

WAYS TO USE THIS MAGAZINE

Some of the many ways to do it

Write a limerick about one of the cited studies. To get you started, here's a limerick about the study "Chocolate Intake Is Associated with Better Cognitive Function: The Maine-Syracuse Longitudinal Study" that's in the article "Chocolate and Higher Cognition" on page 8:

THIS STUDY MAY SIMPLY EXPLAIN
ABOUT CHOCOLATE EATEN IN MAINE:
PURSUING THAT TASTE
MIGHT ADD HEFT TO YOUR WAIST,
BUT MAYBE MUCH LESS TO YOUR BRAIN.

Write a long-single-sentence short story that includes the titles of every study mentioned in one of the review articles. To get you started, here's a story using the study titles mentioned in the article "Medical Research Review: Fractured Teeth, Softened Stools?" on page 15:

The first big thing I learned today from my children—well, really from looking at some bills that arrived in the mail—is the high cost of dental fracture and chocolate candies, and the second thing I learned is that asking the simple question "What happened when you visited grandma and grandpa?" can inspire young children to tell you amazing detail about the perceived effect of various foods and beverages on stool consistency.

PS. If you write something (a limerick, or whatever) that gets a good reaction from your colleagues, maybe send it to us, too.

Do dramatic readings, in person, or in live or recorded video, of little chunks from the magazine. Keep them short—say, a maximum length of two minutes for each dramatic reading. To get you started, we suggest over-dramatically reading "Protecting Large Hollow Chocolate Bunnies" on page 26, or "The Wheelchair Chocolate-Pudding-Evaluation Controversy" on page 21.

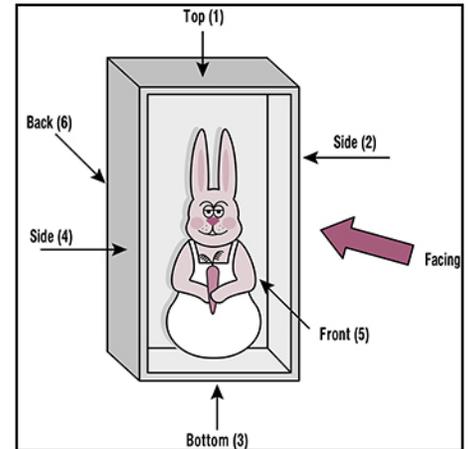
Watch an Ig Nobel Prize winner. The prizes honor things that make people LAUGH, then THINK. Every issue of the magazine mentions a few of them (for example, see "Ig® and Beyond: Taste-Altering Cup Color, Why Clothes Don't Fall Apart" on page 28). Go see the moment when a winner was awarded their prize. Videos of most of the ceremonies are online at our web site, www.improbable.com.

Go down a rabbit hole. For some item that catches your fancy, go find a copy of the study itself (the internet often makes this quite easy to do). And/or go look up the authors of that study, and see what other surprising things they have done. And/or go look up what's happened since that study was published. And/or in the study itself, look at the list of other studies it mentions, choose one, and go down the rabbit hole of exploring that earlier study.

Go down a maybe-important rabbit hole. The history of science is chock full of (maybe is mostly?) things that [1] got noticed and celebrated, then [2] got forgotten or overlooked, and then, much later, [3] got noticed again. This magazine is full of such things. Go explore some of them.

If you are a journalist, some of those rabbit holes house bunnies that can make news editors hop to attention.

Start an argument about whether some particular study is good or bad, important or trivial, valuable or worthless.



On the back cover of this issue: Detail from the study "Designing and Testing an Improved Packaging for Large Hollow Chocolate Bunnies." See page 26.

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The features marked with a star (*) are based entirely on material taken straight from standard research (and other Official and Therefore Always Correct) literature. Many of the other articles are genuine, too, but we don't know which ones.

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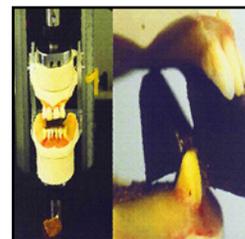
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On the Front Cover

Slightly-stylized artistic interpretation of detail from the study "Dental Fracture and Chocolate Candies: Case Report." See page 15.



Some Coming Events

The Covid-19 pandemic has introduced excitingly boundless uncertainty as to whether, when, where, and how various public activities will happen in the near future. In 2021 most (but not all!) will happen teledistantly.

See [IMPROBABLE.COM](https://improbable.com) for details of these and other events:

Jan 11, 2021
Intersci, Edinburgh, Scotland

Jan 16, 2021
Arisia, Boston, MA, USA

Feb 11, 2021
AAAS Annual Meeting (this year teledistantly)

Feb 22, 2021
Israel Physics Society Conference

September 9, 2021
The 31st First Annual Ig Nobel Prize Ceremony

2021 (Dates TBD, pandemic permitting)
Ig Nobel EuroTour

2021 (Dates TBD, pandemic permitting)
Japan



The Improbable Research podcast is back!

[https://www.improbable.com/
category/the-weekly-improbable-research-podcast/](https://www.improbable.com/category/the-weekly-improbable-research-podcast/)

Where There's More

There's always new improbable — it's not what you expect! — stuff on the **Improbable Research blog** at [IMPROBABLE.COM](https://improbable.com)