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**DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII**

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental

Trends, Networks and Critical Thinking in the 21ˢᵗ Century
Quarter 3 – Module 2:
Going Deeper with Trends, Its Characteristics and Emerging Patterns

ALTERNATIVE DELIVERY MODE

ADM

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Trends, Networks and Critical Thinking in the 21st Century – Grade 11
Alternative Delivery Mode
Quarter 3 – Module 2: Going Deeper with Trends, Its Characteristics and
                         Emerging Patterns
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Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.

What I Need to Know

Trends, Networks and Critical Thinking Skills in the 21st Century (TNCT-11) is one of the most essential subjects that Grade 11- Humanities and Social Sciences (HUMSS) learners have to take and embrace. With the fast-changing world full of wonderful advancements and innovations, it is indeed a necessity for our Filipino students to be well informed regarding these discoveries.

Nothing is permanent in this world except change. Hence, it is high time for Filipino students to be *GloCal*, being both Global and Local thinkers and doers. With the goal of being a globally competitive individual, one should also never forget the importance of local values and thinking strategies that will greatly impact our actions of today's endeavors.

What I Know

Directions: Write **TRUE** if the statement is true and **FALSE** if the statement is false.

_____ 1. Megatrends are events that occur over a short period of time and of which we can be sure about, influencing some aspects of life.

_____ 2. Macro-trends are the children of megatrends.

_____ 3. Culture is one of the main factors making a trend to last longer and reach its full potential.

_____ 4. Upward trend refers to a population decrease.

_____ 5. It is a characteristic of trend to keep on increasing.

_____ 6. Trend refers to data from a series of repeating price movements in a recognizable form.

_____ 7. Analyzing micro-trends is done by looking at certain regions and more specific target audiences.

_____ 8. Downward trend refers to increasing production of goods and commodities.

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_____ 9. In irregular/random pattern, analysis usually reveals no fluctuations in a time series.

_____ 10. In exponential trend, the line is a curved line to show data values rising or falling initially, and then showing a point where the trend stops rising or falling.

What's In

Welcome to the 2nd Module of Trends, Networks, and Critical Thinking in the 21st Century!

This Module will discuss about the Characteristics of Trends and its Emerging Patterns. But before that, let's have a review of the previous module's lesson.

Directions: Identify the concepts/terms described in the following items by arranging the jumbled letters given.

1. Another term for fad
    Clue: **T E R D N** = _____

2. These are objects or behaviors that achieve short-lived popularity but fade away.
    Clue: **F S D A** =_____

3. These are more immediate changes that drive the emergence of a trend.
    Clue: **T E R I G S R G** =_____

4. These are the long-term, macro changes (such as urban transition, aging populations and climate change) that play out across years or even decades.
    Clue: **S I S H T F** = _____

5. It is the third element of every trend which include: the startups, new products, services, experiences and campaigns that are resolving points of customer tension.
    Clue: **I S O V I N A O N T N** = _____

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What's New

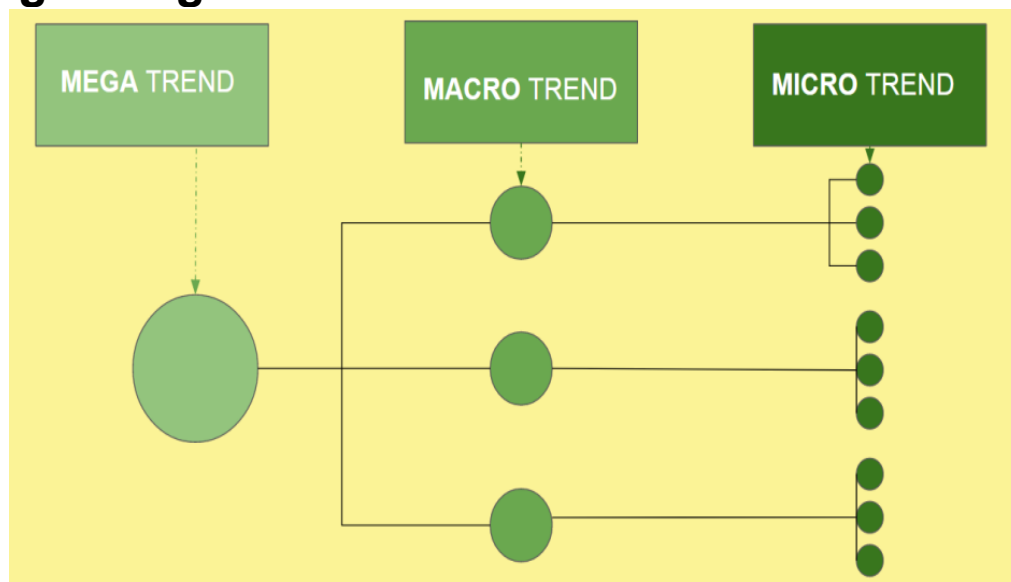Before we proceed, kindly go over the activity provided below:

(nicepng n.d.)

What comes to your mind upon seeing the picture provided above?
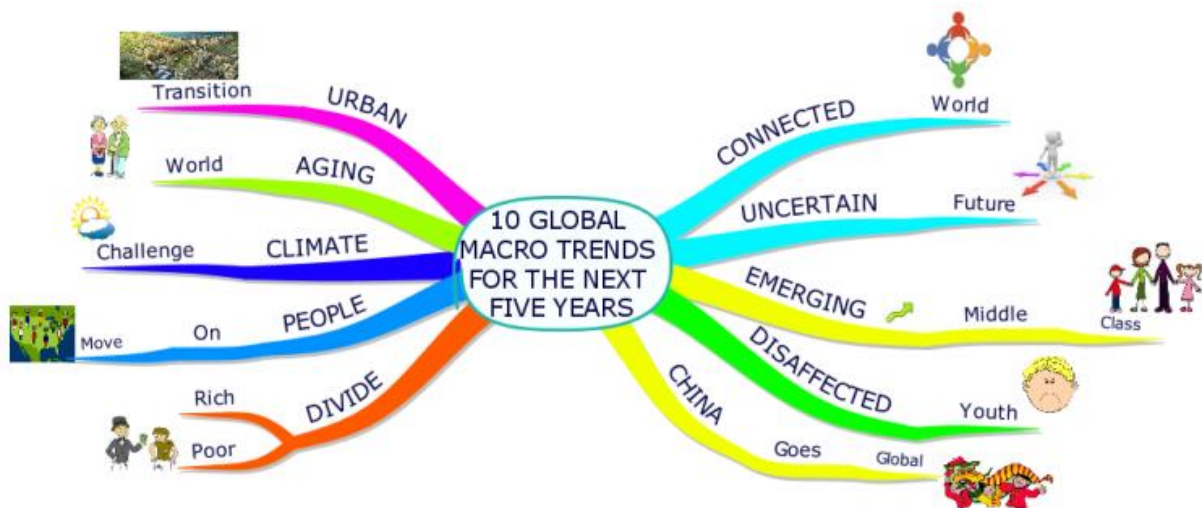
_____

_____

_____

What is It

Categorizing Trends

(globaltrendspotter 2017)

Megatrends are events that occur over a longer period of time and of which we can be sure about, influencing all the aspects of life. These events mostly occur as a reaction to the behavior and activities done by people in the last century but also more recently. Examples of these trends are **demographic changes, urbanization, climate change, advance in technology** and so on. This kind of tendencies cannot be stopped or influenced easily, but it's possible – and advised – to respond to them. .

Macro-trends

(tfahmy666 2014)

Macro-trends are the children of megatrends. They are more numerous and all of them related to the "profession" of their parents. As megatrends are covering a very large area, mega-trends tend to focus on certain parts of the bigger picture.

Take as example climate change – it comes in a package with melting glaciers, natural disasters, rising level of the oceans and so on. Or another example would be the megatrend "advances in technology" which comes with Internet of Things (IoT), Big Data, Smart Homes, Machine Learning, Artificial Intelligence and many more. Analyzing macro-trends is done by looking at certain regions and more specific target audiences.

Characteristics of Trends

Acceptability

- One of the factors making a particular trend to last longer is through its "acceptability" that is, it meets the needs and taste of the people concerned. Hence, it will survive for a longer period of time influencing even more people as time goes by.

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Cultural Basis

- Culture is one of the main factors making a trend to last longer and reach its full potential.

Transitory to Increase or Decrease

- It is quite a normal characteristic of trend to increase or decrease depending on the needs of the people involved.

Driver/ Enabler/ Blocker

- Trends may enable people to have their own business by being more aware of the needs and demands of the community.
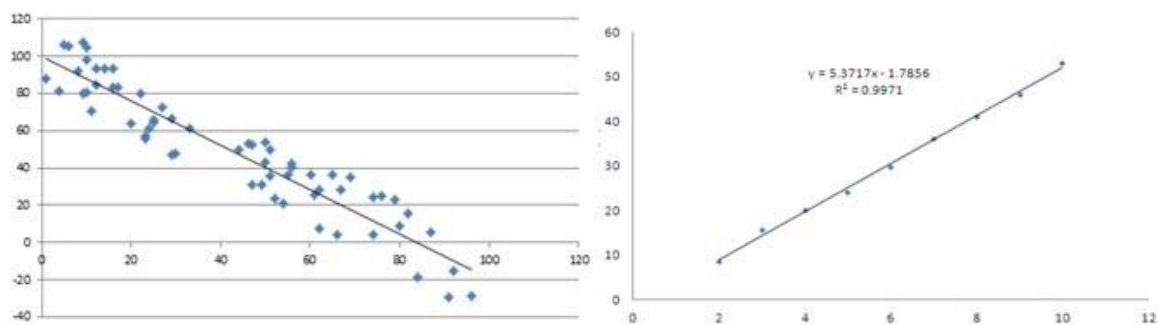
Defining Patterns

Patterns refer to data from a series of repeating price movements in a recognizable form. Traders can identify patterns from the price history of that asset or the other assets that have a similar character. The identification process sometimes also involves the assessment of sale volume and the price.

Patterns and trends are the techniques, commonly used by an analyst to know the current supply and demand of specific assets traded on the market. A trend is the common direction of an asset's price in a certain period of time. Meanwhile, a pattern is data from a set of an asset's price movement that goes on a recognizable form.

More Emerging Patterns in Connection to Trends

Linear Trend

A linear pattern is a continuous decrease or increase in numbers over time. On a graph, this data appears as a straight line angled diagonally up or down (the angle may be steep or shallow). So, the trend either can be upward or downward.
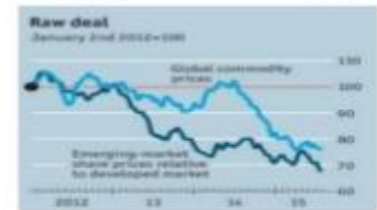

(Smarten 2018)

Examples of **upward trend**:

- World population increase over a period of time
- Increase of production of goods in emerging economies over the years
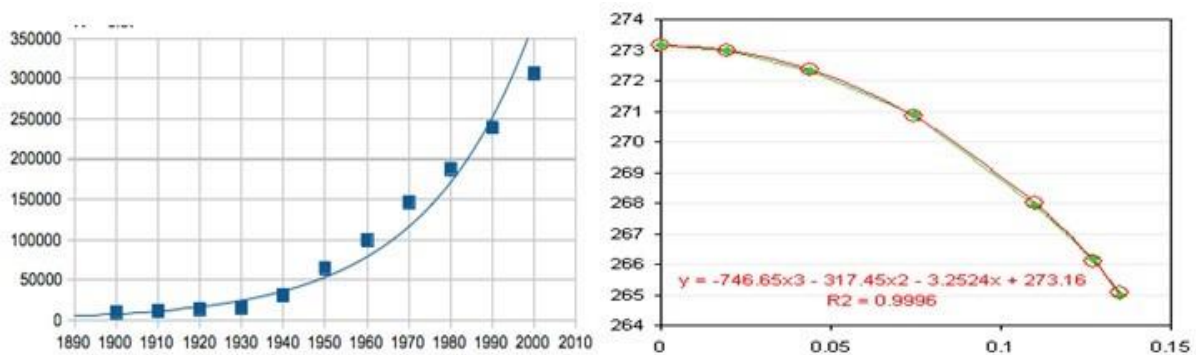
Examples of **downward trend**:

- Sales of consumer goods during recession
- Commodity prices go down during deflation
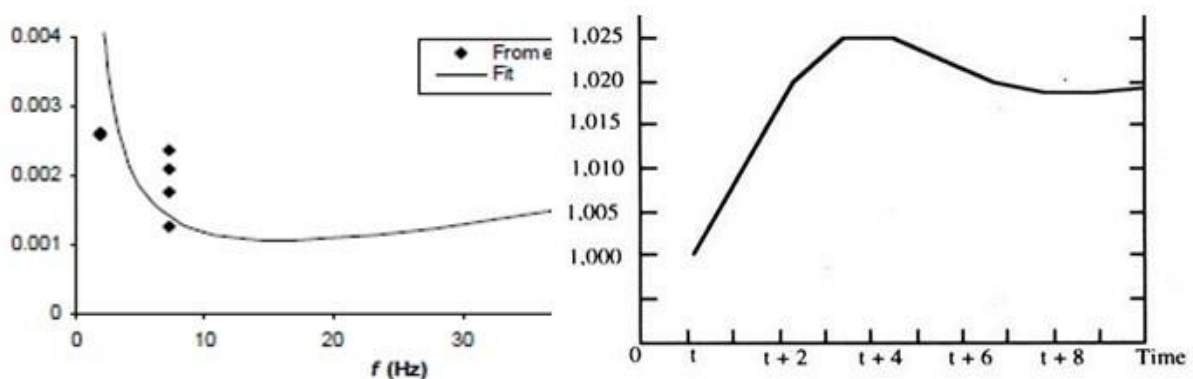

(Smarten 2018)

Exponential Trend

This technique produces nonlinear curved lines where the data rises or falls, not at a steady rate, but at a higher rate. Instead of a straight line pointing diagonally up, the graph will show a curved line where the last point in later years is higher than the first year, if the trend is upward.

$$y = -746.65x3 - 317.45x2 - 3.2524x + 273.16$$
$$R2 = 0.9996$$

(Smarten 2018)

Damped Trend

In this analysis, the line is curved line to show data values rising or falling initially, and then showing a point where the trend (increase or decrease) stops rising or falling.
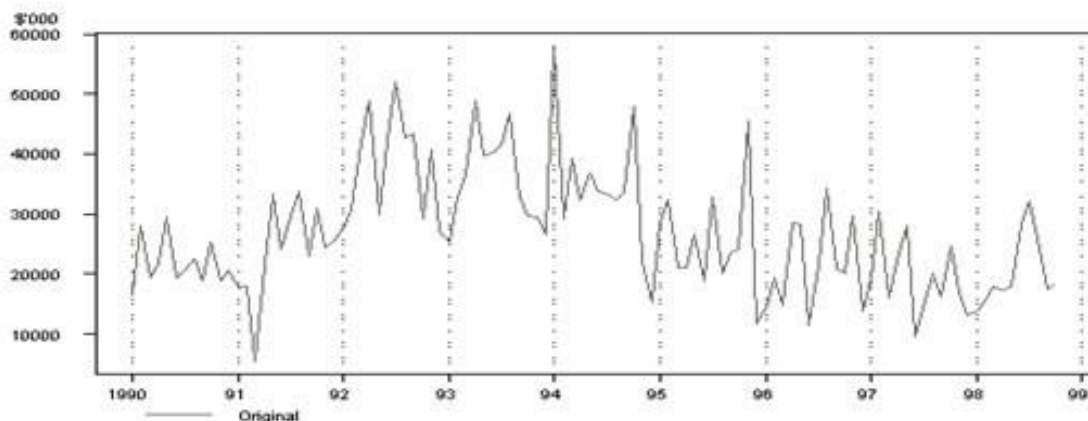

(Smarten 2018)

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Seasonality

One can identify a seasonality pattern when fluctuations repeat over fixed periods of time and are therefore predictable and where those patterns do not extend beyond a one-year period. Seasonality may be caused by factors like weather, vacation, and holidays. It usually consists of periodic, repetitive, and generally regular and predictable patterns. Seasonality can repeat on a weekly, monthly or quarterly basis.

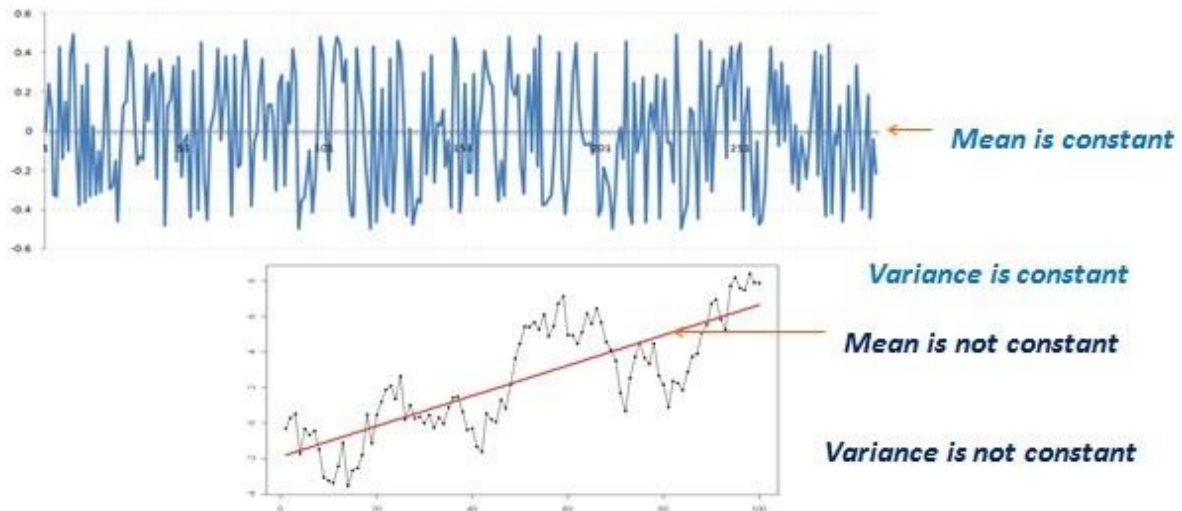(Smarten 2018)

Irregular/Random Patterns

This type of analysis reveals fluctuations in a time series. These fluctuations are short in duration, erratic in nature and follow no regularity in the occurrence pattern. In prediction, the objective is to "model" all the components to some trend patterns to the point that the only component that remains unexplained is the random component.

(Smarten 2018)

Stationary

A stationary time series is one with statistical properties such as mean, where variances are all constant over time. A stationary series varies around a constant mean level, neither decreasing nor increasing systematically over time, with constant variance.

(Smarten 2018)

Cyclical Patterns

Cyclical patterns occur when fluctuations do not repeat over fixed periods of time and are therefore unpredictable and extend beyond a year.

(Smarten 2018)

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![ABC] What's More

Directions: Copy the table below in your activity notebook. Afterwards, provide a brief discussion regarding the different emerging patterns. (Just choose three patterns)

Emerging Patterns	Discussion/ Definition
1.	
2.	
3.	

What I Have Learned

As a Senior High School student, why is it necessary to be familiar with the different emerging patterns? Write your reflection in your activity notebook.

I have learned that _____

I have realized that _____

I will apply _____

What I Can Do

ACTIVITY 1: PICTURE ANALYSIS

Instructions: Look at the picture as shown. Explain the significance of the picture below to the concepts of trends and networks using a 50-word essay. Write this in your activity notebook.

(Allan 2021)

Assessment

Directions: Write **TRUE** if the statement is true and **FALSE** if the statement is false.

_____ 1. Trend refers to data from a series of repeating price movements in a recognizable form.

_____ 2. Analyzing micro-trends is done by looking at certain regions and more specific target audiences

_____ 3. Downward trend refers to increasing production of goods and commodities.

_____ 4. In Irregular/Random Pattern, analysis usually reveals no fluctuations in a time series.

_____ 5. In exponential trend, the line is curved line to show data values rising or falling initially, and then showing a point where the trend stops rising or falling.

_____ 6. Megatrends are events that occur over a short period of time and of which we can be sure about, influencing some aspects of life.

_____ 7. Macro-trends are the children of megatrends.

_____ 8. Culture is one of the main factors making a trend to last longer and reach its full potential.

_____ 9. Upward trend refers to population decrease.

_____ 10. It is a characteristic of trend to keep on increasing.

Additional Activities

Instructions: Create your own poster regarding the different characteristics of trend and its significance to national development. Draw your output in a short bond paper.

![Answer Key](key icon) *Answer Key*

Assessment

1. TRUE
2. FALSE
3. FALSE
4. FALSE
5. FALSE
6. FALSE
7. FALSE
8. TRUE
9. FALSE
10. FALSE

What I Know

1. FALSE
2. FALSE
3. TRUE
4. FALSE
5. FALSE
6. TRUE
7. FALSE
8. FALSE
9. FALSE
10. FALSE

What's In

1. TREND
2. FADS
3. TRIGGERS
4. SHIFTS
5. INNOVATIONS

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