

**Answer key**

**Comprehension 1**

- 1** D
- 2** i) solidarity  
ii) dire
- 3** because they think it does not result in real action or change (any reasonable answer)
- 4** B
- 5** i)  
ii) ✓  
iii)  
iv) ✓
- 6** successful online charity campaigns
- 7** (i) photo (iv) donate/give  
(ii) bare/shoeless (v) brand-new  
(iii) hashtag (vi) impoverished/poor
- 8** Ice bucket challenge: raised millions of dollars for ALS research that led to the discovery of the gene that causes ALS  
One Day Without Shoes Campaign: over 27,000 pairs of shoes were donated to poor children in ten countries
- 9** i) They both needed participants to perform a certain action.  
ii) because people could do the required action without having to spend too much time or effort (any reasonable answer)
- 10** II B  
III D  
IV C  
V E
- 11** i) viral  
ii) concrete  
iii) fruitful  
iv) splashed