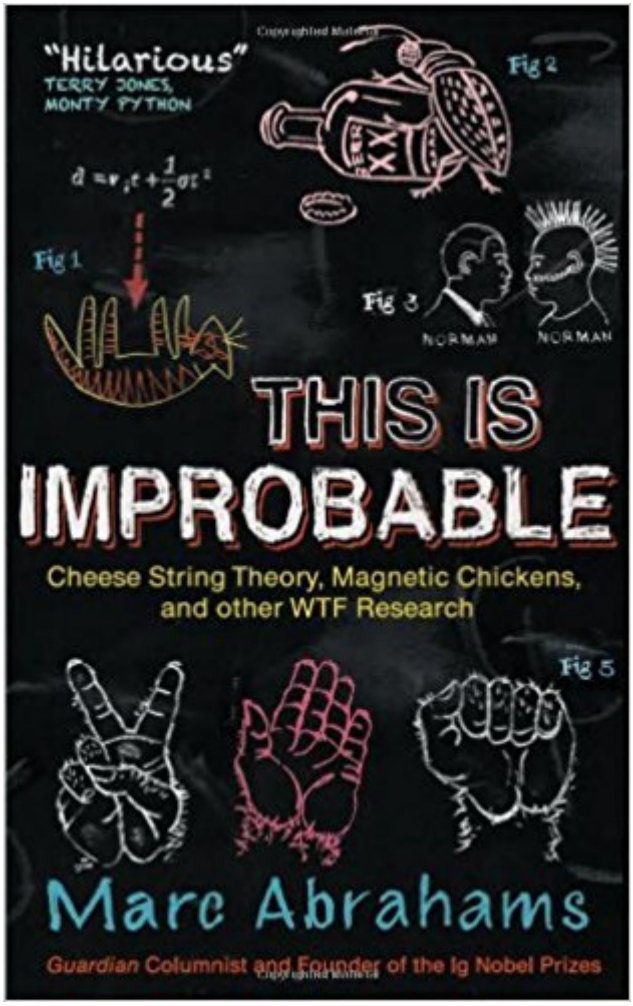
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This Is Improbable: Cheese String Theory, Magnetic Chickens, And Other WTF Research



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Synopsis

Often, thinking seriously about outlandish problems is the only way to make progress in science. The rest of the time, itÃ¢â ¬â„¢s hilarious. Marc Abrahams, the founder of the famous Ig Nobel prizes, offers an addictive, wryly funny exposÃƒÂ© of the oddest, most imaginative, and just plain improbable research from around the world. He looks into why books on ethics are more likely to get stolen and how randomly promoting people (rather than doing it based on merit) improves their work. He also shares the findings of weird experiments, from whether Vegas lap dancers earn higher tips at a certain time of the month to how mice were once outfitted with parachutes to find a better way to murder tree snakes. AbrahamsÃ¢â ¬â„¢ tour through this strangest of strange science will first make you laugh, and then make you think about your world in a completely new way. Marc Abrahams, the founder of the Ig Nobel prize, offers an addictive, wryly funny exposÃƒÂ© of the most improbable research from around the world, from why one psychologist insisted it was better to promote people randomly to whether Vegas lap dancers get higher tips at certain times of the month. As you travel from the bizarre to the profound, Abrahams will make you laugh, and then think about the world in a completely new way.

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Customer Reviews

Ã¢â ¬Å“After reading this hilarious book, you'll never look at scientists in the same way again.Ã¢â ¬Â•--Terry Jones, bestselling author and PythonÃ¢â ¬Å“Wonderful! The definitive compendium of quirky, jaw-dropping researchÃ¢â ¬Â•--Richard Wiseman, author of :59

secondsÃ¢â ¬Å“Delightful... a pleasure to read in the bathroom and in the bedroom, and the kind of book that makes you seem smarter when you share it with friends (just make sure you wash your hands first).Ã¢â ¬Â•--Dan Ariely, author of Predictably IrrationalÃ¢â ¬Å“Marc Abrahams is a perfectly calibrated filtration system into which all of science is poured and out of which comes pure, giddy goofball delight. This book is a delicious, addictive treat.Ã¢â ¬Â•--Mary Roach, author of Stiff and Packing for Mars

Marc Abrahams is the editor and co-founder of the science humour magazine Annals of Improbable Research and a weekly columnist for the Guardian. He is the founder of the Ig Nobel Prizes, which honour achievements that make people laugh, and then think, and which are presented in an annual ceremony at Harvard University. He lives in Cambridge, Massachusetts with his wife, Robin.

This is a very well written and rather fun little book about what might be described as "stranger but true 'research.'" If, like me, you've been struggling to get funded for research, and getting it published (for that necessary publish or perish mentality of academia), you'll be consoled. Despite your self-doubts about your research (yes, you have them!), criticisms from grant review and funding committees, journal editorial boards, and maybe even your colleagues, you'll get a chuckle out of the absolute CRAP that gets passed off as "important" research and actually gets published (usually in junk journals). If Senator McGovern and his Golden Fleece awards were still around, most of the stuff described in this little tome would top the list for their "Ignobility." Most of the "studies" were conducted either long ago or, more often, not in the US (at least not at major research centers), so you can take some solace (I surely hope) that your hard-earned taxpayer dollars didn't fund this garbage.The author frequently uses puns, and although they're often considered the lowest form of humor they really add to this book. To add to the readability of this book, the descriptions of so-called research are short and to the point (and include citations to the publication sources, just in case you think the author is making this ridiculous stuff up), so if you need a short break from work you can pick up the book, read just a few pages if you like, put it down, and then start reading again anywhere you want.The purchase price of the book is small in comparison with the chuckles you'll get, the head shakes of disbelief, and perhaps even the firm knowledge and consolation that there's a hell of a lot of research going on that's worse than your own.

If you are feeling down, dip into this book. Personality tests for Scottish sheep ? Effects of horizontal

who;e-body vibration on reading? You will feel better after reading, and acquire cocktail party conversation at the same time.

If you, or someone you're buying a gift for, loves science, this is a great book. It's intelligent, interesting, funny, and enjoyable! My son loves science, physics, math, and all that is connected with that. I got the book as a gift for him. There are few books that make those topics fun -- yet savvy for someone who thinks in that realm. It's a great read. I even liked it!

Lots of strange items, but the descriptions were silly and boring. Could not find anything worth mentioning to anybody else.

Not really as funny or engaging as I had hoped, but that's more of a style thing for me. The author's voice just isn't very much like my own. Still well-written and a funny idea.

This is another "best of" collection, and if you're a subscriber to AIR (Annals of Improbable Research) and/or the JIR (Journal of Irreproducible Results) this will appeal to your sense of humor.The entries are written by those in the sciences, and range from tongue-in-cheek parodies, to listings of real, but absurd research projects and papers (in their terms, "WTF research"). It's got a very high nerd factor, but for those in the fields, or with reasonable scientific literacy, it's a gas!You can get an idea of the contents by checking out improbable.com or the IgNoble Prizes.For those with an ocd-like need to know (and my recollection may be fuzzy), the enterprise was a spinoff from the Worm Runners Digest of the 1960's which morphed into the JIR. There were some publishing/copyright hassles, and Mark Abrahams left JIR to found AIR. By some sort of magic, or whatever, it seems he's now editor of both. Huh?Highly recommended for a select audience.This is Improbable: Cheese String Theory, Magnetic Chickens and Other WTF Research

Fun fun fun. Yay

Funniest book on matters dark and rare he's read in awhile. He laughed out loud most of the time he's been reading it!!

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