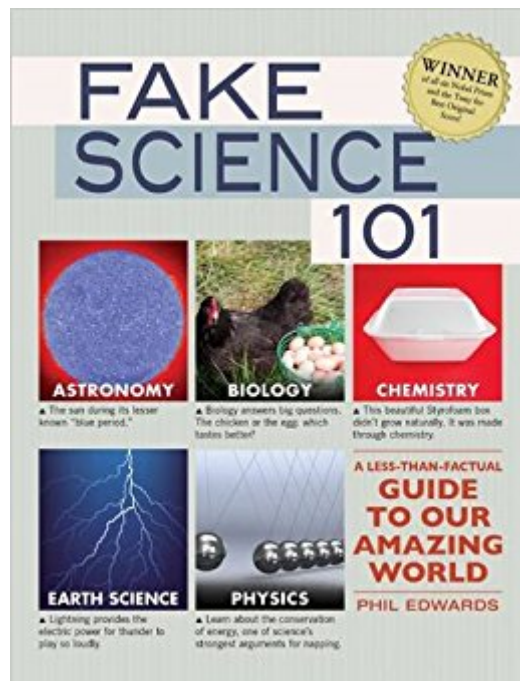




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# Fake Science 101: A Less-Than-Factual Guide To Our Amazing World



## Synopsis

For years, readers have flocked to the Fake Science site for scientifically flavored information. The research there has been lauded by Mental Floss as "inaccurate and ridiculous in every way," praised by the Guardian as "brilliantly false," heralded by io9 as "amazing," and noted by Google as "a website." Now readers can finally share the freshest discoveries of the Fake Science lab. Larded with hundreds of footnotes, illustrations, and a small amount of lard (it reduces paper manufacturing costs), Fake Science 101 is a completely new truth-sterilized textbook.

## Book Information

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## Customer Reviews

"This book is totally rad!"--Isaac Newton  
"Pretty good, but somewhat lacking in its coverage of Lithium."--Lithium, Third Element On The Periodic Table  
"This book is so good, I almost don't mind that I died penniless!"--Nikola Tesla  
"For the last time, I am not the physicist Stephen Hawking. I'm Steve Hawking and I'm a business administrator in Ohio. I will not read your book."--Stephen Hawking, Says He's Not The Physicist, But Who Knows?  
"Thank you for contacting the offices of Neil Armstrong. The office cannot respond to all letters, but thank you for your interest. Please enjoy the enclosed color photograph."--Neil Armstrong, First Man On the Moon  
"Plenty of fun and games and charts and tongue-in-cheekiness, the book is snazzily packaged in keeping with today's viral needs." --The Atlantic Wire  
"A few years back we wrote about a hilarious blog called Fake Science, which deals in intentional pseudo-science. Now, the creator of that blog is unleashing Fake Science 101, a 272-page textbook for the fake-fact-loving science nerd in all of us. I had a chance to read

the book. It's really funny and packed with fantastically colorful and exceptionally fake pictures and diagrams." --Mental Floss "It has been a big summer for Tumblr books and the most recent, Fake Science 101, might be the best of the lot." --Forbes.com "Phil Edwards' raucously wrong and ticklingly funny textbook Fake Science 101 ... is filled with boatloads of falsehoods and an array of pseudo-scientific recommendations that would undoubtedly prompt a preponderance of lawsuits should they actually be taken seriously. Luckily, the book is clearly labeled as utterly, ridiculously phony." --RealClearScience.com "Think The Daily Show meets Bill Nye and voila! You've got Fake Science 101." --BusinessInsider "Fake Science has long been a quality source of 'brilliantly false' scientifically-flavored information that no one in their right mind would mistake for fact." --Gawker "To complex scientific phenomena that others approach with rigorous experiments and a steadfast belief in the reliability of the scientific method, he parachutes in with a disregard for data and a love for the absurd. In other words, unlike most of the people mentioned on this blog, Edwards isn't a real scientist. He's a fake scientist." --Smithsonian Surprising Science Blog "Phil Edwards might not know a lot about biology, physics or chemistry, but when it comes to fake science, he's an undisputed leader." --WBEZ - Chicago

Please ignore the rumors, scandals, and litigation surrounding the publication of this book. Do, however, check with local authorities to make sure this textbook isn't banned in your place of work, municipality, or library.

One of the challenges of creating content on the internet is that it is usually quickly and readily consumed and forgotten by the web-browsing public. Monetizing this content is even more difficult because of the aforementioned reasons. That being said, there are many ways the creators of internet content can make some money off of their product. Sometimes this takes the form of T-shirts or other, physical items, but oftentimes the choice of internet creators is a book. For Fake Science, which uses Tumblr for its regular posts, publishing a fake science textbook seemed like a good choice. Unfortunately, since a lot of internet content is quickly consumed, an almost 300 page book seems a little tedious to read once the initial novelty of the idea wears off. There are certainly a lot of amusing bits in this book, but they tend to be lost in the noise of it all as the joke is repeated over and over again. Because it's satire, knowledge of the factual science behind the jokes of Fake Science is almost necessary so the joke can be understood. Even though the parody of a textbook is well-done, the problem with this is you're essentially reading a textbook from cover to cover. Adding to the difficulty of just sitting down and reading a whole chapter is the fact that the

satire almost makes it read like a mixture of science propaganda (which is inexplicably obsessed with tanning salons) and your wise-ass drunk uncle who heard about science second-hand and now thinks he's an expert in it. By the end of the book, you're just tired of reading a printed out section of the internet and merely want to go back to watching videos of cats. A book for those who want a few science-related jokes and laughs amidst the dry formatting of a textbook, I give Fake Science 101 3.0 stars out of 5.

One of the few successful translations of Internet humor to paperback form, "Fake Science 101" playfully pokes, pulverizes and disposes of the large body of real scientific evidence gathered throughout human history. In its place is a remarkably detailed impostor of a textbook, replete with page-filling graphics, stock photos, footnotes, and end-of-chapter discussion points one comes to expect from the genuine article. Fortunately, the humor is not nearly as labored. Between what the other reviewers have quoted here and what is available on the Fake Science Tumblr, you'll know if this is for you or someone you know. Current students will enjoy its subversive bent. Meanwhile, those who've survived hard science education and dutifully skip NOVA on PBS will revel in a mixture of nostalgia and absurdist glee. I am told actual scientists may have senses of humor as well, though testing this theory would require real science, which I lack. But thanks to this book, I do have an abundance of the fake kind. I will place this proudly next to my collection of Gary Larson's "The Far Side", just as soon as I'm done sharing it with others.

Astronomy, Biology, Chemistry, Geology, Physics, and two chapters about science in general make this book a really full and funny overview of science. I read each one on a day and found them surprisingly like a real textbook as we had a major overview of the different science types. Highlights are the scientific facts on the side of each page, so try not to miss them. Who hasn't wondered why scientists don't wear pants? Now I know that it's ok...

I am a middle school science teacher. Since it doesn't have anything super inappropriate in it, it is PERFECT for my students... and me. It's hysterical. I love that it's a fake "textbook" and it makes fun of a lot of traditional "textbook" things. Awesome.

I bought this as a gift for my teen daughters as a gag companion to their Physical Sciences textbook. (They have gotten a real kick out of the book.) My coworkers in the physics department though are pretty impressed with the book as well, and I suspect a few new visitors to the Fake

Science blog from those coworkers. Quite funny stuff!

My 14 year old grandson said the book was pretty good. It was funny and realistic graphics. He said he felt this book would be appropriate for pre-teens and teens.

I'm amazed by the amount of work and attention to detail that went into this hilarious, visually stunning book. Everything -- from the title page to the back cover -- is laugh-inducing. (I would say LOL-worthy, but that wouldn't meet the strict scientific standards of the work). Would make a great gift for virtually anyone -- preteens, moms, prison inmates, etc. A really enjoyable read.

Very well written and honest look at the history of the world and science

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