	skite	-1.3720	0.5168	-2.3848	-0.3591	-2.655	0.0079
decile*item	brag	0.1335	0.0697	-0.0030	0.2700	1.9164	0.0553
decile*item	skite	0.0315	0.0617	-0.0894	0.1524	0.5113	0.6091
item*urb_rur	brag, 1	-0.8908	0.3849	-1.6451	-0.1364	-2.314	**0.0206**
item*urb_rur	brag, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	skite, 1	0.7806	0.3888	0.0185	1.5426	2.0076	**0.0447**
item*urb_rur	skite, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	0.9991	.	.	.	.	.	

***Skite* and *Brag* by Main Region and Urban/Rural, Model 2 (no sig. figs. Model 1)**
Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates
Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brag	-1.1329	0.8013	-2.7034	0.4377	-1.414	0.1574
item	skit	0.0883	0.6212	-1.1293	1.3058	0.1421	0.8870
item*region1	brag, 1	0.7284	0.8314	-0.9012	2.3580	0.8761	0.3810
item*region1	brag, 2	0.9693	0.8124	-0.6229	2.5615	1.1932	0.2328
item*region1	brag, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	skite, 1	-1.3923	0.6317	-2.6304	-0.1542	-2.204	**0.0275**
item*region1	skite, 2	-1.3631	0.6219	-2.5820	-0.1442	-2.192	**0.0284**
item*region1	skite, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	brag, 1	-1.0337	0.3807	-1.7799	-0.2875	-2.715	**0.0066**
item*urb_rur	brag, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	skite, 1	0.7181	0.3808	-0.0281	1.4644	1.8860	0.0593
item*urb_rur	skite, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	0.9998	.	.	.	.	.	

