

How kids perceive popularity?

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- ▶ Dataset
- ▶ Results
- ▶ Literature
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Popularity

- ▶ **Popularity is the state or condition of being liked, admired, or supported by many people.**
- ▶ **Used interchangeably with social status.**

My Experiment

For my research project I will see how students perceive popularity. I will stratify the data by, gender, where they live, and grade level to see if there was any consistent opinion patterns in the rankings of what they believe will make them popular among their peers. I will use a previous experiment done with the data to see if my results were similar.

My Method

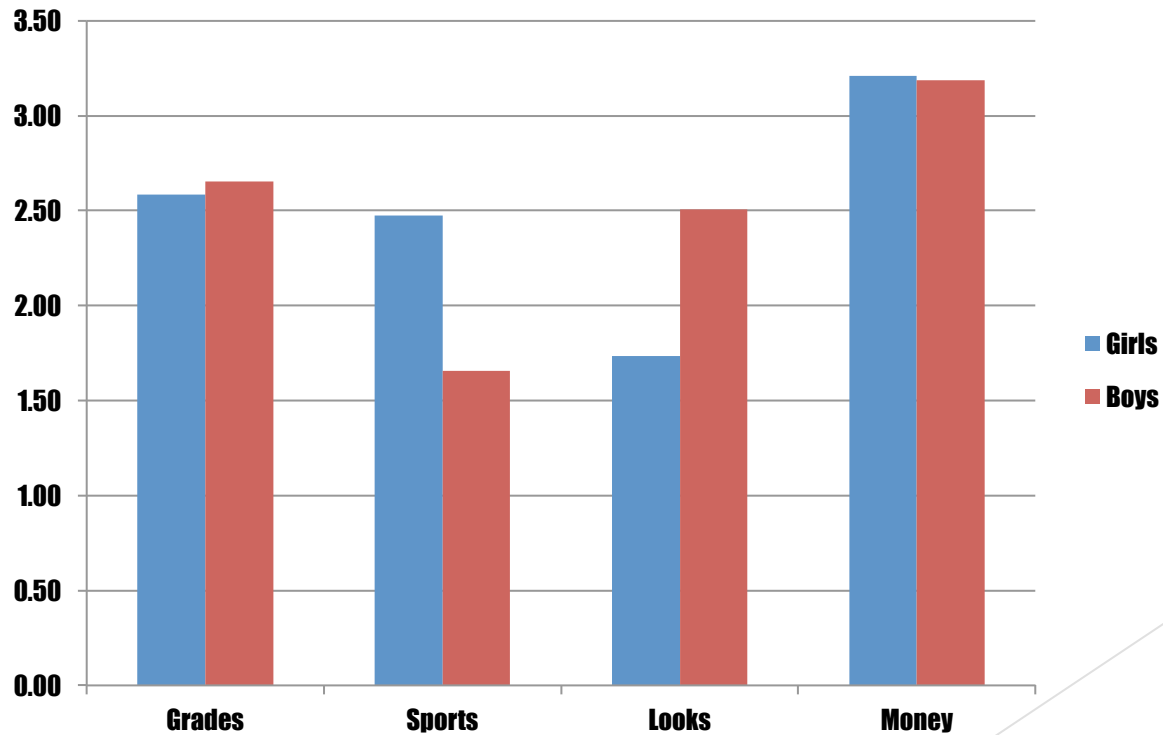
- ▶ **I will use excel to sort my data by gender and then place the data for boys on one sheet and girls on another sheet. I will then take the average of Grades, Sports, Looks, and Money to get the average ranking for the different genders.**
- ▶ **I will do the same for the different areas, grade levels, goals, gender by area, and gender by goals.**

Dataset

- ▶ **Sample of 478 students in grades 4-6**
- ▶ **227 Boys and 251 Girls**
- ▶ **From rural, suburban, and urban area**
- ▶ **Asked what they would like to achieve in school**
 - Making good grades**
 - Being good at sports**
 - Being popular**
- ▶ **Asked to rank in order of importance with 1=most important and 4=least important**
 - Grades**
 - Sports**
 - Looks**
 - Money**
- ▶ **Also included demographics such as race, gender, and age.**

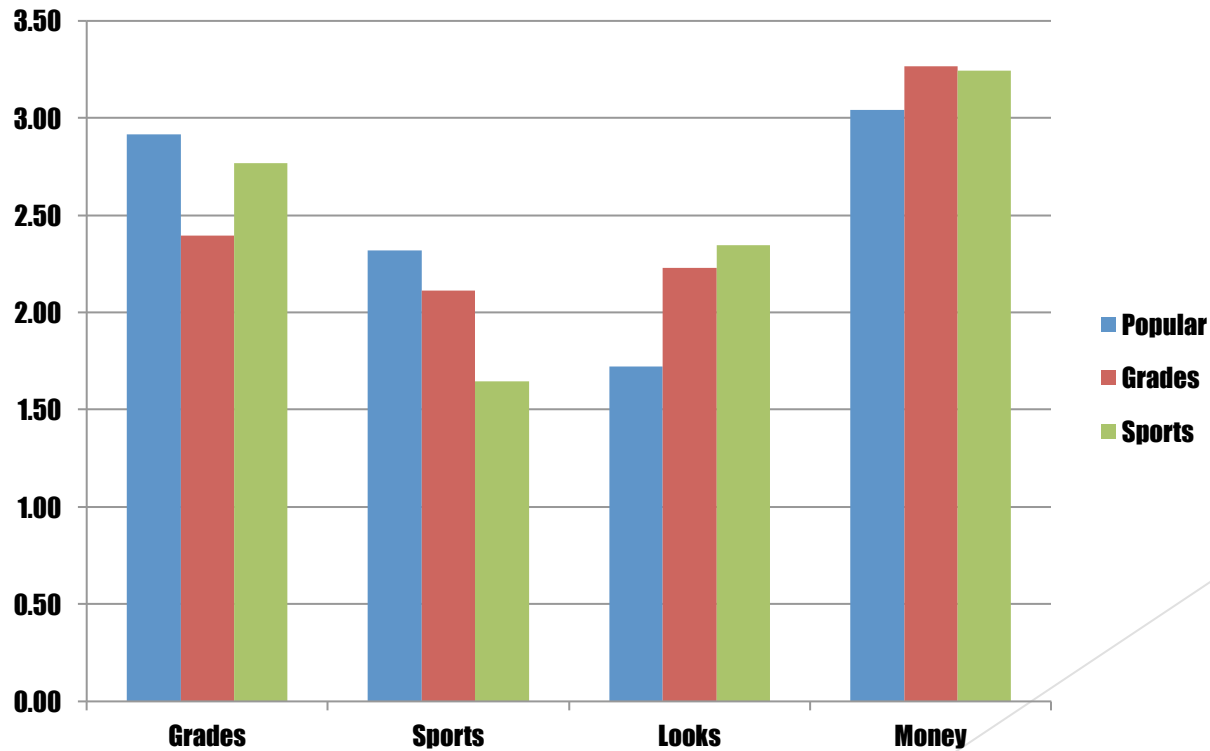
Results: Gender

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



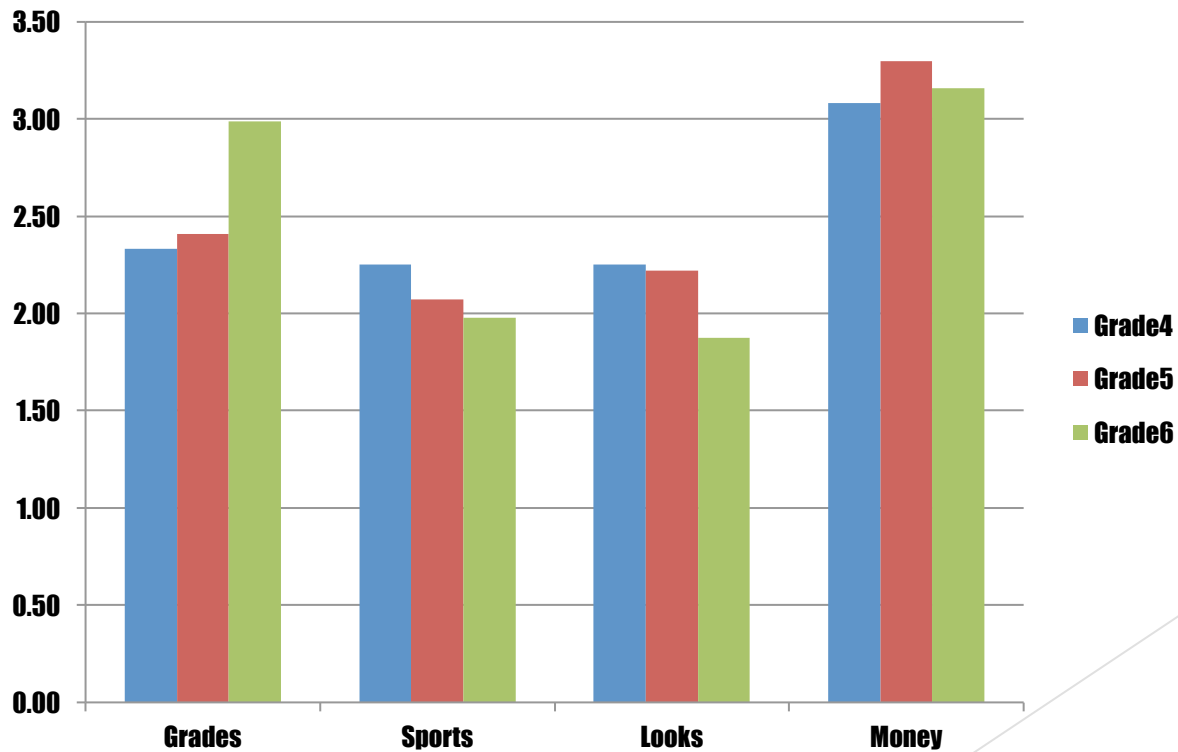
Results: Goal

	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



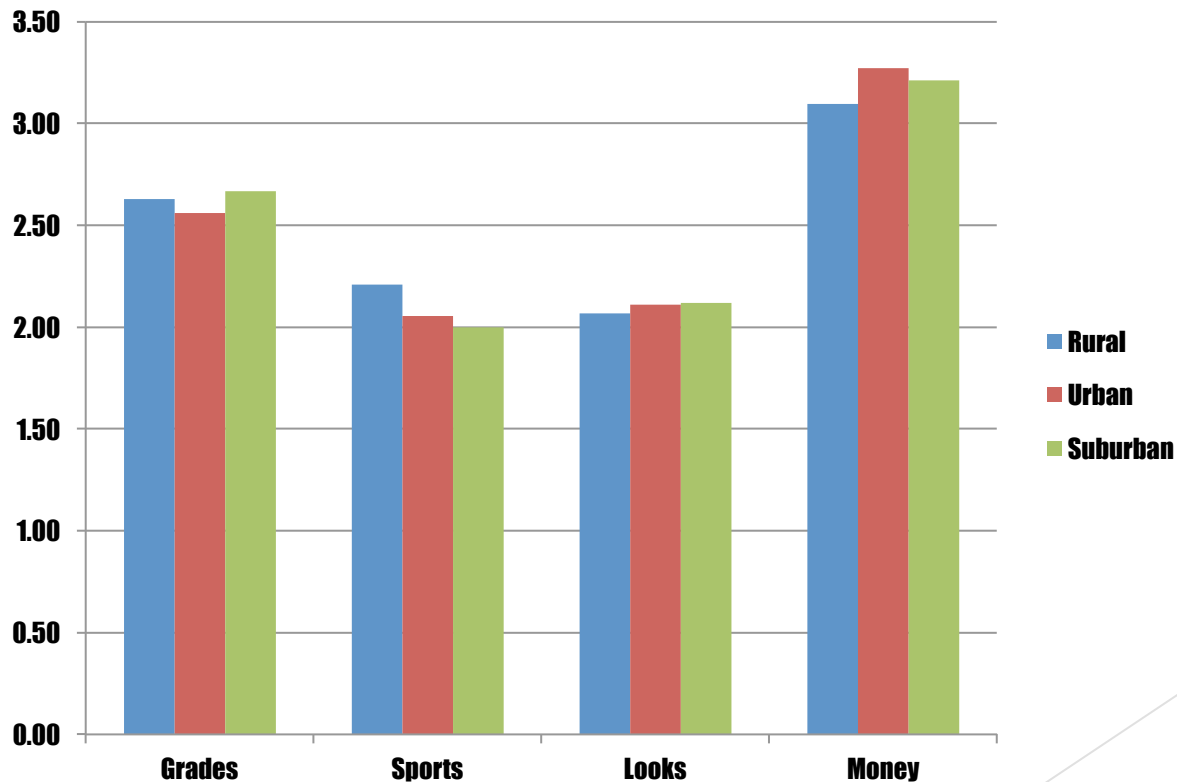
Results: Grade Level

	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



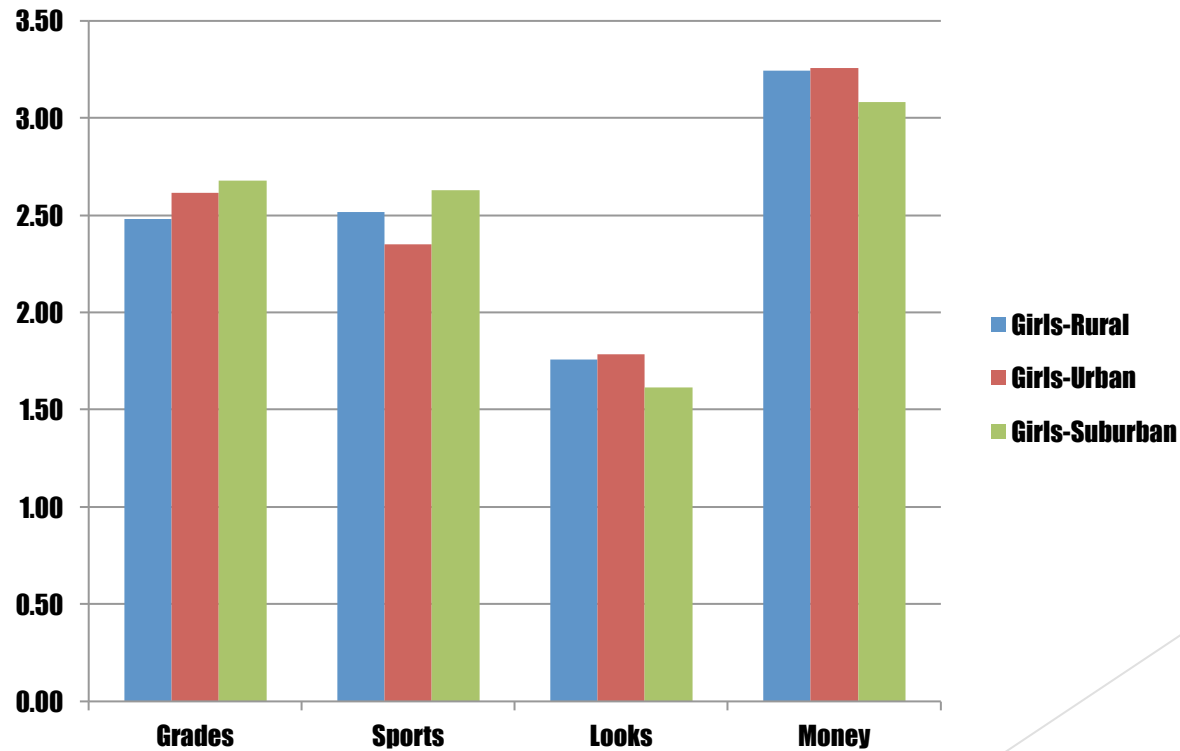
Results: Area

	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



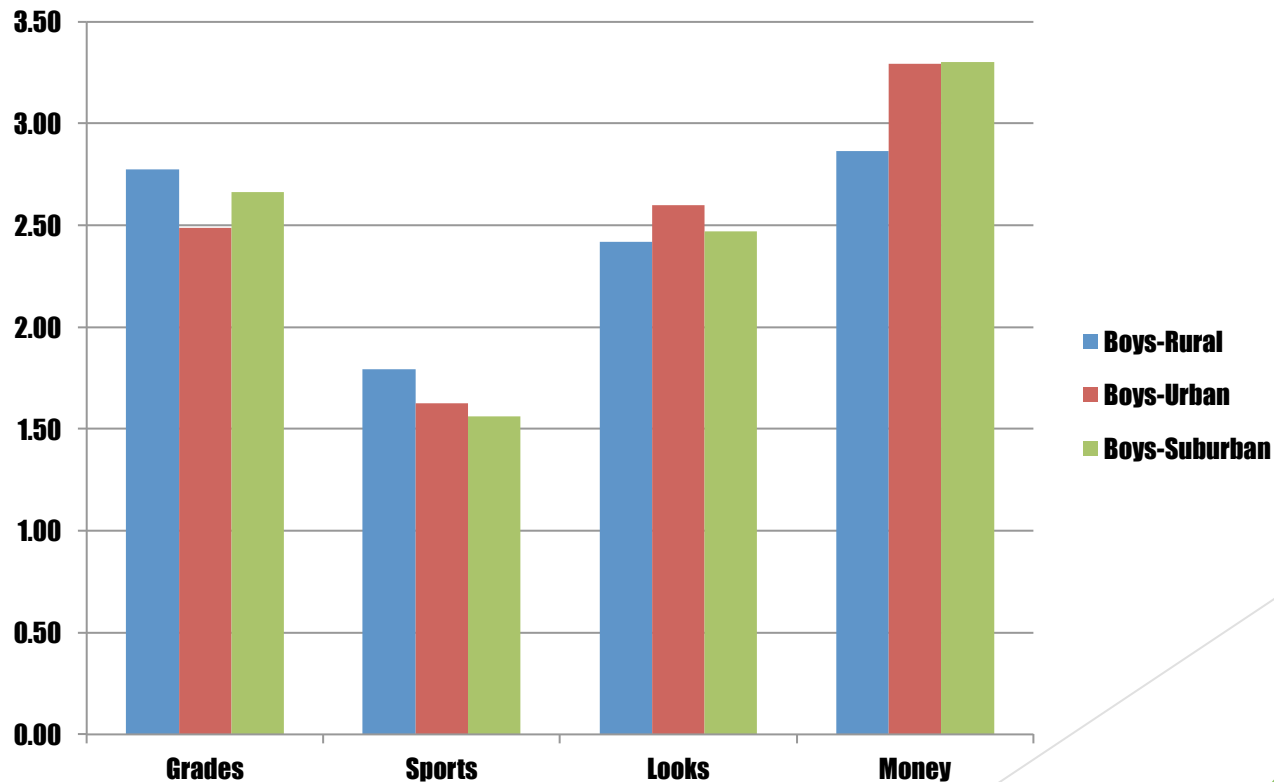
Results: Girl-Area

	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



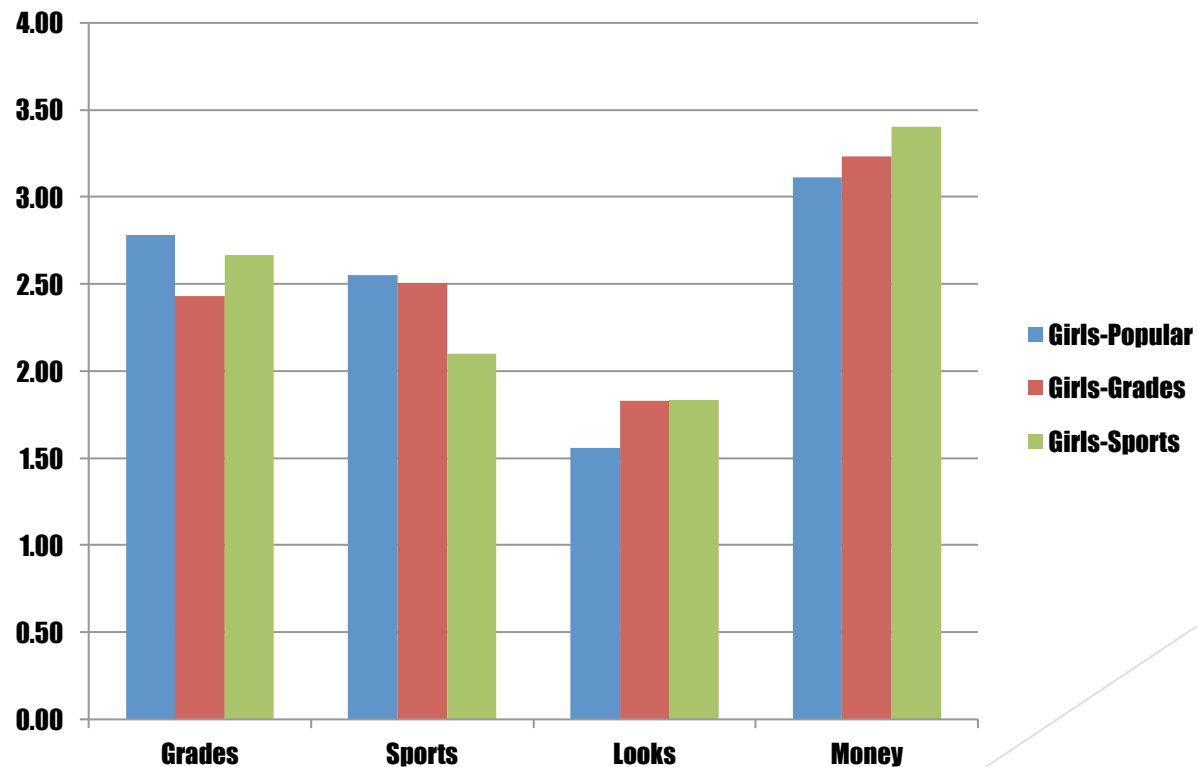
Results: Boys Area

	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



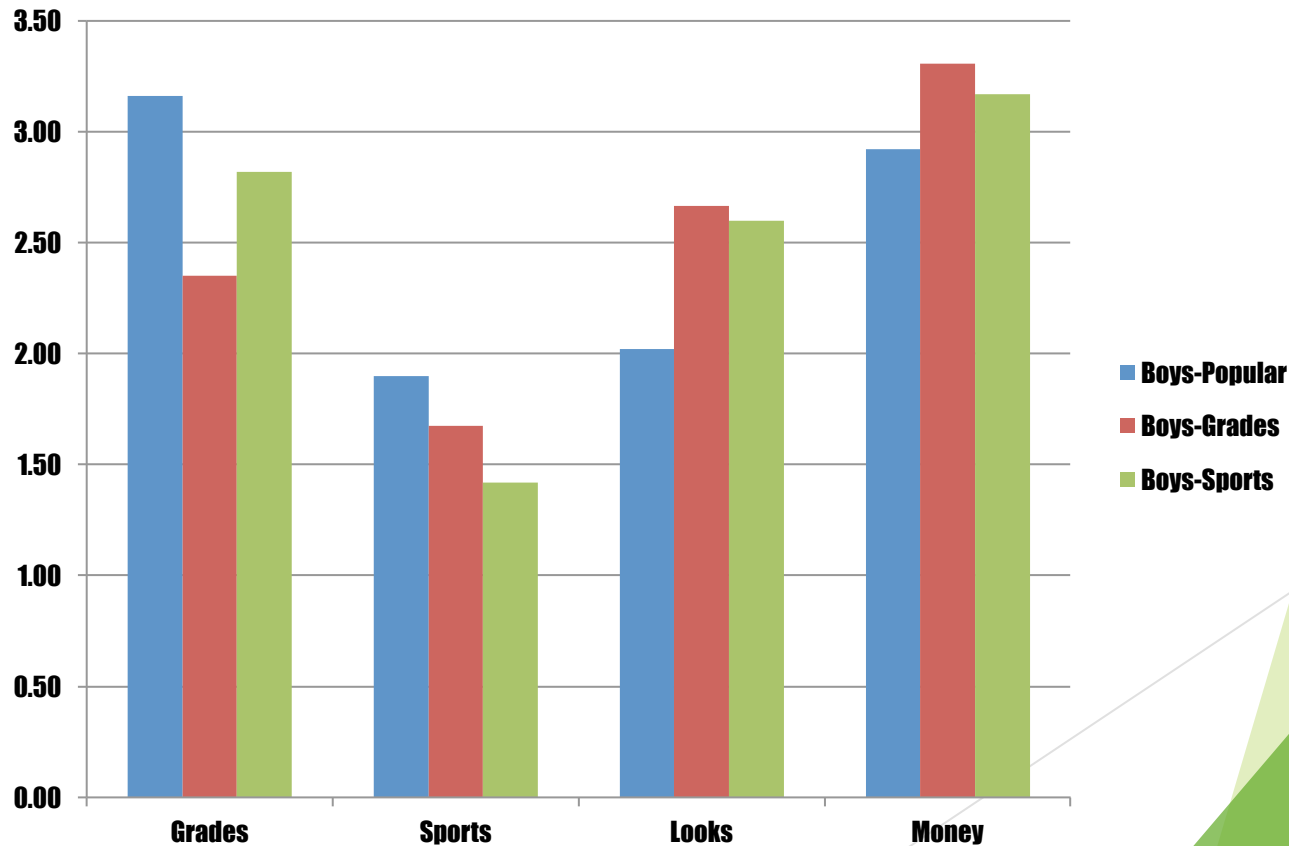
Results: Girls Goals

	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



Results: Boys Goals

	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



Results Summary

- ▶ **Girls placed having good looks as being most important among their peers.**
- ▶ **Boys placed being good sports as being most important among their peers.**
- ▶ **Having lots of money was ranked least important with both boys and girls.**

The Role of Sports as a Social Determinant for Children

Buchanan, Blankenbaker, and Cotten	Chase and Dummer	Chase
1976	1992	2011
422 Boys and 380 Girls	227 Boys and 251 Girls	1,233 students
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 being pretty, then being good at sports, then getting good grades, and then having lots of money.	Girls placed more importance on good grades and being attractive.
Girls placed more importance on getting good grades, then being good at sports, then having good looks, 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 place more importance on being good at sports and wealth.
These were consistent across grade levels.	Boys found sports more important than girls.	4th and fifth grade students placed more importance on getting good grades.
The mean rank for being good at sports did increase for boys at each higher grade level.	Girls found good looks more important than boys.	6th and 7th grade students placed more importance on being attractive.
	Girls and boys in the 6th grade placed more importance on sports and appearance than boys and girls in the 4th grade.	Non-Hispanic 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.

Review

- ▶ Experiment
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- ▶ Dataset
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- ▶ Literature

Whatever you are, be a good one.

-Abraham Lincoln

