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The Times Are Changing

What are Trends and Why Do They Change?

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INTRODUCTION



What Are Trends?

A trend is something that is hugely popular for a temporary of time. This time period could be anywhere from a few weeks to a number of years. An example of a trend could be a certain style of clothing. Trends are a useful way to look at society because they are a good representation of what the average person likes and enjoys, since something only becomes a trend if a lot of people like it. Trends change constantly however, and what is popular one day may be replaced the next day with something more popular. This lesson will discuss changing trends.

START

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VOCABULARY

Lets check whether you know each following word.



Social Media (noun) Websites used for communicating and connecting with others.

Connect (verb) To join together.

Simplified (adjective) Less detailed and easier.

Example (noun) A sample of something

Vocabulary

Changes In Social Media Trends

An excellent example of changing trends comes from **social media**. Between 2005-2008, *myspace.com* was the go-to site for social media allowing people around the world to **connect** with each other. Once Facebook was created however, the trend of using *Myspace* declined until today, where very few people use it, and instead use Facebook.



DISCUSSION

Do you use social media?

Which social media sites do you use?

Do you find them useful?

Lasting Trends

This change from Myspace to Facebook came about because Facebook is a much more superior product. It offers a more **simplified** system, is easier to use, is more accessible, is better presented, and offers chat and comment functions that exceed those of Myspace. As such, Facebook soon overtook Myspace as the number one social media site in the world. It became a trend because it was a better product, and as more people took to using Facebook over Myspace, their friends and family did too, increasing the site's popularity.

Some trends last for years rather than just a few weeks or months. An **example** of a lasting trend is eating at McDonalds. Lasting trends stay popular because they constantly change and evolve. Because people sometimes get bored of a trend, some companies change their products to avoid losing popularity. McDonalds adds new items to its menu to keep people's interest and every few years revamps its image while still remaining true to the original. This ensures that it stays a trend.



REVIEW DISCUSSION

What do you think about trends in general?

What do you think is the best way to make something become a trend? What are some trends you use/follow?

Would you stop using them if something else became popular?

What is one trend you would like to start? How could you start it?





SPEAKING TASK

Discuss the benefits and negatives of social media and social media trends with the rest of the class. For example, a benefit would be better connections worldwide, and a negative would be a lack of privacy.



ASSESSMENT

Complete the sentences using the vocabulary words

from this lesson:

social media / connect / simplified / example

1. Facebook succeeded because it was more _____ and easier to use than Myspace.
2. McDonalds is a good _____ of a lasting trend.
3. Twitter is a modern type of _____.
4. Social media allows you to _____ with people across the entire globe.



ASSESSMENT

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Thank you !

