

Samples of Short, Informative Copy for the Web

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Below are approximately 200-word answers to questions asked by users of a Crowdsorce, Inc. client. The first section of each answer is a simple, direct answer, and the paragraphs that follow are “Additional Details,” intended to be visible after the user clicks “more.”

The answers are written in compliance with the Crowdsorce Style Guide, which is based on the 2014 AP Style Guide.

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Health

How do you heal piriformis?

To heal piriformis pain, release pressure on the hips and the sciatic nerve by standing with the feet shoulder-width apart, and rotate the toes to the one side while keeping the opposite heel on the ground, advises Runner's World. Then, return to starting position with the toes pointing straight forward. Repeat 10 times.

Additional Details: Strengthening hip flexors and gluteal muscles also helps heal piriformis syndrome, reports Runner's World. Lie down, place an ankle weight around a thigh, and bend the leg at a 90-degree angle. Then, lift the leg over the center of the body while keeping the hip and shoulder on the ground. Hold the position, then repeat 10 times on each side.

The piriformis muscle is a flat, band-like muscle situated behind the gluteal muscles. Compression of the sciatic nerve and tightening of the piriformis muscle cause piriformis syndrome, states WebMD. The piriformis muscle guides rotation of the hip, and pressure from it on the sciatic nerve can cause a radiating pain from the buttocks, down the thigh and into the spine.

Because the pain radiates to other parts of the back and legs, piriformis syndrome can be mistaken for another back issues such as a herniated disk or sciatica, according to Runner's World. Symptoms usually start with pain or numbness in the buttocks.

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What are the bilirubin levels in the liver?

Bilirubin is produced in the liver when it breaks down old red blood cells, states WebMD. It then circulates through the bloodstream as conjugated, or direct, or unconjugated, or indirect, bilirubin. Total bilirubin levels are measured in the blood, while unconjugated bilirubin levels are derived from total and conjugated bilirubin levels.

Additional Details: Conjugated bilirubin is made in the liver from unconjugated bilirubin and is water soluble, reports WebMD. Large amounts of bilirubin lead to jaundice, a yellowing around the eyes or of the skin.

Bilirubin levels are tested with a blood or urine sample, and before undergoing a bilirubin level test, patients should not drink or eat for at least four hours. Normal levels of conjugated bilirubin are zero to 0.3 milligrams per deciliter, and normal levels of total bilirubin are 0.3 to 1.9 milligrams per deciliter, according to MedlinePlus.

Bilirubin tests are conducted to check for gallstones, pancreatic tumors, a biliary stricture or other conditions that result from blocked bile ducts, reports WebMD. Abnormal bilirubin levels may also indicate liver malfunction or liver disease, such as cirrhosis, hepatitis or damage from medication. Bilirubin tests may also indicate hemolytic anemia, which causes increased destruction of red blood cells.

Bilirubin tests on newborns help determine whether newborns with neonatal jaundice need phototherapy or a blood transfusion, states MedlinePlus. Most newborns have some jaundice.

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Where can I compare dental insurance plans?

Compare dental insurance plans at DentalPlans, DentalInsurance.com and TopTenReviews. Each website features a database of various dental plans that differ by state, cost and coverage.

Additional Details: DentalPlans helps consumers pick a plan by focusing on procedures, varying from check-ups, cleanings, fillings and crowns, braces, implants, root canals, dentures and tooth extractions. Users can also begin by selecting between individual and family plans. The site compares results to the national average cost of the selected procedures without a plan, and provides monthly premiums and out-of-pocket costs with various be plans.

DentalInsurance.com lists dental plans available by zip code. Plans can be filtered and the results are sortable by best selling, plan cost, plan type and insurance carrier. Each plan description provides basic cost information, including monthly cost for individuals, individuals plus one and family plans, as well as copay amounts for the procedures previously selected.

DentalInsurance.com also provides links to each plan with detailed lists of plan offerings including surgeries, restorative procedures, preventative treatments and diagnostic care.

TopTenReviews, rather than providing a plan search, provides plan comparisons side-by-side that cover features various companies provide. This site focuses on dental insurance provider website usability as well as tools available for employers and administrators.

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What are some symptoms of guilt?

While guilt does not necessarily have symptoms, it may have side effects. These include a disruption in self-image, susceptibility to distractions, developing a habit of putting others down, hypersensitivity to minor criticisms, and paranoia. Check here ONLY if your first sentence gave

the direct answer to the question. Do not check otherwise. Additional Details: In basic terms, a person might feel guilty because he wishes he had or had not done something. Guilty people feel shame for acting or failing to act. There is no definite set of symptoms that define guilt, but there are many ways guilt manifests itself.

While guilt and shame are two different emotions, they are both related to regret surrounding something that happened in the past. Since the person cannot return to the past and correct his action or inaction to eliminate the source of the guilty feeling, people who feel guilty often seek relief from external sources. This might create a warped sense of self that inflates the ego in order to compensate for the feeling of failure.

A more complicated form of guilt is known as "survivor guilt," which encompasses more than the name suggests. A classic example of survivor guilt is a person surviving a plane crash and feeling guilty that he lived and others died. This kind of guilt shows up in more subtle ways as well. People who have achieved more success than their peers or family members may experience survivor's guilt, which often manifests in self-destructive behaviors that inhibit the guilty person from reaching success.

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How does anxiety affect performance?

Anxiety negatively affects athletic, professional, academic and sexual performance. It can cause fear and create an inability to concentrate on the activity at hand. It also has physiological consequences, such as shortness of breath, sweating, a racing heart, shakiness and dizziness.

Additional Details: Anxiety is an overwhelming sense of fear caused by a perceived threat and self-doubt in one's ability to deal with the threat. Anxiety can delay or hinder performance because the anxious person worries more than is necessary about the outcome. This causes the anxious person to be distracted by outside stimuli that detracts from the immediate task.

In a study by the Economic and Social Research Council, anxious students took longer to read a story with errors than students who were not anxious, particularly when they thought they were going to be evaluated on their performance. Similarly, sexual performance is impeded by the worry that one will not be able to perform sexually, creating a negative cycle that leads to deeper anxiety.

A person with anxiety can improve performance by using deep breathing exercises, writing about their worries and seeking outside help. Another way to reduce anxiety is to get in the habit of preparing more fully for difficult tasks, which increases confidence.

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Education

How effective are online reading programs?

Online reading programs are effective and fun for children and give parents a way to teach their children when they cannot be as hands-on as they may like, according to TopTenReviews. In 2014, TopTenReviews said ClickN Read Phonics, TNT Reading Tutor and the Red Apple Reading Complete Package are effective.

Additional Details: As of 2014, ClickN Read Phonics had 100 lessons split into four progressive segments. TNT Reading Tutor guides students through learning letter sounds, words, then sentences. It includes pictures and uses rhyming words to make the learning process more fun. Red Apple Reading Complete Package is a set that covers reading from kindergarten to second grade. It uses animation and colorful pictures to keep children engaged, says TopTenReviews.

Parents and teachers should choose online reading applications designed for preschool and early elementary age children. Simple navigation and progressive lessons make the programs more effective. The concepts in each lesson should build logically and methodically on the previous concept, TopTenReviews advises.

Some programs feature a virtual narrator – an animated character or an energetic human guide. Programs should at least have an audio feature that pronounces letters and words. Simple, straightforward instructions help children learn best, says TopTenReviews.

In addition to the program itself, the value of a reading program can be enhanced by the availability of help and support from the company that built and manages the online application, as well as complementary resources for parents, according to TopTenReviews.

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Legal

Do you need a lawyer if a landlord tries to evict you without notice?

A tenant who has been evicted with or without notice is not required to have a lawyer in court. Information about going to court without a lawyer and forms that assist the tenant in making a case can be found online, according to Pine Tree Legal Assistance.

Additional Details: A landlord cannot begin the legal process of eviction without legal notice of termination, states NOLO. However, some tenants are summoned to civil or small claims court without receiving notice from a landlord when the landlord initiates an unlawful detainer lawsuit. Each state has its own strict set of landlord-tenant laws that delineate both parties' rights and obligations in an eviction case.

To make a case against a landlord in court, bring along any pictures, written information and communications, and witnesses who can help tell an accurate story, advises Pine Tree Legal Assistance.

The tenant and landlord can reach a settlement before involving the judge, and in that case, both parties should put the settlement in writing and sign the document to give to the judge when their case is called.

Some states hold mandatory mediation prior to a court hearing. In this case, the tenant and the landlord meet with a mediator, who attempts to help the parties come to a solution, states Pine Tree Legal Assistance.

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Commerce

Why are there contribution limits on IRAs?

According to IRS Publication 590, there are contribution limits on IRAs because they offer tax breaks that correlate with the amount contributed. Contributions to traditional IRAs are deducted from taxable income for the year, possibly altering a person's tax bracket, therefore changing the amount of taxes they pay per year.

Additional Details: A lower taxable income can help taxpayers qualify for tax incentives they may not otherwise receive, such as the student-loan interest deduction or the child-tax credit, according to RothIRA.com. Money placed in a traditional IRA is tax-free at the time of contribution, then taxed generally upon withdrawal with a few exemptions. Money placed in a Roth IRA is taxed upon contribution, but withdrawals are usually tax-free, as RothIRA.com explains.

As reported in Kiplinger magazine, Roth IRAs for the 2014 tax year are only available to married couples whose adjusted gross income is lower than \$181,000. The maximum contribution to all IRAs is \$5,500, or \$6,500 for people who were 50 or older any time during 2014. Kiplinger also explains that the contribution limit applies to all IRAs combined for each person. For example, in 2014, a tax payer may contribute \$3,000 to a Roth IRA and \$2,500 to a traditional IRA, not \$5,500 to both IRAs.

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How do you spot Heywood-Wakefield furniture? (Step-by-step)

The blond, streamline styles of 1940s and 1950s Heywood-Wakefield furniture can be identified by examining the appearance of the furniture, checking for a label, and consulting outside literature for additional information. Information about other styles of Heywood-Wakefield furniture is not available from the manufacturer.

Step 1: Examine the appearance of the furniture

Description: Since the blond, streamline style of Heywood-Wakefield furniture is the only kind that can be identified, first examine the appearance of the furniture. Blond refers to the color and streamline refers to the shape of the furniture.

Step 2: Determine the date by examining the label

Description: The label may provide more insight about the year the furniture was made. Labels are often found on the bottoms or backs of the furniture. Red print on yellow wood grain style paper was used for the earliest Heywood-Wakefield labels, and they were often used with style

number tags printed on white paper in blue ink. Red and blue paper labels with white print replaced the wood grain labels some time between 1939 and 1942.

Step 3: Consult additional resources

Description: For more information, consult Steven and Roger Rouland's book, "Heywood-Wakefield Modern Furniture: Identification and Value Guide." It provides details about modern and streamline styles of the 1930s, '40s and '50s.

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How do you identify Lenox patterns?

Lenox names their dinnerware patterns, and many names are indicated by a stamp on the bottom or back of each piece. In addition, alphanumeric codes are stamped on the bottoms and the backs of all pieces and can be used to identify named and unnamed patterns. Check here ONLY if your first sentence gave the direct answer to the question. Do not check otherwise.

Additional Details: Lenox uses two sets of numbers separated by a slash on the stamp of its products. The second set of numbers is the pattern code. The Lenox pattern code includes a letter and a number that indicate the date and sometimes a second letter that indicates a special-ordered background color on the piece.

In the late 1940s, Lenox recognized a need to streamline production and discontinued many patterns. The company named the patterns that it kept and all of the patterns thereafter. Lenox phased out the use of the date-code system after 1950.

In 1910, Lenox patterns were transferred onto dinnerware and then colored in by hand. After that, full-color lithographic decals were used. From 1906 to 1930, Lenox stamped a green wreath on the backs of their pieces. In 1931, the company began to add the words "Made in USA" to the stamp. In 1953, Lenox began to stamp a gold wreath on the backs of its pieces instead of a green wreath.

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Can a business refuse cash payment?

A business can refuse cash payment. There is no Federal mandate requiring a private business, person or organization to accept cash as a form of payment. Individual states, however, are allowed to mandate that businesses take cash payments.

Additional Details: A private businesses is permitted to create its own policies about forms of payment it accepts. A gas station, for example, is not required to accept large bills. A bus company does not have to accept pennies for bus fare. Many airlines do not accept any forms of cash for payment.

The Coinage Act, or Section 31 of U.S. Code 5103, which is titled "Legal tender," states that U.S. coins and currency are legal tender for all debts, public charges, taxes and dues. Notes from the Federal reserve, Federal banks and national banks are included in this distinction. This means that U.S. businesses must accept legal tender in dollars, but not necessarily in cash dollars.

Businesses are charged fees for accepting credit card payments. While some businesses do not accept forms of cash, a 2013 study by Intuit showed that 55 percent of small businesses do not accept credit cards. An estimated 66 percent of purchases are completed with credit cards, debit cards or gift cards as of 2013, according to an infographic from Community Merchants USA.

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What is the cause of brain drain?

Brain drain is caused by some kind of shortfall in a country's standard of living, professional opportunities or national stability. When a different country creates more attractive living and professional options for its residents, educated and talented individuals flock there, draining the overall productivity of the country with shortfalls.

Additional Details: Generally, "brain drain" refers to the departure of engineers, financial professionals, doctors and scientists from a country because another country's incentive structure is more attractive. Contrary to popular belief, brain drain does not only affect developing and transitional economies.

Brain drain can harm a nation's economy because the professionals that leave usually earn large salaries and are no longer spending money in their home country. Furthermore, the nation's overall expertise is diminished, which can result lower progress and education rates.

The term "brain drain" emerged in the 1950s and 1960s when several science and technology experts left Great Britain to seek better opportunities in the United States and Canada.

A current example is the emigration of highly educated Indian professionals who move to the United States. Many countries engage in efforts to counteract brain drain and attract professionals back to their home countries. Some of those efforts include high tech entrepreneurship incentives and national salary increases in the depleted profession.

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Software

What types of data can you use in MS Access?

Microsoft Access accepts 10 data types: attachments, AutoNumbers, currency, dates and times, hyperlinks, memos, numbers, OLE objects, text, and yes/no Boolean values. The data type is defined by the qualities that apply to all values in the field. For example, text fields only contain letters, numbers and some punctuation characters.

Additional Details: AutoNumbers are used to keep count of records in a table, and the value is insignificant. A hyperlink can store up to 2048 characters of a URL or a UNC path. Memos are blocks of text of more than the 255 characters allowed in a text data type field.

OLE objects are specific types of attachments, such as Microsoft Excel Spreadsheets, attached one by one. Attachments data fields accept more file types. The Boolean value field can use True/False, Yes/No or On/Off.

The data type of a field dictates many other field functions, such as which formats can be used, how the field can be used in expressions, the maximum field value, and whether the field can be indexed.

To create a data field, enter data into an empty column and adjust the data type and other field properties with the Datasheet tab. Fields created with templates in Datasheet view have predefined properties.

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Leisure

What are the scoring rules in horseshoes?

The basic scoring rules of horseshoes are three points for a ringer and one point for a leaner. A ringer is a horseshoe that rests around the stake, and a leaner is a shoe that rests within 6 inches of the stake.

Additional Details: There are two main ways to keep score in horseshoes: cancellation scoring and count-all scoring. A shoe that lands over 6 inches away from the stake has no point value. Cancellation scoring means the ringers of one player cancel out any of the other player's ringers, meaning only one player scores in each inning. Count-all scoring means both players get points for all ringers and leaners thrown.

Use a coin toss to determine who pitches the first horseshoe. Determine who throws first in the remaining innings by alternating or favoring the higher scorer. If there is no higher scorer, the person who pitched first in the previous inning pitches first again.

The National Horseshoe Pitchers Association lists three ways to determine the length of a horseshoe game in the official rules and bylaws: point limit, shoe limit or a combination of the two systems. Moreover, players may use two additional innings as a tiebreaker. The suggested point limit is 40, while the suggested shoe limit is 50. Using both point limit and shoe limit scoring to determine who wins the game means resolving the winner using whichever goal comes first.

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