BIG QUESTION: Does sight influence food choice?

EXPERIMENTAL PROCEDURE

1. Set the scene by telling the story.
2. Show either:
   - picture cards of apples in two bowls
   - or apples in two identical bowls
3. Give the children time to look closely at the two bowls of apples and think about which they would choose to eat in their apple crumble.
4. Tell the children they must make their choice just by looking at the apples.
5. **ASK:** Which bowl of apples would you choose and why?
6. Tell the children to record their answers and their name on a post it note and to stick their post-it notes in a line or column in front of each bowl. This will create an instant, visual bar graph of the results.
7. **ASK:** did the number of apples in each bowl affect your decision of which apples to buy?
8. **ASK:** which sense/s did you use to make your decision?
9. It will be very likely that the majority of children chose the perfect, unblemished apples – using only their sense of sight.
10. Consider the implications of using sight to make immediate associations with quality and flavour. It is important to point out that the children did not need to smell, touch or taste the apples to make their decision. The only sense they used was sight.

SAFETY

If taste testing is taking place, you must ensure you have up to date information relating to any food allergies children may have and take appropriate precautions.

RESOURCES

To download

- Picture cards of apples in two identical bowls.

RESOURCES

To source

- Apples in two identical bowls, one bowl containing seven bruised apples and one bowl with five perfect, unblemished apples.
- Post-it notes

WHAT NEXT?

Children could do a larger study across the school and present their findings to an invited audience. This work could also be linked to food chosen for school meals or growing their own fruit and vegetables. There is interesting research to be done on people's preferences for straight over wonky vegetables.