CONTENTS

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.

Special Section: Women (and Men)

4 Women and Children Lastness in Shipwrecks*
5 Cool and Hot Women and Men*
6 A Little-Remarked Remarkable Woman*
9 Women and Math and Science and Romance*
11 Medical Research: Rescuers Hands, Ponytail Headache, Elevation for Nursing*
13 A Woman Who*
17 Body of Work: Kathleen M. Dillon*
20 Cats Research: Girls, and Men and Datability*
22 Some Men's Reactions to Babes*
24 Pleasant Odors Research: Women and Men*

Improbable Research Reviews*

2 May We Recommend: Duckling Waves*
8 Icky Cutesy: Back Pane, Cat CAT Scan, Tongue Needle*
15 Improbable Research: Women and Weights, Bank Notes, Apple Juice Haze*
26 Frogs Research: Flicking and Cannibalism*
27 Chocolate Packaging Research Review*
28 Ig® and Beyond: Qubits and Tardigrades and Pooing*

News & Notes

3 AIR Vents: Coprophagia and Authoritarians
25 AIR Books
26 Teachers’ Guide
30 Ig Nobel Limericks: Vampire Bats and Side Scratching*
31 Back Issues

IBC Unclassified Ads

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Where There’s More

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

Listen to the Improbable Research podcast!

https://www.improbable.com/category/the-weekly-improbable-research-podcast/

On the Front and Back Covers

Images of once-famous women and a few men, adapted from photos on file at the Library of Congress.

Some Coming Events

The Covid-19 pandemic has introduced excitingly boundless uncertainty as to whether, when, and where public activities will happen in the near future. In 2022 some will happen teledistantly.

(See IMPROBABLE.COM for details of these and other events.)

Improbable Conversations with Researchers—
See schedule on the web site.

Summer 2022—
Ig Nobel Prizes Exhibition in Taiwan

September 15, 2022—
The 32nd First Annual Ig Nobel Prize Ceremony
# Chocolate Packaging Research Review

**Analyses of package purchase perception decisions**  
by Anita Raimondo-Robusto, Improbable Research staff

## Chocolate Packaging and the Mind of Youths


Results showed that an attractive package design was of paramount significance in first purchase of chocolate bars.

An interesting observation worth noting was, among 72 percent who purchased a newly launched chocolate bar based on an attractive pack, 61 percent regretted having purchased it. These findings clearly portrayed that consumers were misled by good-looking chocolate packages. 8 percent of the consumers also had the opinion that the nutritional information and nutritional claims printed on chocolate packages were misleading. However, this did not prevent them from trying out different brands of chocolate bars.

However, it was concluded that a very strong advertisement with a very attractive pack together could sell the chocolate bar with over 94 percent of the respondents agreeing to it.

96 percent of the students did not follow the storage instructions given on packages.

## To Purchase, or Not to Purchase, Packaged Chocolate


The preliminary results indicate that the number of purchased packages within a year, cost of purchasing chocolate within a year, type of relationship of recipients of chocolate as gift, gender of recipient of chocolate as gift, age group of recipient of gift, type of store, nationality of chocolate, significance of packaging in various price ranges, type of packaging, insertion of information on package and color of packaging, are important factors influencing people to buy more.

## To Purchase, or Not to Purchase, Packaged Chocolate