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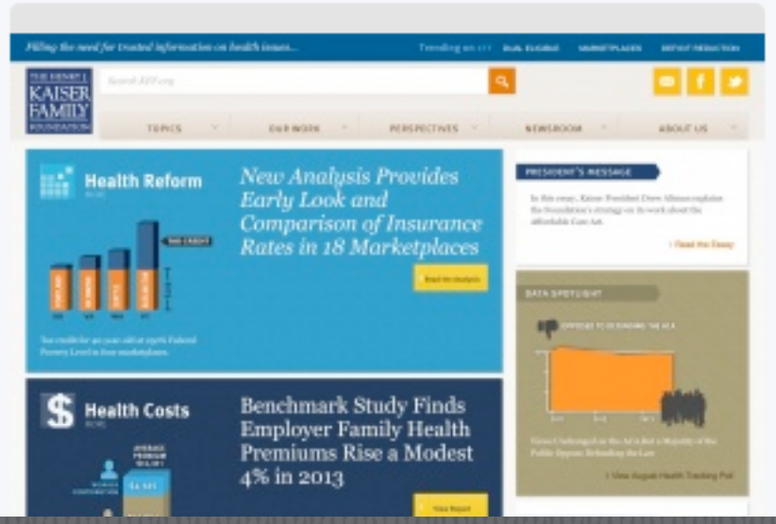

Longform

“The length of long-form articles is between that of a traditional article and that of a novel.”

– *Wikipedia*

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BetaBoston

BetaBoston - The unintended benefits of "Sent from my iPhone"
By **Chad O'Connor** @chadoconnor

Another installment in our ongoing series to showcase innovative MassChallenge companies. MassChallenge is the world's largest startup accelerator and the first to support entrepreneurs with no...

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Less than 15 minutes (Under 3,750 words)

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30-45 minutes (7,500-11,250 words)

45-60 minutes (11,250-15,000 words)

More than 60 minutes (Over 15,000 words)

- Longread: >1500 words
- Average Longreads article: 2,800 words
  - (About a 11-12 minute read)
- Domains shared on Longreads.com has doubled
  - More than 3,000 domains

LONGREADS

"The surprising thing about our most popular stories is their 'lifespan'....these stories get retweeted weeks & months after they've been featured.

They're not as time-sensitive as breaking news, so there's still a lot of value there."

–Mark Armstrong, Longreads

‘Like Being in Prison with a Salary’: The Secret World of the Shipping Industry

Rose George | Metropolitan Books | August 2013 | 17 minutes (4,213 words)

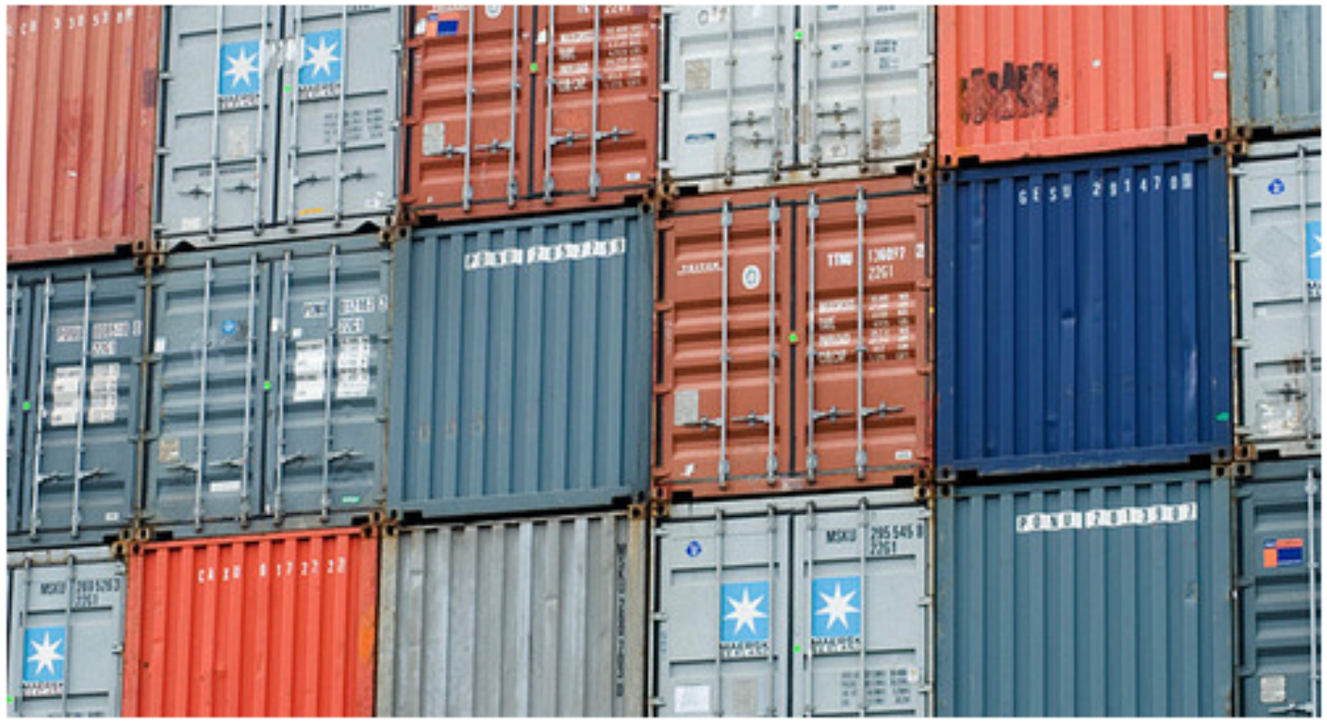


Photo by Steve Gibson

The following is the opening chapter of Rose George’s new book, Ninety Percent of Everything. Our thanks to the author for sharing it with the Longreads community.

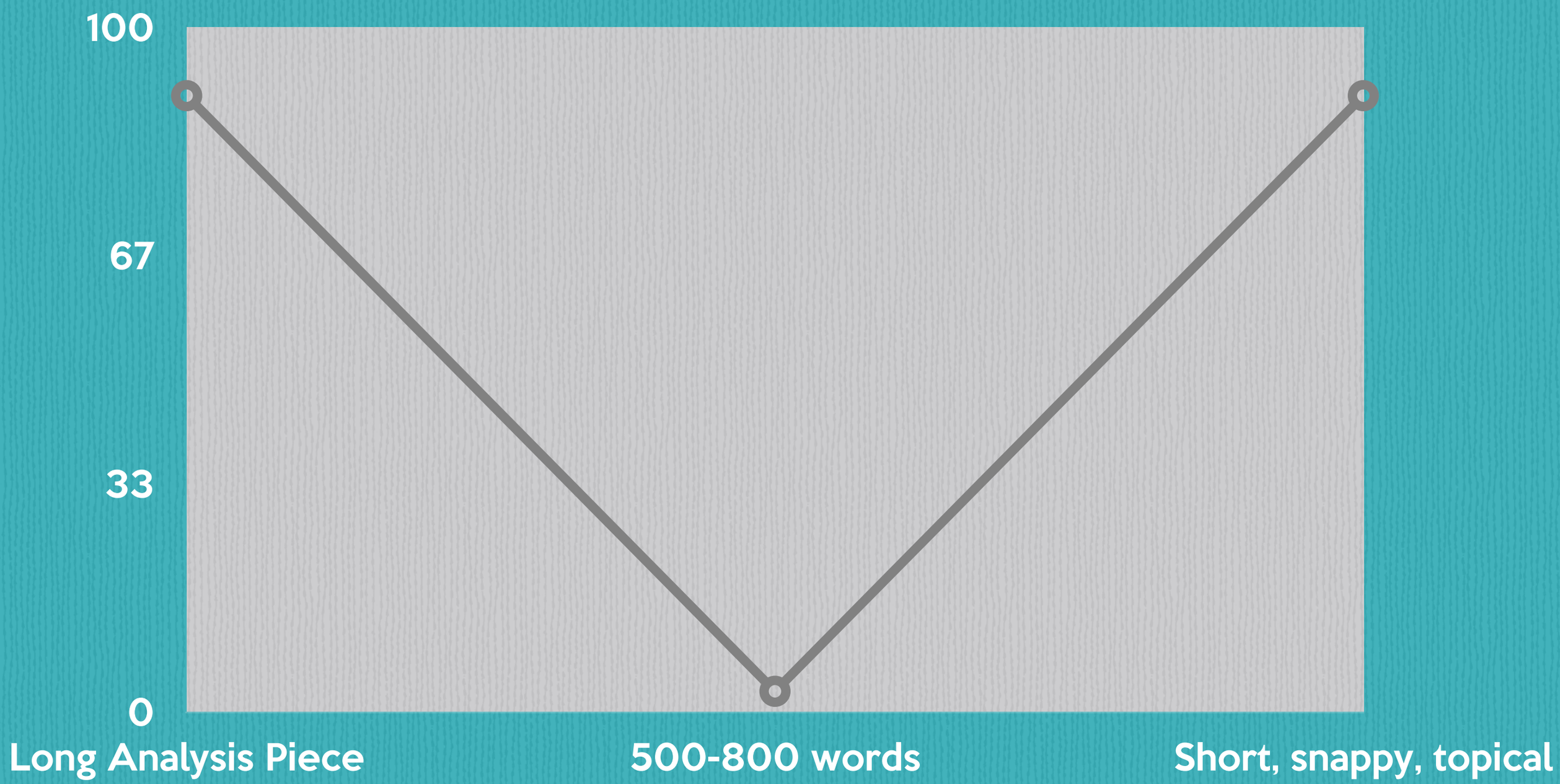
***

Friday. No sensible sailor goes to sea on the day of the Crucifixion or the journey

“The best pieces are either short, snappy and topical, or they are long analysis.”

– Kevin Delaney, Quartz

Chances of social media success



*Adapted from Edelman.com

TALLY ME BANANA

How the global banana industry is killing the world's favorite fruit

By Gwynn Guilford | @sinoceros | March 3, 2014

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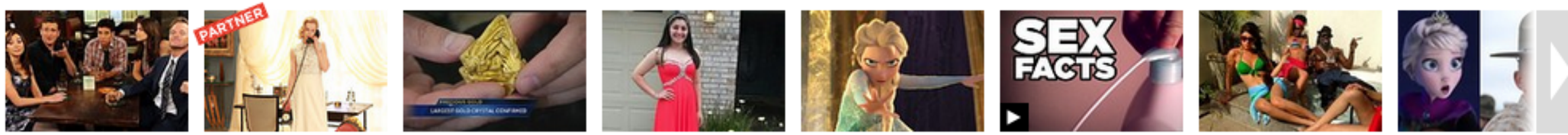

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Why I Bought A House In Detroit For $500

After college, as my friends left Michigan for better opportunities, I was determined to help fix this broken, chaotic city by building my own home in the middle of it. I was 23 years old.

posted on January 9, 2014 at 10:01pm EST

Drew Philp
BuzzFeed Contributor

Longform

- Investigative and in-depth articles
- Topics which are not usually time-sensitive
- Longreads: more than 1,500 words
- Long sharing life on social media

Newsletters

The New York Times
Friday, May 2, 2014

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7. The New Old Age: The Documents You Need, When You Need Them
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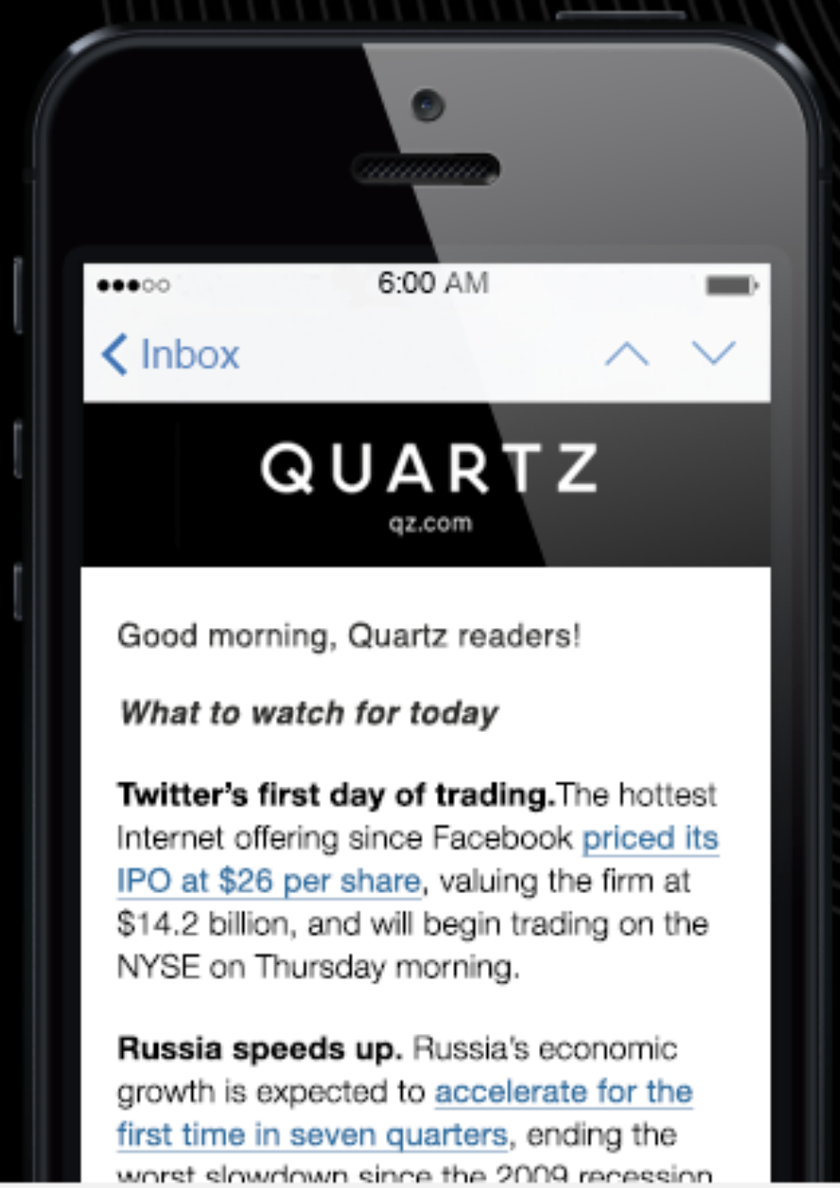

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–Kevin J. Delaney, Quartz Editor-in-Chief

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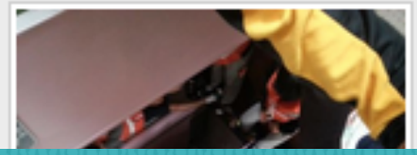

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Video from cellphone of victim shows students joking as ship begins to go down.

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ANDY KIRK

Visualizing Zero: How to Show Something with Nothing

11:00 AM Thursday May 1, 2014 | Comments (1)

More on: Communication

In its most revealing form, data visualization makes the "invisible" visible. It enables people to move beyond just looking at data towards actually seeing the shapes and magnitudes of its physical properties to inform and enlighten. Discernibility is a prominent guiding decision: making the size of values as readable as possible, the distinction between categories as identifiable as possible, and the nature of relationships between entities as evident as possible. Yet, what if there is... More »

MANFRED F. R. KETS DE VRIES

Sometimes Colleagues Are the Best Coaches

10:00 AM Thursday May 1, 2014 | Comments (16)

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By the age of thirty, our personalities have stabilized and behavior change becomes

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Harvard Business Review

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THE 10-POINT

The 10-Point.

A personal, guided tour to the best scoops and stories every day in The Wall Street Journal, from Editor in Chief Gerard Baker.

By GERARD BAKER CONNECT

Updated May 1, 2014 7:34 a.m. ET

Good morning from New York,

Stall Speed

This is the way the U.S. economy starts this year. Not with a bang but with a whimper. We report that growth in GDP marked its second-worst quarterly performance since the recession ended in 2009. The primary reason was a fall in exports. We note that pent-up demand caused by a winter lull could lead to stronger gains this year, and reassure the U.S. Federal Reserve that the economy can return to stronger growth. For now, the Fed is sticking to its path of reducing bond purchases to $45 billion a month and keeping interest rates near zero, though inflation and other factors could complicate the central bank's decisions. We also analyze the movement of the Dow Jones Industrial Average, which closed in record territory for the first time in 2014, after U.S. stocks initially struggled to gain ground. Investors said one hurdle has been the slowdown in corporate earnings growth.

The Moscow Method

As pro-Russia militants extend their grip in Ukraine, we examine what appears to be their emerging strategy: Grab as much ground and infrastructure as they can to ensure that a referendum on independence takes place. The Kremlin hasn't publicly expressed any desire to annex eastern Ukraine. But a referendum would give it a reason to intervene politically or militarily on behalf of ethnic Russians—the same justification it gave for taking over Crimea. The White House announced President Barack Obama would travel to Europe in June to consult with allies about the crisis. His itinerary will include a stop in Poland, which has been urging a tougher line against Moscow. Meanwhile, it turns out that the West and Russia can actually agree on something. Neither side wants Ukraine

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In the same way we have become used to communicating via social media, we now expect to communicate at work.

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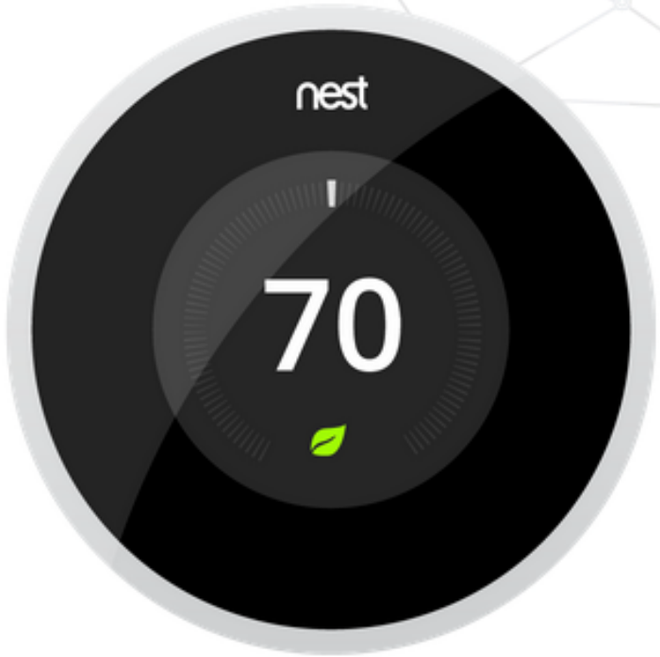

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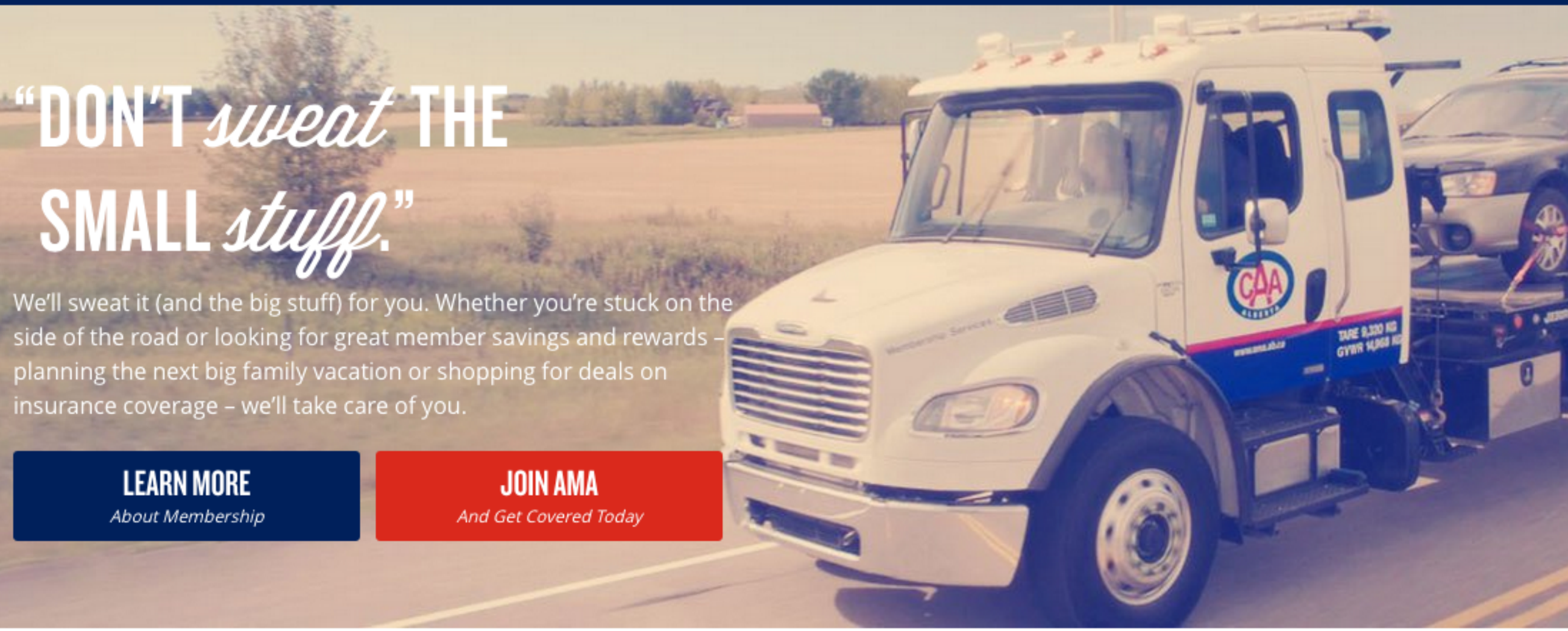

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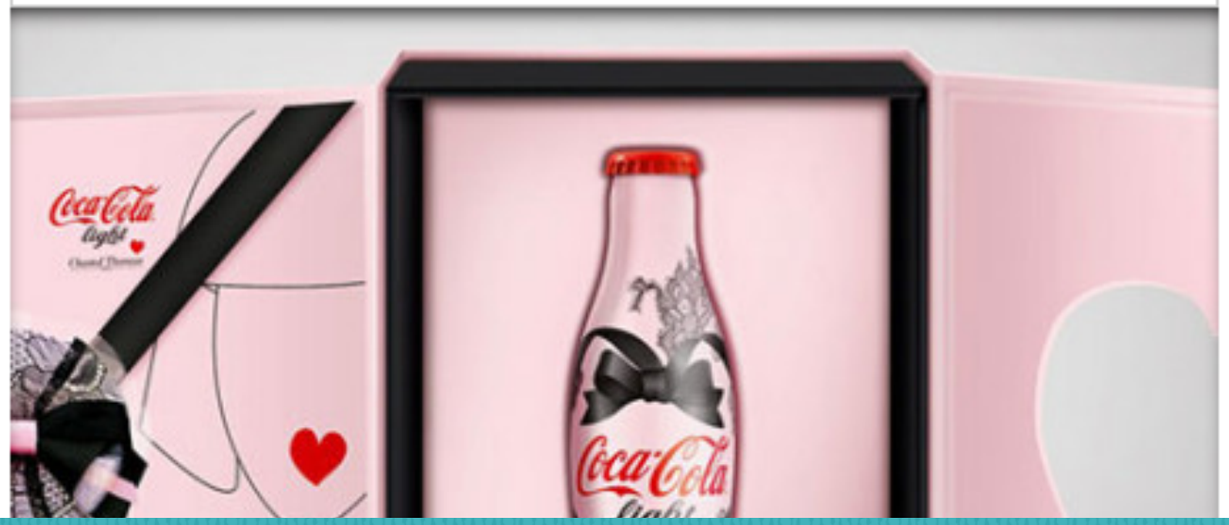

Pétanque, tricot, pêche : découvrez ce qu'il se passe lorsqu'on ajoute un zéro !

Posté le 6 mars 2014

10 carnets signés Chantal Thomass à gagner par jour !

Posté le 5 mars 2014

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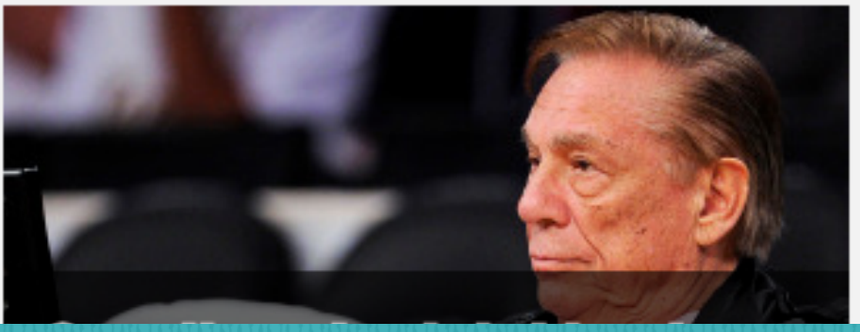

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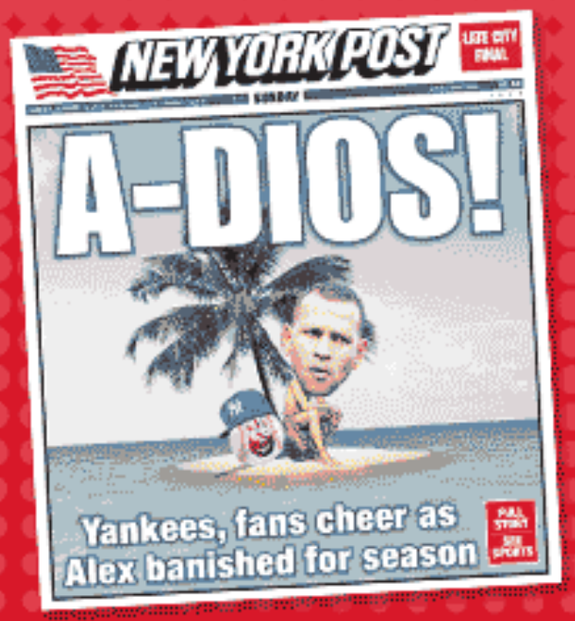

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New York Post

Are female breadwinners a recipe for disaster?

"I have a Chanel bag fetish," admits Stella (not her real name), a married corporate attorney who works in Midtown. "I have five pretty expensive bags. People ask me, 'What...

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Explorer Steve Boyes takes us on an epic journey to save Africa's last remaining wetland wilderness

May 2, 2014 at 6:00 pm EDT

Steve Boyes is passionately devoted to the preservation of wilderness, as well as to restoring and protecting species and landscapes already damaged by human intervention. At TED2014, the ornithologist and National Geographic Emerging Explorer...

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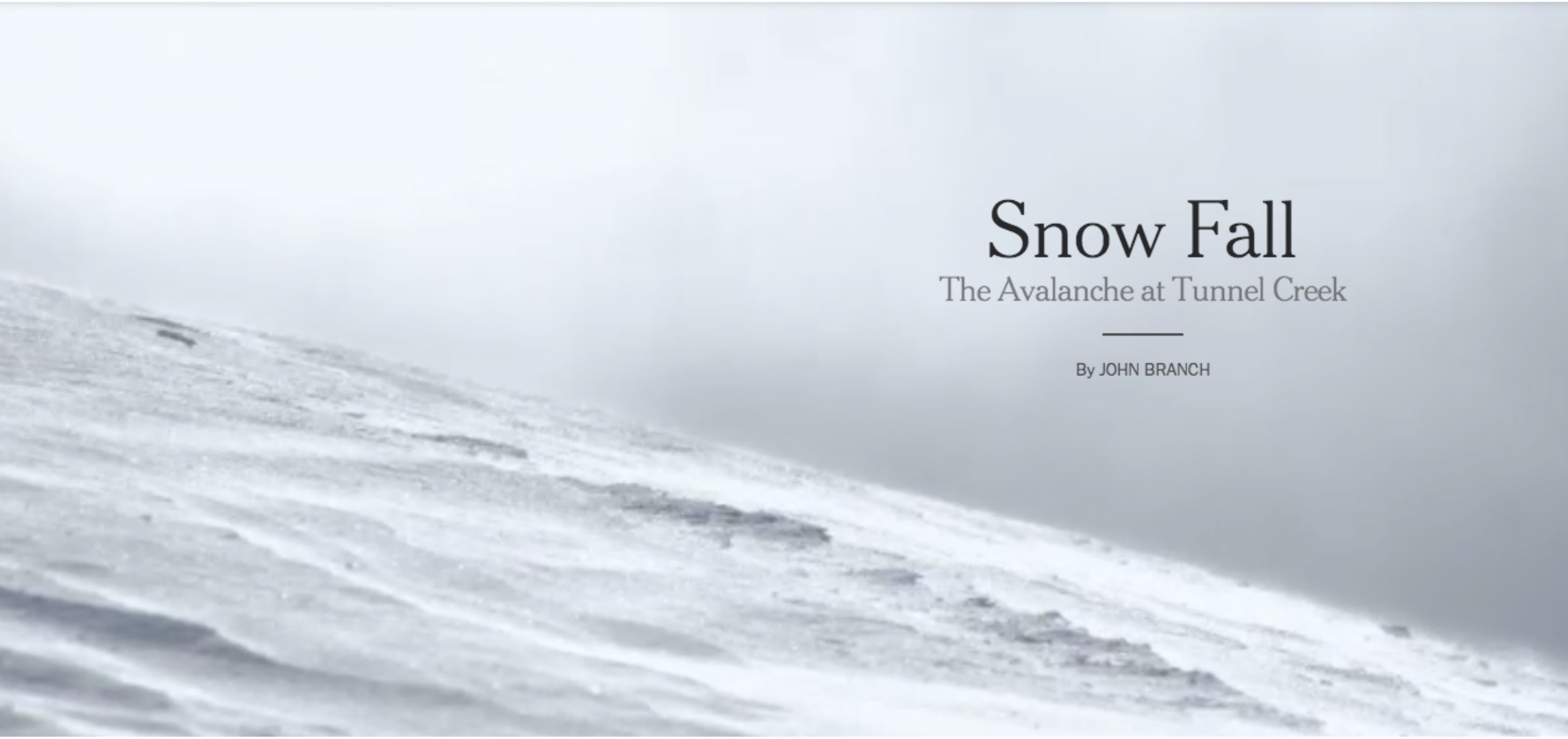

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

“Everyone wants to snow-fall now, every day, all desks”

–Jill Abramson, Wired Executive Editor

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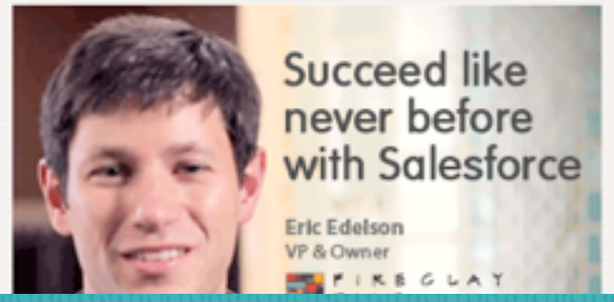
Nasdaq*	3072.87	-31.26 ↓	-1.01%	Hong Kong: Hang Seng*	21551.76	33.05 ↑	0.15%
Germany: DAX	7401.76	-35.47 ↓	-0.48%	UK: FTSE 100	5907.20	-9.85 ↓	-0.17%

*At close Values as of 12:35 ET
Source: Dow Jones, SIX Financial Information

Markets Overview: European stocks were lower after the recent run of positive U.S. earnings faltered while the labor market there also showed signs of fragility

	3072.87	-31.26 ↓	-1.01%	21551.76	33.05 ↑	0.15%
Germany: DAX	7401.76	-35.47 ↓	-0.48%	UK: FTSE 100	5907.20	-9.85 ↓	-0.17%

*At close Values as of 12:35 ET
Source: Dow Jones, SIX Financial Information



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Smartphones Dial Up Asian Trade

The boom in smartphones and tablets is leading a tentative turnaround in some of Asia's export-de Open economies.

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David Cottle @DCottleDJN

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“Charts are our site’s version of cat videos.”

–Jay Lauf, Quartz

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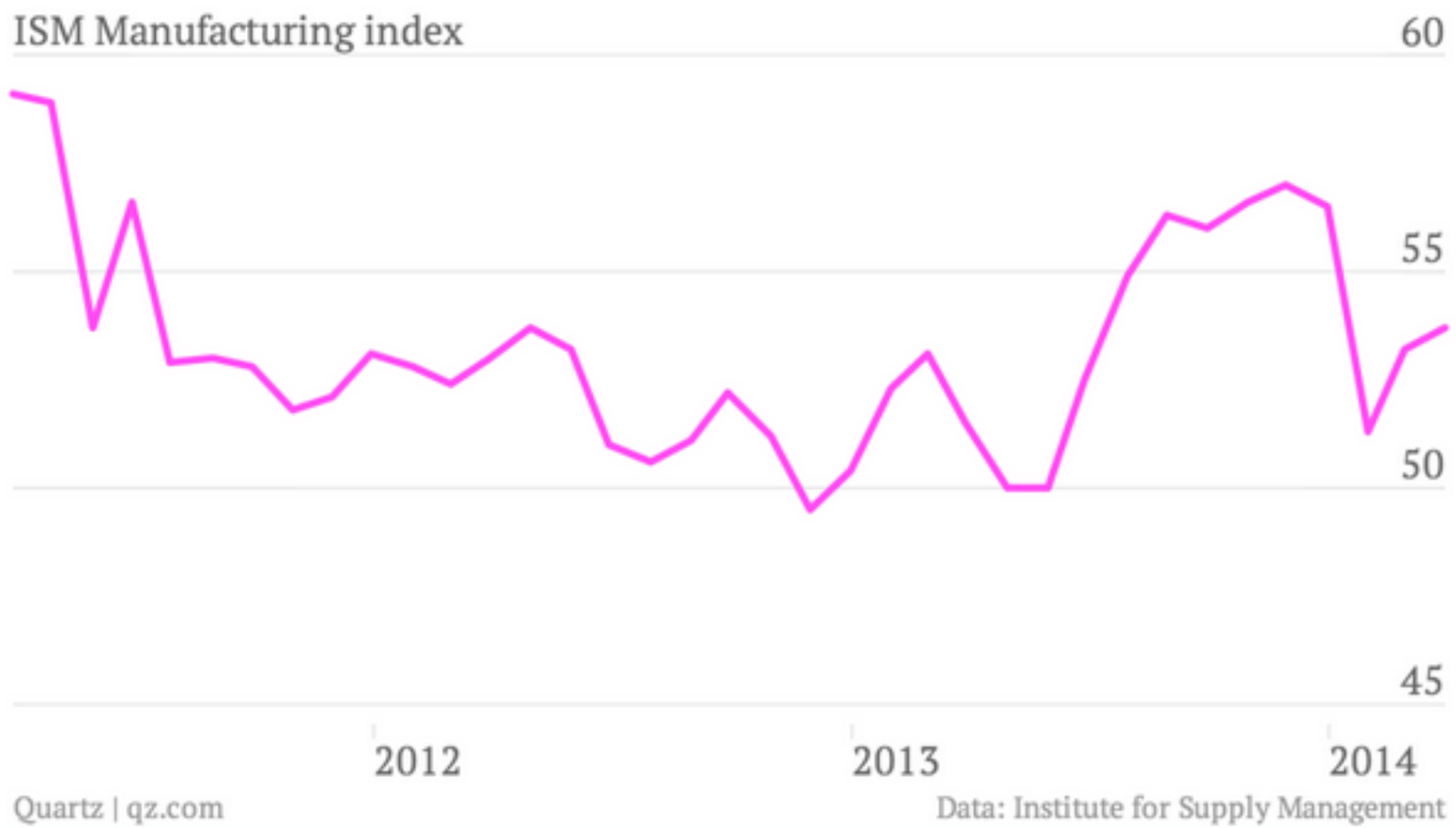
The 21 economic charts from April you really should see

By Matt Phillips | @MatthewPhillips | May 1, 2014

The US manufacturing sector expanded in March



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Sorry Democrats, Marijuana Doesn't Bring Young Voters to the Polls

By HARRY ENTEN

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voices

home of the Sun-Times blogs

By **Craig Newman** | Get In Touch: @craignewman | cnewman@suntimes.com

News - April 12, 2014 12:01 am

Sick of Internet comments? Us, too – here's what we're doing about it

Like 1.7k Tweet 422 Share 12 g+1 14 Share ?

To our readers,

Starting this weekend, the Chicago Sun-Times and the other titles in the Sun-Times Media group will temporarily cease to run comments with our articles.

The world of Internet commenting offers a marvelous opportunity for discussion and the exchange of ideas. But as anyone who has ever ventured into a comment thread can attest, these forums too

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QUARTZ

's incredible about these devices is how quickly their prices are falling. Just
ears ago, a DIY kit for making your own home 3D printer—with huge amounts
sembly required—was $500. A year later, a comparable but simpler model from
rbot was $400. And as of this year, the list of cheap 3D printers is longer than

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trend in 3D printers is like the same in reverse: in the next thirty years, the
res in $2000 3D printers will rapidly make it into the low-end models.
while cheaper and more
le begin playing with them, an entire ecosystem will emerge.

said, all of these home models remain merely toys; 3D printers are still most
l in the context of traditional manufacturing.

SEE HOW IT WORKS

ny do home 3D printers matter? Just as with the PCs of yore, kids everywhere
oing to be playing with these things in their garages, learning non-trivial skills

5

Have something to add?

That seems right, but the question is ho
prices will come down. It may not take
as PCs. Some key patents for 3D printe
about to expire, and then it's off to the

Sara Lerner @saralerner
Featured

Many of these key patents are related to la
sintering, which has been generating reven
Austin for many years.
Source:
http://www.me.utexas.edu/news/2012/0712_
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Mia Mabanta @miamabanta

MAKE YOUR OWN LUCK

Why more governments should offer

QUARTZ ANNOTATIONS

paragraphs. Just click on the quote bubble off to the right to get started. More instructions are available here.

Think of it like the margins of a book or memo, where the best and most insightful ideas are often found. In the 17th and 18th centuries, it was traditional for newspapers to include space for readers to jot down thoughts, gossip, and observations before passing along their copy to others. Some papers kept their margins wide for such notes; others, like the very first American newspaper, Publick Occurrences, included an entire blank page. Annotations are an extension of that tradition. The margins of Quartz now belong to you.

Gazette,
JOURNAL.
Foreign and Domestic.
ONDAY, April 30, 1770.

the Laws and Authority of Government.
A military Force, if posted among the People, without their express Consent, is itself one of the greatest Grievances, and threatens the total subversion of a free Constitution: Much more, if designed to execute a system of corrupt and arbitrary Power, and even to exterminate the Liberties of the Country. The Bill of Rights pass'd immediately after the Revolution, expressly declares, that

On Thursday last his Honor the Lieutenant Governor was pleased to direct the Secretary of the Province to read to the House of Representatives in their own Chamber the following Message—A Copy of which the Secretary laid on the Table; and then by Order of his Honor, he declared the Great and General Court to be Dissolved.
Gentlemen of the House of Representatives,

(7) vid. pa. 179-356 501- Court of Admiralty uncons. vol. 2.
(8) vid. Letters, pa. 463 &c vol. 2.
(1) Jesse Lavil

7

Please log in to annotate this paragraph.

YES! Finally here's a tool for sentence-level engagement with digital text. As someone who loves printed pages, this is much more appealing than other attempts such as Kindle's "locations" feature. I'm excited to see how this evolves!

TH **THS** ★ Featured reply

Ah the Gazette...so everything old really is new again.

AN **Andrea Nielsen** reply

I love this! It's like Quartz and Findings had a love child.

Source: https://findings.com/explore/

Matthew Torney @torninho10 reply

i like your thinking @clockwerks

Gretchen Sword @GretchenSword reply

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QUARTZ ANNOTATIONS

American Way of Birth, Costliest in the World

Josh Haner/The New York Times

"I feel like I'm in a used-car lot." Renée Martin, who, with her husband, is paying for her maternity care out of pocket.

By ELISABETH ROSENTHAL | Published: June 30, 2013

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LACONIA, N.H. — Seven months pregnant, at a time when most expectant couples are stockpiling diapers and choosing car seats, Renée Martin was struggling with bigger purchases.

At a prenatal class in March, she was told about epidural

Throughout this article, readers have shared their experiences by responding to questions about their perspective on pregnancy care. Comments are now closed, but you may explore the responses received.

The 'Creep Factor'

Trim, silver-haired and described by colleagues as tightly wound (he prefers "focused"), Mr. Kress arrives at the office by 6:30 each morning and microwaves a bowl of oatmeal. He stocks his office cabinet with cans of peel-top Campbell's chicken soup that he heats up for lunch. Arriving home each evening, he cuts a rose from his garden for his wife. Weekends, he works in his yard and pores over clippings about G.M.O.'s in the news.

For a man who takes pleasure in routine, the uncertainty that marked his DNA quest was disquieting. It would cost Southern Gardens millions of dollars just to perform the safety tests for a single gene in a single variety of orange. Of his five researchers' approaches, he had planned to narrow the field to the one that worked best over time.

READERS' PERSPECTIVES 1 of 4

"There may be good reasons not to genetically modify organisms, but I don't see how the risk of gene transfer, a widely observed process in nature, is one of them. "

— gmg22 - DC

But in 2010, with the disease spreading faster than anyone anticipated, the factor that came to weigh most was which could be ready first.

To fight C. liberibacter, Dean Gabriel at the University of Florida had chosen a gene from a virus that destroys bacteria as it replicates itself. Though such viruses, called bacteriophages ("phage" means to devour), are harmless to humans, Mr. Irey

“...asking guiding questions and showing examples of 'good' comments focuses **and elevates the conversation overall.”**

– Marc Lavallee, Deputy editor of interactive news, The New York Times

LACONIA, N.H. — Seven months pregnant, at a time when most expectant couples are stockpiling diapers and choosing car seats, Renée Martin was struggling with bigger purchases.

At a prenatal class in March, she was told about epidural anesthesia and was given the option of using a birthing tub during labor. To each offer, she had one gnawing question: "How much is that going to cost?"

Though Ms. Martin, 31, and her husband, Mark Willett, are both professionals with health insurance, her current policy does not cover maternity care. So the couple had to approach the nine months that led to the birth of their daughter in May like an extended shopping trip though the American health care bazaar, sorting through an array of maternity services that most often have no clear price and — with no insurer to haggle on their behalf — trying to negotiate discounts from hospitals and doctors.

Throughout this article, readers have shared their experiences by responding to questions about their perspective on pregnancy care. Comments are now closed, but you may explore the responses received.
Elisabeth Rosenthal, reporter

YOUR PERSPECTIVE

What do you think the total cost of a woman's pregnancy should be, from prenatal checkups through delivery and newborn care?

$ COMPARE

When she became pregnant, Ms. Martin called her local hospital inquiring about the price of maternity care; the finance office at first said it did not know, and then gave her a range of $4,000 to $45,000. "It was unreal," Ms. Martin said. "I was like, How could you not know this? You're a hospital."

Average 2012 Amount Paid for Childbirth

	CONVENTIONAL DELIVERY	CAESAREAN
United States	**$9,775**	**$15,041**
Switzerland	4,039	5,186
France	3,541	6,441
Chile	2,992	3,378
Netherlands	2,669	5,328
Britain	2,641	4,435
South Africa	2,035	3,449

Note: Amounts paid are the actual payments agreed to by insurance companies or other payers for services, and are lower than billed charges. Amounts shown include routine prenatal, delivery and postpartum obstetric care. Some care provided by practitioners other than the obstetrician – like ultrasounds performed by a radiologist or blood testing by a lab – are not included in this tally.

Source: International Federation of Health Plans

YOUR PERSPECTIVE

If you gave birth outside the United States, what was your experience with medical testing, procedures and costs?

JR Brussels · 10 months ago

Delivered my first in Washington DC. Currently pregnant with #2 in Belgium and what a stark contrast. It may be costlier in the US but the care is much better. I have waited weeks just to get simple blood work

FOR DISCUSSION

What are the main considerations that inform your opinion on genetically modified foods?

775 Comments

ALL | READER PICKS | NYT PICKS | Comments Closed

Jack Hartman · Rome, Italy

PICK

Nature had millions of years to come up with the varieties it did to insure life on earth. Humans had thousands of years to develop hybrids that improved upon what nature provided. Our chemical industry then dumped a bunch of stuff into our environment over the space of a few decades to make food cheaper to produce and it took us decades to learn it wasn't all that healthy. Now, we're asked to accept GE food with only years of safety research.

There are some basic realities that we are currently living with. First, the present state of our science is not capable of giving us cheap, great tasting fruit and vegetables without some tradeoff in risking long term health issues because there are "unknown unknowns" that we're not aware of and therefore not testing for. Secondly, the companies that make our fruit and vegetables have a fairly short window to make the profit they need to stay in business and this window is infinitely shorter than the window we need to discover the "unknown unknowns".

These facts call for smart, in-depth testing and regulation, a function best left to independent government agencies. Instead, we're cutting the ability of governments to provide this protection. I'd feel a lot better about GE food if I felt it was being tested properly by people without vested interests. Any other approach, whether it be banning GE food at one extreme or allowing it to go forward without long term testing at the other extreme, is just asking for trouble.

July 28, 2013 at 2:23 p.m. · RECOMMENDED 202

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By Doug Feaver

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dot.comments says goodbye

I'll soon get to today's comments on an article about President Obama campaigning in a strong Republican district, but first I need to say that this is the final entry in the dot.comments blog. The Post continues to evaluate how best to handle the daily flood of reader remarks. Newer technology is making it easier to highlight quality comments, and Tweets about Post articles are being incorporated into the site.

I've had a blast. This blog has been running since June 2007 and has about 230 entries, most of them -- including today's -- about politics, which is as it should be in Washington. I have been fascinated by the way readers look at the same story and arrive at opposite conclusions about the motives or political leanings of the writer or the newspaper or both. I have been appalled at the absence of decency in many comments, especially about President Obama now and President Bush

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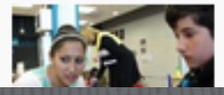

Meet AltSchool, The Startup

Facebook Comments Have Silenced The Trolls - It Too Quiet?

Posted Mar 6, 2011 by MG Siegler (@parislemon)

561 Like 583 Tweet 1,149 Share 0

As you've noticed by now, we're about a week into our latest experiment in troll-slaying with Facebook Comments. So far, the reactions have been very mixed and very interesting. Publicly, many of the reactions were initially negative. But that has been shifting as time has gone on. Privately, most of the reactions have been positive. But not all of them. We appreciate the feedback.

More importantly, is the system actually working? Well, yes — the real question is: is it working *too well*?

Since we flipped the switch on for Facebook Comments last Tuesday morning, you've probably noticed that the overall number of comments have fallen dramatically. This is

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“Simply put: with the previous system, roughly half of the comments were more or less useless.”

–MG Siegler, TechCrunch

Comments

- ☐ Experiment
- ☐ Annotate
- ☐ Integrate
- ☐ Feature
- ☐ Eliminate

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