

Questions 23-33 are based on the following passage and supplementary material.

### Rethinking Crowdfunding in the Arts

Crowdfunding is a popular way to raise money using the Internet. The process sounds simple: an artist, entrepreneur, or other innovator takes his or her ideas straight to the public via a crowdfunding website. The innovator creates a video about the project and offers, in exchange for donations, a series of “perks,” from acknowledgment on a social media site to a small piece of art. Many crowdfunding programs are all-or-nothing; in other words, the innovator must garner 100 percent funding for the project or the money is refunded to the donors. At **23** it’s best, the system can give creators direct access to millions of potential backers.

The home page of one leading crowdfunding site features a project to manufacture pinhole cameras on a 3-D printer. **24** The idea is obviously very attractive. An obscure method of photography may be made available to many with little expense. Within weeks, the project was 621 percent funded. In contrast, on the same page, a small Brooklyn performance venue is attempting to raise money for its current season. The venue features works of performance art showcased in a storefront window. Those who have seen the space consider it vital.

**25** However, that group may not be large enough; with just fourteen days to go in the fund-raising period, the campaign is only 46 percent funded.

23

- A) NO CHANGE
- B) its
- C) its’
- D) their

24

Which choice most effectively combines the underlined sentences?

- A) With the idea being obviously very attractive, an obscure method of photography may be made available to many at little expense.
- B) The idea is obviously very attractive: an obscure method of photography may be made available to many at little expense.
- C) An obscure method of photography may be made available to many at little expense, and the idea is obviously very attractive.
- D) An obscure method of photography, an idea that is obviously very attractive, may be made available to many at little expense.

25

- A) NO CHANGE
- B) Therefore,
- C) In effect,
- D) As a rule,

Artists such as these Brooklyn performers find that crowdfunding exacerbates problems that already exist.

**26** Work, that is easily understood and appreciated, is supported, while more complex work goes unnoticed.

**27** Time that could be used creating art is spent devising clever perks to draw the attention of potential contributors.

**28** In addition, audiences may contain many “free **29** riders,” they did not make contributions.

26

- A) NO CHANGE
- B) Work that is easily understood and appreciated is supported,
- C) Work that is easily understood, and appreciated is supported
- D) Work—that is easily understood and appreciated—is supported,

27

At this point, the writer is considering adding the following sentence.

Crowdfunding tends to attract contributors from a wide variety of professional fields.

Should the writer make this addition here?

- A) Yes, because it gives more information about the people who donate to crowdfunding campaigns.
- B) Yes, because it reinforces the writer’s point about the funding of artistic projects.
- C) No, because it fails to take into account project funding received from public institutions.
- D) No, because it blurs the focus of the paragraph by introducing a poorly integrated piece of information.

28

- A) NO CHANGE
- B) Conversely,
- C) However,
- D) Thus,

29

- A) NO CHANGE
- B) riders,” not making
- C) riders,” who did not make
- D) riders” to not make

Ironically, the success of crowdfunding may weaken overall funding for the arts if people begin to feel that paying for the art **30** loved by them is someone else's responsibility.

[1] One innovative playwright has woven the deficiencies of the system into her crowdfunding model. [2] Though the price for her tickets was higher than that of tickets for comparable shows, it was still affordable to most theatergoers—and reflected the real cost of the performance. [3] She presented the total cost for producing her play on a crowdfunding site. [4] Then she divided the total cost by the number of people she expected to attend the performance. [5] The result of the calculation was the minimum donor price, and only donors who paid at least the minimum ticket price were allowed to attend the performance. [6] By subverting the presumption that money used for her project is an altruistic donation, the playwright showed that **31** our work has monetary value to those who enjoy it. **32**

30

- A) NO CHANGE
- B) they love
- C) loved by him or her
- D) he or she loves

31

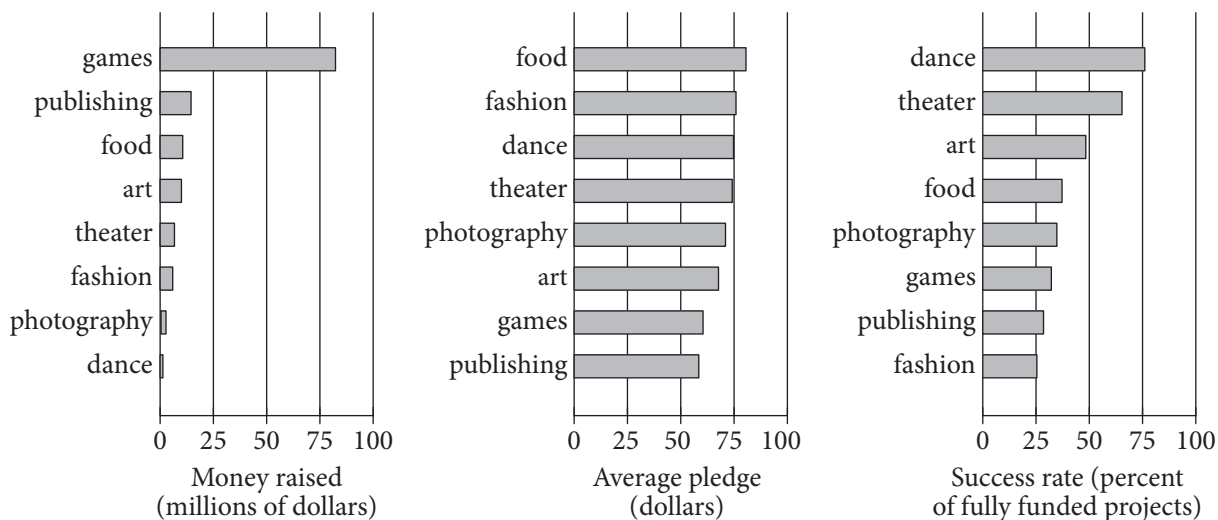
- A) NO CHANGE
- B) their
- C) her
- D) its

32

To make this paragraph most logical, sentence 2 should be placed

- A) where it is now.
- B) after sentence 3.
- C) after sentence 4.
- D) after sentence 5.

Crowdfunded Projects on Kickstarter in 2012



Adapted from "These Were the Most Successful Projects on Kickstarter Last Year." ©2013 by The Economist Newspaper Limited.

Question 33 asks about the graphic.

33

Which choice offers an accurate interpretation of the data in the graphs?

- A) The project category with the lowest amount of money raised was also the most successfully funded project category.
- B) The project category with the highest average pledge amount was also the most successfully funded project category.
- C) The project category with the lowest average pledge amount was also the project category that raised the most money.
- D) The project category with the highest average pledge amount was also the project category with the most money raised.