

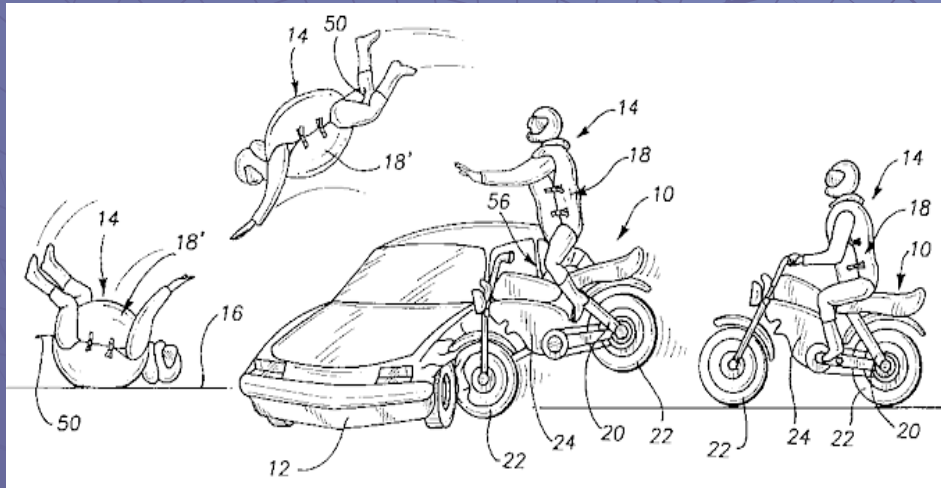
The image features a solid blue background. On the left side, there is a faint, light-colored grid pattern that resembles a map or a technical drawing. A hand holding a pen is positioned on the right side of the grid, with the pen tip pointing towards a specific intersection of the grid lines. The text "Where is the truth?" is written in white, sans-serif font across the middle of the grid.

Where is the truth?

# Motorcycle

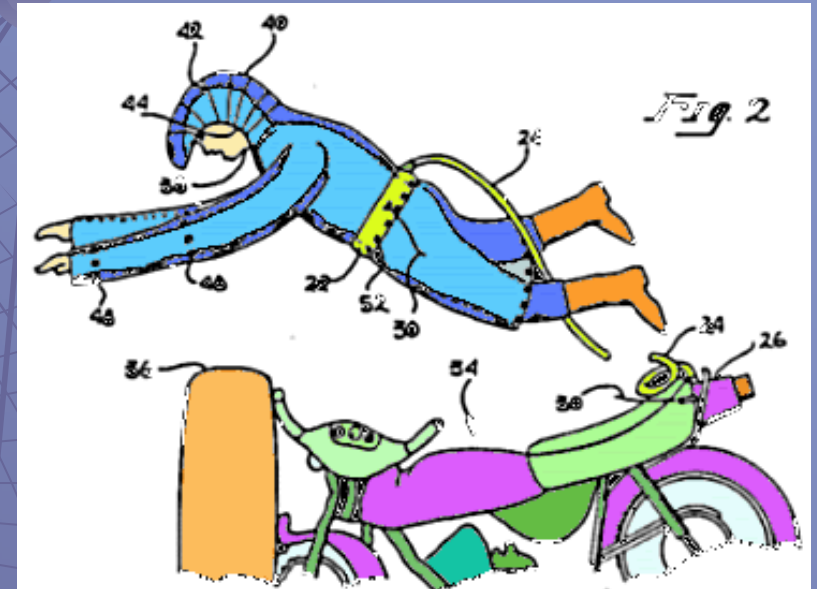
- ◆ Flying Turtle

- US Patent Issued In 2000



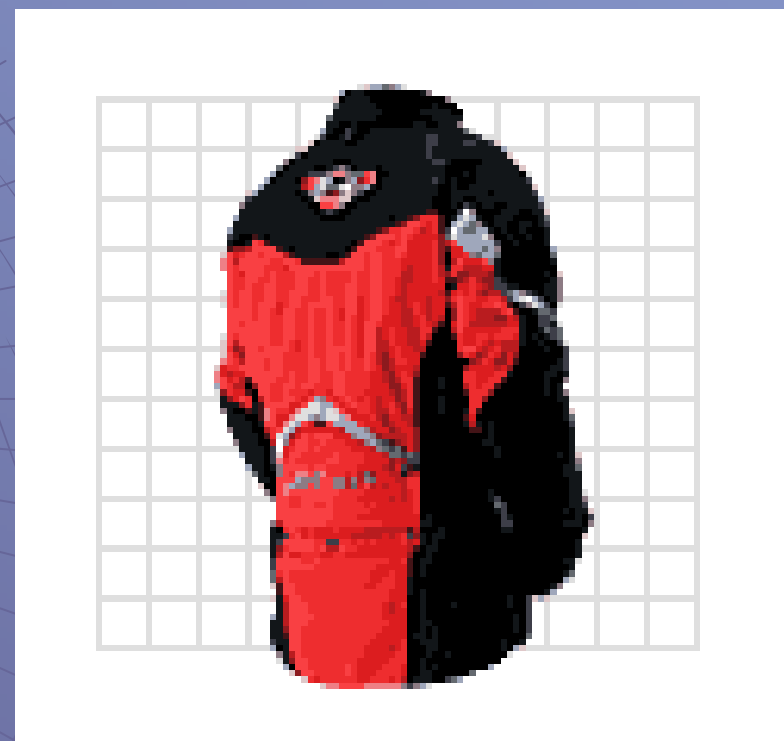
- ◆ Motorcycle Airbag

- US Patent Issued In 1989



# HELITE vests: 350 à 500 €

- ◆ A small click is better than a hard shock!



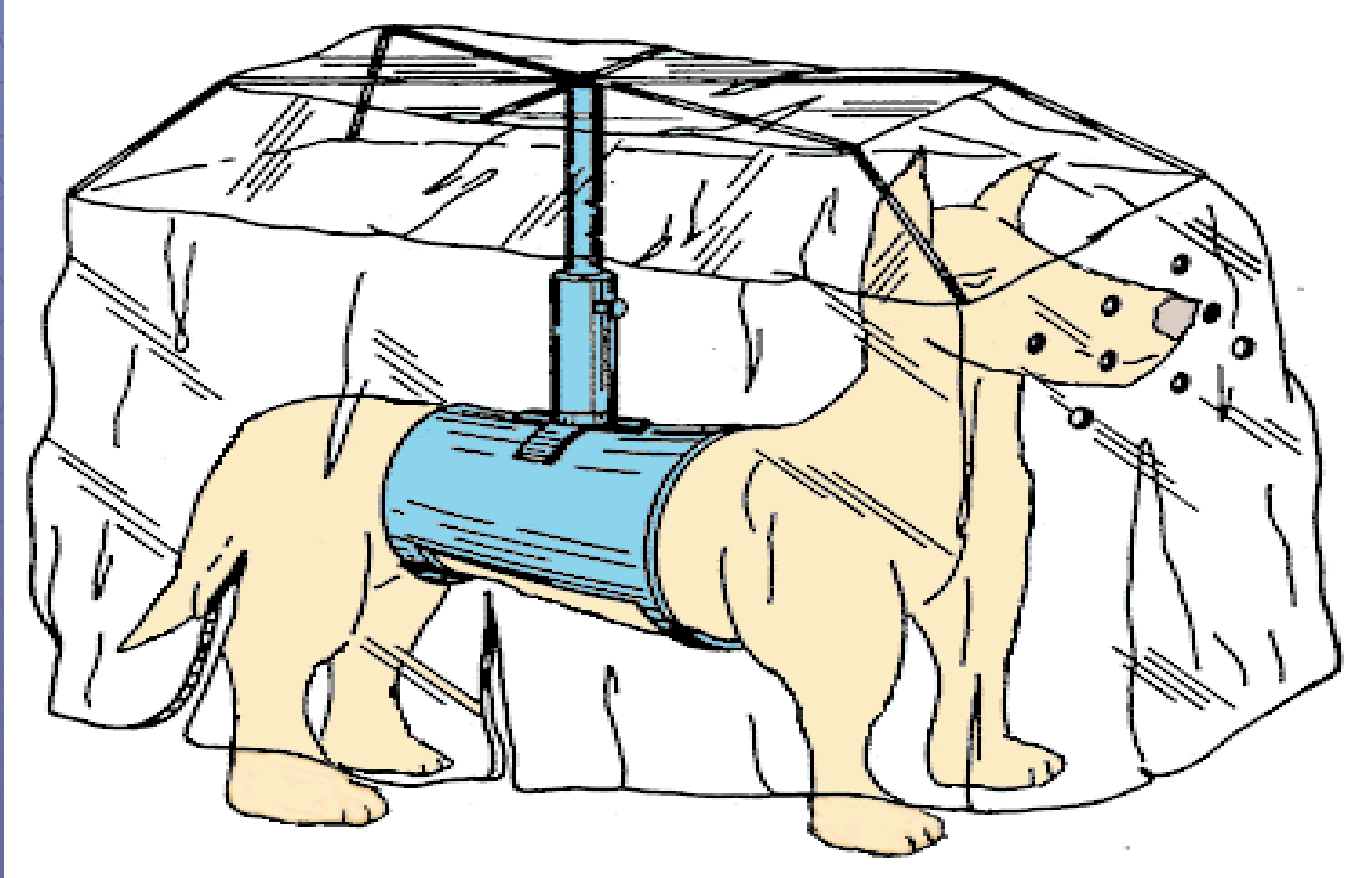
# Electro Fishing: US Patent Issued In 1993



# Streambank Electrofishing: 5 000 to 15 000 US\$



# Doggie Umbrella : US Patent Issued In 1992



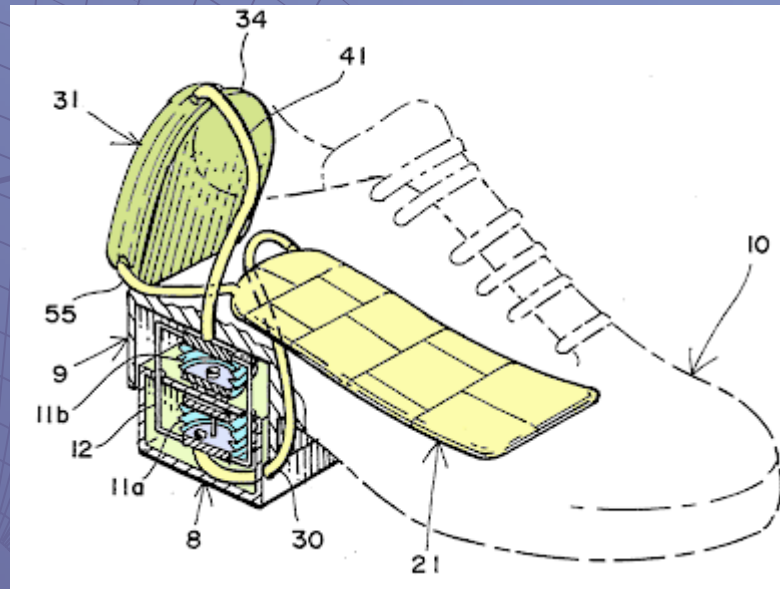
<http://totallyabsurd.com>



20 US\$ for a doggie umbrella

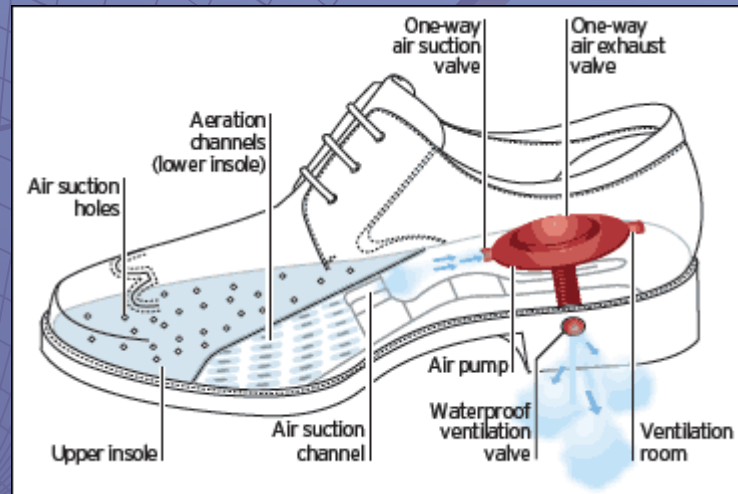


# Cool Shoes US Patent Issued In 1994





# Air-conditioned shoes could stop foot odour!! £30



# IG Nobel prizes

- ◆ honor achievements that first make people laugh, and then make them think. The prizes are intended to celebrate the unusual, honor the imaginative -- and spur people's interest in science, medicine, and technology.
- ◆ Howard Stapleton: Peace IG Nobel 2006
- ◆ invents an electromechanical teenager repellent -- a device that makes annoying high-pitched noise designed to be audible to teenagers but not to adults; and for later using that same technology to make telephone ringtones that are audible to teenagers but probably not to their teachers.

Annals of

**IMPROBABLE  
RESEARCH**



1 000 €: Beethoven



trials have shown that teenagers are acutely aware of the Mosquito™ and move away from the area within just a couple of minutes...

# Quotation?

- ◆ "Everything that can be invented has been invented."  
Charles H. Duell, U.S. Commissioner of Patents, in 1899.
- ◆ "I think there is a world market for maybe five computers. »  
Thomas Watson, chairman of IBM, 1943
- ◆ "There is no reason anyone would want a computer in their home."  
Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977

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Beware! All misquotations!



# News?

Last month, the Norwegian diplomat Charung Gollar was asked to present the UN with a graphic showing the main problems in the world in 2004.

He presented a set of 8 pictures entitled "The power of stars" and was applauded for the simplicity of his idea.

In spite of having no pretension at all, his work was presented to participate to the Nobel Price of Politic Marketing.

Attached are the 8 pictures presented. Read the legends.







# ANGOLA



# BRÉSIL



-  - People living with less than \$10 per month
-  - People living with less than \$100 per month
-  - People living with less than \$1000 per month
-  - People living with more than \$100.000 per month

Knowing the world you live in.

**Grande  
Reportagem**

Vert – personnes vivant avec moins de 10 \$ par mois

Jaune – personnes vivant avec moins de 100 \$ par mois

Bleu – personnes vivant avec moins de 1000 \$ par mois

Blanc – personnes vivant avec plus de 100 000 \$ par mois

# BURKINA FASO



Rouge – enfants morts avant un an

Vert – enfants morts avant trois ans

Jaune – enfants atteignant l'âge adulte



# CHINE



Rouge – enfants de 14 ans qui travaillent

Jaune – enfants de 14 ans qui vont à l'école

# COLOMBIE



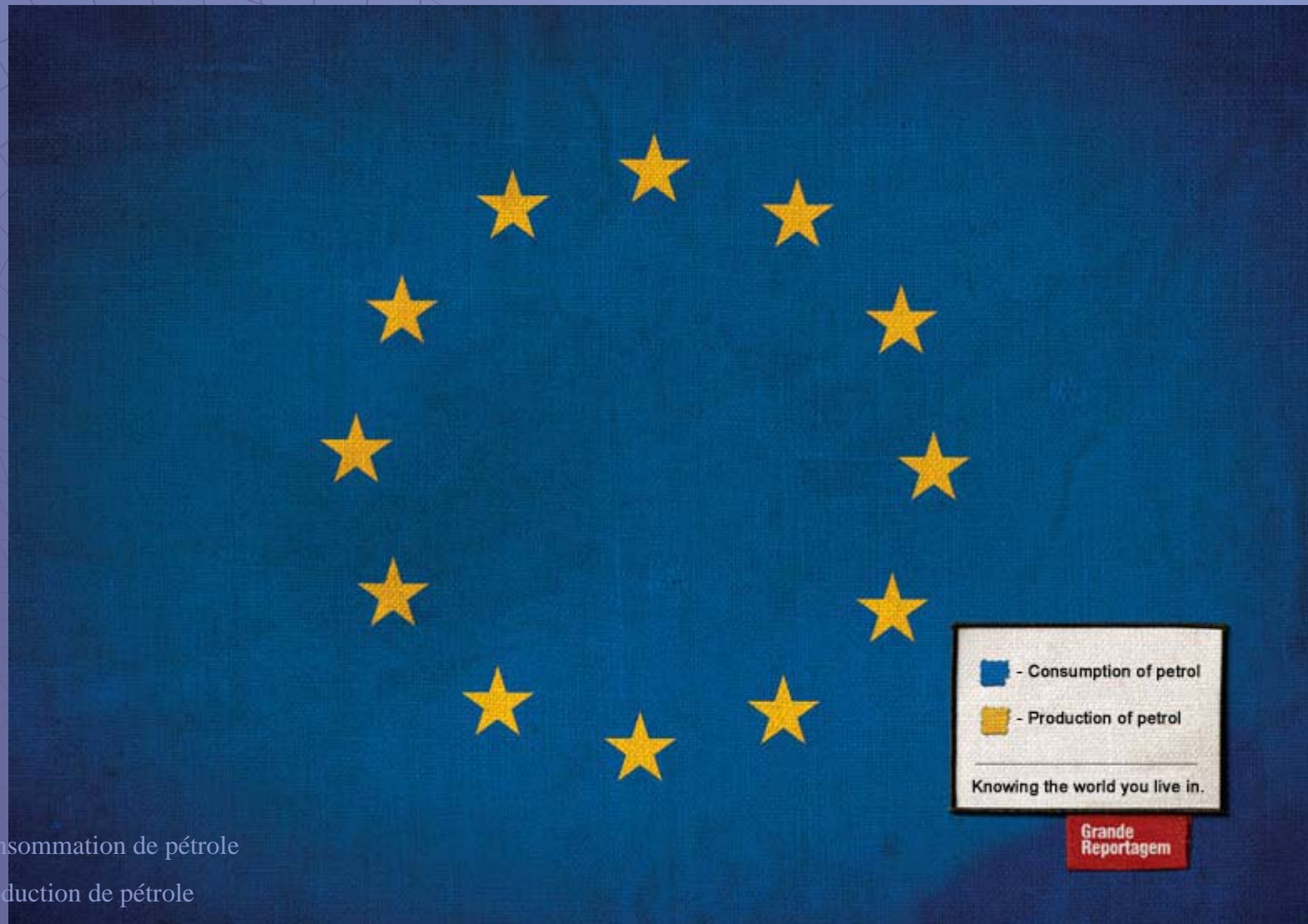
Rouge – exportation de bananes

Bleu – exportation de café

Jaune – exportation de cocaïne



# EUROPE





# SOMALIE



Bleu – femmes souffrant de mutilations génitales

Blanc – femmes ne souffrant pas de mutilations génitales

# U.S.A



Rouge – pour la guerre en Irak

Blanc – contre la guerre en Irak

Bleu – ignorent où se trouve l'Irak



# Hoax?

The magazine Revista Grande Reportagem is a Hard Journalism magazine, on the same line as the Times. The idea was to bring across the concept that the magazine offers profound journalism about topics of real importance to the world of today.

This is how we thought of the concept Meet the World.

We started to research relevant, global, and current facts and, thus, came up with the idea to put new meanings to the colours of the flags. We used real data taken from the websites of Amnesty International and the UNO.

The campaign has been running in Portugal since January 2005. There are eight flags that portray very current topics like the division of opinions about the war in Iraq in the United States, the violence against women in Africa, the social inequality in Brazil, the drug trafficking in Columbia, Aids and malaria in Angola, etc.

With regards to the email presenting the campaign as being done by a Norwegian diplomat, this information is completely wrong. There is no Norwegian diplomat called Charung Gollar, there was no presentation in the UNO, and the campaign is not called 'The Power of the Stars'. This was all invented and is going round the world via email.

That's it, basically. ICARO DORIA

# Cognitive bias!



- ◆ 35 bias for decision making and behavioral
- ◆ 29 bias in probability and belief
- ◆ 20 Social bias
- ◆ 7 memory errors