

I just returned from the Shift Conference in Split, Croatia. Witnessing a hackathon teaches you something about soul, about youth and the bridge¹ between the two. I don't know if it was the ridiculous energy of 1,200 twentysomethings hopped up on caffeine and adrenaline, or the sultry, slow-moving intensity of a country trying to forge its way economically, but attending this event got me thinking about what it means to be a startup vs. what it means to be a startup with soul².

Let us take a moment to honor soul—the vital force that gives you and your business a vibe. Soul is the handshake that acknowledges that you believe and that you are present. It is the central tenet of your company culture. It's hard to explain entrepreneurial soul, but once you experience it, you know what it means. It's what gives you purpose.³ A business without soul? Flash in the pan.

1.
 - a. NO CHANGE
 - b. youth and you bridging
 - c. youth and creating the bridge
 - d. youth and its abridgement

2. Which choice provides the most appropriate introduction to the passage?
 - a. NO CHANGE
 - b. the most efficient business model that maximizes profits while minimizes resources
 - c. the evolving language of hackers in the 21st century
 - d. the interdependent relationship between business and religion

3. At this point, the writer is considering adding the following sentence.
It's at the core of every sustained business—the ones with heart and emotion and customers who just can't live without them.
Should the writer make this addition here?
 - a. Yes, because it supplies quantitative data that will be examined in the rest of the paragraph.
 - b. Yes, because it explains the nature of the entrepreneurial soul referred to in the previous sentence.
 - c. No, because it interrupts the discussion of the purpose of rising startups.
 - d. No, because it does not take into account whether or not the soul is often lost due to the monetization of workplace creativity.

I learned a lot about soul at this hackathon, which had been⁴ an annual mecca for me and my brain, which came along for the ride. It's a lesson in the passing of soul in Silicon Valley and the rising of the machine in other parts of the world. It's a lesson in disruption and the preservation of purpose.

Take a look at most tech startups in the Valley. We⁵ represent something we call the “dine and dash” model of economics. It can be very lucrative, but it is cold and calculating, and it lacks soul. It's the accelerated-growth model: Get your value high, make yourself seem important and ... cash out⁶. Going corporate—being bland and predictable whilst wearing ties—is a sad byproduct of the binary economy. Sign here, and sell your soul.

I would wager that selling your soul does not create a lasting impact on the economy. More importantly, it doesn't create a lasting impact on our culture as a whole⁷. Soul matters. Bland does not.

4.
 - a. NO CHANGE
 - b. has become
 - c. will be
 - d. haven been

5.
 - a. NO CHANGE
 - b. It
 - c. They
 - d. They're

6. Which choice best supports the statement made in the previous sentence?
 - a. NO CHANGE
 - b. Reel in customers, develop brand loyalty, and pass down the family business for generations to come
 - c. Put your name out there, get sponsored by famous individuals, and then fundraise for the charity of your choice
 - d. Apply for an entry-level position, slowly work up the ranks, and eventually earn an executive chair at the company

7. In context, which choice best combines the underlined sentences?
 - a. economy; more importantly, it doesn't create a lasting impact on our culture as a whole
 - b. economy or, more important, our culture as a whole.
 - c. economy; or, more importantly, impacting our culture as a whole.
 - d. economy and, most importantly, our culture.

SAT Test 3-2
Writing Test | 35 Minutes, 44 Questions



This issue has soul. Our own Jason Ankeny takes an in-depth look at 1stdibs, a company that has upended the most exclusive market of all—luxury goods—by releasing an annual stranglehold of traditional auction houses and making beautiful items accessible to everyone each year⁸ through, you guessed it, technology. Talk about soul—this is⁹ an entirely new business model based on pure passion and desire. We look at design and the guiding principles you must observe as¹⁰ an entrepreneur to create a brand with an authentic spirit. And we look at individuality and disruption from every angle.

What is soul? It's the emotion you have in the moment. It's what keeps your pulse, and that of your company, beating. It's what keeps you¹¹ kicking chairs out of frustration or joy and keeps you fearless when challenging convention.

Sources:
<http://www.entrepreneur.com/article/247866>

- 8.
- a. NO CHANGE
 - b. every year.
 - c. per year.
 - d. DELETE the underlined portion
- 9.
- a. NO CHANGE
 - b. these are
 - c. those being
 - d. which are
- 10.
- a. NO CHANGE
 - b. To
 - c. At
 - d. DELETE the underlined portion
- 11.
- a. NO CHANGE
 - b. one
 - c. them
 - d. us

SAT Test 3-2

Writing Test | 35 Minutes, 44 Questions



Why do the eyes of some animals, including goats, have horizontal-shaped pupils while others,¹² such as rattlesnakes and domestic cats, have vertical slits?

It is a question that has longed intrigued researchers, and¹³ a study of 214 species published Friday suggests the answer may be strongly linked to giving animals a survival edge: vertical pupils and circular pupils help certain predators hunt, while horizontal pupils help other species¹⁴ spot predators from afar.

Not all vision scientists accept the researcher's¹⁵ hypothesis, however, citing examples of animals that do not fit cleanly into these classifications.

The team used computer models based on a sheep's¹⁶ eye to support theories about why horizontal, vertical and circular pupil shapes benefit different animals.

When the model's pupil was horizontal, more light could be captured from the left and right of the eye, not revelatory¹⁷, and less light from below and above the eye. This would allow grazing animals to better detect predators approaching from different directions, the researchers said.

A visual scientist from Berkeley and lead author on the paper¹⁸, Martin S. Banks, states, "People had been saying that the horizontal pupil helps expand the horizontal view of the ground, they just hadn't shown that. Our contribution was to build a model and show that that happens

12. a. NO CHANGE
b. pupils while others
c. pupils, while others
d. pupils, while others,
13. a. NO CHANGE
b. researchers and
c. researchers; and
d. researchers: and
14. a. NO CHANGE
b. them
c. others
d. other specie
15. a. NO CHANGE
b. researchers'
c. researchers's
d. researchers
16. a. NO CHANGE
b. sheeps
c. sheeps's
d. sheep
17. Which choice best maintains the tone established in the passage?
a. NO CHANGE
b. surprisingly
c. eureka
d. wowing
18. Which choice provides the most logical introduction to the sentence?
a. NO CHANGE
b. A lifelong resident of California,
c. To comment on the ongoing vision problems in the modern youth,
d. DELETE the underlined portion.

Finally¹⁹ there was an obvious caveat to this conclusion: What would happen if the sheep bent its head to the ground to eat? Logic would suggest that the horizontal pupil would become perpendicular to the ground. But the researchers found their selves²⁰ astonished while taking pictures of goats at a petting zoo — the eyes actually rotate as much as 50 degrees when the head turns downward, keeping the pupils parallel to the ground. Dr. Banks assumed that other scientists had noted this ability, but he found no mention of it after doing an extensive search of the scientific literature.²¹

Dr. Banks and his team also used the computer model to identify advantages of vertical slit eyes. They found that vertical pupils help an ambush predator better estimate the distance to its prey by sharpening depth perception and its focus on a target.

One asterisk on this explanation is that large predators like tigers and lions that ambush prey have circular pupils, not vertical. The authors reason that because these animals are taller; their²² eyes do not have to compensate as much for those visual cues.

Source:

<http://www.nytimes.com/2015/08/08/science/eye-shape-may-help-distinguish-predator-from-prey.html>

- 19.
- a. NO CHANGE
 - b. Alternatively
 - c. But
 - d. Nevertheless
- 20.
- a. NO CHANGE
 - b. himself or herself
 - c. themselves
 - d. oneself
21. The writer is considering deleting this sentence. Should the writer make this change?
- a. Yes, because it introduces information that is irrelevant at this point in the passage.
 - b. Yes, because it does not logically follow from the previous paragraph.
 - c. No, because it provides a logical introduction to the paragraph.
 - d. No, because it provides specific information in support of the novelty of the researchers' findings.
- 22.
- a. NO CHANGE
 - b. taller, their
 - c. taller their
 - d. taller, that their

SAT Test 3-2

Writing Test | 35 Minutes, 44 Questions



Anyone in the art market who was not already paying attention to the social media platform Instagram had to sit up and take notice in April after the actor Pierce Brosnan visited the showroom of Phillips auction house in London. Mr. Brosnan snapped a selfie in front of a work he admired. The work in question was the "Lockheed Lounge,"²³ a space-age aluminum chaise longue by the industrial designer Marc Newson. Then he added the words "let the bidding commence," and posted it to the 164,000 followers of his Instagram feed. And commence it did. Later that week, Phillips broke the world auction record for a design object, selling "Lockheed Lounge" for £2.4 million, or about \$3.7 million.²⁴

"It's hard to make a direct correlation between Pierce Instagramming us and the world record, but²⁵ certainly it made the lounge more desirable," Megan Newcome, Phillips's²⁶ director of digital strategy, said in a telephone interview. "Thanks, Pierce, for the shout-out."

23. Which choice most effectively combines the underlined sentences?
- admired; the work in question was the "Lockheed Lounge,"
 - admired: the "Lockheed Lounge,"
 - admired, which was the "Lockheed Lounge,"
 - admired, and it was the "Lockheed Lounge,"
24. Which choice offers the most relevant statement to the passage?
- NO CHANGE
 - Later that week, Phillips sold its 1000th design object, the "Lockheed Lounge"
 - Later that week, an Art Monthly journalist decided to run a six-page spread about the Phillips auction house
 - Later that week, a new Instagram record was set for the amount of likes a singular upload had amassed
- 25.
- NO CHANGE
 - record, so
 - record, and
 - record but
- 26.
- NO CHANGE
 - Phillips'
 - Phillip's
 - Phillips

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[1] It was not the first time the art market had been influenced by²⁷ images on Instagram. [2] In the past few years, it has emerged as the social media belvedere²⁸ of choice for many contemporary artists, galleries, auction houses and collectors, who use it to promote art — especially works by emerging artists — and to offer an early peek into studios, auction houses and art fairs. [3] But quite often, art aficionados say they are using the app to preview works and request more information²⁹. [4] How much that actually translates into sales like the “Lockheed Lounge,” however, is still up for debate. [5] Instagram has no functionality that could make it useful as a direct sales platform, and no plans to add one, Ms. Bourgeois, a representative of the app, said.

“When you see something on Instagram that’s hanging in a gallery somewhere and you want to acquire it, you³⁰ can instantly call up the gallery,” Mr. de Pury said, adding that he had made many purchases this way. Who is³¹ using the platform this way is a matter of much fascination in the art world. In March, art news websites like artnet.com and hyperallergic.com were abuzz when it was reported that the actor Leonardo DiCaprio, an avid art collector, had bought “Nachlass,” a painting by the emerging artist Jean-Pierre Roy,³² for \$15,000 over the phone after supposedly seeing it on Instagram.

Mr. Roy’s dealer, Morten Poulsen in Copenhagen, said the artist “had posted a detail image of the painting on Instagram.” After that, Mr. Roy received a message from Mr. DiCaprio, “asking us to keep the painting on hold until he saw high-res quality images of the work,” Mr. Poulsen said by email. “I sent him that, the deal was finalized and the painting went into Mr. DiCaprio’s collection.”

- 27.
- NO CHANGE
 - with
 - from
 - because of
- 28.
- NO CHANGE
 - podium
 - platform
 - stage
29. To make this paragraph most logical, sentence 3 should be placed
- where it is now
 - after sentence 4
 - after sentence 5
 - before sentence 2
- 30.
- NO CHANGE
 - it; you
 - it: you
 - it you
- 31.
- NO CHANGE
 - Whom are
 - He or she is
 - They are
- 32.
- NO CHANGE
 - artist Jean-Pierre Roy
 - artist, Jean-Pierre Roy
 - artist, Jean-Pierre Roy,

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Whether the Instagram connection was accurate, the report, originally published on the Creators Project, a Vice.com blog, was republished on many top art news websites and blogs as an example of Instagram's growing market influence.³³

Source:

<http://www.nytimes.com/2015/08/10/arts/design/instagram-takes-on-growing-role-in-the-art-market.html?ref=arts>

33. The writer wants a conclusion that conveys how Instagram's influence will only continue to increase in the future. Which choice best accomplishes this goal?
- NO CHANGE
 - Whether or not Instagram has plans to incorporate a sales platform into its servers, art fanatics across the world will continue to utilize it in order to promote new pieces and gallery openings.
 - Despite the official statements made by Instagram representatives, anonymous sources notified us that there a commercial platform may be integrated into the popular app in a few years' time.
 - Regardless of the new age of social media, it is reassuring to see how patrons of the arts continue to support creators in their works.

With his steely blue eyes, manicured beard and wearing his trademark Stetson hat³⁴, Colonel Percy Fawcett looked like the quintessential swashbuckling adventurer. He was most famous for his half-dozen mapmaking expeditions to the wilds of the Amazon. A³⁵ place he called “the last great blank space in the world.”³⁶

- 34.
- NO CHANGE
 - wore his trademark Stetson hat
 - trademarking his Stetson hat
 - trademark Stetson hat
- 35.
- NO CHANGE
 - Amazon, a
 - Amazon; a
 - Amazon a
36. At this point, the writer is considering adding the following sentence.
Along with making his name as one of the world’s great explorers, Fawcett’s adventures also led him to develop the theory that an advanced and ancient city lay in the Amazon.
Should the writer make this addition here?
- Yes, because it shows the link between the first paragraph and the second paragraph.
 - Yes, because it helps explain Fawcett’s renowned fame.
 - No, because it fails to indicate why Fawcett was considered to be a great explorer.
 - No, because it provides background information that is irrelevant to the paragraph.

As the years passed, Fawcett became increasingly obsessed with seeking out his modern day El Dorado, which he dubbed the city of “Z.”³⁷ He launched two searches for it in the early 1920s, but was driven out of the jungle on both occasions by poor weather, fever and being exhausted³⁸. It took more than three years of campaign³⁹ before he finally secured funding for a third mission. Despite warnings that he was taking off on a fool’s errand,⁴⁰ the 57-year-old explorer remained convinced that Z was lurking somewhere in the unexplored Mato Grosso region of Brazil.

[1] Fawcett had no shortage of volunteers for his final expedition, but he turned down the likes of T.E. Lawrence—the famed adventurer known as “Lawrence of Arabia”—in favor of taking along his 21-year-old son, Jack, who shared his near-religious zeal for the Z theory. [2] Rounding out the party was Jack’s best friend, Raleigh Rimell.⁴¹ [3] After loading up on mosquito netting, canned food, machetes and other provisions, the trio set sail from New Jersey in January 1925. [4] “We shall return,” Fawcett vowed to reporters, “and we shall bring back what we seek.”

37. The writer wants to link the first paragraph with the ideas that follow. Which choice best accomplishes this goal?
- NO CHANGE
 - Fawcett’s fame did not seem to abate as time went on.
 - Over time, Fawcett took on another career: being a father.
 - In order to make his expeditions more effectively, Fawcett began studying Spanish and the differing regional dialects.
- 38.
- NO CHANGE
 - him feeling exhausted
 - exhaustion
 - the feeling of exhaustion
- 39.
- NO CHANGE
 - campaigning
 - having campaigned
 - has campaigned
- 40.
- NO CHANGE
 - errand –
 - errand;
 - errand
41. To make this paragraph most logical, sentence 2 should be placed
- where it is now
 - before sentence 1
 - after sentence 3
 - after sentence 4

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Fawcett had warned that his expedition would go dark once it entered uncharted territory, but by 1927, other explorers were gaining fame.⁴² Newspapers that had previously hailed Fawcett as being impervious to the perils of the jungle began speculating that he was dead, and witnesses surfaced with bewildering rumors about his whereabouts. One man claimed Fawcett had gone native and was living in the jungle; another,⁴³ that he was being held prisoner by Indians.

In the years since the Dyott expedition, the mystery surrounding Fawcett's disappearance has lured scores of other would-be rescuers and investigators into the Amazon. Its⁴⁴ estimated that as many as 100 of them have died in the jungle, and a few have followed in the explorers' footsteps by vanishing without a trace. As recently as 1996, a team of Fawcett-hunters led by a wealthy businessman named James Lynch was captured by Amazonian Indians and held for ransom. They only escaped with their lives after giving up \$30,000 worth of equipment.

Source:

<http://www.history.com/news/explorer-percy-fawcett-disappears-in-the-amazon-90-years-ago>

42. Which choice most effectively sets up the sentences that follow?
- a. NO CHANGE
 - b. civil unrest began to brew in Fawcett's home city.
 - c. nearly two years had passed with no word from the Colonel or his young companions.
 - d. new technologies were making explorations more effective and efficient.
- 43.
- a. NO CHANGE
 - b. jungle another,
 - c. jungle another
 - d. jungle, another,
- 44.
- a. NO CHANGE
 - b. It's
 - c. They
 - d. They're