



PROGRAM SUPPORT NOTES

Carolyn Jackson: Lads and Ladettes in School

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For Teachers

Introduction

In this program, Dr Steve Taylor takes the viewer on a sociological journey to investigate the concepts of lads and ladettes. In the mid 1990s a new type of female emerged, the ladette. Ladettes are females who adopt male behaviour and try to be 'one of the lads'. They embrace laddish behaviours such as being loud and drinking heavily. Initially, ladettes were seen to be females in their early 20s but by 2003, it became evident that ladettes were developing among school aged students. Sociologist, Dr Carolyn Jackson shares her sociological research on motivations for laddishness. Through this program, the viewer learns about conducting sociological research and is exposed to sociological thinking on issues such as social change and gender roles.

Timeline

00:00:00 Background
00:05:28 Methodology
00:10:43 Findings and analysis
00:20:20 Implications
00:23:59 End program

Recommended Resources

- www.tasa.org.au
- www.valdosta.edu/~devtheories.htm
- *Qualitative Research Methods: A Health Focus*, Ezzy, D and Rice, P.L., 2000
- *The Practice of Social Research*, Babbie, Earl R., 2001

Student Worksheet

Initiate Prior Learning

1. Identify and define three sociological research methods.

2. What is the difference between qualitative and quantitative data?

3. As a class, brainstorm and write on the board traditional characteristics / roles of males and females.

4. Class survey: In pairs, create surveys on gender roles at home / in the classroom. Analyse your findings and present them to the class. Discuss these finding with the class. Are there any common findings?

Active Viewing Guide

1. When did 'ladettes' begin to emerge?

2. Which organisation is attributed with creating the 'ladette'?

3. Around which year were concerns expressed about ladette behaviour entering schools?

4. Is there more than one form of masculinity?

5. Do lads and ladettes tend to study hard?

6. What does Dr Carolyn Jackson think has led to lads and ladettes not concentrating on their studies?

7. Which two research methodologies does Dr Carolyn Jackson use?

8. What type of data does Dr Carolyn Jackson want to get from the interviews?

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9. What are some strengths of the questionnaire?

10. How many students did Dr Carolyn Jackson give questionnaires to?

11. How many students did she interview?

12. Questionnaires tend to answer the _____ questions.

13. Interviews tell you more about the _____.

14. What are ethics about?

15. What are some key characteristics of laddishness?

Extension Activities

1. Short answer question: Explain what Dr Jackson means by the 'self worth protection strategy'.

2. Research Methodological Application: Select an area in regard to lads and ladettes you would like to research. Present your findings in a formal sociological report. Use the following as your report headings: Aim/ hypothesis, literature review, research methodology, ethical considerations, results, data analysis and limitations of the research.

3. What are some of the ethical issues Dr Carolyn Jackson would have considered when conducting her research?

4. What did Dr Carolyn Jackson's findings and analysis show about the motivation for laddishness?

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5. Questionnaire /Survey Application. Questionnaires and surveys can be presented in a number of ways. This task is designed to assist you with preparing different types of questions for questionnaires / surveys.

a) Write an open ended question.

b) Write a question which could appear in a semi-structured interview.

c) Create a multiple choice question.

d) Write a closed question.

6. Personal reflection: Do you think there is a relationship between people not concentrating on their school work and wanting to be popular in your classes?

7. When conducting research, sociologists needs to select samples / subjects to research. Research and define three different sampling techniques.

Suggested Student Responses

Initiate Prior Learning

1. Identify and define 3 sociological research methods.
Answers could include interviews, observation, questionnaires, surveys and other subcategories of these methods.
2. What is the difference between qualitative and quantitative data?
Quantitative data contains numbers. Qualitative data contains words such as descriptive observations by the researcher or responses from interview questions / questionnaires.
3. As a class, brainstorm and write on the board traditional characteristics / roles of males and females.
Answers will vary.
4. Class survey: In pairs, ask get students to create surveys on gender roles at home / in the classroom. Ask students to analyse their findings and present them to the class. Discuss these finding with the class. Are there any common findings?
Answers will vary.

Active Viewing Guide

1. When did 'ladettes' begin to emerge?
In the mid 1990s
2. Which organisation is attributed with creating the 'ladette'?
The media
3. Around which year were concerns expressed about ladette behaviour entering schools?
Around 2003
4. Is there more than one form of masculinity?
Yes
5. Do lads and ladettes tend to study hard?
No
6. What does Dr Carolyn Jackson think has led to lads and ladettes not concentrating on their studies?
The fear of failure. Society places high value on achievement so Dr Jackson suggests that lads and ladettes prefer to not attempt to do their studies rather than to do the work and fail.
7. Which two research methodologies does Dr Carolyn Jackson use?
Questionnaires and semi-structured interviews.
8. What type of data does Dr Carolyn Jackson want to get from the interviews?
Qualitative data
9. What are some strengths of the questionnaire?
You can get data from more people and you can run statistical analysis of the data.
10. How many students did Dr Carolyn Jackson give questionnaires to?
About 800 students
11. How many students did she interview?
153 students. Half male and half female.
12. Questionnaires tend to answer the **what** questions.
13. Interviews tell you more about the **Why**.
14. What are ethics about?
The responsibilities the researcher owes to those being researched.
15. What are some key characteristics of ladishness?
Mucking around in class, being coarse, cheeky to teachers and seeing it as uncool to work in class. For girls, their appearance was also very important.

Extension Activities

1. Short answer question: Explain what Dr Jackson means by the 'self worth protection strategy'.
The 'self worth protection strategy' is when people do not do something because they are afraid of failing if they try. Dr Carolyn Jackson suggests that society places a lot of pressure on people to succeed and achievements are highly valued by society. Lads and ladettes often don't concentrate on their studies because then they cannot be labelled as failing them, therefore, protecting their self worth.
2. Research Methodological Application: Select an area in regard to lads and ladettes you would like to research. Present your findings in a formal sociological report. Use the following as your report headings: Aim/ hypothesis, literature review, research methodology, ethical considerations, results, data analysis and limitations of the research.
Answers will vary.
3. What are some of the ethical issues Dr Carolyn Jackson would have considered when conducting her research?
Informed consent / no harm to subjects / subjects would have been given permission to withdraw at any time / confidentiality.
4. What did Dr Carolyn Jackson's findings and analysis show about the motivation for ladishness?
There appear to be two main reasons for ladishness. One reason is social motivation related to the fear of academic failure and social failure. Not wanting to be unpopular. The other is related to academic motivation. If an individual does not try academically then the individual cannot be accused of failing academically.
5. Questionnaire /Survey Application. Questionnaires and surveys can be presented in a number of ways. This task is designed to assist you with preparing different types of questions for questionnaires / surveys.
 - a) Write an open ended question.
Answers will vary
 - b) Write a question which could appear in a semi-structured interview.
Answers will vary
 - c) Create a multiple choice question.
Answers will vary
 - d) Write a closed question.
Answers will vary
6. Personal reflection: Do you think there is a relationship between people not concentrating on their school work and wanting to be popular in your classes?
Answers will vary.
7. When conducting research, sociologists needs to select samples / subjects to research. Research and define three different sampling techniques.
Answers could include techniques such as random sampling, snowball sampling and stratified random sampling. This is not an exhaustive list.