

## CWSF 2014 - Windsor, Ontario



### Jason Bennett

#### The Bouba Kiki Effect

**Challenge:** Discovery

**Category:** Junior

**Region:** Sahtu

**City:** Norman Wells, NT

**School:** Mackenzie Mountain School

**Abstract:** The Bouba-Kiki Effect is a cognitive experiment designed to test how people process information about objects they see and share that information verbally. It shows how symbology is connected to language.

#### Biography

My name is Jason Bennett. I live very close to the Arctic Circle in a small town called Norman Wells in the Northwest Territories. The only way to reach the Wells is by plane or by the winter road. My favourite thing to do in the winter is go ski-dooing with my friends. I also enjoy playing hockey. I work at one of the local stores called Rampart Rentals some days after school and on the weekends so I'm pretty busy. I also love playing video games. In fact, something about gaming inspired me for my Science Fair Project. I noticed that symbols and icons played a big part in sending messages in the games. It seemed faster than writing a lot of words. When I was brainstorming ideas for my project I came across information about The Bouba-Kiki Effect which is about how shapes affect the sounds we use to describe them. It made sense to me. If I were to do the experiment again I think it would be interesting to try it with people who had learning difficulties to see if the results would be different. My future plans involve a career in a warm climate!

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