

Report on Invent a Unit



1. Overview

Over 3 days we received 60 ideas and were delighted with their range and the thought behind them. Here, we report (simplifying some wordings) by age group, awarding a 'best award' in each. We only wish we had time and space here to share them all. **Thank you:** Abdul, Aleks, Alfie, Andrew, Artie, Benjamin, Blacc, Bobbie, Cameron, Caoimhe, Charles, Charlotte, Chris, Chris, Ciaran, Connor, Crispin, Daniel, Daniel, David, Demilade, Dongqiqi, Emily, Esha, Francesca, Grace, Grace, Hanyu, Harrison, Jacob, Jaime, James, Janhavi, Jim, Jonathan, Jonty, Judah, Kaelyn, Kajtek, Lesley, Mariam, Mark, Mark, Matthew, Muhammad, Munir, Navjot, Oliver, Ramsay, Samuel, Stan, Tazara, Tiger, Theo, Vivian and Zak

2. Our favourites from people under 11 years old received in the first 3 days

Unit name	What it measures	Notes	Inventor
The inge	How far ink goes in Splatoon 2	Word inge comes from the 2 words ink and range [Splatoon 2 is a computer game].	Matthew
The pretzel	The number of mistakes in a single piece of knitting	Mistakes would include dropping a stitch, gaining a stitch accidentally and getting your wool tangled up.	Benjamin
The trunck	Tree growth	Used to measure the number of trees grown within a certain period of time.	Kaelyn

Our top favourite is the **trunck** – well done Kaelyn for a lovely idea with relevance to a greener future.

3. Our favourites from people aged 11-18 years received in the first 3 days

Unit name	What it measures	Notes	Inventor
The amaz	How nice people are on certain days	I named it Amaz because it's amazing.	Munir
The annoyant	The measurement between stupidity and anger	Measures how annoyed you get by measuring how stupid something is times by how angry you get because of it.	Alfie
The beanie	A cuteness scale	1 beanie is not at all cute, 100 beanies is very cute.	Oliver
The beeps	Pollution levels in your area	Useful for those with pre-existing conditions and general health.	Grace
The clicky	1 tap per device per person per day	Used to show engagement for a website or app.	Jonty
The dongares	Infrared radiation per square metre per hour in interstellar space	Useful in identifying circumstellar habitable zones.	Esha
The famosa	Beauty	Famosa is beauty in Galician.	Charlotte
The geo	Weather event strength	Thanks Ciaran also for: piro (flame intensity), vibroms (particle vibration frequency), and spart (material strength, perhaps inspired by Spartans).	Ciaran
The leapmeter	How far someone leaps	Short version is Lm. e.g. the boy jumped 2 Lm in the long jump competition.	Demilade
The lepain*	Pain level	1 lepain is the feeling of standing on a Lego brick Can be used on future Lego boxes.	Jacob

The minion	The capability of a football club	Involves: performance, finance, capacity and management of the club. It could help scout for new players, appropriate managers, check finances and rank clubs.	Cameron
The nailtime	Time for nails to grow		Mariam
The ouchometer*	Pain level	For parents and teachers to assess a child's pain level	Ramsay
The photoja	Photo number	1 photoja = 700 photos.	Janhavi
The pongometre	How far smells can travel	Measures good and bad smells in any direction.	Jaime
The splash	Optimum personal water consumption	Optimum water consumption based on your height, weight and age. e.g. 2 splash of water per hour is two 15 cm tall glasses of water.	Grace
The weetabrix	The hardness of material, relative to dried Weetabix	As we know Weetabix at the bottom of a bowl solidifies to become the hardest substance known.	Aleks and Tiger

Our top favourite: **the photoja**. How many photoja's does humanity create daily and what is the environmental impact? Do we need a fraction of them? Sadly, we don't have time to sift and delete unwanted images, including photo bursts. According to ['Business Insider'](#), about 1,700,000,000 photoja (=1.7 gigaphotoja) were taken in 2017. The **amaz** comes a close second.

* **ouchometer** and **lepain** both measure pain. Doctors ask patients to rate pain on scales of 1 to 10, though serious discussions are had about the fact that people probably experience pain level differently and that there are different types of pain. We liked the lepain as it is well defined and uses an easily accessible measurement standard.

4. Our favourites from adults (or unaged) received in the first 3 days

Unit name	What it measures	Notes	Inventor
The enuf	Food-energy needed per adult for 14-day house isolation	(Equivalent Nutritional Fortnight) = 31,500 kcal 20 kg of chocolate = 3.5 enuf (that's more than enough).	Vivian
The heist	Energy (a lot of)	A lot of energy is a lot of joules (jewels), hence a 'heist'. Chris also mentioned the 'pirate ninja' from the book 'The Martian', which measures sunlight power on mars.	Chris
The lazyer	Duration of a human blink		Hanyu
The tee	Time taken to wear all T-shirts I own before I return to the start of the pile	It is approximately 1 month in the old system of units. [Note to Charles: how many tees before you wash them?]	Charles
The thunberg	A measure of environmental positivity.	e.g. +1 thunberg for cycling or public transport. But -1 for driving etc. By the end of the week you should aim to have >0 thunberg.	Crispin

Our top favourite is the **thunberg**, though the complicated definition would keep international committees busy for some time.

We also loved (not listed above): Mark's **tidy** – which is to do with small amounts of cake cut off to make it look tidier (which apparently have no calorific value) and James' **lommi**, which measures the 'Heaviness of music' where 1 lommi is based on his 'Gold Standard of heaviness': Black Sabbath's song *Black Sabbath*. James rates *Mars* from Holst's *The Planets Suite* with 'several lommi', and gives Vivaldi's *Spring* 0.1 lommi.

4. Overall comments

We checked that all the words being proposed didn't mean something inappropriate, not just in English, but in other languages. This is done by international committees with real units (and prefixes) to avoid embarrassment and some proposed names have been rejected for this reason.

It is standard SI procedure for written units to start with lower case letters, unless they are at the start of a sentence.

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