

Skippy

Approach: One to one

Level: Year 4 and year 8

Resources: Skippy Cornflakes packet.

Questions/instructions

Show student both sides of the Skippy packet, but without comment on the features.

A lot of thought has been given to the way the information on this packet is shown. It has been designed to look good so that it will catch people's attention. It has also been designed to give certain messages to people about eating Skippy cornflakes.

First of all, see if you can tell me the ways used to make the packet look good and interesting — so that people will want to look at it. Look carefully at both sides of the packet to help you with your answer.

1. Why might people want to look at this packet?

Tell me all of your ideas.

Allow time for answers.



% responses
y4 y8

Ideas mentioned: colourful	29	60
large bowl	11	16
fruit looks fresh	6	6
food looks good	38	41
"crunch"	15	17
"fresh"	17	20
large "SKIPPY"	19	42
brandname "Sanitarium"	9	13
nutritional information	22	39
happy family shown	15	22
competition to enter	22	36
exciting prize	68	78
cute kangaroo	26	33
made in NZ	23	29
Number of ideas: 9-14	1	2
6-8	14	26
3-5	46	57
0-2	39	15

2. The packet has been designed to give certain messages about eating Skippy cornflakes.

What do you think these messages are?

Look at both sides of the packet to help you with your answer.

Prompt: Why do you say that?

energy	10	22
fill you up	1	36
healthy	33	78
nice to eat	22	33
might win a prize	36	29
Number of messages: 3-4	6	8
2	20	25
1	45	44
0	29	23

Commentary

This task was designed to examine students' understanding. Year 4 students gave most emphasis to the possibility of winning a prize, with the attractive appearance of the food next most important. Year 8 students also emphasised the prize, but gave greater weight to the intention of the advertiser to make the product seem healthy.