

Abstract Submitted  
for the MAR14 Meeting of  
The American Physical Society

**Fairy-Tale Physics Farewell to Reality Bankrupting Physics:  
Baggott-Unzicker-Jones Critiques Shame Physics' Shameless Media-  
Hype P.R. Spin-Doctoring Touting Sci-Fi Veracity-Abandonment "Show-  
Biz" Spectacle: Caveat Emptor!!!** EDWARD SIEGEL, Retired — Bag-  
gott[Farewell to Reality: How Fairy-Tale Physics Betrayed Search For Scientific  
Truth]-Unzicker [Bankrupting Physics: How Top Scientists Are Gambling Away  
Credibility] shame physics shameless rock-star media-hype P.R. spin-doctoring  
veracity-abandoning touting sci-fi show-biz aided by online proliferation of uncritical  
pop-sci science-writers verbal diarrhea, all spectacle vs little truth, lacking Kant-  
Popper skepticism/ falsification, lemming-like stampedes to truth abandonment,  
qualified by vague adverbs: might, could, should, may,... vs factual is! Physics, mo-  
tivated by financial greed, swept up in its very own hype, touts whatever next  
big thing/cutting-edge bombast ad infinitum/ad nauseum, turning it into mere  
trendy carney sideshow, full of fury(FOF) but signifying absolutely nothing! Wit-  
ness: GIGO claims string-theory holographic-universe causes cuprates optical con-  
ductivity; failed Anderson RVB cuprates theory vs. Keimer discovery all cuprates  
"paramagnons" bosons aka Overhauser SDWs; Overbye NYT holographic-universe  
jargonial-obfuscation comments including one from APS journals editor-in-chief  
re. its unintelligibility, FOF but signifying absolutely nothing INTELLIGIBLE!;  
Bak/BNL SOC tad late rediscovery of  $F=ma$  mere renaming of Siegel acoustic-  
emission!; 2007 physics Nobel-prize Fert-Gruenberg rediscovery of Siegel[JMMM  
7,312(78); <https://www.flickr.com/search/?q=GIANT-MAGNETORESISTANCE>]  
GMR. Each trendy latest big thing modulo lack of prior attribution aka out and out  
bombastic chicanery! Siegel caveat emptor "Buzzwordism, Bandwagonism, Sloga-  
neering for Fun Profit Survival Ego" sociological-dysfunctionality thrives!

Edward Siegel  
Retired

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