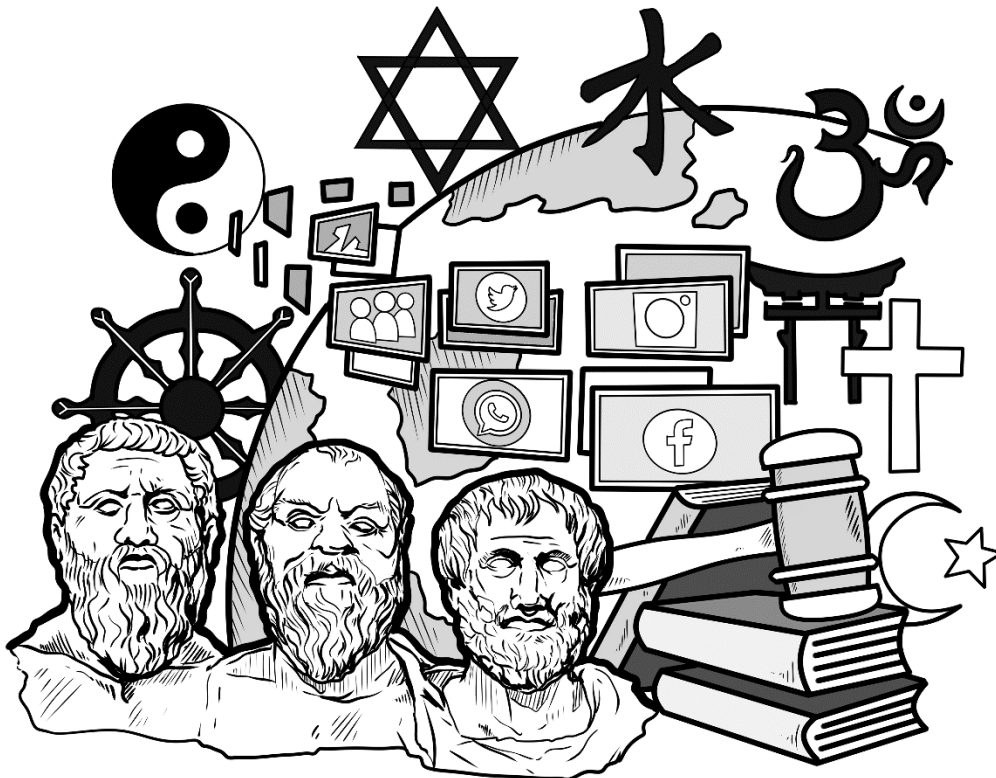


Trends, Network and Critical Thinking

DIVISION ARALING PANLIPUNAN TOOLS
(DAPAT)

First Quarter - Lesson 1

**Trends: Processes, Elements,
and Characteristics**



Grade 12- Trends, Network and Critical Thinking in the 21st Century
Differentiate a trend from a fad (1-2 HUMSS_MCT12-la-b-3)
Explain the process on how to spot a trend HUMSS_MCT12-la-b-2 3.
Point out the elements that make up a trend HUMSS_MCT12-la-b-4 4.
Describe the different characteristics of a trend HUMSS_MCT12-la-b-5

GOVERNMENT PROPERTY
NOT FOR SALE



Grade 12
Division Araling Panlipunan Tools (DAPAT)
Trends, Network and Critical Thinking in the 21st Century
First Edition, 2020

Published in the Philippines
by the Department of Education
Schools Division of Iloilo
Luna St., La Paz, Iloilo City

Section 176 of **Republic Act 8293** states that: The Government of the Philippines may not have any copyright in any work. However, the permission of the government agency or office that prepared the work is required if it is to be profitable. Among the things that can be done by the said agency or office is to set the corresponding fee.

The **Division Araling Panlipunan Tools (DAPAT)** or any part of it is published for use by schools of the Department of Education especially the Schools Division of Iloilo.

No part of this material may be reproduced or printed in any way without the permission of the Department of Education, Schools Division of Iloilo. Its sale is strictly prohibited.

Development Team of Division Araling Panlipunan Tools (DAPAT)

Writers: Cary M. Dolendo, Hernando Engada Jr.

Illustrators: Armand Glenn S. Lapor, Patrick Lomigo
Ariel L. Amado

Layout Artists: Cary M. Dolendo, Hernando Engada Jr.
Roy John A. Montaniel

Division Quality Assurance Team:
Lilibeth E. Larupay, Liza A. Balogo
Armand Glenn S. Lapor, Andie P. Padernilla

Management Team: Dr. Roel F. Bermejo, Dr. Nordy D. Siason
Dr. Lilibeth T. Estoque, Dr. Azucena T. Falales
Ruben S. Libutaque, Lilibeth E. Larupay, Liza A. Balogo

Foreword

Welcome to Senior High School Social Sciences, Grade 12.

The **Division Araling Panlipunan Tools (DAPAT)** was co-authored, designed, developed and reviewed by educators from the Department of Education, Schools Division of Iloilo. This is done to guide you, and the teachers who will be teaching the subject to help the student achieve the standards set by the K to 12 Curriculum.

The purpose of the **Division Araling Panlipunan Tools (DAPAT)** is to guide students in independent learning activities according to their ability, speed and time. It also aims to help the students to develop and achieve lifelong skills with consideration to their needs and circumstances.

For the learning facilitator:

The **Division Araling Panlipunan Tools (DAPAT)** was created to meet the current needs of students in the country. To effectively assist the teachers, make sure it is clear to the students how to study or answer the activities in this material.

For students:

The **Division Araling Panlipunan Tools (DAPAT)** was created in response to your need. Its main purpose is to help you with your studies while you are not in the classroom. In this way you will have the freedom to study the entertaining activities contained in this material. Read and understand the instructions.

The following are important notes in using this module:

1. Use the module with caution. Do not mark any part of the module with any marks or letters. **Use a separate sheet of paper to answer the exercises.**
2. Don't forget to answer the Test before moving on to the other activities in the module.
3. Read the instructions carefully before doing each exercise.
4. Observe honesty and integrity in carrying out tasks and in correcting answers.
5. Finish the current task before going to another exercise.
6. Please return this module to your teacher or facilitator when you have completed all the exercises.

If you find it difficult to answer the tasks in this module, do not hesitate to consult your teacher or facilitator. You can also ask for help from mother or father, or your elder sibling or any of your housemates who are older than you. Always instill in your mind that you are not alone.

We hope that through this module, you will experience meaningful learning and gain deeper understanding of relevant competencies. You can do it!



Introduction

These past years witnessed unforeseen rapid development in the field of technology. In turn, these innovations brought about changes in the way citizens of the 21st century lived.

This is the first of the modules that will introduce you to Trends, Networks, and Critical Thinking in the 21st Century. You will learn the various interpretations, definitions and views in emerging trends. In each lesson, you will find learning activities, concept notes, exercises, and drills that will help you use critical thinking skills in building your understanding of the competencies prescribed in this module.

This module will build your knowledge and understanding on trends and fad that you will eventually apply in the later part of this course. It aids you in developing your critical and creative thinking skills and prepare you to be better and productive citizen.



YOUR TARGET

At the end of the module, you should be able to:

- differentiate a trend from a fad (HUMSS_MCT12-la-b-3);
- explain the process on how to spot a trend (HUMSS_MCT12-la-b-2 3);
- point out the elements that make up a trend (HUMSS_MCT12-la-b-4 4); and
- describe the different characteristics of a trend HUMSS_MCT12-la-b-5



CHECK YOUR KNOWLEDGE

Before we start on this journey, let us check what you already know about the concepts that you are about to learn.

Task 1: True or False

Directions: Write **True** if the statement is correct and **False** if the statement is wrong. Write the answers on your activity notebook.

1. Fads refers to being in a moment in time, from styles of clothing to styles of culture.
2. Trends is a spike—and die out— quickly.
3. A trend has been simmering for some time before it starts boiling.
4. The reflections of current needs of the consumer and their occupation are trends.
5. Trends are products of shifts and triggers in our society.
6. Trend was originally used as a nautical term from the 1600s, referring to a turn of a river or coastline.
7. Fads can be traced back to our most basic and fundamental human need.
8. Fads are all about capturing attention and often have appeal that only last for less than a year.
9. Innovation aims to create new levels of customer expectation by offering new ways to accomplish goals.
10. Microtrends are sweeping changes that are affecting society— things we can already see.

Processes, Elements, and Characteristics of Trends

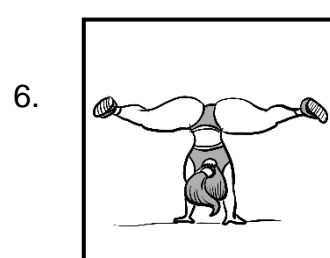
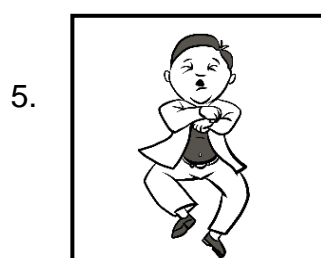
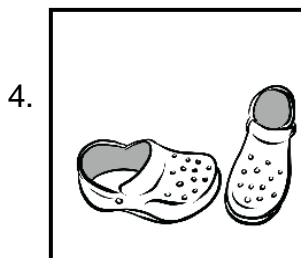
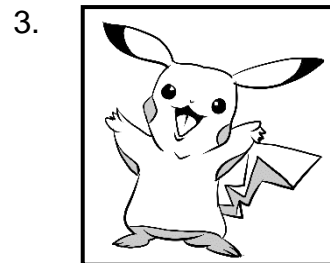
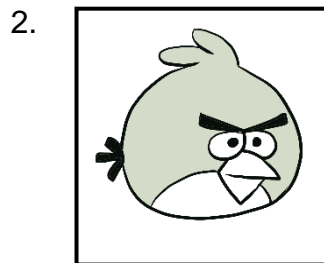
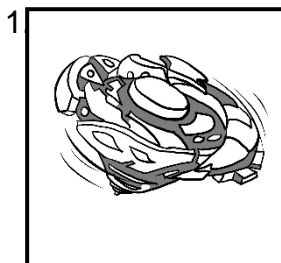


LEARN THIS

This time, set your mood to learn, explore and discover new ideas and knowledge through this exciting activity.

Task 2. Name It!

Directions: Identify the items below. Write the answers on your activity notebook.

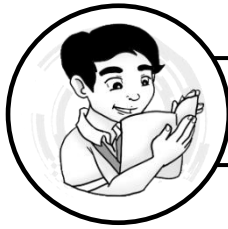


1. How many did you answer correctly?
2. Are you familiar with the pictures shown above? Why?
3. Have you played or used or followed any of these?
4. What were your reasons for using these items before?

Task 3: Survey Time!

Directions: List down 5 trends and answer the question below. Write it on your activity notebook.

1. From your answers, why do you consider those as trends?



DISCOVER

Awesome! You have finished another task! This time, you are going to learn more about Trends and Fads.

Task 4: Face to Face

Directions: Write on your activity notebook three words/ phrases that comes into your mind when you hear the words trends and fads.

| TRENDS |
|--------|
| |
| |
| |

| FADS |
|------|
| |
| |
| |

Task 5: Meaning Making

Directions: Based on the words and phrases that you have, write the definition of trends and fads. Write the answers on your activity notebook.

Trends -

Fads -

Task 6: Discovery Check!

Directions: Look at the following statement below. Decide which describe a fad (**F**) and which describe a trend (**T**). Write the answers on your activity notebook.

1. society adapts it even though it seems impractical or useless
2. it has the power to shape the future of the market
3. it doesn't spread equally everywhere and not at the same pace
4. the process during which the mainstream accepts it is long
5. it leads to the development and introduction of other products/services
6. it doesn't correspond to the changes in society
7. it can be a game-changer but fades away fast
8. it is limited to some parts of the market
9. it results in a short-term success of some products
10. it is connected with changing people's lifestyle, needs or behavior



REMEMBER THIS

To strengthen your ideas about the lesson, read the following learning points and prepare for the different activities that will test your knowledge and skills as you go through the lesson.

TREND VS FAD

Trend

Originally the word was used as a nautical term from the 1600s referring to a turn of a river or coastline. However, in the late 1800s, the meaning of trend broadened to mean 'a general tendency.' Since the middle of the 20th century, trend has been used in the current sense namely to refer to both the trend mechanisms generating trends and the visual manifestations themselves.

Trends generally have identifiable and explainable rises, driven by consumers' functional needs and consistent with other consumer lifestyle trends.

One example of this can be found in social media. Social media and its various platforms have become an integral part of people's lives and daily routines. Recognizing the importance of social media in their consumers' lives, businesses companies have used the social media to connect with their target customers. However, there is a content overload on social media and the competition is very high.

One trend observed in social media right now is the rise of social media communities. Social media are basically social groups that are created by brands to provide a networking platform for their customers. These are usually private groups that like-minded people can join to talk about their shared interests. An example of this is Facebook Groups. Through this, group members can discuss various topics, share their experiences, and seek solutions to their challenges.

Another trend in social media currently being observed is the rise in what is known as *niche social platforms* like Tiktok (whose users are mostly youths), which had served as alternative platforms for Facebook and Twitter.

Fad

Fads are driven by an emotional need to purchase, based on hype and idealistic product perceptions. It means being in a moment in time, particularly to enjoy that moment.

Fads are very short stories that revolve around some new, innovative products which appeal to the trendsetters, but never get far beyond a very tiny crowd.

Fads are also about attention. People who start or lead fads are all about capturing attention and often have appeal that only last for less than a year. They are sometimes heavily marketed by the industry or, in the case of fashion, by the fashion magazines.

One example of a fad is the ***Ice Bucket Challenge***. With the help of the internet, it became very popular back in the summer of 2014. This challenge involves getting a bucket of icy-cold water poured over your head. Another example is the social media platform Friendster. Back in 2004, this was considered as the “Darling of the Media Industry” and by 2005 had claimed more than 16 million subscribers worldwide. After several years, the appearance of Facebook lead to the demise of the said social media platform.

SPOTTING A TREND

Trends can be classified into 2 types: Microtrends and Macro-Trends.

Microtrends are the little things that happen all around us all the time, the tiny shifts that occur in everything from the clothes we wear and the snacks we eat to the way we work, play and love.

Macrotrends on the other hand are sweeping changes that are affecting society— things we can already see. For instance, social media turned up as a macrotrend as without really realizing what had happened, many of us found ourselves spending too much time on Facebook or similar platforms.

ELEMENTS AND CHARACTERISTIC OF TREND

There are three (3) fundamental elements for a trend to exist:

1. Basic Needs

Trends can be traced back to our most basic, and fundamental, rarely-if-ever-changing human needs, wants and desires. This kind of phenomena rise again and again because they are universally relevant and timeless.

Identifying underlying human needs is central to spot and/or understanding consumer trends.

2. Drivers of Change

Shifts and Triggers are changes that drive the existence of a trend.

Shifts refers to long-term, macro-changes (such as urban transition, aging populations and climate change) that play out across years or even decades.

Triggers are more immediate changes that drive the emergence of a trend. These can include specific technologies, political events, economic shocks, environmental incidents, and more.

3. Innovations

Refers to new products, services, experiences and campaigns that aims to create new levels of customer expectation by offering new ways to accomplish goals, or make lives or jobs easier, better, happier, more exciting, satisfying, or more productive.

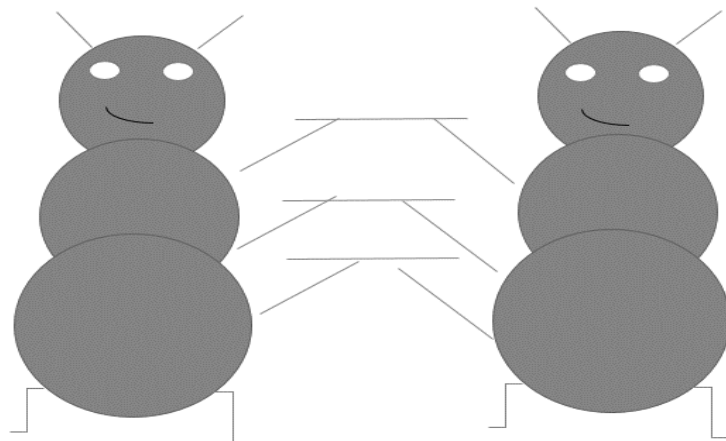


YOUR LEARNINGS

Spend time to enhance your learnings of the previous discussion that you had by doing this activity.

Task 7: Compare and Contrast

Directions: Copy the figures on your activity notebook. Based on the discussion, compare trend against fad. Write inside the circles their differences and write their similarities on the lines in the middle of the figures.



THINK AND REFLECT

Task 8: Trend Writing

Directions: Read the question and write the answer on your activity notebook.

Why is there a need to know the difference between fad and trend?



TEST YOUR KNOWLEDGE

Congratulations!

You have finally reached the last part of the module. I bet you are now ready to assess what you have learned from the lessons by answering this activity.

Task 9: Picture Hunt!

Directions: Find a picture that shows the characteristics of a trend.

You may use books, magazines, newspapers, or search the internet in doing this activity. Paste it on your activity notebook. Under it, discuss the characteristics of trends as shown in the picture.

| RUBRIC | | | |
|--------------------|--|-----------|-----------------|
| CRITERIA | DESCRIPTION | POINTS | POINTS OBTAINED |
| Objective | Complete and detailed description of the subject matter and/or elements are seen in the picture | 5 | |
| Knowledge | Provides a complete summary of the characteristics/elements of the subject matter | 5 | |
| Interpretation | Forms a reasonable hypothesis about what is viewed in the picture and is able to support this with evidence from the picture | 5 | |
| TOTAL SCORE | | 15 | |

Answer Key

Task 1

1. True
2. False
3. True
4. True
5. True
6. True
7. False
8. True
9. True
10. False

Task 2

1. bayblade
2. Angry Bird
3. Pokemon
4. crocs
5. Gangnam Style
6. twerking

Tasks 3, 4, 5, 6, 7, 8 and 9

Answers may vary

References

- Dumitrescu, Delia. 2020. *What a Venture*. Accessed July 29, 2020.
<https://www.whataventure.com/collaboration/trends-101/#:~:text=You%20now%20understand%20the%20three,it%20comes%20to%20consumer%20trends.>
- Heussner, Ki Mae. May 11, 2009. 7 Fads You Won't Forget. ABC NEWS.
<https://abcnews.go.com/Technology/Business/story?id=7554508&page=1>
- Influencer Marketing Hub. <https://influencermarketinghub.com/social-media-trends/>
- Mackinney-Valentin, Maria. 2010. *ON THE NATURE OF TRENDS: A Study of Trend Mechanisms in Contemporary Fashion*. Copenhagen.
- Youn, Anthony. 2013. CNN. November 7. Accessed July 29, 2020.
<https://edition.cnn.com/2013/11/07/health/youn-body-modification/index.html>.