1. What is the 'enormous distaste' (line 2) that primitive hunter-gatherer societies share?

Use your own words as far as possible.

[1m]

Lift	Paraphrased
"human beings, even in primitive hunter-gatherer	They share the enormous distaste for
societies, have an enormous distaste for hierarchical extremes"	(a) Immense/ excessive/ great/ intense (b) Social disparity/ inequality.
(Both (a) and (b) must be captured.)	(do not accept "bureaucracy", "rank and status" for hierarchical)

2. Why is the sentence 'So, whatever happened to fairness?' in line 35 italicised? [2m]

Lift	Inferred
So, whatever happened to fairness?	 (a) It serves to bring our attention to something significant the author is saying,
(MUST have part (a) – 1m	AND
If students just have (b) or (c) without (a), award zero)	 (b) in this case, an unexpected/unanticipated/sudden outcome/ turn of events, OR (c) that is, the loss or decline of fairness.

3. Explain what the author means by the phrase 'strayed from our birth-right as human beings' (line 41). [2m]

Lift	Paraphrased
[Idea of "innate" and "drifted away" must be clearly captured]	By this, the author means to say that (a) We have drifted away [1] (b) From our innate/inherent right to fair treatment [1]

4. Why does the author use the words "you" and "I" in line 46? [1m]

Lift	Inferred
When life is unfair, you and I both lose, no matter how wealthy either of us is.	 (a) The writer is trying to engage the reader/ establish a rapport with reader/ to convince/ persuade the reader OR (b) that this issue affects everyone/
	is common to everyone.

5. Explain what the author means by 'our sense of taking and giving has been replaced with taking whatever you can get for you and yours alone' (lines 47-48). [1m]

Lift	Paraphrased
Our sense of taking and giving has been replaced with taking whatever you can get for you and yours alone". (Both (a) and (b) must be captured.)	The author is saying that (a) reciprocity; mutuality; mutual benefit (b) is now supplanted/ superseded; undermined/ taken over by selfishness [1]
	[Student must show polar opposites: ie. contrast between (a) and (b) must be obvious; do not accept gradation of change; change MUST be total]

6. (i) Why are most western countries 'blatantly unfair to consumers' (line 49)? **Use your own words as far as possible.**

Lift	Paraphrased
The individualistic , winner-take-all zeitgeist of modern times is to blame for many of the crises we presently face in our society	Most western countries are so because Many of them have adopted a culture that is egocentric/ self-centred/ self-serving/ selfish/ self-seeking/ focusing only on success that benefits the individual rather than the whole community.

(ii) How is this blatant unfairness to consumers illustrated? [2m]

Lift	Paraphrased
"particularly the excesses of the financial sector, with its insistence on a bigger and better profit every yearcorporate cheating, even in sectors designed for public interest.	Greed (a) Companies that are obsessed with making more profits/with getting more than what they deserve/ driven by greed. [1] AND
	Cheating (b) Companies being unethical/ deceitful in their practices. [1] OR (c) Public services taking advantage of the people that they are supposed to serve. [1]
	(d) drug companies intentionally hiding side effects of drugs from consumers. [1] [bod; because point d is taken from para 8]

[Students must see that the blatant unfairness is
manifested through GREED and CHEATING].

7. In paragraph 8, instead of public relations firms, suggest who should write the research about pharmaceutical drugs? [1m]

Lift	Paraphrased
"Up to three-quarters of all research published in the medical literature about pharmaceutical drugs, for instance, is now believed to be ghostwritten by public relations firms hired by drug companies"	 Independent writers with no vested interests People who are not affiliated to the companies People who publish in their own/real names People who have integrity/ write honestly or truthfully [1] Any sensible answer. [Do not accept 'not hired/ not employed/not paid' as it merely negates the text and does not show full understanding].

8. What does the word 'routinely' (line 58) imply about the attitude of drug companies in concealing the side-effects of drugs? [1m]

Lift	Inferred
"with serious and even potentially fatal side-effects routinely concealed."	Drug companies are nonchalant/ unconcerned/ taking it for granted as a practice to hide the truth. [1]
	[Do not accept mere description of actions: 'treating it as normal' or 'commonly/ frequently hiding'. The focus is on the attitude].

9. When the author cited fairness as '...impartial, free from dishonesty, and law-abiding' (line 64), what is he implying about unfairness? **Use your own words as far as possible**. [3m]

Lift	Paraphrased
Impartial	(a) Unfairness is being bias/prejudiced/ bigoted [1];
Free from dishonesty	(b) it is deceptive/ fraudulent/ disingenuous/ not veracious/ not truthful [1] and
Law-abiding	(c) it is illegal/illicit/ illegitimate [1]

10. Explain why inequality does not automatically lead to revolution in paragraph 10. **Use** your own words as far as possible. [2m]

Lift	Paraphrased
"even children have a nuanced understanding of fairness"	(a) People have fine/subtle understanding/ delicate definition of fairness/ consider mediating factors before pronouncing a situation as unfair.[1]
"only when conditions are manifestly unfair such as when food is deliberately made scarce."	(b) It is not always clear/obvious/evident that there is manipulation of resources for selfish or discriminatory intent/ artificially created scarcity/ exploitation. [1]
Learning point: read entire paragraph	

11. Using material from paragraphs 2 to 4 of the passage, summarise why fairness is important.

Lifted		Paraphrased	Main Idea
	Fairness is a central motivating force in our private and public lives (Para 2 line 8)	Fairness is a key motivator/ power in our world/ a primary force	Key motivator in our lives
(2)	It is deeply enmeshed with questions about who gets what and how it is distributed (Para 2 line 8)	It helps us in answering issues on allocation of resources	Affects how resources are distributed to all
(3)	When allocation and distribution lead to indignation ,	Unfair distribution may lead to resentment	Unfairness leads to resentment
(4)	results can be explosive (Para 2 line10)	Outcomes can be very negative	Highly negative repercussions
(5)	Deep inside us we instinctively know what is fair or unfair; fairness is hardwired within us. (Para 3 line 17) OR The roots of this impulse appear to run very deep and are primal in many living things. (Para 4 line 26)	The common understanding of what entails fairness is ingrained in all human beings.	The universal understanding of the importance of fairness is ingrained in us.
(6)	fairness is a sacred concept to most people. (Para 4 line 24)	It is a sacrosanct/ revered concept for most individuals	Almost everyone has this sacrosanct concept
(7)	A sense of fairness in a group appears to evolve automatically as an inherent part of working together outside our immediate families. (Para 4 line25)	Fairness is developed naturally/ spontaneously when we need to work with non-family members.	Fairness is required when we need to work with non-family members.
(8)	The soul of any successful society (Para 4 line 27)	It remains the essence of a successful society.	Essence of a successful society
(9)	Cooperation can be maintained only to the extent that individuals are fair with each other. (Para 4 line 30)	Collaboration can only be sustained if people are fair to one another.	Fairness is needed to maintain social cooperation.
(10	O)Our survival depends upon our ability (Para 4 line 31)	It is important as fairness affects the success and demise of our society	The success and demise of society depends on our ability to be fair
(11)to give each one of us a turn (Para 4 line 31)	We need to learn to take turns	Taking turns
(12)the society begins to fray when there is deterioration in fairness (Para 4, line 32)	Conflicts in society will arise when there is a decline in fairness	Tension/ conflicts will arise when there is a decline in fairness
(13)(deterioration) and basic reciprocity . (Para 4 line 32)	Decline in mutual care/ dependence	Decline in reciprocity
(14	a far larger and more all-embracing view of what constitutes self-interest. (Para 4 lines 33 to 34)	Advantageous for us to adopt/ consider collective interests based on fairness. Improving everyone's standard of living/ quality of living.	Fairness is in our best interest.

	Relevant points for evaluation from the passage
1	Paragraph 1 (lines 5-7) "Even young children will punish other children who grab for a larger handful of candy than their fair share. The story concluded that fairness burns deep within us because it has evolutionary roots and is felt in the primitive portion of our brains."
2	Paragraph 2 (lines 8-10) Fairness is a central motivating force in our private and public lives. It is deeply enmeshed with questions about who gets what and how it is distributed, with how we feel about the ways in which power, resources, access, even attention are divided.
3	Paragraph 2 (lines 10-11) "When allocation and distribution lead to indignation, the results can be explosive"
4	Paragraph 3 (lines 19-23) Studies show that people are less interested in making money for themselves than in rectifying financial inequality to the point where they are willing to give up their own material pay-off if that will bring about a more equitable outcome for all. In our hearts, we will accept a smaller piece of cake so long as we know it is going to mean that everybody else gets a slice. In our hearts, we know what is fair.
5	Paragraph 4 But cooperation can be maintained only to the extent that individuals are fair with each other.(lines28-30) Our survival depends upon our ability to give each one of us a turn, and the society begins to fray when there is deterioration in fairness and basic reciprocity. (lines 30-32) All of us hold the understanding, deep within all of us, that we are best off in every way by taking a far larger and more all-embracing view of what constitutes self-interest. (lines 32-34)
6	Paragraph 5 "If we all know what is fair, why is life so unfair right now?" (lines 35-36) "Presently we have strayed from our birth-right as human beings. America and indeed every society in the West are now at our most unfair in history- at grave cost" (lines 41-42) "Our sense of taking and giving has been replaced with taking whatever you can get for you and yours alone" (line 47)
7	Paragraph 6 "When life is unfair, you and I both lose, no matter how wealthy either of us is." (line 46-47)

	"Our sense of taking and giving has been replaced with taking whatever you can get for you and yours alone" (line 47-48)		
8	Paragraph 7 (lines 49-52) "The individualistic, winner-take-all zeitgeist of modern times is to blame for many of the crises we presently face in our society, particularly the excesses of the financial sector, with its insistence on a bigger and better profit every year, at any cost."		
9	Paragraph 7 (lines 53-54) "from the 50 per cent of college students now known to cheat on exams"		
10	Paragraph 7 (line 54) "to corporate cheating"		
11	Paragraph 7 (line 54-55) "even in sectors designed for public interest."		
12	Paragraph 8 (lines 56-58) "Up to three-quarters of all research published in the medical literature about pharmaceutical drugs, for instance, is now believed to be ghostwritten by public relations firms hired by drug companies, with serious and even potentially fatal side-effects routinely concealed."		
13	Paragraph 8 (lines 59-62) "When profit rather than fairness is the only consideration, a company will seldom notice the ripple effect of every action on an entire chain of beings — the living things, the natural world, the consumers of the product, the people from other countries whom they harm by what is being sold or produced."		
14	Paragraph 9 (lines 68-71) "Fairness does not mean redistribution of wealth, or a socialist-style government, across the board equality it is about creating and ensuring that there are equal opportunities for all."		
15	Paragraph 10 (lines 76-77) "Poorer levels of society are prompted to rise up in rebellion when conditions are manifestly unfair".		
16	Paragraph 11 "re-establishing fairness is crucial to the survival of our societiesthere is greater impetus to act on the perceived injustice." (lines 83-85)		
	We not only expect that a democratic government be just but also that it be fair"(lines 85-86).		