

# BIG QUESTION: Does shape influence our taste?

## EXPERIMENTAL PROCEDURE

1. **Set the scene** by telling the story.
2. **Give each child** their own copy of the character shape sheet sent by the animators downloads
3. **ASK:** Which shape would you call Kiki? Why?
4. **ASK:** Which shape would you call Bouba? Why?
5. **Give children** time to discuss their responses, ensuring they give detailed reasons for their choices. They should now write the names Kiki and Bouba above their chosen shapes on the character sheet provided.
6. **ASK:** Which shape do you think would be a sweet taste? Why do you think this?
7. **ASK:** Which shape do you think would be a sour taste? Why do you think this?
8. **Give children** time to discuss their responses, ensuring they give detailed reasons for their decisions. They should now write 'sweet taste' and 'sour taste' below their chosen shapes on the character sheet provided.
9. **ASK:** If you could choose any colour for your characters, what colour would you make each shape? Why?
10. **Give children** time to discuss their responses, ensuring they give detailed reasons for their decisions.
11. **Children** may wish to include additional details to their shapes such as facial characteristics, limbs, clothing etc, or write a character profile – thinking carefully about what types of characters Kiki and Bouba should be.
12. **Children** could display their final characters around the room in a 'Kiki gallery' and a 'Bouba gallery'. This is a good way for them to look for similarities and differences across the whole class.
13. **How** might the Kiki Bouba effect influence the arrangement of food on a plate? Children could design dishes to reflect their understanding of the experiment.

## RESOURCES

- Animators shape sheet

To download

## RESOURCES

- Coloured pencils, pens, paints and paintbrushes, and other materials suggested by the children

To source

### WHAT NEXT?

- Children could plan and carry out their own investigation into the Kiki Bouba Effect and present their findings to an invited audience. Children could fill two different shopping baskets with foods that they think are either Kiki or Bouba.
- They may wish to consider questions such as:
- Does the Kiki Bouba Effect differ by age group?
  - Does the Kiki Bouba Effect work on people who speak a different language?
  - Can you ask people to draw a shape that is Bouba or Kiki rather than presenting them with shapes already drawn?
  - What foods or drinks do people associate with Kiki and Bouba?