

# The Cornell Daily Sun

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## Soup Study Wins Prof Mock Nobel

By GALLAGHER HANNAN  
Sun Staff Writer

For many, the words “scientific research” conjure up images of tests tubes, clipboards and white lab coats. But for others, like Prof. Brian Wansink, applied economics and management, scientific research can be much more relevant, dynamic and even fun.

Wansink has just been recognized for his research by the Annals of Improbable Research, who awarded him the Ig Nobel Prize. The Ig Nobel is granted to those researchers who are involved in work that is quirky and fun, but also scientifically sound. Other 2007 winners included a “gay bomb” that causes enemy soldiers to become irresistible to each other, and a trap for bank robbers that is designed

to drop a net on top of them.

“[It’s] given for research that makes you laugh and then makes you think,” said Wansink. “They give 10 prizes every year that roughly align with the 10 areas that give Nobel prizes ... I got it in this particular case because the research question was important but the way in which we answered it was fun and it was also academically tight enough to get into a great journal.”

The research that won Wansink the prize in this case was his work with “mindless eating,” specifically his experiments with endlessly refilling soup bowls. According to Wansink, the experiment ran three or four times, with typically about 60 people each time. The subjects were asked to eat as much as they

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## No. of Black Inmates Rises

*Census Bureau finds three times more African-Americans live in prison than in college dorms*

By MEREDITH HOFFMAN  
Sun Staff Writer

Late last month, the U.S. Census Bureau released a report revealing that more than three times the number of black Americans live in prison as in college dorms.

The news is not shocking to black student leaders at Cornell, who along with the rest of the country have seen the number of black prisoners increase dramatically since the 1980s.

“The study seems like a complete oversimplification of the issue — in light of all the current cases of discrimination we have seen in our local community, this shouldn’t be a surprise,” said Kalisa Martin ’08, senior advisor of the prison activist coalition at Cornell.

Martin emphasized that while education and opportunity are important factors that have contributed to the rise in the number of black prisoners in the United States, the system itself is racist. She said that police surveillance is typically much higher in predominantly black communities, and often, teachers have different expectations of their black students.

“The Ithaca city school district is a prime example; some students are able to succeed, but others are treated differently because of their race,” said Martin, who two years ago began the Prison Activist Coalition with a group of other

women of color to visit McCormick, a local maximum security detention center for juvenile males.

While the census study focused on prisoners of age 25 and older, Amanda Colon ’08, a member of the Coalition, emphasized the importance of

reaching out to young offenders.

“A lot of people need rehab and support. A lot of juvenile offenders need support and better guidance so that they do not fall into the patterns of

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### Built to last



MATT HINTSA / SUN SENIOR PHOTOGRAPHER

Lacy Swanson ’08 makes some last-minute improvements to the C.U. Solar Decathlon house Saturday.

## Off-Campus Housing Office Retools to Improve Service

By YUNYUN CAI  
Sun Contributor

With more than 50 percent of undergraduates and 85 percent of graduate students living outside of University residences, off-campus housing is a big issue for the Cornell Community. The Off-Campus Housing Office, newly located in 401 Willard Straight Hall, is expanding its services to address the needs of current and potential off-campus residents and promote the quality of off-campus living.

According to the Cornell Off-Campus Housing website, the mission of OCHO is to “provide housing assistance, education and referral services to students, staff, faculty and others associated with Cornell, choosing

to live off-campus”.

The office was first located in Robert Purcell Community Center and on then on the sixth floor of the Straight, before it became a unit of the Office of the Dean of Students in the Straight at the end of this summer.

**“The North Campus location was inconvenient to most students.”**

LeNorman J. Strong

The relocation of the office was a key recommendation made by the Off-Campus Housing Task Force, a committee on off-campus living issues made up of students, staff and Ithaca city repre-

sentatives.

“The North Campus location was inconvenient to most students,” said LeNorman J. Strong, assistant vice president of student and academic services and co-chair of the

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MARK WULFE / SUN STAFF

**First-time tenants** | A group of undergraduates picks up materials at an informational booth sponsored by the Off-Campus Housing Office Sept. 26 on Ho Plaza.