



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 1: Understanding Trends and Fads



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Trends, Networks and Critical Thinking in the 21st Century – Grade 11
Alternative Delivery Mode
Quarter 3 – Module 1: Understanding Trends and Fads
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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 from 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 endeavours.



What I Know

Directions: Read each statement carefully and write the letter of the correct answer in your activity notebook.

1. Which is true about trend?
 - a. It lasts for a long time.
 - b. It is short term
 - c. It involves innovation and development
 - d. both a and c
2. _____ are objects or behaviors that achieve short-lived popularity but fade away.
 - a. trends
 - b. fads
 - c. innovation
 - d. novelty
3. The following are fundamental elements of trends except _____.
 - a. basic needs
 - b. innovation
 - c. finances
 - d. drivers of change
4. It is rooted in the fact that people interact with one another in order to survive.
 - a. basic needs
 - b. innovation
 - c. finances
 - d. drivers of change
5. Shifting from one strategy to another to improve the way of life
 - a. basic needs
 - b. innovation
 - c. finances
 - d. drivers of change

6. It is considered as a quick and fast behaviour.
- a. trend b. fad c. innovation d. novelty
7. _____ include diets, clothing, hairstyles, toys, and more.
- a. trend b. fad c. innovation d. novelty
8. Fads often fade quickly when the perception of _____ is gone.
- a. basic needs c. novelty
b. innovation d. drivers of change
9. The secret ingredient of trend is _____,
- a. its elements c. the drivers of change
b. the tension among the elements d. all of these
10. Trends will always be interconnected with _____.
- a. basic needs c. drivers of change
b. innovation d. all of these



What's In

The Module 1 of this course will discuss a better way of understanding trends and fads. A comprehensive discussion of the said topics will better equip our Filipino learners with the 21st Century thinking skills that will better prepare them for greater challenges ahead.

In this module, you, the learner will understand the emergence of trends and patterns. By the end of this lesson, you are also expected to derive an idea from instances and present this idea through a 50-word essay, artwork, and other graphic representations.



What's New

Before we proceed, what comes to your mind every time you come across with the words trend and fad? Please complete the table below using your activity notebook.

Trend	Fad
1.	1.
2.	2.
3.	3.



What is It



(Kiev 2013)

Any form of collective behavior that develops within a culture, a generation or social group in which a group of people enthusiastically follow an impulse for a finite period is called a **fad**, **trend**, or **craze**.

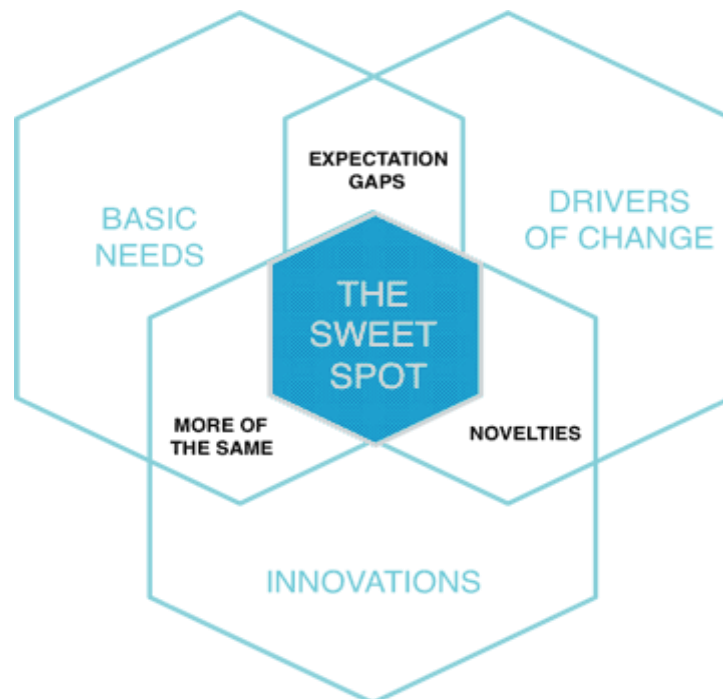
Objects or behaviors that achieve short-lived popularity but fade away are called **Fads**. Fads are often sudden, quick-spreading, and short-lived. Example of these are diets, clothing, hairstyles, toys, and more. Throughout history, there are some popular fads like toys: such as yo-yos, hula hoops, and fad dances such as the Macarena and the twist.

Fads are similar to habits or customs but less durable. They are often results from an activity or behavior being perceived as emotional. They are often

popular or exciting within a peer group, or being believed "cool" as often promoted by social networks. A fad is said to "catch on" when the number of people adopting it begins to increase to the point of being noteworthy. Fads often fade quickly when the perception of novelty is gone.

The Fundamental Trend Elements

There are three fundamental elements that drive all trends:



(Dumitrescu n.d.)

The secret ingredient of trends however isn't actually any of one of these elements. Rather, it's the tension created as the three elements interact with one another.

Basic Needs

We are all human. As human our behavior is usually govern with our basic needs. Likewise, trends are ultimately rooted in our basic, fundamental, rarely-if-ever-changing human needs, wants and desires. Some examples are creativity, self-improvement, safety, status. However, identifying these basic needs and desires isn't rocket science or even deep social science! These are the forces that have been shaping personal and social relations for centuries if not millennia. Truly, they have been evident in the emotions and passions that drive characters in the great works of literature.

Drivers of Change

There are no trends without change. Think of the terms Shifts and Triggers to analyze change. Shifts are macro changes and they are long-term, such as urban transition, aging populations and climate change that play out across years or

decades. Shifts continue to shape both the nature and direction of consumer trends. On the other hand, triggers are more immediate changes that drive the emergence of a trend. Among the examples of triggers are specific technologies, political events, economic shocks, environmental incidents, and more.

Innovations

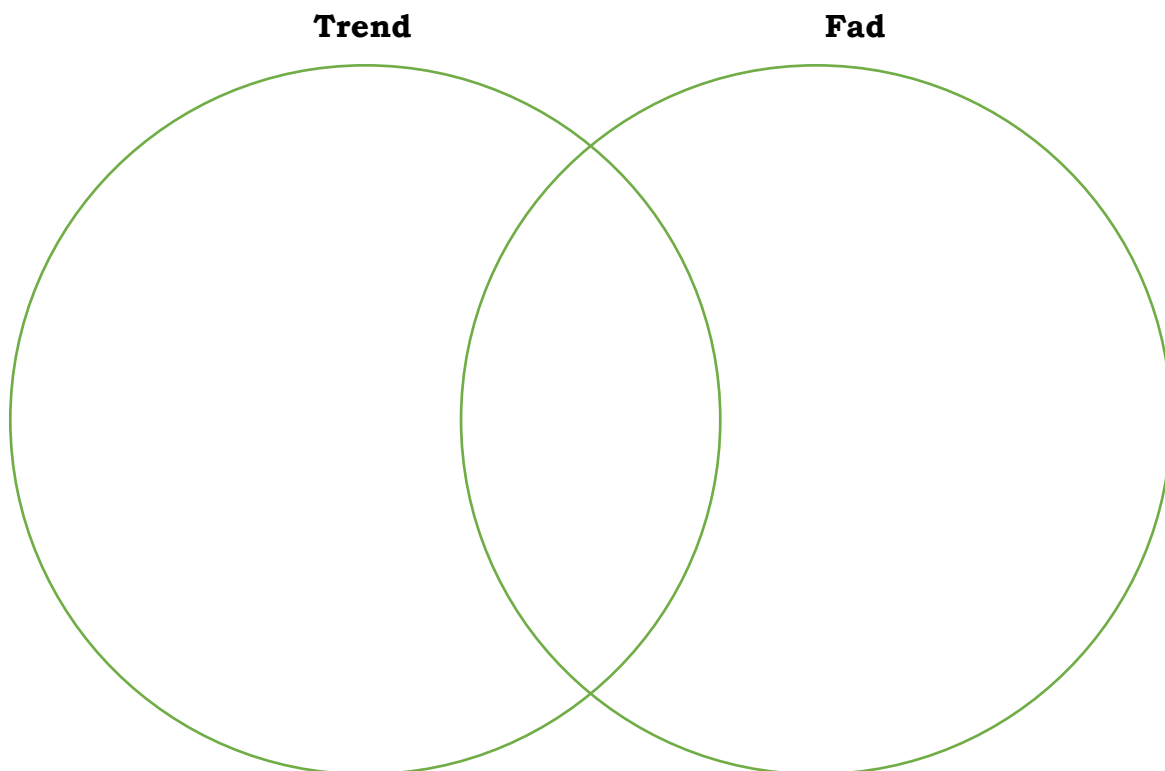
Innovations aren't trends but without examples of customer-facing innovations tapping into it, a trend can't be said to exist fully. You can't describe the rise of the 'on-demand economy' without the existence and rapid growth of services like Microsoft or Facebook. You can't have a zoo without animals! So, the third element of every trend is innovations: the startups, new products, services, experiences and campaigns that are resolving points of customer tension, and creating new levels of customer expectation.



What's More

Task 1

Directions: Using the Venn Diagram, indicate the differences between trends and fads. On the space at the center, place the similarities between the two concepts. Copy and answer this in your activity notebook.



Illustrated by Bryan Miko M. Cadiz

Task 2

Directions: Read and understand the questions carefully and write your answers in your activity notebook.

1. How does trend affect the way of life and the country's economic status as a whole?

2. Is the existence of trend possible without the presence of innovation? Support your answer.

3. Give 5 examples of fads and state their contributions to the entire country.

4. Is Facebook an example of a trend or a fad? Please explain your answer.



What I Have Learned

As a Senior High School student, why are trends and fads necessary for national and economic development? Write your reflection in your activity notebook.



What I Can Do

PICTURE ANALYSIS

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



(Mabagos 2017)



Assessment

Directions: Read each statement carefully and write the letter of the correct answer in your activity notebook.

1. It is considered as a quick and fast behaviour.
a. trend b. fad c. innovation d. novelty
2. _____ include diets, clothing, hairstyles, toys, and more.
a. trend b. fad c. innovation d. novelty
3. Fads often fade quickly when the perception of _____ is gone.
a. basic needs c. novelty
b. innovation d. drivers of change
4. The secret ingredient of trend is _____.
a. its elements c. the drivers of change
b. the tension among the elements d. all of these

5. Trends will always be interconnected with _____.
 - a. basic needs
 - b. innovation
 - c. drivers of change
 - d. all of these
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 - d. drivers of change
10. Shifting from one strategy to another to improve the way of life
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 - b. innovation
 - c. finances
 - d. drivers of change



Additional Activities

Instruction: In a short bond paper, create your own poster regarding the interconnectedness of trends, fads, and innovation towards developing a better country.



Answer Key

Assessment

1. D
2. B
3. C
4. A
5. D
6. B
7. B
8. C
9. B
10. D

What I Know

1. B
2. B
3. C
4. B
5. D
6. D
7. B
8. C
9. A
10. D

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