Ig® Nobel Prize Ceremony
2012

This Year’s Theme: The Universe
About the Ig Nobel Prizes

Ig Nobel Prizes are awarded for achievements that first make people LAUGH, and then make them THINK. The Igs are intended to spur public curiosity and interest in science and other fields of endeavor. Ten prizes are awarded each year. Winners travel to the ceremony at their own expense.

The Ig Nobel Prize winners are, despite possible appearances to the contrary, real. Their achievements are well documented.

What to expect tonight: Imagine every ceremony you have ever had to endure. Loop them all together, at high speed, upside down. Add ten Ig Nobel Prize winners. That’s the Ig Nobel Prize ceremony.

Paper airplanes are a tradition at the Ig Nobel Prize Ceremony. Modern flight regulations apply. Listen for the Special Announcement right just before the start of the ceremony proper.

There will be two (2) designated paper airplane deluge periods. Prior to each, please ready your aircraft – but do not yet launch them.

See page 5 for more details.
The Twenty-Second 1st Annual

Ig® Nobel

Prize Ceremony

Thursday, September 20, 2012, 7:30 pm
Sanders Theatre, Harvard University

Reluctantly inflicted on you by
the international science humor magazine

Annals of Improbable Research
(AIR)

and co-sponsored by
The Harvard-Radcliffe Science Fiction Association
The Harvard-Radcliffe Society of Physics Students
The Harvard Computer Society

The theme of this year’s ceremony is

The Universe

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“Ig” and “Improbable Research” and the “tumbled thinker” logo are each reg. U.S. Pat. and Tm. Off.
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SCHEDULE OF EVENTS

Pointless Preamble

- Pre-ceremony Lobby AccordioConcert (6:45, in the lobby)
- Pre-ceremony Keromin concert (7:10 in the theater)
- Ceremony begins (7:30, in the theater)
- Paper Airplane Deluge #1
- Entrance of the New Winners
- Introduction of the Nobel Laureates and other Ignitaries
- The Traditional Ig Nobel “Welcome, Welcome” Speech

Everything Else**

- Awarding of the 2011 Ig Nobel Prizes* (weather permitting)
- The Intelligent Designer and the Universe: A Mini-Opera in 4 Acts*
- The 24/7 Lectures
- Introduction of Past Winners*
- Paper Airplane Deluge #2
- The Win-a-Date-With-a-Nobel-Laureate Contest
- Other Things*
- The Traditional Ig Nobel “Goodbye, Goodbye” Speech
- Disappearance of the Audience

* scattered throughout the evening
** but maybe in some different order

Paper Airplanes

In the interests of safety and recycling, there will be two (2) special paper-aeronautic moments tonight: one at the ceremony’s beginning, the other at the midpoint.

Please hold your paper airplanes in readiness. Then fly them only – and profusely, to the point of deluge – during those two special moments. Please AIM FOR SAFETY!

An authority figure will make it very clear when each of those moments arrives.

* scented with lavender
** but maybe in a different order

Annals of Improbable Research (AIR) www.improbable.com 5
This Year’s Theme
The theme of this year’s ceremony is THE UNIVERSE. The theme applies to various goings-on, though not necessarily (and not necessarily not) to any of the particular achievements being honored with an Ig Nobel Prize.

Internet Viewers
Tonight we will be joined from afar, in spirit and electro-mechanically, by teeming hordes watching via the Internet. Most gloriously, an audience of 400 is gathered in a beautiful old theater in Leiden, The Netherlands, watching the broadcast augmented by live talks/demos by several past Ig Nobel Prize winners. The event is emceed by 2003 Ig Nobel biology prize winner Kees Moeliker, the scientific discoverer of homosexual necrophilia in the mallard duck.

Celebrity Bacteria
The theme of the 2010 ceremony was Bacteria. Several trillion celebrity bacteria were seated in or on the audience. Many of them are still here. See if you can spot them.
“The Intelligent Designer and the Universe”

*World Premiere mini-opera in four (4) acts*

“The Intelligent Designer and the Universe,” is a mini-opera in four acts scattered throughout the ceremony. It stars Maria Ferrante, Ben Sears, Roberta Gilbert, and Daniel Rosenberg, with pianist Patrick Yacono and accordionist Thomas Michel, MD, PhD., with Marc Andelman as the non-singing ingenue. David Stockton conducts and stage directs the opera. The cast members are all natives of the universe, as is Mr. Stockton.
Ig Internet Broadcast

The ceremony is being broadcast live on YouTube. Video highlights of many past ceremonies are at www.improbable.com

NPR Broadcast

On the day after Thanksgiving, listen to the traditional Ig Nobel Broadcast on National Public Radio (NPR)’s Talk of the Nation / Science Friday with Ira Flatow. Many of the previous year’s Ig broadcasts are at www.ScienceFriday.com. You can see video highlights of several past ceremonies at www.improbable.com.
The Ig Informal Lectures!

SATURDAY afternoon, Sept 22,2012, 1:00 pm

MIT Building 10, Room 250
77 Mass. Ave., Cambridge

FREE!
(But seating is limited, so get there early)

A Saturday Treat…

At tonight’s Ig Nobel Prize Ceremony, each winner is allowed just ONE MINUTE to deliver an acceptance speech. But of course you’ll want to hear more juicy details, and ask them questions, and so….

You are invited to come enjoy a lazy, lively half-afternoon of brief (five minutes each, plus questions & answers), high-spirited talks by the 2012 Ig Nobel Prize winners and several past winners.

Produced by the
Annals of Improbable Research
in cooperation with
The MIT Press Bookstore
(mitpress.mit.edu/bookstore)
Authority-Like Figures

As always, IgBill had incomplete information at press time. You may not be able to tell the players even with this scorecard.

(NOTE: ** indicates name is misspelled)

Producer/Director: Marc Abrahams
Co-Producer and Stage Manager: David Kessler
Opéra Conductor/Stage Director: David Stockton
Internet Broadcast Producer: Joshua Kroll
Director of Improbable Engineering: Quentin Smith
Writers: Marc Abrahams, Alice Shirrell Kaswell, and friends
Ig Nobel Facilitator: Katherine Meusey
Ig House Band: Nicholas Carstoiu and Alec Carstoiu
Boston Squeezebox Ensemble Maestro: Thomas Michel
Keromin Inventor & Maestro: Yuji Okuyama
Lurking Presences: Roger Kautz, Robin Abrahams, Mira Wilczek, Stanley Eigen
Lighting & Technology: Rob Sanders, Hunter Heinlen, Joshua Kroll, William Richard, Linda Brennan. Special thanks to Holly Gettings
Props and Scenery: Eric Workman
House Sound: David Nickerson, Bay State Sound
Sound Recording: Miles Smith, Frank “Barefoot” Cunningham
Slide Show: Lauren Maurer, Richard Baguley, Geri Sullivan
Prize & Props Creation: Eric Workman
Green Room Oracles: Maria Eliseeva, Heidi Clark
Provisionary Logisticians: Gus Rancatore, Corky White
HRSFA Coordinator: Adam Swiatlowski
HRSPS Coordinators: Annie Baldwin and Nikko Pomata
HCS Coordinator: Carl Jackson
Grand Panjandrum of the Delegations: Louise Sacco
Videography: Seven Generations Video, Bruce Petschek, Shaun Clarke, Don Schechter, Cody Signore, Nick Petschek, Trevor Chamberlain

Internet Broadcast Engineer: Quentin Smith

Broadcast Artistic Advisor: Frederic Lepage

Diplomats: Susan Kany (lead diplomat), Dany Adams, Connie Brichford, Cole Krumbholz, Abby Litton-Jean, Joe Maguire, Dan Meyer, Gus Rancatore, Corky White

Enforcers: Jaclyn Friedman, Anna Phillips

Press Wranglers: Neil Gussman, Marcia Bartusiak, Lauren Maurer

Photographers: Alexey Eliseev, David Holzman, Mike Benveniste

Ig Informal Lectures (Saturday) Coordinator: John Jenkins

Ig Nobel Webmaster: Julia Lunetta

Artwork & Logos: Geri Sullivan, Lois Malone

Master Technician emeritus: Dave Feldman

IgBill Design and Layout: Geri Sullivan
People

Master of Ceremonies
Marc Abrahams, editor, *Annals of Improbable Research (AIR)*

Nobel Laureates
most of the following:
Dudley Herschbach (Chemistry 1986)
Rich Roberts (Physiology or Medicine, 1993)
Jack Szostak (Physiology or Medicine, 2009)
Roy Glauber (Physics, 2005)
Eric Maskin (Economics, 2007)
Jerome Friedman (Physics, 1990)

and perhaps some others

Returning Ig Nobel Prize Winners: Dr. Richard Gustafson,
Don Featherstone, Dr. Deborah Anderson, Mahadevan, John Senders,
Dan Meyer, Dr. Elena Bodnar, Dr. Francis Fesmire

Welcome Welcome Speaker: Jean Berko Gleason

24/7 Lecturers: Roy Glauber, Erica Ebbel Angle, Rich Roberts,
Dr. Elena Bodnar

Opera Soloists: Maria Ferrante, Ben Sears, Roberta Gilbert,
Daniel Rosenberg

Opera Accordionist: Thomas Michel

Opera costumer: Catherine Quick Spingler

Opera Non-Soloists: Marc Andelman and everyone else

Opera Pianist: Patrick Yacono

Opera Narrator: Karen Hopkin

Pre-Ceremony Lobby Accordion Concert: Boston Squeezebox Ensemble

Pre-Ceremony On-Stage Keromin Concert: The Keromin Orchestra,
led by Yuji Okuyama

Band: Nicholas Carstoiu and Alec Carstoiu

Mike Monkey: Neil Judell

Parade and Opera Announcer: Karen Hopkin

12  *The Twenty-Second 1st Annual Ig Nobel Prize Ceremony – September 20, 2012*
Human Spotlights: Jim Bredt, Katrina Rosenberg
Human Curtain Rods: Isabelle Rosenberg, Constance Brichford
Human Aerodrome: Eric Workman
Referee: Mr. John Barrett
V-Chip Monitor: Noted Attorney William J. Maloney
Attorney William J. Maloney: Himself
Majordomo: Gary Dryfoos
Minordomos: Genevieve Reynolds (Major Minordomo), Julia Lunetta, Peaco Todd, Julia Rios, Jenny Gutbezahl, Ben Biggs, Moss Collum
Onstage Lurking Presence: Mira Wilczek
Performing Chemists: Joost Bonsen, Daniel Rosenberg, et al.
Performing Props Master: Eric Workman
Miss Sweetie Poo: Mary Margaret Duffy and Sharada Sundaram-Senders
Official Sweepers: Sylvia Rosenberg, Roy Glauber, Julia Eliseeva
Hecklers: You, the audience
Goodbye Goodbye Speaker: Jean Berko Gleason

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The 24/7 Lectures

Each 24/7 Lecture will be delivered by one of the world’s great thinkers. Each lecture has two parts:

A complete technical description in 24 SECONDS

A clear, accurate summary that anyone can understand in SEVEN WORDS

The time limit and word limit will be strictly enforced by Mr. John Barrett, the Ig Nobel Referee.

This year’s 24/7 lecturers:

• Roy Glauber
  TOPIC: The Universe

• Erika Ebbel Angle
  TOPIC: Mass Spectrometry

• Rich Roberts
  TOPIC: Arsenic-based Life

• Dr. Elena Bodnar
  TOPIC: Electro-muscular incapacitation devices

...and perhaps one or two others.

Visit our galleries in Somerville, Dedham, or Brookline or click MuseumOfBadArt.org
Info@MuseumOfBadArt.org

See more bad art in the book The Museum of Bad Art: Masterworks
Now available in selected portions of the Universe!

The new book, This is Improbable by Marc Abrahams

“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.”

—Mary Roach, author of Stiff and Packing for Mars

Special Thanks to…


Very special thanks also to the late Alan Symonds, who for more than a decade helped us solve our technical problems, and the late Bob Dushman, who gallantly defended the Ig against a marauder.

** Name misspelled.
## 22 Improbable Years

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<th>YEAR</th>
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<td>22nd First Annual</td>
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A list of the new Ig Nobel Prize winners will be posted at
WWW.IMPROBABLE.COM

Last Year’s (2011) Ig Nobel Prize Winners

PHYSIOLOGY PRIZE: Anna Wilkinson (of the UK), Natalie Sebanz (of THE NETHERLANDS, HUNGARY, and AUSTRIA), Isabella Mandl (of AUSTRIA) and Ludwig Huber (of AUSTRIA) for their study “No Evidence of Contagious Yawning in the Red-Footed Tortoise.”

CHEMISTRY PRIZE: Makoto Imai, Naoki Urushihata, Hideki Tanemura, Yukinobu Tajima, Hideaki Goto, Koichiro Mizoguchi and Junichi Murakami of JAPAN, for determining the ideal density of airborne wasabi (pungent horseradish) to awaken sleeping people in case of a fire or other emergency, and for applying this knowledge to invent the wasabi alarm.

MEDICINE PRIZE: Mirjam Tuk (of THE NETHERLANDS and the UK), Debra Trampe (of THE NETHERLANDS) and Luk Warlop (of BELGIUM), and jointly to Matthew Lewis, Peter Snyder and Robert Feldman (of the USA), Robert Pietrzak, David Darby, and Paul Maruff (of AUSTRALIA) for demonstrating that people make better decisions about some kinds of things — but worse decisions about other kinds of things — when they have a strong urge to urinate.

PSYCHOLOGY PRIZE: Karl Halvor Teigen of the University of Oslo, NORWAY, for trying to understand why, in everyday life, people sigh.

LITERATURE PRIZE: John Perry of Stanford University, USA, for his Theory of Structured Procrastination, which says: To be a high achiever, always work on something important, using it as a way to avoid doing something that’s even more important.

BIOLOGY PRIZE: Darryl Gwynne (of CANADA and AUSTRALIA and the UK and the USA) and David Rentz (of AUSTRALIA and the USA) for discovering that a certain kind of beetle mates with a certain kind of Australian beer bottle.

PHYSICS PRIZE: Philippe Perrin, Cyril Perrot, Dominique Deviterne and Bruno Ragaru (of FRANCE), and Herman Kingma (of THE NETHERLANDS), for determining why discus throwers become dizzy, and why hammer throwers don’t.

MATHEMATICS PRIZE: Dorothy Martin of the USA (who predicted the world would end in 1954), Pat Robertson of the USA (who predicted the world would end in 1982), Elizabeth Clare Prophet of the USA (who predicted the world would end in 1990), Lee Jang Rim of KOREA (who predicted the world would end in 1992), Credonia Mwerinde of UGANDA (who predicted the world would end in 1999), and Harold Camping of the USA (who predicted the world would end on September 6, 1994 and later predicted that the world will end on October 21, 2011), for teaching the world to be careful when making mathematical assumptions and calculations.

PEACE PRIZE: Arturas Zuokas, the mayor of Vilnius, LITHUANIA, for demonstrating that the problem of illegally parked luxury cars can be solved by running them over with an armored tank.

PUBLIC SAFETY PRIZE: John Senders of the University of Toronto, CANADA, for conducting a series of safety experiments in which a person drives an automobile on a major highway while a visor repeatedly flaps down over his face, blinding him.

For a complete list of all Ig Nobel Prize winners (1991-now) see the Improbable Research web site
WWW.IMPROBABLE.COM
SANDERS THEATRE

Sanders Theatre in Memorial Hall is operated by the Office for the Arts at Harvard. All inquiries should be addressed to:

Memorial Hall/Lowell Hall Complex, 45 Quincy Street, Room 027, Cambridge, MA 02138-3003.
Phone: 617.496.4595 Fax: 617.495.2420.

CALENDAR OF EVENTS Available at the Harvard Box Office web site:

www.boxoffice.harvard.edu

SMOKING There is no smoking allowed in Memorial Hall.

RESTROOMS, PUBLIC TELEPHONE, & ATM Located on the Lower Level.

PARKING — THERE IS NO PARKING AT SANDERS THEATRE.
Free parking for Sanders Theatre events is available at the Broadway Garage, corner of Broadway and Felton Streets, from one hour pre-performance to one hour post-performance. For some student events, patrons will be asked to park at 38 Oxford Street.

LOST AND FOUND Call 617.496.4595 or visit the Administrative Offices, Memorial Hall room 027. Memorial Hall and Harvard University are not responsible for lost or stolen property.

LATECOMERS Latecomers will be seated at the discretion of the management.

PHOTOGRAPHY AND RECORDING Use of cameras and audio, video, or digital recording equipment of any kind, including cell phones, is prohibited. Equipment will be confiscated.

ACCESS FOR PATRONS WITH DISABILITIES Wheelchair accessible seating is available through the Harvard Box Office by telephone at 617.496.2222, TTY 617.495.1642, or in person. Sanders Theatre is equipped with Sennheiser Infraport RI 100 J headset receivers and EZT induction neck loop Assistive Listening Devices, available at the Box Office one-half hour before performance time.

For information about parking for disabled patrons, call Marie Trottier, University Disability Coordinator, at 617.495.1859, TTY 617.495.4801, Monday through Friday 9am to 5pm. Please call at least two business days in advance.

THE HARVARD BOX OFFICE

Ticketing Sanders Theatre events and more. Phone: 617.496.2222; TTY: 617.495.1642

Advance Sales: Holyoke Center Arcade, Harvard Square, 1350 Massachusetts Avenue. Open Tuesday-Sunday 12 noon to 6pm. Closed Mondays, some holidays and has limited summer hours.

Pre-Performance Sales: Sanders Theatre at Memorial Hall
Open performance days only, at 12 noon for matinees and 5pm for evening performances.
Open until one-half hour after curtain.

USHERING To inquire about ushering opportunities, contact the Production Office at 617.495.5595.

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Box Office Manager: Tina L. Smith / Manager of Student Ticketing Services and Associate
Box Office Manager: Jason Govostes / Senior Box Office Associate: Bob Bartosch / Box Office Associates: Amy LeBrun Stepsis and Michael Van Devere / Box Office Assistant: Vic Yambaso
Geim’s Twin Honors

Six days after the 2010 ceremony came the news: Andre Geim was chosen to receive a 2010 Nobel Prize in physics, for his discoveries about graphene (the two-dimensional form of carbon). Ten years earlier Geim and Michael Berry were awarded the 2000 Ig Nobel Prize in physics, for using magnets to levitate a frog.

Upcoming Events

Upcoming Ig Nobel / Improbable Research events include: the annual Improbable Research session at the Annual Meeting of the American Association for the Advancement of Science; the annual U.K. tour of the UK; etc. There have also been tours or events in Australia, The Netherlands, Austria, Greece, Sweden, Ireland, Mexico, Canada, Switzerland, Denmark, with more to come.

For details, see:

www.improbable.com
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(All rates in US dollars.)

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