

IG® NOBEL LIMERICKS: ASTHMA, RISK, REPRO

Ig Nobel Achievements distilled into limerick form

by Martin Eiger, *Improbable Research Limerick Laureate*

The Ig Nobel Prizes honor achievements that first make people laugh, then make them think. For details of all the Ig Nobel Prize-winning achievements, see each year's special Ig Nobel issue of the magazine, and also see <www.improbable.com/ig/winners>.

2010 Ig Nobel Medicine Prize

Simon Rietveld of the University of Amsterdam, the Netherlands, and Ilja van Beest of Tilburg University, the Netherlands, for discovering that symptoms of asthma can be treated with a roller-coaster ride. [Reference: "Rollercoaster Asthma: When Positive Emotional Stress Interferes with Dyspnea Perception," Simon Rietveld and Ilja van Beest, *Behaviour Research and Therapy*, vol. 45, 2006, pp. 977–87.]

THERE WAS RACING AND SPINNING AND FEAR.
THE SCREAMING RESOUNDS IN MY EAR.
I WAS PHYSICALLY ILL.
BAD DREAMS PLAGUE ME STILL.
MY BREATHING, HOWEVER, IS CLEAR.

1992 Ig Nobel Economics Prize

The investors of Lloyds of London, heirs to 300 years of dull prudent management, for their bold attempt to insure disaster by refusing to pay for their company's losses.

INSURANCE PROVIDERS TODAY

TAKE CHANCES. THERE'S NO OTHER WAY.
THERE'S RISK MITIGATION,
HOWEVER, WHEN THEY SHUN
THEIR OBLIGATION TO PAY.

1991 Ig Nobel Biology Prize

Robert Klark Graham, selector of seeds and prophet of propagation, for his pioneering development of the Repository for Germinal Choice, a sperm bank that accepts donations only from Nobellians and Olympians.

ROBERT KLARK GRAHAM WOULD ADVISE
THAT IF YOU'VE WON NO NOBEL PRIZE
AND YOU'RE NOT GOOD AT SPORTS,
THEN DON'T DROP YOUR SHORTS.
HE DOES NOT WANT THE SPERM FROM SUCH GUYS.

Note: A complete list of Ig Nobel Prize winners is online at <<http://www.improbable.com/ig/winners>>

Rollercoaster asthma: When positive emotional stress interferes with dyspnea perception

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Abstract

The current study assessed how negative and positive stress is related to dyspnea perception. The participants were 25 young women with a medical diagnosis of severe asthma, and 15 matched controls. Stress was induced during repeated rollercoaster rides. Results showed that negative emotional stress and blood pressure peaked just before, and positive emotional stress and heart beat peaked immediately after rollercoaster rides. Dyspnea in women with asthma was higher