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### Looking for the one?

adapted from an article by Laura Martin

- 1 *Love Island* is like a siren call to young attractive members of the public each year. Apply, and you too could be sent to Mallorca, spending the summer flirting outrageously by the pool in the world's smallest swimwear, lathering on sun oil, with the hope of finding your soulmate. Most people are also on the show for overnight fame and 250,000 new followers of course, but the primary objective they're there for is to find 'the one', on national television.



- 2 However, Professor Jennifer Rogers, director of statistical consultancy at the University of Oxford, has been crunching the numbers of the past four series, and... well, the odds aren't good for this year's batch of lovers. The probability of an applicant finding love is around one in 35,000. The odds of winning an Oscar are one in 11,500, while the odds of finding a pearl in an oyster are one in 12,000.

- 3 Rogers also analysed the stats for those who make it on to the show, and the chances they have of their love story going the distance. The number of people leaving the villa in a couple has increased over the years. Some might say it's the best way to get more exposure. Back in the real world, however, life begins to take its toll and most couples split up by the end of the year.

*i newspaper, 2019*

## Tekst 2

### The fruit Iron Ox bears

adapted from an article by James Vincent

- 1 Iron Ox is one of a number of companies trying to automate the human-intensive work of agriculture. It uses a combination of robotic picking arms, hydroponic vats, and self-driving porters to grow vegetables. But despite its repeated claims that its farming is 'autonomous,' humans are still needed for a lot of the work. Laborers plant seedlings and package plants when they're ready to eat: robots just tend them while they're growing.
- 2 One big advantage of robot farms is that they 3 because of their modest size. Iron Ox says the greens it's producing for Bianchini's Market, a family owned grocery store in California, travel just 0.6 miles to get there, which is half the distance traveled by a typical head of lettuce. This means lower transportation costs and fewer food miles, a big factor when it comes to the environmental impact of what you put on your plate.
- 3 However, Iron Ox is selling just three varieties of leafy greens and delivering them to Bianchini's just once a week. The prices aren't exorbitant, but they are on the expensive side. A two-ounce box of red-veined sorrel will go for \$2.49, a two-ounce box of Genevieve basil will cost \$2.99, and four heads of baby lettuce will be \$4.99. That's competitive next to Whole Foods, where four heads of 'artisanal' lettuce cost \$3.24, but pricey compared to Walmart, which sells an 11-ounce box of greens for less than \$5.
- 4 Still, it's just the start for Iron Ox and the new wave of automated farming startups. And if the market they're trying to create starts to grow, who knows what fruit it will bear.



*theverge.com, 2019*

## Tekst 3

### How to live like a tramp

- 1 Charlie Chaplin's quirky humour and iconic film moments – eating a shoe in *The Gold Rush*, accidentally entering a boxing ring in *City Lights* – are the stuff of cinema legend. Less known, however, is the personal life of The Tramp, who came dangerously close to his nickname after finding himself homeless during the 1950s. Banned from the USA and blacklisted by Hollywood during the McCarthy era for having suspected communist sympathies, he settled near Lake Geneva in Switzerland, and it's here that visitors can step into his shoes at the recently opened Chaplin's World. But this terrific interactive museum celebrates not just the film hero but the humanist.
- 2 "Chaplin wrote scripts to defend the poor and exploited," says curator Yves Durand. "His greatest talent was to make us laugh about the weakness of humankind."
- 3 And so his popular films tackled subjects like immigration, the Wall Street Crash, Hitler's Fascism and the Cold War – the latter ultimately landing him in hot water. "He was rich, famous and could easily have led a quiet bourgeois life, but refused to shy away from important issues." An early Angelina Jolie, then.
- 4 While visitors to Chaplin's World can walk right into replica film sets, such as the barber shop from *The Great Dictator*, it's the rare glimpse into the man's 7 that feels the most compelling.
- 5 "He continued to be monitored by the Swiss intelligence service at the request of the FBI for many years, despite there being no evidence for it," says Durand.
- 6 So it's no surprise Chaplin concluded that, "You need power only to do harm. Otherwise love is enough." Wise words.



Easy Jet Traveller Magazine, 2016

### Call it a sacrifice to the hype gods

By Jonathan Evans

- 1 I don't have an ouchie right now, but I will soon. Because soon, Supreme is going to release Band-Aids as part of its spring/summer 2019 collection. Yes, real Band-Aids, made in partnership with Johnson & Johnson and offered in a 20-pack of assorted sizes. (The price, thus far, is unknown. But no matter what it is, you can bet it'll skyrocket on the secondary market.)
- 2 The release date is February 21 in-store and February 25 online. So, depending on whether or not I can make it to one of the brand's brick-and-mortar locations or have to deal with buying online and waiting for shipping, I need to acquire a boo-boo somewhere between the afternoon of February 21 and late morning on February 27.
- 3 This is not an optional thing. I need a semi-significant owie at some point in the date range. I have to scrape my elbow, or get a hangnail. I need to (non-severely) cut my hand while preparing the avocado toast that prevents me from qualifying for home ownership. I have to bark my shin on my coffee table just enough to draw a trickle of blood, then commit to wearing shorts in NYC in early March.
- 4 Because I'll tell you this: Supreme is making Band-Aids. And there is no way I'm gonna be that poseur who slaps a logo-heavy adhesive bandage on my person without an actual cut or scratch or other minor injury beneath it. This brand is about authenticity.
- 5 Now, real quick, could someone punch me in the face just hard enough to open up a 1cm cut on my left cheek?



esquire.com, 2019

## Tekst 5

### Vegan Beauty: hype or here to stay?

adapted from an article by Andrea Cheng

- 1 *The Economist* declared 2019 as the year of the vegan, reporting that a quarter of millennials identify as vegan or vegetarian. Outspoken celebrities like Beyoncé and Jay-Z are encouraging fans to become vegan, if not for ethical reasons, then because of health and environmental benefits. In a 2018 report, the vegan food industry recorded 20 percent growth over the previous year, with sales peaking at \$3.3 billion. This demand for all things vegan has made other industries take notice, especially beauty.
- 2 There's a lot of confusing jargon around vegan beauty — 'cruelty-free' is one example, with many people assuming that they're one and the same. Plain and simple, vegan beauty means the absence of animal ingredients, while cruelty-free refers to a product that doesn't test on animals. 12, it's possible for a vegan item to have been tested on an animal and a cruelty-free product to contain animal ingredients.
- 3 Common animal-derived ingredients found in beauty products include honey, beeswax, lanolin (wool grease), squalene (shark liver oil), carmine (crushed-up beetles), gelatin (cow or pig bones, tendons or ligaments), allantoin (cow urine), ambergris (whale vomit) and placenta (sheep organs). They're harmless, but the thought of smearing on the animal parts found in moisturizers, cosmetics and shampoos may be a 13.
- 4 But the term 'vegan beauty,' which is synonymous with 'plant-based,' can be 14, too. It conjures up images of virtuous greens and, in turn, healthiness, which is not necessarily the case. "Chips are accidentally vegan, but they're not healthy," Sunny Subramanian, who started a Vegan Beauty Review back in 2007, said. "It's the same with makeup. Just because it's vegan and cruelty-free doesn't make it healthy. Its ingredient list can be chock-full of unhealthy chemicals and fillers."
- 5 In the 30 years that Kathy Guillermo, a senior vice president of PETA (People for the Ethical Treatment of Animals), has campaigned to end the use of animals in laboratory experiments, she can pinpoint two industrywide shifts that spurred vegan awareness in beauty. The first was in 1990, when Estée Lauder and Revlon stopped testing on animals. Unfortunately, the very same companies began to sell in China, where animal testing is required on many beauty products. It caused backlash



and consumer demand for cruelty-free products, which eventually led to the development of instrumentation to replace animal testing.

6     The second is occurring now. In October, Unilever, the parent company of Dove, Axe, Dermalogica and many more, announced that it has committed to a policy of no animal testing across all of its product lines. "The big companies that held out for so long are now making a change," Ms. Guillermo said. For many brands, she said, concern about the ethical and environmental impact of their products is the No. 1 consumer question they encounter.

7     Perhaps the biggest benefit to come out of the vegan beauty movement is that it's pushing consumers to assess ingredients. Ms. Subramanian used to know every vegan beauty brand. Now, she said, it's impossible to keep up. The future of the beauty industry is vegan and not animal-tested. Ms. Guillermo said: "Not every company has realized this yet, but a lot of them have, and those are the ones that are going to get ahead and stay in business. We're in discussions with enough of them to know that this is, without question, the trend."

*The New York Times, 2019*

### Stan Lee's legacy

adapted from an article by Sean O'Neill

- 1 Twelve minutes into the pilot episode of the 1970s TV series *The Amazing Spider-Man*, a young Peter Parker, played by Nicholas Hammond, is bitten in a lab by a radioactive spider. Moments later out on the street, his brand-new spidey sense already tingling, he is chased by a car to the end of a blind alley. Without thinking, he launches himself onto the smooth wall and effortlessly climbs several storeys – much to his own surprise.
- 2 I was 6 or 7 years old when I saw this for the first time, and it blew my tiny mind. Those moments drew me into Stan Lee's comic-book world. Lee's decades as Marvel's top writer and editor helped to revolutionise comic-book superheroes and villains. Much of his success came because he focused on depth of character as much as on spectacle.
- 3 In the 1960s, Lee was instrumental in increasing diversity in superhero characters, says psychologist and mental health counsellor Parker Shaw, based in Tulsa, Oklahoma, who has researched the psychological effects of reading superhero comics. "Most people had a superhero that looked like them, and struggled with the same challenges," says Shaw. Today, Shaw sometimes uses comic book narratives in therapy. "As a mental health counsellor, I am trying to connect with my patients in a way that both of us can relate to. Superheroes offer a safe, relatable outlet for children, adolescents and adults to openly discuss superheroes' struggles, while 19."
- 4 While DC Comics served up superheroes often destined for greatness (think Superman and Aquaman), Lee took everyday people, and thrust superpowers upon them, often courtesy of, let's face it, some very dubious science. Where would Lee be without radiation? A radioactive spider created Spider-Man, exposure to gamma radiation produced the Hulk, while cosmic rays turned four astronauts into the Fantastic Four. As Lee admitted in an interview: "I'm the least scientific person you'll ever know, but I try to seem scientific with our characters. I wouldn't know a gamma ray if I saw it... But if it sounds good, I'll use it."



- 5 But perhaps Lee was being too **21**. From artificial silk with curious properties (though unlikely to catch thieves just like flies), to power-lifting exoskeletons (though without Tony Stark's jet boots – yet), the futuristic technology that features in many Marvel creations may be just around the corner.
- 6 As well as his extraordinary creativity, Lee's own superpowers included his longevity. "I was first interviewed for Stan Lee's obituary about 20 years ago," writer Neil Gaiman tweeted: "I was happy he defied the reaper and carried on. With Stan now gone, aged 95, an era really does come to an end. He was the happy huckster that comics needed."

*newscientist.com, 2018*

### More skin in the game

- 1 LEATHERMAKING is an ancient craft. The oldest leather artefact found so far is a 5,500-year-old shoe from a cave in Armenia, but paintings in Egyptian tombs show that, 7,000 years ago, leather was being turned into all manner of things, from sandals to buckets to military equipment. It is a fair bet that the use of animal skins for shelter and clothing goes back hundreds of thousands of years at least.
- 2 Leathermaking is also, though, a **24**. In 18th-century London the soaking of putrefying hides in urine and lime, to loosen any remaining flesh and hair, and the subsequent pounding of dog faeces into those skins to soften and preserve them, caused such a stench that the business was outlawed from the City itself. In countries such as India and Japan, the trade tainted people as well as places and was (and often still remains) the preserve of social outcasts.
- 3 Modern production methods are less stomach-turning than those of the 18th century. Dog turds, lime and urine have been replaced by chromium and other chemicals. But some of those replacements are, themselves, pretty caustic substances. And the whole leather industry, based as it is on animal hides, is vulnerable these days to sensibilities about the relationship between human beings and other animals that would scarcely have crossed peoples' minds in former years. Set against these considerations is a commercial one: leather, prized for its durability and suppleness, is a business worth \$100bn a year.
- 4 These contrasting facts make leather manufacturing a tempting target for technological disruption. And tanned animal skins are indeed about to face a rival. The challenge comes from something which is, in most respects, the same as natural leather. The difference is that, instead of coming from an animal's back, this leather is grown, by the metre, in factories. The most advanced practitioner of the still-experimental art of growing leather is Modern Meadow, an American firm, which hopes to bring the new material to market within two years.
- 5 Factory-grown leather promises several advantages over skins taken from animals. One is that it can be made in convenient sheets with straight edges, rather than being constrained by the erratic shapes that animals come in. Another is that it is more consistent than the natural stuff. It is devoid of the scars, marks and other defects to which real skin



is inevitably prone. Nor does it vary from animal to animal in the way that natural leather does. All these facts reduce waste and improve quality. They will also, presumably, please those who feel that animals should not have to die in order that people can have nice shoes and plush seat covers.

- 6 One other advantage of Modern Meadow's manufacturing process is that it permits different parts of a sheet to be given different properties. That can change both the look and the feel of the product in controlled ways. One area might, for instance, be made stiff while another is made soft. This would allow the newfangled 'hides' to be custom-built for particular designs of shoe. The process could also be tweaked to produce specialist leathers, such as ostrich or alligator.
- 7 Modern Meadow is not actually out to ape leather; the firm's aim is to produce a new material in its own right, complete with brand name. The new name is meant to take the wind out of the sails of anyone who might seek, paradoxically, to contrast the faultlessness of a synthetic product with the inherent flaws of a natural one in a way advantageous to the latter, as has happened to synthetic gem-quality diamonds.
- 8 The chosen name will be revealed on October 1st at a fashion show in the Museum of Modern Art, in New York – as will a T-shirt, the first garment to be made from the material. Biotechnology will thus strut its stuff on the catwalk, and leather, whatever title it goes by, will take its first, halting steps away from the abattoir.

adapted from *The Economist*, 2017

## Tekst 8

### Smile Kids

adapted from an article by John Elder

- 1 Some Australian schools are reportedly trialling facial recognition technology that takes the place of teachers doing the morning roll call. The cameras will know if each and every child is present ... or not. The cameras keep scanning through the day to ensure the students haven't bolted for the fish and chip shop or bailed early for the day. Presumably, too, they'll know who has been throwing paper planes behind the teacher's back – and who decorated the toilet block like a Christmas tree with toilet paper.
- 2 "Constant camera surveillance takes away a huge sense of liberty for these children," says Dr Niels Wouters, at the Microsoft Research Centre for Social Natural User Interfaces at the University of Melbourne. "It's a good thing in a child's development that they might present themselves differently on social media, as a form of play, but also as something they can explore," he says. "But a child trying out who they are under the constant gaze of a camera runs the risk of being forever judged for pulling weirdo faces," he adds.
- 3 And then there is the question of who will own the data when facial recognition technology becomes ubiquitous. "I suspect it won't be the school itself, nor the parents. I worry that all the analyses will be sent through to a third-party service provider – and from there into the hands of the big players of the technology market." Meaning: Google, Facebook and Microsoft. "It creates revenue for them, but ultimately society gets little in return," Dr Wouters says.
- 4 33, the technology itself suffers from subjective bias and inaccuracies. However, as Matthew Warren, a professor of cyber security, told *The New Daily*, facial analysis technology is already making hard judgements about student attentiveness and other behaviours in schools in China.
- 5 Professor Warren notes that young people don't understand the concept of privacy, because they live in a culture where they share freely of themselves online. But in the same way old Facebook posts have ruined careers, years after they were posted, the consequences of a poor moment captured by facial recognition can be ruinous.
- 6 Dr Lisa McKay-Brown is a senior lecturer in learning intervention at the Melbourne Graduate School of Education. She says: "For some of the young people we work with, just walking through the school gate on any given day is challenging. And knowing that this technology is being used may be enough for them to refuse to go to school at all."



*The New Daily, 2018*

### Unqualified teachers



Re: 'Demand For French Immersion Forces School Boards To Hire Unqualified Teachers' (Feb. 14): If the demand for French immersion teachers cannot be satisfied, it is irresponsible to address the problem by hiring unqualified teachers, who, in some cases, "can speak French only slightly better than the students." This cheats not only the students, but also the taxpayers.

**Stanley Greenspoon, North Vancouver**

French immersion programs have been ubiquitous in Canadian schools for decades. By now, thousands of students who were the product of French immersion education have graduated and entered the work force. But in 2019, school boards across the country can't find teachers fluent in French and are settling for "educators who can speak French only slightly better than their students." It might be time to take a hard look at the 'success' of French immersion.

**Paul Benedetti, Hamilton**

*theglobeandmail.com, 2019*

### Four-day working week

adapted from an article by Laurie Havelock

- 1 A new report from the Henley Business School suggests that two-thirds of companies that have adopted a four-day week have reported an improvement in staff productivity. The study also found that the same companies posted 40-1 in sick days taken and miles travelled to the office, resulting in fewer carbon emissions, too.
- 2 Some companies have embraced it already. *Perpetual Guardian*, a New Zealand financial services company, switched its 240 staff from a five-day to a four-day week last November and maintained their pay. It claims the work rate is up 20 per cent and has published 40-2 of the trial.
- 3 And that's before you even get on to how employees spend that extra day: whether used for volunteering for charities or community projects, or working on personal projects that had been relegated to 40-3 of 'to-do' lists, the benefits are widespread.
- 4 So, what needs to change? From a business perspective, 40-4 of a five-day week is entrenched around the world – but is a relatively new idea. Many trace it back only as far as the Industrial Revolution, while recent studies suggest that hunter-gatherer societies only worked for around 2.5 days a week.
- 5 It seems like 40-5 all around. So, time to start planning how to make the most of that extra time. I'd spend Fridays off catching up with all the great books I've never read. How would you spend yours?



*inews.co.uk, 2019*

### Consultants

SIR – I would recommend to those bosses who rely on consultants ("Advice squad", September 28th) the three-centuries-old words of the Marquess of Halifax: "A prince who will not undergo the difficulty of understanding must undergo the danger of trusting."

GEORGE MECHEM  
*Battle Creek, Michigan*

*The Economist, 2013*

*Lees bij de volgende tekst steeds eerst de vraag voordat je de tekst zelf raadpleegt.*

## Tekst 12

### City Venues That Are All the Rage

By Anne Kadet

- 1 Two entrepreneurs think they are offering just what New Yorkers need: Rage rooms where patrons can let out their anger. Both are conveniently located near Penn Station – the galaxy's most enraging transit hub.
- 2 *The Rage Cage*, opened last month, is just a few blocks from *The Wrecking Club*, which opened last year. At *The Rage Cage*, customers pay \$45 to \$120 to come and smash dishes and electronics. Packages at *The Wrecking Club*, meanwhile, range from \$25 for a "Hit It and Quit It" 15-minute option to \$245 for an "Extra Mad House" half hour session for up to six participants.
- 3 I'm not especially ill-tempered, so before visiting these outfits, I posted on Facebook seeking an angry friend to come along. Soon I was bombarded by responses. "I'm in if you need, and I'm Irish!" wrote one. I chose my pal Virginia, a Brooklyn native, because I know her rage is real. Sure enough, she showed up at our first stop, *The Wrecking Club*, furious about a dispute with a friend and a fight with her sister. "Plus, I'm aggravated with life in general" she fumed.
- 4 Having booked our session and signed waivers online, we donned a protective jacket and pants, work gloves and a construction helmet with a face shield, all provided by the venue. Our room, a windowless affair with a tile floor and metal walls, was set up and waiting. I'd sprung for the \$50 "Short&Sweet" package, a 15-minute session that included an HP OfficeJet Pro printer and several buckets of dishes.
- 5 "We can't hit each other, all right?" said Virginia. Then she let loose, shattering mugs and dishes with a baseball bat before going after the printer with a sledgehammer, tossing F-bombs with every blow. I laughed and laughed. "Sorry I broke everything" she said, when the dust cleared. "I got carried away." "I'm feeling really good" she added. I whacked the printer and smashed several mugs myself. It was super satisfying.
- 6 *Wrecking Club* founder and co-owner Tom Daly, a former accountant, says he came up with the rage room idea on his own and only later



learned there were similar venues in other cities – and one that operated in New York City in the 1970s. He chose his location in a former restaurant because it was the only place he could rent. When you're opening a rage room, he says, not many landlords want your business. "Beggars can't be choosers."

- 7 Virginia and I next walked two blocks north to *The Rage Cage*, housed in the basement of an office building. While the storefront of *The Wrecking Club* had a grungy, post-apocalyptic feel, this place was brightly lit and sparkling clean. We were escorted to a high-ceilinged room with a concrete floor and plywood-reinforced walls. Our \$75, 30-minute "Double Trouble" package included a PS2 gaming console, office phone, keyboard, dishes, VHS tapes, mouse, gaming controller and laptop.
- 8 Alas, it took just 15 minutes to bust through everything. And while we both felt lighter after our rampage, Virginia noted she could smash stuff at home, free. She had once taken a hammer to a television set. I imagined it must be difficult to run a business catering to folks as angry as Virginia. But Mr. Daly said most come for the fun and novelty. He sees a lot of couples on dates, bachelorette parties, birthday celebrations and families with children.
- 9 The tough part: Sourcing up to 200 pieces of used electronica to smash every week, he says. Most purchases are one-off deals from someone, say, clearing an office. *The Rage Cage* owner and founder, Jeffrey Yip, agrees. The former software-support specialist says that while he is negotiating with suppliers in China, he's currently buying dishes from IKEA and 99-cent stores. He finds used electronics on eBay and Craigslist. A nonworking keyboard might cost \$2, he says of the going rates, a busted office printer between \$4 and \$10.
- 10 After everything is smashed to smithereens Mr. Yip says he and his friends bring the remains to the nonprofit E-waste Warehouse in Brooklyn, which sells salvageable items and recycles the rest. Mr. Daly says he recycles all his trash.
- 11 Mr. Yip, who estimates his startup costs at \$35,000, says he pays four times the typical rate for property insurance and a hefty sum for liability insurance.
- 12 So is there room in the city for two rage rooms? Both owners are hopeful. "In the U.S., New York City needs it the most," Mr. Yip says.

*Wall Street Journal, 2018*