Label bashers

Laurie and Winifred Bauer

Question 41 asked about names for those who always wear very fashionable clothes:

41 A person who wears very fashionable clothes can be called:

This was in part a foil question for the following one, which asked about those who wear clothes in unfashionable ways. However, we knew that there were terms appropriate to Q41 in use as well. Like the other questions in this section, this question elicited a very large number of varied responses, including many terms of general abuse. Very little grouping of items was possible, and even after discarding those terms with just one report, a significant number of terms remained. One of the interesting things about this set of data was that no term was of high frequency, which underlines the expected finding that this sort of behaviour is not widely condemned by the young, and thus has no label to identify it. The highest frequency term here was reported just 38 times. The terms were divided into thematic groups for convenience.

The first group was terms involving the roots *label* and *fashion*. The terms considered were *label-basher* (35); *fashion freak* (28); *fashionable* (10); *fashion queen* (6); *fashion statement* (5); *label* (2).

Label-basher was the most specific answer to this question. It was reported from Northland to Southland, with no obvious patterning. However, it showed a definite tendency to social stratification: it was not reported at all by decile 1 and 2 schools, and the highest rates of reportage came from decile 8 and 10 schools.



Fashion freak was also reported from Northland to Southland, without evidence of patterning. It also showed a slight tendency to higher levels of reportage in higher decile schools, but the tendency was less marked than for *label-basher*. Decile 9 schools showed the highest level of reporting.

Fashionable is somewhat suspect, since the word was used in the question. However, it was reported sporadically from Northland to Southland, and showed no signs of patterning on any dimension.

Fashion queen was reported from Northland to North Canterbury, but the reports were too scattered to be of much significance.

Fashion statement was reported from Auckland to Southland, again with no sign of pattern.

Label was reported just twice, both times from northern Hawkes Bay, from schools which have in other sets of data shown themselves to be closely linked linguistically.

The next set was *trendy* (35); *stylie* (10); *in* (6); *stylish* (5). Like the previous set, they showed little or no sign of patterning.

Trendy was reported from Northland to Southland. However, it was more frequent in the Northern Region than elsewhere, as the following table shows:

	Northern Region		Central	Region	Southern Region	
	No. % of total		No.	% of total	No.	% of total
Schools	57	38	78	52	14	9
Trendy	20 57		13 37		2	6

It also showed a slight tendency to be used more often in lower decile schools. Because of the concentration of lower decile schools in the Northern Region, it is unlikely that this is significant.

Stylie was reported from Northland to Southland, but there was only one report in the South Island, from the part of Southland which often shows outside influence. This is thus principally a North Island term.

In was reported from Auckland to Nelson, but with such low numbers of reports, there is little to be deduced from this.

Stylish was reported from Northland to the northern edge of the volcanic plateau, and was thus reported only from the Northern Region.

The next group was *posh* (38); *cool* (21); *groovy* (7); *flash* (5); *a babe* (2). *Posh* was the highest frequency term in response to this question.

Posh was reported from Northland to Southland, with no evidence of regional patterning. However, there was a slight tendency for it to be reported from lower decile schools, but it was not particularly marked.

Cool was reported from Northland to Central Otago, with a strange, patchy distribution. There was a cluster of reports in Northland and Auckland, another cluster in Hawkes Bay, and a cluster in Christchurch. This probably does not have a great deal of significance. There is also a slight tendency for it to be reported by higher decile schools, but again, it is unlikely to be significant. *Groovy* was largely reported from Northland and Auckland, with one report from Hawkes Bay and one from South Canterbury. It is thus largely a Northern region term.

Flash was reported from North of Auckland, Taranaki, the Wairarapa, Wellington, and Nelson. The low number of reports means that no meaningful generalisations can be made.

A *babe* was reported twice from Auckland.

The next group was *rich* (35); *show off* (22); *spoiled* (12); *a snob* (7); *stuck up* (6). *Rich* was reported from Northland to Southland, with no sign of regional patterning. However, it showed a noticeable tendency to be more frequent in lower decile schools:



Show off was also reported from Northland to Southland, with no obvious patterning.

Spoiled was reported from Northland to Southland, although there was a large gap with no reports between the report from the northernmost school in our survey and the timber belt.

A *snob* was reported largely from Northland and Auckland, with one report from Hawkes Bay, and one from Nelson.

Stuck up was reported from Northland to Otago, with a small cluster in Hawkes Bay, and only one report in the South Island.

The final rather miscellaneous group consisted of *tryhard* (23); *tart* (7); *poof* (5); *pretty boy* (5); *homey* (4); *shopaholic* (4); *wannabe* (3); *townie* (2).

Tryhard was reported from Northland to Southland, but there was a large gap in the northern area of the South Island: it was not reported north of South Canterbury and central Otago. The regional and Island figures are in the tables below, and show this tendency to be Northern/North Island:

	Northern Region		Central	Region	Southern Region		
	No.	% of total	No.	% of total	No.	% of total	
Schools	57	38	78	52	14	9	
Tryhard	12 52		8 35		3	13	

	North	Island	South Island		
	No.	%	No.	%	
Schools	93	62	57	38	
Tryhard	17	74	6	26	

There was also a slight tendency for *tryhard* to be reported from higher decile schools, which are not the schools most represented in the Northern Region. *Tart* was reported from Northland to Southland, but there were only two reports in the North Island, which suggests that it is predominantly a South Island term in this context. However, the total number of reports is too low to be of much significance.

Poof was reported from the Waikato to central Otago, with no evidence of much patterning.

Pretty boy (unusual in this set of data for specifying a male: most of the gendered terms were female) was reported from the Poverty Bay and Hawkes Bay areas and Wellington. The link between Poverty Bay and Hawkes Bay has appeared in a number of sets of data.

Homey was reported from South Auckland to Wellington, but there were no reports from the South Island.

Shopaholic is a city term, with one report from Wellington and Christchurch, and two from Auckland.

Wannabe was reported from Northland, Auckland and the Hauraki Plains. *Townie* was reported twice from south Canterbury.

The data from this question thus revealed very little regionalisation, although there was a certain amount of stratification, which is perhaps unsurprising, given the nature of the question.

Statistical Analysis

The terms *posh*, *rich*, *stylie*, *trendy* and *tryhard* were included in the items analysed statistically. There was one other which might have shown significant social differentiation (*label-basher*), but it was necessary to try to keep the number of forms down.

Rich is low decile (p-value 0.0019).

Stylie is significantly more common in the Northern Region than the Central Region (p-value 0.0143).

Trendy is significantly more common in the Northern Region than the Central Region (p-value 0.0244).

Posh and *Tryhard* did not correlate significantly with any of the factors considered.

Summary

These forms provide a little evidence of social differentiation, and a little, not very strong, evidence of regionalisation, but which nevertheless contributes to the overall picture of a Northern Region which is linguistically distinct from the rest of the country.

A map of the two most regionalised forms follows.

Map: stylie and trendy





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.



trendy

See urban map insert

6

lay

stylie

Q41 Statistics: Fashionable folk Fashionable Folk 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	posh	-0.8682	0.4245	-1.7002	-0.0362	-2.045	0.0408
item	rich	0.0980	0.4113	-0.7082	0.9042	0.2382	0.8117
item	stylie	-2.1225	0.6137	-3.3253	-0.9198	-3.459	0.0005
item	trendy	-0.6756	0.4286	-1.5157	0.1645	-1.576	0.1150
item	tryhard	-1.9654	0.5017	-2.9487	-0.9821	-3.917	0.0001
decile*item	posh	-0.0373	0.0677	-0.1700	0.0953	5519	0.5810
decile*item	rich	-0.2277	0.0734	-0.3715	-0.0839	-3.103	0.0019
decile*item	stylie	-0.0947	0.1005	-0.2918	0.1023	9424	0.3460
decile*item	trendy	-0.0922	0.0711	-0.2316	0.0473	-1.296	0.1951
decile*item	tryhard	0.0436	0.0748	-0.1029	0.1902	0.5836	0.5595
scale	0.9991		•	•		•	

Fashionable Folk 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	posh	-0.5878	0.5578	-1.6810	0.5054	-1.054	0.2920
item	rich	-0.5878	0.5578	-1.6810	0.5054	-1.054	0.2920
item	stylie	-2.5649	1.0377	-4.5989	-0.5310	-2.472	0.0134
item	trendy	-1.7918	0.7638	-3.2887	-0.2948	-2.346	0.0190
item	tryhard	-1.2993	0.6513	-2.5759	-0.0227	-1.995	0.0461
item*region1	posh, 1	-0.2679	0.6284	-1.4996	0.9638	4263	0.6699
item*region1	posh, 2	-0.7668	0.6243	-1.9903	0.4568	-1.228	0.2194
item*region1	posh, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	rich, 1	-0.4418	0.6337	-1.6839	0.8002	6972	0.4857
item*region1	rich, 2	-0.7668	0.6243	-1.9903	0.4568	-1.228	0.2194
item*region1	rich, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	stylie, 1	0.5988	1.1135	-1.5835	2.7812	0.5378	0.5907
item*region1	stylie, 2	-1.0726	1.2610	-3.5441	1.3988	8506	0.3950
item*region1	stylie, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	trendy, 1	1.1766	0.8126	-0.4161	2.7693	1.4479	0.1477
item*region1	trendy, 2	0.1823	0.8220	-1.4287	1.7934	0.2218	0.8245
item*region1	trendy, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	tryhard, 1	-0.0225	0.7279	-1.4491	1.4041	0309	0.9754
item*region1	tryhard, 2	-0.8698	0.7507	-2.3411	0.6015	-1.159	0.2466
item*region1	tryhard, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000		•			•	

Contrast	DF	ChiSquare	Pr>Chi	Туре
1 -2 for posh	1	1.5329	0.2157	LR
1 -2 for rich	1	0.6225	0.4301	LR
1 -2 for stylie	1	5.0658	0.0244	LR
1 -2 for trendy	1	6.0021	0.0143	LR
1 -2 for tryhard	1	3.0039	0.0831	LR

CONTRAST Statement Results

Fashionable Folk by Sub-Region Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000			
item	posh	1	-0.5878	0.5578	1.1105	0.2920
item	rich	1	-0.5878	0.5578	1.1105	0.2920
item	stylie	1	-2.5649	1.0377	6.1090	0.0134
item	trendy	1	-1.7918	0.7638	5.5035	0.0190
item	tryhard	1	-1.2993	0.6513	3.9792	0.0461
item*region2	posh, 1	1	0.5878	0.9888	0.3533	0.5522
item*region2	posh, 2	1	-1.0217	1.2293	0.6907	0.4059
item*region2	posh, 3	1	-0.4418	0.7632	0.3351	0.5627
item*region2	posh, 4	1	-0.2231	0.7012	0.1013	0.7503
item*region2	posh, 5	1	0.2513	0.8087	0.0966	0.7560
item*region2	posh, 6	1	-1.2580	0.8349	2.2704	0.1319
item*region2	posh, 7	1	-1.4917	1.1984	1.5493	0.2132
item*region2	posh, 8	1	-25.7775	216811.094	0.0000	0.9999
item*region2	posh, 9	1	-0.6650	0.7953	0.6991	0.4031
item*region2	posh, 10	1	-0.2595	0.8873	0.0855	0.7699
item*region2	posh,11	0	0.0000	0.0000		
item*region2	rich, 1	1	0.5878	0.9888	0.3533	0.5522
item*region2	rich,2	1	-25.7775	216811.094	0.0000	0.9999
item*region2	rich, 3	1	0.0488	0.7330	0.0044	0.9469
item*region2	rich, 4	1	-0.8473	0.7475	1.2849	0.2570
item*region2	rich, 5	1	0.2513	0.8087	0.0966	0.7560
item*region2	rich, 6	1	-0.6360	0.7549	0.7097	0.3995
item*region2	rich, 7	1	-0.6650	0.9767	0.4635	0.4960
item*region2	rich, 8	1	-25.7775	216811.094	0.0000	0.9999
item*region2	rich, 9	1	-1.0217	0.8433	1.4678	0.2257
item*region2	rich, 10	1	-1.6094	1.1926	1.8213	0.1772
item*region2	rich, 11	0	0.0000	0.0000		•
item*region2	stylie, 1	1	0.9555	1.5089	0.4010	0.5266
item*region2	stylie, 2	1	-23.8004	216811.094	0.0000	0.9999
item*region2	stylie, 3	1	0.8910	1.2136	0.5390	0.4628
item*region2	stylie, 4	1	0.5281	1.2057	0.1918	0.6614
item*region2	stylie, 5	1	-23.8004	153308.595	0.0000	0.9999
item*region2	stylie, 6	1	0.2624	1.2755	0.0423	0.8370

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item*region2	stylie, 7	1	-23.8004	177025.517	0.0000	0.9999
item*region2	stylie, 8	1	-23.8004	216811.094	0.0000	0.9999
item*region2	stylie, 9	1	-23.8004	125175.944	0.0000	0.9998
item*region2	stylie, 10	1	-23.8004	167941.152	0.0000	0.9999
item*region2	stylie, 11	0	0.0000	0.0000		
item*region2	trendy, 1	1	2.4849	1.1547	4.6311	0.0314
item*region2	trendy, 2	1	0.1823	1.3354	0.0186	0.8914
item*region2	trendy, 3	1	2.1102	0.8940	5.5715	0.0183
item*region2	trendy, 4	1	0.0870	0.9374	0.0086	0.9260
item*region2	trendy, 5	1	-24.5736	153308.595	0.0000	0.9999
item*region2	trendy, 6	1	0.2877	0.9428	0.0931	0.7603
item*region2	trendy, 7	1	0.5390	1.1073	0.2369	0.6264
item*region2	trendy, 8	1	1.0986	1.1547	0.9052	0.3414
item*region2	trendy, 9	1	0.5390	0.9512	0.3211	0.5709
item*region2	trendy, 10	1	-0.4055	1.3017	0.0970	0.7554
item*region2	trendy, 11	0	0.0000	0.0000		
item*region2	tryhard, 1	1	0.6061	1.0836	0.3129	0.5759
item*region2	tryhard, 2	1	-25.0660	216811.094	0.0000	0.9999
item*region2	tryhard, 3	1	-0.0225	0.8608	0.0007	0.9792
item*region2	tryhard, 4	1	0.0953	0.8006	0.0142	0.9052
item*region2	tryhard, 5	1	-1.0986	1.2309	0.7966	0.3721
item*region2	tryhard, 6	1	-0.2048	0.8543	0.0575	0.8105
item*region2	tryhard, 7	1	-25.0660	177025.517	0.0000	0.9999
item*region2	tryhard, 8	1	-25.0660	216811.094	0.0000	0.9999
item*region2	tryhard, 9	1	-25.0660	125175.944	0.0000	0.9998
item*region2	tryhard, 10	1	0.4520	0.9489	0.2269	0.6338
item*region2	tryhard, 11	0	0.0000	0.0000		
scale	0	1.00	0.0000			

Empired 75% Confidence Emires								
parameter		Estimate	Std Err	Lower	Upper	Ζ	Pr> Z	
intercept	0.0000	•	•	•	•	•		
item	posh	-1.2192	0.3157	-1.8380	-0.6005	-3.862	0.0001	
item	rich	-1.4307	0.3356	-2.0886	-0.7729	-4.263	0.0000	
item	stylie	-4.0254	1.0089	-6.0027	-2.0480	-3.990	0.0001	
item	trendy	-1.4307	0.3356	-2.0886	-0.7729	-4.263	0.0000	
item	tryhard	-2.1401	0.4316	-2.9860	-1.2942	-4.959	0.0000	
item*island	posh, 1	0.2186	0.3929	-0.5514	0.9886	0.5564	0.5779	
item*island	posh, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	
item*island	rich, 1	0.4842	0.4075	-0.3145	1.2828	1.1882	0.2348	
item*island	rich, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	
item*island	stylie, 1	1.7918	1.0681	-0.3017	3.8852	1.6775	0.0934	
item*island	stylie, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	
item*island	trendy, 1	0.3747	0.4109	-0.4306	1.1800	0.9120	0.3618	
item*island	trendy, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	
item*island	tryhard, 1	0.6425	0.5082	-0.3535	1.6386	1.2644	0.2061	
item*island	tryhard, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	
scale	1.0000							

Fashionable Folk by Island

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

Fashionable Folk 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	posh	-2.7081	1.0328	-4.7323	-0.6838	-2.622	0.0087
item	rich	-1.9459	0.7559	-3.4275	-0.4643	-2.574	0.0100
item	stylie	-2.7081	1.0328	-4.7323	-0.6838	-2.622	0.0087
item	trendy	-1.0986	0.5774	-2.2302	0.0330	-1.903	0.0571
item	tryhard	-1.0986	0.5774	-2.2302	0.0330	-1.903	0.0571
item*catholic	posh, 1	1.6991	1.0515	-0.3619	3.7600	1.6158	0.1061
item*catholic	posh, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	rich, 1	0.9369	0.7813	-0.5944	2.4682	1.1992	0.2305
item*catholic	rich, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	stylie, 1	0.1013	1.0890	-2.0332	2.2357	0.0930	0.9259
item*catholic	stylie, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	trendy, 1	-0.1153	0.6137	-1.3180	1.0874	1879	0.8509
item*catholic	trendy, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	tryhard, 1	-0.7384	0.6307	-1.9745	0.4977	-1.171	0.2417
item*catholic	tryhard, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000		•	•	•	•	

Fashionable Folk 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	posh	-1.2637	0.3141	-1.8793	-0.6481	-4.023	0.0001
item	rich	-0.9886	0.2928	-1.5626	-0.4147	-3.376	0.0007
item	stylie	-2.1785	0.4307	-3.0228	-1.3343	-5.058	0.0000
item	trendy	-0.8232	0.2827	-1.3774	-0.2690	-2.911	0.0036
item	tryhard	-1.3652	0.3234	-1.9992	-0.7313	-4.221	0.0000
item*urb_rur	posh, 1	0.2561	0.3975	-0.5231	1.0352	0.6441	0.5195
item*urb_rur	posh, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	rich, 1	-0.2053	0.3885	-0.9667	0.5561	5285	0.5971
item*urb_rur	rich, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	stylie, 1	-1.1417	0.7286	-2.5698	0.2864	-1.567	0.1171
item*urb_rur	stylie, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	trendy, 1	-0.5777	0.3915	-1.3450	0.1896	-1.476	0.1400
item*urb_rur	trendy, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	tryhard, 1	-0.6629	0.4667	-1.5775	0.2517	-1.421	0.1554
item*urb_rur	tryhard, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	•	•			•	