

Popular Kids

Sha'Lana Clinton

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Summary

With the media influencing kids decisions, many students strive to look pretty or handsome and exceed at sports. They see celebrities who are famous, not because of good grades, but because they have some talent or because they look a certain way. Schools have tried to keep students' minds focused on work by making them wear uniforms but a uniform can still be subject to judgment. The popularkids dataset was created to see what kids wanted to achieve in school and what they believed would make them popular among their peers. Using this dataset I will do some analysis of consistency in ranking of what the kids believed will make them popular among their peers. I will separate the data by the different attributes and take the average of the rankings to try to find any consistency in rankings.

Problem

For this research project I will be using the popular kids dataset. The dataset was used in 1992 by Chase and Dummer to investigate the role of sports among children (Chase, 1992). They wrote a report on their findings in an article called "The role of sports as a social status determinant for children." This dataset was collected from a sample of 478 students from urban, suburban, and rural schools. The students were asked to choose what they would most like to achieve at school between making good grades, being good at sports, and being popular. They were also asked to rank what they thought would make them popular among friends using the following factors: making good grades, being good at sports, being good looking, and having money, with 1 being most important and 4 being least important. This dataset also contains demographic data such as race, gender, and age (Chase, 1992).

I will use this dataset to see how students perceive popularity. I will stratify the data by gender, area, grade level, and what they would like to achieve, to see if there was any consistent opinion patterns in the rankings of what they believe will make them popular. I will do this by separating the dataset by the different attributes. After they are separated I will take the average of the different rankings to see if there were any consistent rankings. For example, I will see if the boys had consistency and rather the girls had any consistency in rankings. I will also try to see if there were any similarities between the rankings. After I have completed the consistency in rankings I will try to find information that will support my findings. One paper that seems to be very important to my research is "the role of sports as a social status determinant for children." I

will first do my analysis and then use this paper to see if there were any similar findings. The previous studies used the chi square method, which is a method is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. All of my work will be complete in Microsoft Excel.

Analysis Technique

The dataset contained a sample of 478 students, 227 boys and 251 girls. The dataset included their demographics such as race, gender, and age. The dataset also included grade level, school attended, and area of the school. It also included what the students wanted to achieve in school: being good at sports, getting good grades, or being popular. It then included what they think will make them popular among their peers with 1 being most important and 4 being least important: getting good grades, being good at sports, being good looking, and having lots of money (Chase, 1992).

I will first separate the data by gender. I will do this by sorting the data in excel by gender from A to Z. Once the data is sorted I will take all the information for boys and copy it. Then I will paste it in a separate sheet in the Excel workbook. I will do the same for the girls. Once they are copied in different sheets I will take the averages. First I will select the cell directly up under the first column I am going to take the average for, which would be Grades. Once I am on the cell I will use the following formula

=AVG(HIGHLIGHT THE ENTIRE COLUMN not the column headings)

Once this formula is typed in, press enter. Excel will then give you the average. That formula can then be auto filled to the other three columns, Sports, Looks, and Money. This is done by putting your cursor on the black square at the bottom right corner of the cell. Once the pure black cross appears drag your cursor across to the other columns. Once the averages are found your sheet should look like the following:

boy	5	11	White	Suburban	Sports	4	1	2	3
boy	5	11	White	Suburban	Sports	3	1	2	4
boy	5	10	White	Suburban	Sports	4	1	3	2
boy	5	10	White	Suburban	Sports	4	1	3	2
boy	6	11	White	Suburban	Sports	3	1	2	4
boy	6	11	White	Suburban	Sports	2	1	4	3
boy	6	11	White	Suburban	Sports	2	3	1	4
boy	6	12	White	Suburban	Sports	2	1	3	4

boy	6	11	White	Suburban	Sports	2	1	3	4
boy	6	12	White	Suburban	Sports	2	3	1	4
boy	6	12	White	Suburban	Sports	1	2	3	4
boy	6	13	White	Suburban	Sports	1	2	4	3
boy	6	12	White	Suburban	Sports	3	1	2	4
boy	4	9	White	Urban	Sports	1	2	4	3
boy	4	9	White	Urban	Sports	2	1	4	3
boy	4	9	White	Urban	Sports	2	3	1	4
boy	5	11	White	Urban	Sports	3	1	2	4
boy	5	10	White	Urban	Sports	2	1	3	4
boy	5	10	White	Urban	Sports	2	1	4	3
boy	5	11	White	Urban	Sports	2	1	3	4
boy	5	10	White	Urban	Sports	2	1	3	4
boy	4	9	White	Urban	Sports	3	2	1	4
boy	5	10	White	Urban	Sports	3	1	4	2
boy	5	11	White	Urban	Sports	3	1	2	4
boy	5	10	White	Urban	Sports	3	1	2	4
boy	4	9	White	Urban	Sports	3	2	4	1
boy	4	9	White	Urban	Sports	3	2	4	1
boy	6	11	Other	Urban	Sports	3	2	1	4
boy	6	11	White	Urban	Sports	4	1	2	3
					Average	2.651982	1.656388	2.506608	3.185022

I will then separate the data into

- Rural
- Urban
- Suburban
- Grade 4
- Grade 5
- Grade 6
- Popular
- Sports
- Grades
- Rural-Boys
- Rural-Girls
- Urban-Boys

- Urban-Girls
- Suburban-Boys
- Suburban-Girls.

Urban-Boys mean that the data will be separated by Urban and then boys. The average would be taken for boys in the urban area and girls in the Urban and so forth. After I separated all the data I got the following averages:

	Grades	Sports	Looks	Money
Girls	2.59	2.47	1.73	3.21
Boys	2.65	1.66	2.51	3.19
Popular	2.91	2.32	1.72	3.04
Grades	2.39	2.11	2.23	3.27
Sports	2.77	1.64	2.34	3.24
Grade4	2.33	2.25	2.25	3.08
Grade5	2.41	2.07	2.22	3.30
Grade6	2.99	1.98	1.87	3.16
Rural	2.63	2.21	2.07	3.09
Urban	2.56	2.06	2.11	3.27
Suburban	2.67	2.00	2.12	3.21
Girls-Rural	2.48	2.52	1.76	3.24
Girls-Urban	2.61	2.35	1.78	3.25
Girls-Suburban	2.68	2.63	1.61	3.08
Boys-Rural	2.78	1.79	2.42	2.87
Boys-Urban	2.49	1.63	2.60	3.29
Boys-Suburban	2.66	1.56	2.47	3.30
Girls-Popular	2.78	2.55	1.56	3.11
Girls-Grades	2.43	2.51	1.83	3.23
Girls-Sports	2.67	2.10	1.83	3.40
Boys-Popular	3.16	1.90	2.02	2.92
Boys-Grades	2.35	1.68	2.67	3.31
Boys-Sports	2.82	1.42	2.60	3.17

Assumptions

From the description of my problem I came up with the following assumptions:

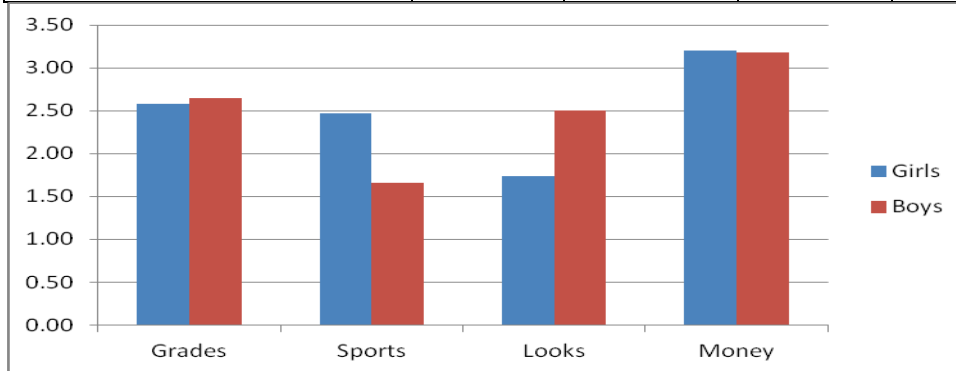
- There is some difference between the rankings of the boys and girls
- And there is some difference between the rankings depending on what their goals in school were.

Results

I got the following results after taking the averages.

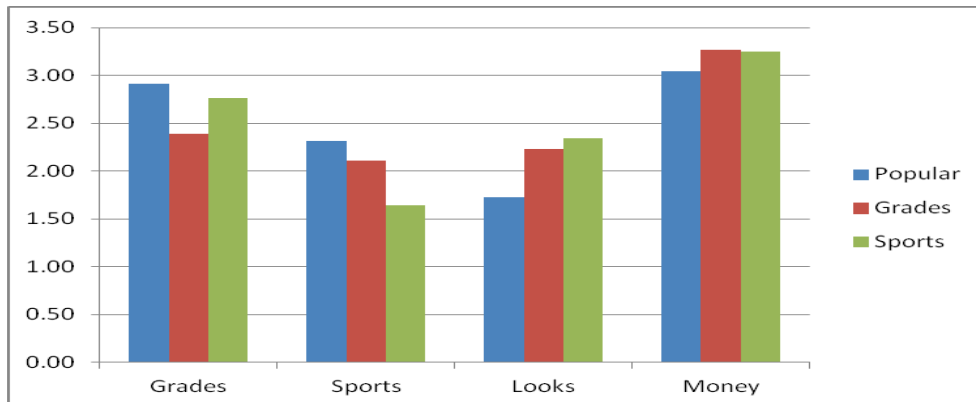
• **Boys and Girls**

	Grades	Sports	Looks	Money
Girls	2.59	2.47	1.73	3.21
Boys	2.65	1.66	2.51	3.19



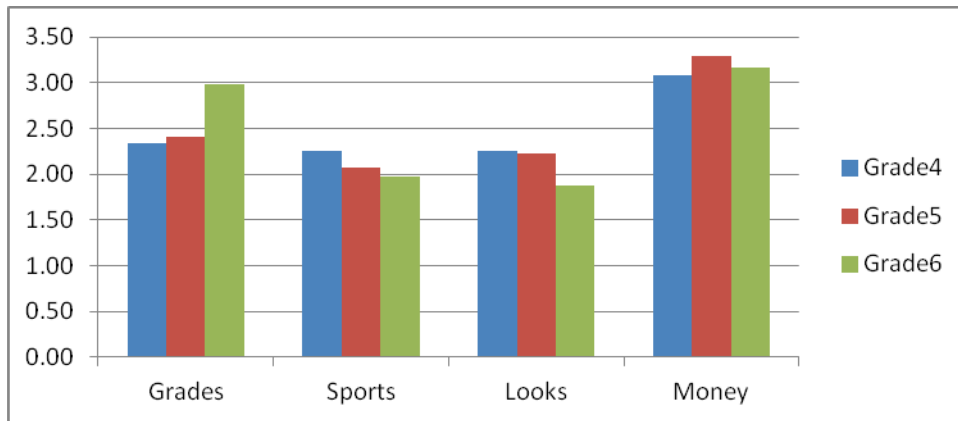
• **Goals**

	Grades	Sports	Looks	Money
Popular	2.91	2.32	1.72	3.04
Grades	2.39	2.11	2.23	3.27
Sports	2.77	1.64	2.34	3.24



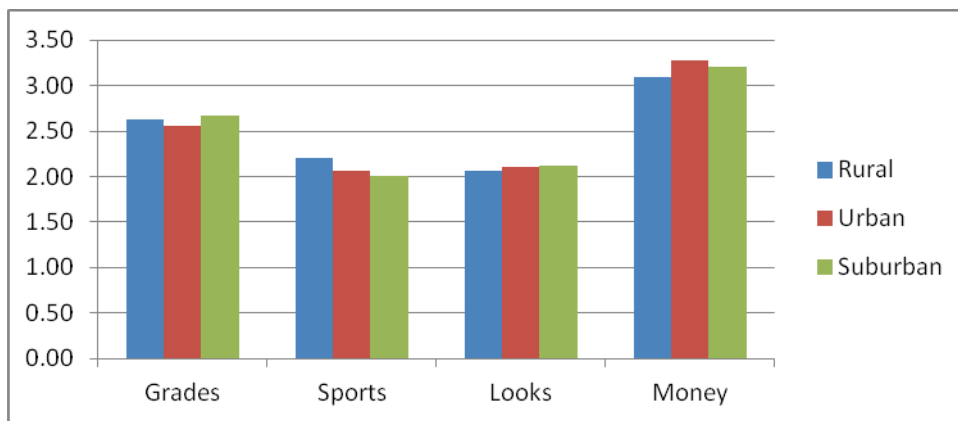
• **Grade Level**

	Grades	Sports	Looks	Money
Grade4	2.33	2.25	2.25	3.08
Grade5	2.41	2.07	2.22	3.30
Grade6	2.99	1.98	1.87	3.16



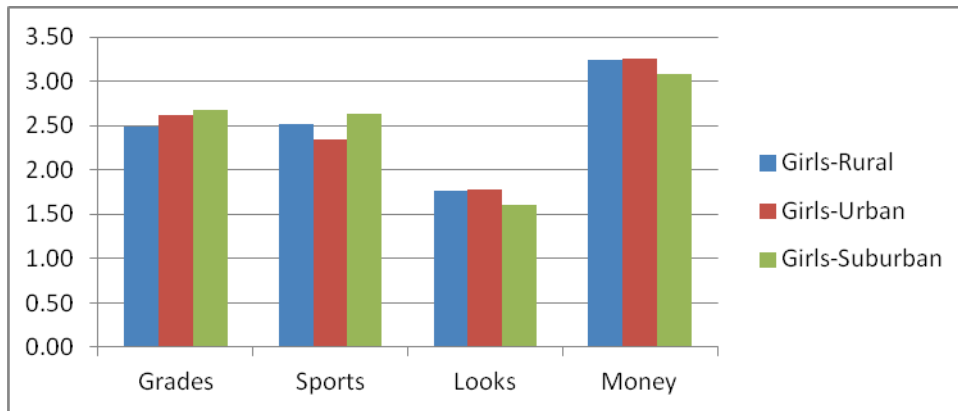
• **Area**

	Grades	Sports	Looks	Money
Rural	2.63	2.21	2.07	3.09
Urban	2.56	2.06	2.11	3.27
Suburban	2.67	2.00	2.12	3.21



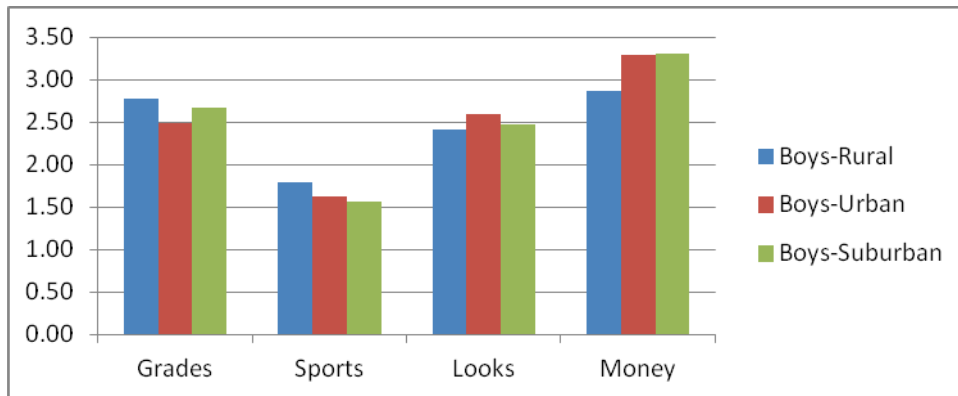
• **Girls by Area**

	Grades	Sports	Looks	Money
Girls-Rural	2.48	2.52	1.76	3.24
Girls-Urban	2.61	2.35	1.78	3.25
Girls-Suburban	2.68	2.63	1.61	3.08



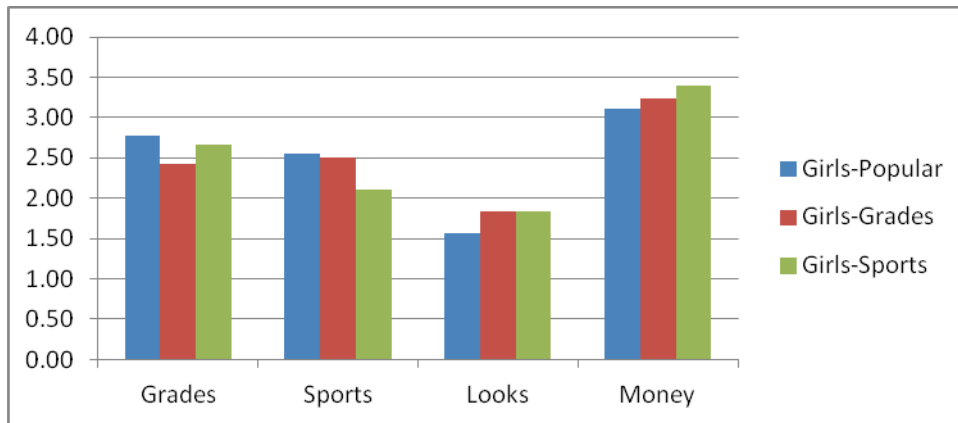
• **Boys by Area**

	Grades	Sports	Looks	Money
Boys-Rural	2.78	1.79	2.42	2.87
Boys-Urban	2.49	1.63	2.60	3.29
Boys-Suburban	2.66	1.56	2.47	3.30



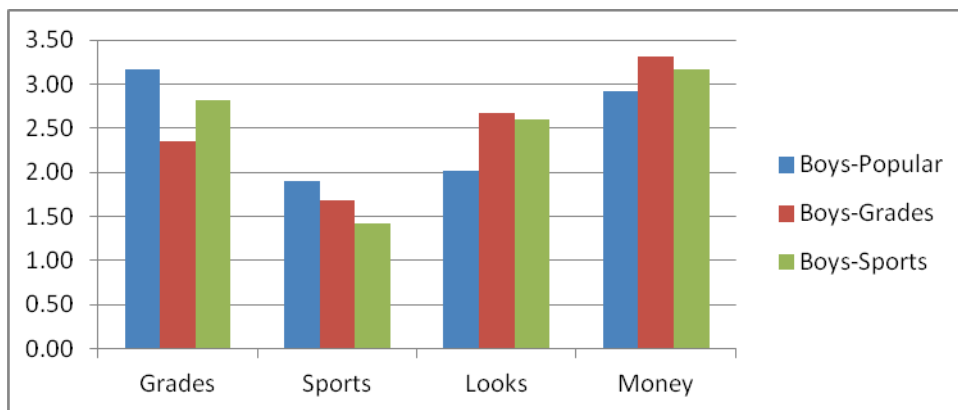
• **Girls by Goal**

	Grades	Sports	Looks	Money
Girls-Popular	2.78	2.55	1.56	3.11
Girls-Grades	2.43	2.51	1.83	3.23
Girls-Sports	2.67	2.10	1.83	3.40



• **Boys by Goal**

	Grades	Sports	Looks	Money
Boys-Popular	3.16	1.90	2.02	2.92
Boys-Grades	2.35	1.68	2.67	3.31
Boys-Sports	2.82	1.42	2.60	3.17



As shown above, girls believed that looks would make them more popular among their peers.

While boys believed that Sports would make them more popular among their peers. These results are similar to what was found in the study on how the role of sports was a social determinant for kids. I put together the following table of the previous studies done.

Buchanan, Blankenbaker, and Cotton
1976
422 Boys and 380 Girls
Boys placed more importance on being good at sports, then getting good grades, then having good looks, and then having lots of money

Girls placed more importance on getting good grades, then being good at sports, then having good looks, and then having lots of money.
These were consistent across grade levels.
The mean rank for being good at sports did increase for boys at each higher grade level.

This was one of the first study done on how sports played as a social status for kids. It was completed in 1976 by Buchanan, Blankenbaker, and Cotton. They had a sample of 802 kids. In 1992, Chase and Dummer did the same study with 478 kids. This is the same dataset I used in my research. They decided to do the study because of Title IX and the mid 1970’s was a time when there was a more positive attitude toward women’s participation in sports. Their goal was to see if girls rankings would change (Chase M. , 2011). Below is a table of their findings.

Chase and Dummer
1992
227 Boys and 251 Girls
Girls placed more importance on being pretty, then being good at sports, then getting good grades, and then having lots of money.
Boys placed more importance on being good at sports, then having good looks, then getting good grades, and then having lots of money.
Boys found sports more important than girls.
Girls found good looks more important than boys.
Girls and boys in the 6th grade placed more importance on sports and appearance than boys and girls in the 4th grade.

As can be seen girls placed more importance on looks rather than sports. In 2011 Chase did the same study this time with 1,233 students with different races because the 1976 study and the 1992 study were predominantly Caucasian (Chase M. , 2011). She had the following results after completing her study.

Chase
2011

1,233 students
Girls placed more importance on good grades and being attractive.
Boys place more importance on being good at sports and wealth.
4th and fifth grade students placed more importance on getting good grades.
6th and 7th grade students placed more importance on being attractive.
Non-Hispanic and caucasian students placed more importance on being good at sports and being attractive.
African American students placed more importance on getting good grades and wealth.

As seen above race can play a role in what students would find more important. The dataset used in my experiment cannot be generalized for any population of kids because it is not representative of a population. It didn't account for different races.

Bibliography

Chase, M. (2011). The Role of Sports as a Social Determinant for Children: Thirty Years Later. *Research Quarterly for Exercise and Sport*.

Chase, M. D. (1992). The Role of Sports as a Social Determinant for Children. *Research Quarterly for Exercise and Sport*, 418-424.