Clever kids
Laurie and Winifred Bauer

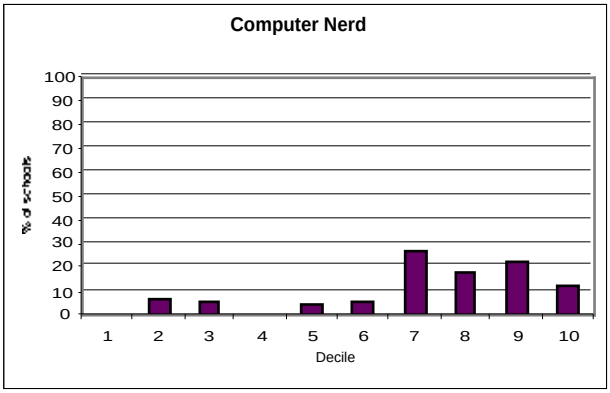
Question 38 asked for the term that would be applied to someone who was the opposite of the person described in Q37: Q38 was about someone who was good at schoolwork, but not good at sport:

38 Some people are clever and really like schoolwork, but don't like sport. Often these people also love computers. A person like this can be called:

In contrast with Q 37, only two schools provided no codable response to this question (for Q27, 26% of schools provided no response).
As with most of the negative stereotypes presented in this section, there was a vast array of responses. Very little grouping of items was possible, and the responses were treated in thematic groups as a way of dividing it into manageable lots.
Two responses stood out for their popularity: *nerd* (135) and *geek* (64). Neither showed any signs of regionalisation or social differentiation. The Americanism *dweeb* was reported just 4 times, three from cities (like other Americanisms), but once from a Southland school, not obviously in the smelter-belt.
There was a wide variety of computer-related terms, e.g. computer geek / nerd / freak / maniac / addict; cyberfreak; typoholic; square-eyes; tube etc. Only two of these were of sufficient frequency to consider further: *computer freak* (50); *computer nerd* (17). Both were reported from all areas of the country. *Computer freak* is perhaps slightly more frequent in the South Island, but this tendency is not particularly marked. *Computer nerd* is also a little more frequent in the South Island than the North:

	North Island		**South Island**	
	No.	%	No.	%
Schools	93	62	57	38
Computer nerd	9	53	8	47

However, this may be linked to the fact that it is commoner in high decile schools:



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Further statistical analysis will be needed to discriminate between these two factors.

There was a large group of terms pertaining to cleverness, e.g. *brainbox; brainiac* (sometimes written *brainy act*, and it was not clear whether this was the teacher interpretation of *brainiac* or actually what was said); *clever dick; smartypants; intelligent; educated; academic*; and many others. Most of these were very low in frequency, with just one or two reports. However, the following were slightly more frequent and / or showed signs of localisation: *brain(y)box* (38); *brainy* (29); *brainiac* (20); *a brain* (5); *a know (it) all* (5); *walking dictionary* (5); *an egg* (2); *a bighead* (2). (It is not entirely clear whether the last two really belong semantically to this group.)

Brain(y)box was reported from Northland to Southland, but it was not evenly distributed across the country. It was popular in the middle of the North Island and in Southland and Otago.

The following tables set out the distribution figures showing the preponderance in the Southern Region:

	Northern Region		**Central Region**		**Southern Region**	
	No.	% of total	No.	% of total	No.	% of total
Schools	57	38	78	52	14	9
Brain(y)box	15	40	16	42	7	18

Brainy was reported from Northland to South Canterbury, but was absent from Southland-Otago. It was more common in the Northern Region than elsewhere:

	Northern Region		**Central Region**		**Southern Region**	
	No.	% of total	No.	% of total	No.	% of total
Schools	57	38	78	52	14	9
Brainy	15	52	14	48	0	0

Brainiac was reported from Northland to Southland, with no evidence of regional distribution.

A brain, walking dictionary and *A know (it) all* were reported from isolated locations.

An egg was reported twice from Taranaki.

A bighead was reported twice from Auckland.

There were 9 terms relating to hard work, e.g. *hardworking, work fanatic, work freak, workaholic*, but there were only 12 reports of these in total, most occurring only once. The terms *goody-good* (22) and *teacher's pet* (15) probably belong in this category, and were frequent enough to be of potential interest.

Goody-good was reported from just north of Auckland to Otago, but it was not evenly distributed through the country. Auckland and its immediate environs accounted for 9 reports. A table showing the distribution follows:

	Northern Region		**Central Region**		**Southern Region**	
	No.	% of total	No.	% of total	No.	% of total
Schools	57	38	78	52	14	9
Goody-good	11	50	9	41	2	9

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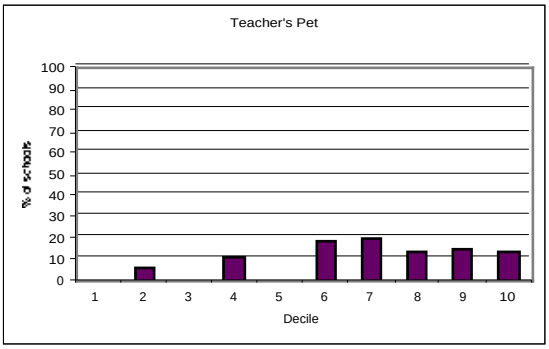
Teacher's pet was reported from Auckland to Southland, but it was more common in the South Island than might be expected:

	North Island		South Island	
	No.	%	No.	%
Schools	93	62	57	38
Teacher's pet	8	53	7	47

It also showed a tendency to be reported from high decile schools:



Most of the other responses were low in frequency. There were 14 terms relating to 'bad at sport', e.g. *stink at sport; couch potato; lazy; unathletic,* with a total of 17 reports.
There were 9 terms relating to stupidity, e.g. *retard, dumbarse, braindead, noodle cake,* accounting all together for 17 responses. There were 13 terms relating to madness, e.g. *loony toon, freakazoid, psycho,* accounting for 14 responses. There were 4 terms relating to showing off, e.g. *show off,* accounting for just 5 responses. On top of all this there were terms which we classified as "general abuse", because they were used in almost all the questions in this section of the questionnaire. While many of these were also extremely low frequency items, a few were more common: *dork* (10); *poof(ter)* (8); *loser* (8); *reject* (8). *Dork* is not reported south of Canterbury. The others showed no tendency to localisation. Thus the responses to this question showed very little sign of regionalisation. The same abuse terms are evidently in use throughout the country.

Statistical Analysis

The terms considered in the statistical analysis were *brainbox, brainy, computer nerd,* and *teacher's pet*.
Brainbox was shown to be significantly less common in the Central Region than the Southern Region (p-value 0.0248).
Brainy did not occur at all in the Southern Region, and was shown to be significantly more common in the North Island than the South (p-value 0.0376).
Computer nerd was shown to be high decile (p-value 0.0144). It was not reported by any Catholic schools, which is perhaps surprising, given that they tend to be high decile. However, given that this form is not particularly frequent, and dotted round the country, the most likely explanation is that it was simply too infrequent to have a reasonable chance of being reported by a Catholic school.
Teacher's pet was shown to be high decile (p-value 0.0258).

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Summary
These forms are not strongly regionalised, but there is some evidence of social variation, which is scarcely surprising, given that the stereotype in question is probably largely found in high decile schools.
A map of the two regionalised forms follows.

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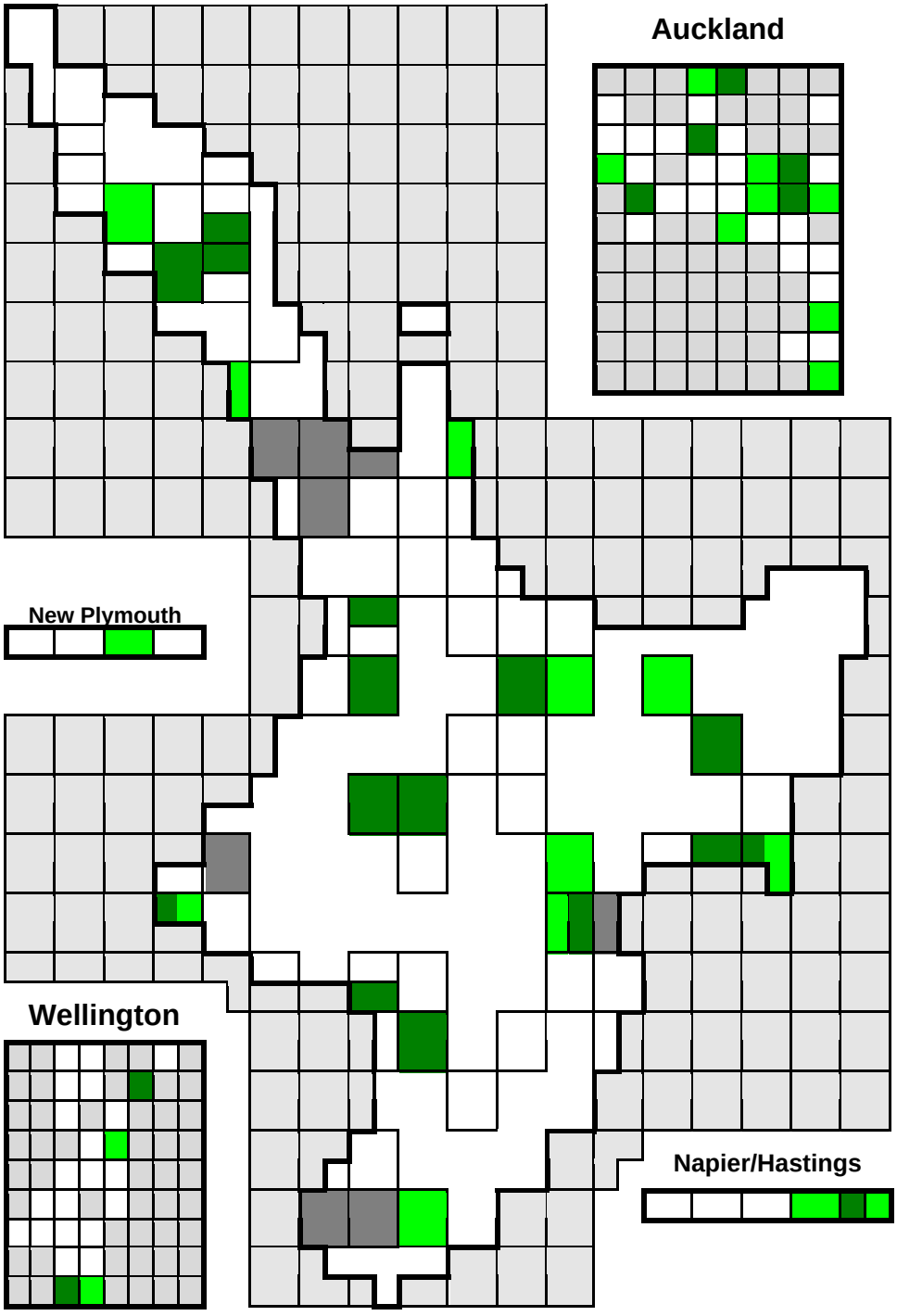
Map: *brainbox, brainy*



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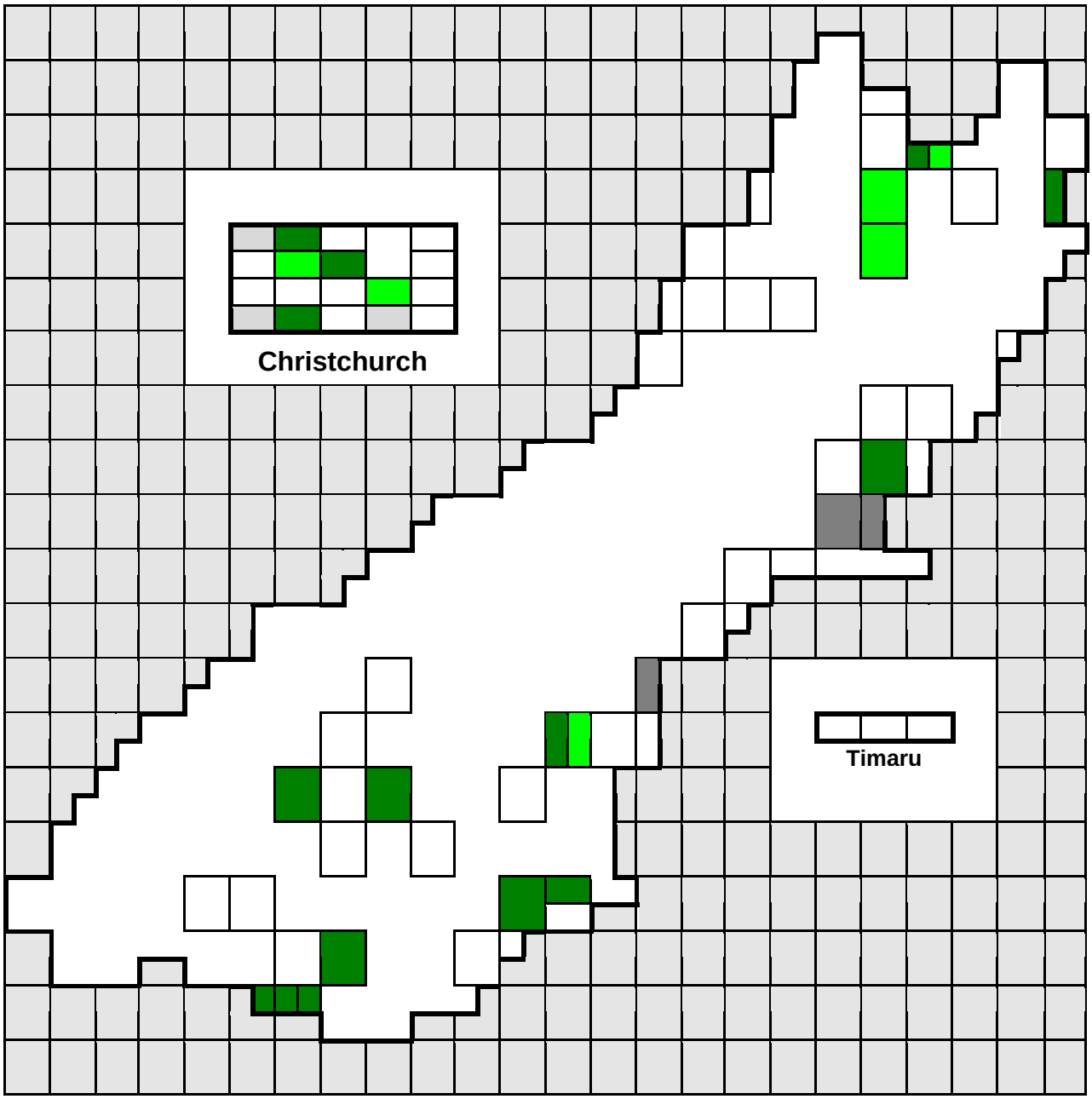

Key

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.

Brainbox

Brainy

See urban map insert

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Q38 Statistics: Clever kids

Clever kids 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	brainbox	-1.3012	0.4406	-2.1647	-0.4377	-2.953	0.0031
item	brainy	-1.3044	0.4802	-2.2456	-0.3633	-2.716	0.0066
item	cmp_nerd	-3.5738	0.7198	-4.9846	-2.1630	-4.965	0.0000
item	tp	-3.5576	0.7112	-4.9516	-2.1637	-5.002	0.0000
decile*item	brainbox	0.0380	0.0677	-0.0947	0.1707	0.5609	0.5748
decile*item	brainy	-0.0214	0.0767	-0.1718	0.1291	-.2782	0.7808
decile*item	cmp_nerd	0.2356	0.0963	0.0468	0.4243	2.4465	**0.0144**
decile*item	tp	0.2127	0.0954	0.0257	0.3997	2.2292	**0.0258**
scale	0.9907	.	.	.	.	.	

Clever kids by Main Region

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	brainbox	1	0.0000	0.5345	0.0000	1.0000
item	brainy	1	-24.3654	0.2950	6819.6019	0.0001
item	cmp_nerd	1	-1.7918	0.7638	5.5035	0.0190
item	tp	1	-2.5649	1.0377	6.1090	0.0134
item*region1	brainbox, 1	1	-1.0296	0.6133	2.8180	0.0932
item*region1	brainbox, 2	1	-1.3545	0.6036	5.0359	**0.0248**
item*region1	brainbox, 3	0	0.0000	0.0000	.	.
item*region1	brainy, 1	1	23.3357	0.4213	3067.4109	**0.0001**
item*region1	brainy, 2	0	22.8455	0.0000	.	.
item*region1	brainy, 3	0	0.0000	0.0000	.	.
item*region1	cmp_nerd, 1	1	-0.1744	0.8638	0.0407	0.8400
item*region1	cmp_nerd, 2	1	-0.3773	0.8501	0.1970	0.6572
item*region1	cmp_nerd, 3	0	0.0000	0.0000	.	.
item*region1	tp, 1	1	0.4249	1.1239	0.1429	0.7054
item*region1	tp, 2	1	0.3959	1.1028	0.1289	0.7196
item*region1	tp, 3	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Type
1 -2 for brainbox	1	0.6225	0.4301	LR
1 -2 for cmp_nerd	1	0.1357	0.7126	LR
1 -2 for tp	1	0.0026	0.9595	LR

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Clever kids by Sub-Region

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	brainbox	1	-0.0000	0.5345	0.0000	1.0000
item	brainy	1	-26.3651	1.0541	625.6062	0.0001
item	cmp_nerd	1	-1.7918	0.7638	5.5035	0.0190
item	tp	1	-2.5649	1.0377	6.1090	0.0134
item*region2	brainbox, 1	1	-1.6094	1.2189	1.7435	0.1867
item*region2	brainbox, 2	1	-0.6931	1.0177	0.4639	0.4958
item*region2	brainbox, 3	1	-1.0296	0.7464	1.9028	0.1678
item*region2	brainbox, 4	1	-0.9985	0.6937	2.0720	0.1500
item*region2	brainbox, 5	1	-0.6931	0.8128	0.7272	0.3938
item*region2	brainbox, 6	1	-1.5041	0.7689	3.8261	0.0505
item*region2	brainbox, 7	1	-1.2528	0.9636	1.6901	0.1936
item*region2	brainbox, 8	1	-26.3653	216811.094	0.0000	0.9999
item*region2	brainbox, 9	1	-1.2528	0.7792	2.5849	0.1079
item*region2	brainbox, 10	1	-1.3863	0.9543	2.1102	0.1463
item*region2	brainbox, 11	0	0.0000	0.0000	.	.
item*region2	brainy, 1	1	24.7557	1.5202	265.1721	**0.0001**
item*region2	brainy, 2	1	-0.0002	216811.094	0.0000	1.0000
item*region2	brainy, 3	1	26.4705	1.1499	529.9296	**0.0001**
item*region2	brainy, 4	1	24.6603	1.1860	432.3527	**0.0001**
item*region2	brainy, 5	1	26.0286	1.2058	465.9585	**0.0001**
item*region2	brainy, 6	1	24.5193	1.2236	401.5790	**0.0001**
item*region2	brainy, 7	1	25.6719	1.2693	409.0647	**0.0001**
item*region2	brainy, 8	1	-0.0002	216811.094	0.0000	1.0000
item*region2	brainy, 9	1	24.2856	1.2937	352.4073	**0.0001**
item*region2	brainy, 10	0	24.1679	0.0000	.	.
item*region2	brainy, 11	0	0.0000	0.0000	.	.
item*region2	cmp_nerd, 1	1	-24.5736	216811.094	0.0000	0.9999
item*region2	cmp_nerd, 2	1	0.1823	1.3354	0.0186	0.8914
item*region2	cmp_nerd, 3	1	0.7621	0.9245	0.6796	0.4097
item*region2	cmp_nerd, 4	1	-1.4271	1.2741	1.2546	0.2627
item*region2	cmp_nerd, 5	1	-24.5736	153308.595	0.0000	0.9999
item*region2	cmp_nerd, 6	1	-0.5108	1.0646	0.2302	0.6313
item*region2	cmp_nerd, 7	1	1.0986	1.0408	1.1141	0.2912
item*region2	cmp_nerd, 8	1	-24.5736	216811.094	0.0000	0.9999
item*region2	cmp_nerd, 9	1	-0.2877	1.0704	0.0722	0.7881
item*region2	cmp_nerd, 10	1	-0.4055	1.3017	0.0970	0.7554
item*region2	cmp_nerd, 11	0	0.0000	0.0000	.	.
item*region2	tp, 1	1	-23.8004	216811.094	0.0000	0.9999
item*region2	tp, 2	1	-23.8004	216811.094	0.0000	0.9999
item*region2	tp, 3	1	1.2432	1.1805	1.1090	0.2923
item*region2	tp, 4	1	0.0800	1.2722	0.0040	0.9498

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item*region2	tp, 5	1	0.1671	1.4724	0.0129	0.9097
item*region2	tp, 6	1	-0.4796	1.4576	0.1083	0.7421
item*region2	tp, 7	1	1.3122	1.3114	1.0012	0.3170
item*region2	tp, 8	1	-23.8004	216811.094	0.0000	0.9999
item*region2	tp, 9	1	0.4855	1.2804	0.1438	0.7046
item*region2	tp, 10	1	1.1787	1.3046	0.8163	0.3663
item*region2	tp, 11	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

Clever kids by Island

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.				
item	brainbox	-1.0296	0.3008	-1.6192	-0.4401	-3.423	0.0006
item	brainy	-2.1401	0.4316	-2.9860	-1.2942	-4.959	0.0000
item	cmp_nerd	-1.8124	0.3813	-2.5598	-1.0650	-4.753	0.0000
item	tp	-1.9661	0.4036	-2.7571	-1.1752	-4.872	0.0000
item*island	brainbox, 1	-0.0834	0.3850	-0.8380	0.6712	-.2166	0.8285
item*island	brainbox, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	brainy, 1	1.0271	0.4940	0.0588	1.9953	2.0791	**0.0376**
item*island	brainy, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	cmp_nerd, 1	-0.4212	0.5181	-1.4367	0.5942	-.8130	0.4162
item*island	cmp_nerd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	tp, 1	-0.3971	0.5474	-1.4699	0.6757	-.7255	0.4682
item*island	tp, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

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Clever kids by Catholic

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	brainbox	1	-0.5108	0.5164	0.9785	0.3226
item	brainy	1	-0.7885	0.5394	2.1370	0.1438
item	cmp_nerd	1	-24.3653	0.2668	8338.5582	0.0001
item	tp	1	-2.7081	1.0328	6.8752	0.0087
item*catholic	brainbox, 1	1	-0.6604	0.5558	1.4116	0.2348
item*catholic	brainbox, 2	0	0.0000	0.0000	.	.
item*catholic	brainy, 1	1	-0.7063	0.5847	1.4591	0.2271
item*catholic	brainy, 2	0	0.0000	0.0000	.	.
item*catholic	cmp_nerd, 1	0	22.3930	0.0000	.	.
item*catholic	cmp_nerd, 2	0	0.0000	0.0000	.	.
item*catholic	tp, 1	1	0.5849	1.0708	0.2984	0.5849
item*catholic	tp, 2	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

Clever kids by Urban/Rural

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brainbox	-0.7444	0.2786	-1.2905	-0.1983	-2.672	0.0075
item	brainy	-1.1676	0.3060	-1.7674	-0.5678	-3.815	0.0001
item	cmp_nerd	-2.0053	0.4026	-2.7944	-1.2162	-4.981	0.0000
item	tp	-2.1785	0.4307	-3.0228	-1.3343	-5.058	0.0000
item*urb_rur	brainbox, 1	-0.5847	0.3846	-1.3384	0.1690	-1.520	0.1284
item*urb_rur	brainbox, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	brainy, 1	-0.4700	0.4230	-1.2992	0.3592	-1.111	0.2666
item*urb_rur	brainy, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	cmp_nerd, 1	-0.0228	0.5246	-1.0511	1.0055	-.0435	0.9653
item*urb_rur	cmp_nerd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	tp, 1	-0.2450	0.5840	-1.3896	0.8996	-.4195	0.6748
item*urb_rur	tp, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

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Clever kids in Northern and Central Regions only

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

parameter		Est.	Std Err	Lower	Upper	Z	Pr>|Z|
intercept	0.0000	.	.	.	.	.	
item	brainbox	-1.3545	0.2804	-1.9041	-0.8050	-4.831	0.0000
item	brainy	-1.5198	0.2950	-2.0981	-0.9415	-5.151	0.0000
item	cmp_nerd	-2.1691	0.3732	-2.9005	-1.4376	-5.812	0.0000
item	tp	-2.1691	0.3732	-2.9005	-1.4376	-5.812	0.0000
item*region1	brainbox, 1	0.3249	0.4112	-0.4811	1.1309	0.7901	0.4294
item*region1	brainbox, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	brainy, 1	0.4902	0.4213	-0.3356	1.3160	1.1634	0.2447
item*region1	brainy, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	cmp_nerd, 1	0.2029	0.5497	-0.8744	1.2803	0.3692	0.7120
item*region1	cmp_nerd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	tp, 1	0.0290	0.5706	-1.0893	1.1473	0.0508	0.9595
item*region1	tp, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

Clever kids by Main Region and Island Model 2 (no sig figs Model 1)

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	brainbox	1	-0.0000	0.5345	0.0000	1.0000
item	brainy	1	-24.3653	0.4401	3064.9934	0.0001
item	cmp_nerd	1	-1.7918	0.7638	5.5035	0.0190
item	tp	1	-2.5649	1.0377	6.1090	0.0134
item*region1	brainbox, 1	1	-1.2891	0.8317	2.4022	0.1212
item*region1	brainbox, 2	1	-1.4759	0.6628	4.9587	**0.0260**
item*region1	brainbox, 3	0	0.0000	0.0000	.	.
item*region1	brainy, 1	1	22.7330	0.5025	2046.5758	**0.0001**
item*region1	brainy, 2	0	22.5462	0.0000	.	.
item*region1	brainy, 3	0	0.0000	0.0000	.	.
item*region1	cmp_nerd, 1	1	0.8098	1.2125	0.4461	0.5042
item*region1	cmp_nerd, 2	1	-0.0274	0.8815	0.0010	0.9752
item*region1	cmp_nerd, 3	0	0.0000	0.0000	.	.
item*region1	tp, 1	1	1.4091	1.4097	0.9992	0.3175
item*region1	tp, 2	1	0.7458	1.1272	0.4377	0.5082
item*region1	tp, 3	0	0.0000	0.0000	.	.
item*island	brainbox, 1	1	0.2595	0.5618	0.2134	0.6441
item*island	brainbox, 2	0	0.0000	0.0000	.	.
item*island	brainy, 1	1	0.6028	0.5964	1.0213	0.3122
item*island	brainy, 2	0	0.0000	0.0000	.	.
item*island	cmp_nerd, 1	1	-0.9842	0.8509	1.3379	0.2474
item*island	cmp_nerd, 2	0	0.0000	0.0000	.	.

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item*island	tp, 1	1	-0.9842	0.8509	1.3379	0.2474
item*island	tp, 2	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

Clever kids by Catholic and Decile Model 2 (no sig figs Model 1)

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	brainbox	1	-0.6569	0.7043	0.8700	0.3509
item	brainy	1	-0.6043	0.7481	0.6526	0.4192
item	cmp_nerd	1	-26.0667	0.7990	1064.2077	0.0001
item	tp	1	-4.3579	1.3382	10.6048	0.0011
item*catholic	brainbox, 1	1	-0.6366	0.5610	1.2877	0.2565
item*catholic	brainbox, 2	0	0.0000	0.0000	.	.
item*catholic	brainy, 1	1	-0.7386	0.5926	1.5536	0.2126
item*catholic	brainy, 2	0	0.0000	0.0000	.	.
item*catholic	cmp_nerd, 1	0	22.5842	0.0000	.	.
item*catholic	cmp_nerd, 2	0	0.0000	0.0000	.	.
item*catholic	tp, 1	1	0.7828	1.0808	0.5245	0.4689
item*catholic	tp, 2	0	0.0000	0.0000	.	.
decile*item	brainbox	1	0.0216	0.0707	0.0934	0.7599
decile*item	brainy	1	-0.0274	0.0772	0.1255	0.7231
decile*item	cmp_nerd	1	0.2397	0.1083	4.8951	**0.0269**
decile*item	tp	1	0.2305	0.1115	4.2734	**0.0387**
scale	0	1.00	0.0000	.	.	

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