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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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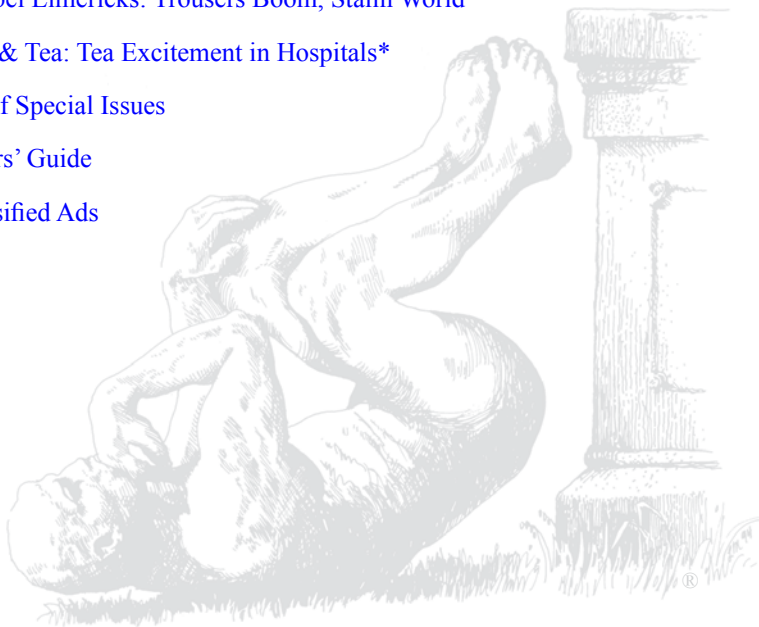
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On the Front Cover

Two of the many commonplace sources of noise.



On the Back Cover

Sign posted at the entrance to a cemetery near Nottingham Trent University, Nottingham, UK. Photo: Alice Shirrell Kaswell.



Some Coming Events

See IMPROBABLE.COM for details of these and other events:

June 5, 2018

Dead Duck Day, Rotterdam, The Netherlands

July 10, 2018

Ig Nobel Ceremony Tickets go on sale

September 13, 2018

Ig Nobel Prize Ceremony, Harvard U

September 15, 2018

Ig Informal Lectures, MIT

September 2018

Japan

October 3, 2018

Orlando, FL, USA

October 4, 2018

Harvard University

October 10, 2018

Hartford, CT, USA

Autumn 2018

Ig Nobel Fall EuroTour

November 23, 2018

Annual "Science Friday" radio broadcast

Where There's More

There's always new improbable — it's not what you expect! — stuff on the **Improbable Research** blog at IMPROBABLE.COM

SOFT IS HARD: CREEPINESS AND COOL KIDS

Further evidence why the “soft” sciences are the hardest to do well

compiled by Alice Shirrell Kaswell and Bissell Mango, *Improbable Research* staff

On Creepiness

“A Case of The ‘Heeby Jeebies’: An Examination of Intuitive Judgements of ‘Creepiness’”, Margo C. Watt, Rebecca A. Maitland, and Catherine E. Gallagher, *Canadian Journal of Behavioural Science / Revue Canadienne des Sciences du Comportement*, vol. 49, no. 1, January 2017, pp. 58-69. The authors, at St. Francis Xavier University, Dalhousie University, and the University of New Brunswick, Canada, explain:

The present research examined “creepiness,” a commonly referenced but little understood construct. In Study 1, 185 undergraduates (74% women) provided qualitative data on the defining characteristics of “creepiness.” “Creepiness” was found to reside in the eyes, and was associated with men with ectomorphic-like bodies, with a dishevelled appearance, between 31 and 50 years of age. In Study 2, 48 students (71% women) rated black-and-white photographs of Caucasian male faces on a 7-point Likert-type scale for “creepiness,” trustworthiness, and attractiveness.

A Case of the “Heeby Jeebies”: An Examination of Intuitive Judgements of “Creepiness”

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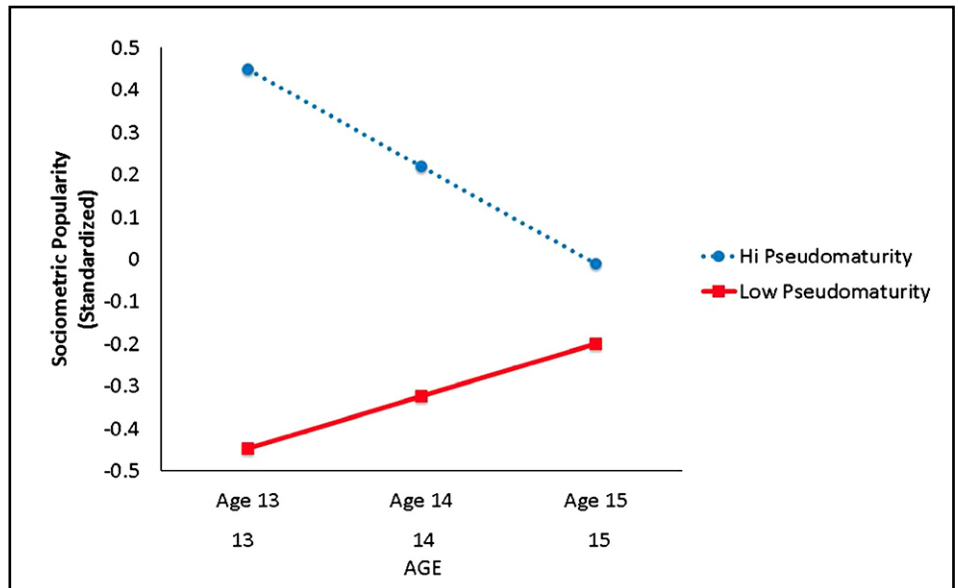
Catherine E. Gallagher
University of New Brunswick

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What Happens to The Cool Kids, Later On

“What Ever Happened to the ‘Cool’ Kids? Long-Term Sequelae of Early Adolescent Pseudomature Behavior,” Joseph P. Allen, Megan M. Schad, Barbara Oudekerk, and Joanna Chango, *Child Development*, vol. 85, no. 5, 2014, pp. 1866-1880. The authors, at the University of Virginia, explain:

In a multimethod, multireporter study following a community sample of 184 adolescents from ages 13 to 23, early adolescent pseudomature behavior was linked cross-sectionally to a heightened desire for peer popularity and to short-term success with peers. Longitudinal results, however, supported the study’s central hypothesis: Early adolescent pseudomature behavior predicted long-term difficulties in close relationships, as well as significant problems with alcohol and substance use, and elevated levels of criminal behavior.



Detail from the study “What Ever Happened to the ‘Cool’ Kids? Long-Term Sequelae of Early Adolescent Pseudomature Behavior.”