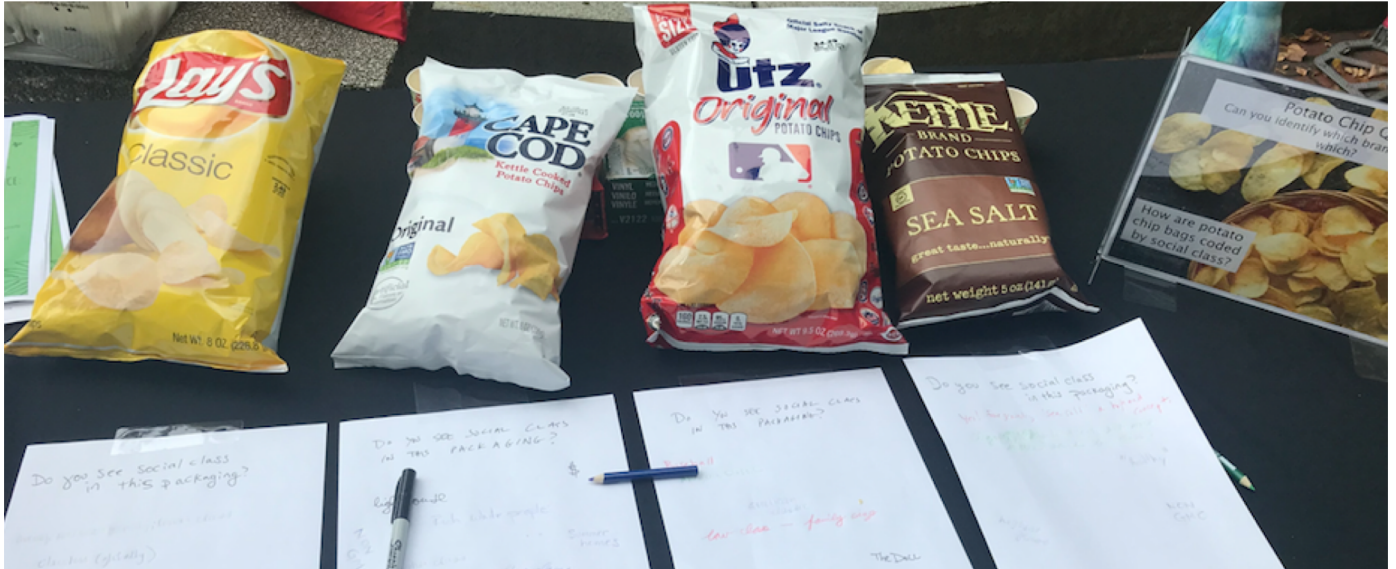


Potato Chips + Social Class

Food Studies Activity Guide and Materials



Step 1: Blind Tasting

Place a few chips from each bag in small cups, so only you know which chips came from which bag.

Offer participants a chip sample, and invite them to guess which bag the chips came from.

Consider offering a prize if they guess correctly!

Step 2: Packaging Analysis

Invite participants to look for markers of social class on the potato chip packaging, and to share their thoughts verbally or in writing

Sample questions:

“Are these bags being marketed to the same people, or different people?”

“Who do you think each bag of chips is for?”

“What evidence of class do you see visually on the packaging?”

Do you see social class in this packaging?

Flavor

Font

Text

Material

Color

Price

Imagery

Potato Chip Quiz

Can you identify which brand of chips is which?

*How are potato chip
bags coded by social
class?*

