

SELF -LEARNING KIT IN TRENDS NETWORK AND CRITICAL THINKING IN THE 21ST CENTURY

Trends vs Fads



CHRISTIAN A. ESTEBAN
SINSAYON NATIONAL HIGH SCHOOL

Trends, Networks and Critical Thinking in the 21st Century
Self-Learning Kit
Trends vs Fads
2024

Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Department of Education
Secretary: **EDGARDO M. ANGARA**

Development Team

Writer: **CHRISTIAN A. ESTEBAN**

Reviewers **CARLOS G. MATEO**, EPS-EPP/TLE; **MARIVEL G. MORALES**, EPS LRMDs; **JENELYN B. BUTAC**, Librarian II; and **JAYLORD B. GALLARDE**, PDO II

Management Team: **JANETTE V. BAUTISTA EdD**, CID-Chief
JACQUELINE S. RAMOS PhD, CESE, ASDS
FLORDELIZA C. GECOBRE PhD, CESO V, SDS

Printed in the Philippines
Department of Education-Region II
Schools Division of Santiago City
Telephone Nos.: (078) 682-0151; (078) 682-0156
Email Address: santiago.city@deped.gov.ph

FOREWORD

This Self-Learning Kit aims to guide the Grade 12 students and teachers to facilitate learning on fads vs. trends which is helpful to differentiate and have deeper understanding on the current trends of ICT.

The different activities in this kit will aid students who are unable to attend school regularly due to work, family problems and the likes.

TRENDS, NETWORKS, AND CRITICAL THINKING IN THE 21ST CENTURY

TRENDS VS FADS

CONTENT STANDARD

The learner understands the emergence of trends and patterns.

PERFORMANCE STANDARD

The learner will be able to derive an idea from instances and present this idea through a 100-word essay, artwork, and other graphic representations.

MOST ESSENTIAL LEARNING COMPETENCY

Differentiate a trend from a fad. HUMSS_MCT12- Ia-b-3

SPECIFIC OBJECTIVE

1. Describe what trends and fads.
2. Differentiate a trend from a fad; and
3. Give examples of a trend and a fad.

WHAT HAPPENED?

GET SET!

Directions: Identify the following terms as FAD or TREND. Write your answers on a blank column.

1.	Online Banking	
2.	G Cash	
3.	Virtual Pets	
4.	Clash of Clans	
5.	Shoppe	
6.	Face App	
7.	Mobile Legends	
8.	Neck Fan	
9.	Denim Jeans	
10.	Finger Board	

PRE-TEST

Directions: Read and choose the correct answer. Write the letter of your answer on a space provided.

- ____ 1. It is something that covers almost all human such as but not limited to politics, beliefs, and social life.
a. Cool Hunting b. Fad c. Trend d. Trend Spotting
- ____ 2. It is something such as interest or fashion that is very popular for a short period of time.
a. Cool Hunting b. Fad c. Trend d. Trend Spotting
- ____ 3. Which of the statements is true about fads?
a. Fads are driven by physical needs.
b. Fads appear very slow.
c. Fads are driven by emotions.
d. Fads could last in industry.
- ____ 4. A trend is a _____ of behavior demonstrated by a big number of people within a particular period.
a. Fad b. hunt c. pattern d. source
- ____ 5. All are examples of trends **EXCEPT**?
a. facebook b. gadgets c. loombands d. YouTube
- ____ 6. It has a short period of time.
a. Cool Hunting b. Fad c. Trend d. none of these
- ____ 7. It will last for a long period of time.
a. Cool Hunting b. Fad c. Trend d. none of these
- ____ 8. It typically arises from novelty or excitement.
a. Cool Hunting b. Fad c. Trend d. none of these
- ____ 9. All are examples of fads **EXCEPT**?
a. Candy crush b. denim jeans c. loombands d. virtual pets
- ____ 10. All are associated as effects of fad **EXCEPT**?
b. coolness
c. me-too mentality
d. meets needs, solves problems and issues.
e. starts with technology.

WHAT TO LEARN?

GEAR UP!

Trend

A **trend** is an overall path or pattern of changes to the market or practices of the sector. Different types of change, such changes in technology or new cultural standards, can give rise to trends. (Ternay, 2023) Almost any aspect of human activity, including but not limited to politics, religion, economics, lifestyle, social life, and the like, can be considered a trend, whether or not individuals or groups of people are aware of it. Depending on these people's or groups' orientation, it is described differently.

To sum up, a trend is a pattern of behavior demonstrated by a big number of people within a particular period.

Here are some examples of trend:

- gadgets
- teleserye
- social networking sites
- social advocacies
- drone technology
- denim jeans
- business process outsourcing
- online ticketing
- cashless transactions

Fads

A **fad** is a short-lived phenomenon that shows a sudden surge in popularity before quickly losing momentum and fading away. Fads typically arise from novelty or excitement around a new product, service, or idea, rather than a fundamental shift in market demand or industry practices.

A fad is a product that has little, if any, utility but is characterized by a quick rise in sales and popularity followed by a quick decline in sales and popularity.

Trending ngayon sa YouTube ang... Trending sa Twitter ang... Trending ngayon sa Facebook ang... You might get confused at these headlines from the News and ask, "how can these be considered as trends based on the above discussion?" This part now discusses fads and how it differs from trends. In short, fad is an intense but short-lived fashion.

Here are some classic examples of fad.

- hula hoop
- yo-yo
- virtual pets
- Frisbee
- Hello Kitty
- Loomband
- Candy Crush App
- iPod

The table below summarizes the distinction between a fad and a trend according to Arzadon et. al. (2018).

CATEGORIES	FAD	TREND
Notion of Change	- the that we currently do fade when the perception of novelty is gone	- the way we do things
Behavior	- intense	- sustained behavior that turns into lifestyle, mindset, and values
Effects	- coolness - me-too mentality - starts with technology	- meets needs, solves problems. - and issues
Time and Nature of Growth	- appears suddenly. - enormously popular - suddenly disappears. - unexplainable growth	- appears suddenly. - enormously popular - does not disappear. - gets stronger over time. - sticks around
Scope and Limitations	- stays with one company. - single brand/limited brands	- can across over many companies - encompasses entire areas of technologies

Adopted:

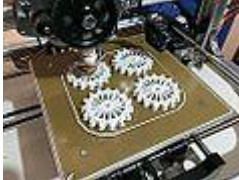
Trends, Networks, and Critical Thinking in the 21st Century – Grade 12 Alternative Delivery Mode Quarter 3 – Module 1: Fads vs. Trends First Edition, 2020

WHAT HAVE YOU LEARNED?

ACTIVITY 1: KNOW ME BETTER NOW!

Directions: Look at the pictures and write whether it is TREND or FAD in the box beside the images.

1. 3D Printing



Retrieved from:
https://commons.wikimedia.org/wiki/File:3d_Printing.jpg

2. Call of Duty



Retrieved from:
<https://pixahive.com/photo/online-gaming-playing-in-a-mobile/>

3. Friendster



Retrieved from: <https://icon-icons.com/icon/friendster/67064>

4. Assistive Media



Retrieved from:
https://commons.wikimedia.org/wiki/File:Font_Awesome_5_solid_assistive-listening-systems.svg

5. Dalgona Coffee



Retrieved from:
https://commons.wikimedia.org/wiki/File:Dalgona_Coffee-Home_Made-Howrah-West_Bengal-026.jpg

6. MP3 Players



Retrieved from:
https://commons.wikimedia.org/wiki/File:Medion_MP3

7. Ear Pods



Retrieved from:
https://commons.wikimedia.org/wiki/File:EarPods_3_2018-03-21.jpg

8. Fashion Trowbacks



Retrieved from:
photo.via.neersyde.com/under-Creative-Commons/licenses

9. Fidget Spinners



Retrieved from:
https://commons.wikimedia.org/wiki/File:Fidget_spinner.svg

10. Aldub



Retrieved from:
<https://images.app.goo.gl/PF9uYyF3T8rGDZRG9>

ACTIVITY 2: TREND OR FAD? WHAT'S MY FUTURE!

Directions: Identify if each statement in the first column is a trend or a fad. Write your prediction about whether it will remain a trend or a fad in the next five (5) years. Give a short explanation.

Scenario	Trend/Fad	Prediction
1. People around Santiago City are playing the Pokémon Go.		
2. Youth today are fond of using hi-tech gadgets like tablet and smartphones rather than playing classic games.		
3. COVID-19 has transformed online shopping from a nice-to-have to must-have around the world.		
4. People are shifting to healthier diets to prevent high blood pressure.		
5. Following and doing TikTok videos/dance mashups as form of entertainments.		
6. More kids are fond in playing pogs, loombands, and Lato lato.		
7. Alternative Delivery Mode in teaching is being implemented in the school.		
8. Students spend more time browsing facebook rather reading on books.		
9. Internet Technology is replacing the way of television and radio platforms.		
10. Interactive lessons delivery through ICT and other assistive media.		

Adopted from Learning Activity Sheet by Aira Jane J. Romero (Camalaniugan NHS), SDO CAGAYAN

Note: You may use a separate sheet of paper if the box under prediction is not enough.

ACTIVITY 3: COMPLETE ME!

Directions: Apply what you have learned from this module. Fill in the missing words to complete the paragraph. Choose your answers from the words in the box below.

trendsetter futurist trends fads trendspotter trending

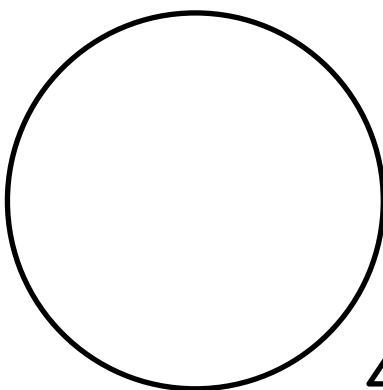
Adopted from Trends, Networks, and Critical Thinking in the 21st Century – Grade 12 Alternative Delivery Mode Quarter 3 – Module 1: Fads vs. Trends First Edition, 2020

John was a 4th year student of Philosophy at the University of San Carlos in Cebu City. One day, as he was about to go to the university, he came across a young boy playing a yo-yo. As he further looked around, he saw a few more kids playing the toy and several street vendors nearby selling them. He was wondering if maybe that toy was at its 1. _____ times since it won't last anyway, and he was right. In fact, in just a few weeks' time, it faded.

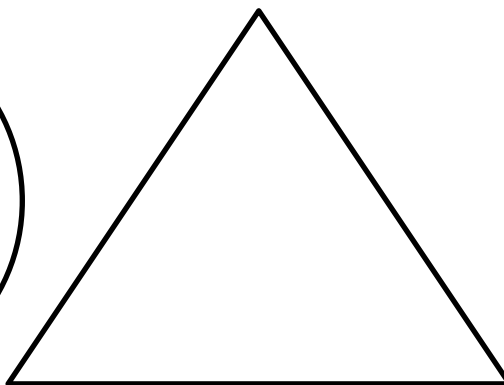
While John was in his class on Modern Philosophy, his professor was discussing about how Karl Marx have influenced those people who upheld the latter's communist ideologies. This made Karl Marx a 2. _____ since he started a trend which remained existing and evolving event to the present. Towards the end of the class, John's professor gave them an assignment. They were asked to spot the existence of the Marxist ideologies to some known current world leaders. This somehow makes John a 3. _____ since his task was to find the lineage of the Marxist ideologies. Not only that, but he will also act as a 4. _____ since he will try to study the development and possible evolution of Marxism in the world to come. Such a great task, isn't it? Although it was going to be a very tedious task for John to do, he believed that he would be able to learn so much about it. Anyway, this is what 5. _____ are, they may have been developed at some point in time, but they remain alive, existing, developing and continue to evolve.

ACTIVITY 4: BOX ME UP!

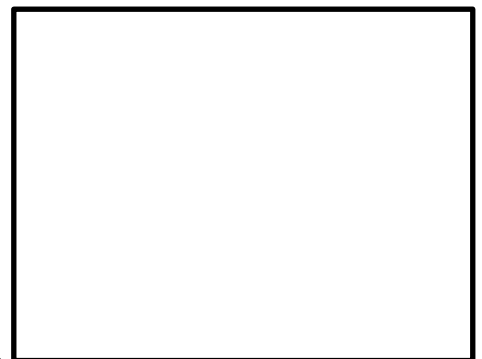
Directions: Indicate the things you have learned in the lesson (knowledge); the things you have realized and appreciated (attitude); and the things you have discovered and wanted to do more (skills). Place those things inside the circular, triangular, and rectangular shapes.



Things I have learned.
(Knowledge)



Things I have appreciated.
(Attitudes)



Things I have discovered.
(Skills)

POST-TEST

Directions: Read and choose the correct answer. Write the letter of your answer on a separate sheet of paper.

1. Fad is an **intense** activity. Intense is what category according to Arzadon?
A. Behavior B. Effect
C. Notion of Change D. Time & Nature of Growth
2. According to Arzadon, trend that meet needs, solve problems and issues are under what category?
A. Behavior B. Effect
C. Notion of Change D. Time & Nature of Growth
3. Which of the following is true about trend?
A. Being able to predict a trend is a valued skill of a global citizen.
B. Buying cool gadgets and using them for everyday activities.
C. Preserving old stories unknown is satisfying.
D. Prototyping materials are fun.
4. Evaluate:
(A) Fads have a sustained behavior that turns into a lifestyle mindset and values. **(B)** Victor Magtanggol, a teleserye aired in GMA is an example of fad.
A. First statement is false & the second is true.
B. First statement is true & the second is false.
C. Both statements are false.
D. Both statements are true.
5. Evaluate:
(A) Globalization increased the interaction between states and societies. **(B)** Through this, trends and innovations are carried on a global scale.
A. First statement is false & the second is true.
B. First statement is true & the second is false.
C. Both statements are false.
D. Both statements are true.
6. All are examples of trends **EXCEPT**.
A. Denim Jeans B. Facebook C. Lato lato D. Youtube
7. Fad is short term lived fashion. Which is not belong to the group?
A. Facebook B. Friendster C. Loombands D. Virtual pets
8. You created a dance move that was uploaded to TikTok and became viral. You are a _____.
A. Fad B. Trend C. Trend Setter D. Trend Spotter
9. You tend to study and find for possible trends. You are a _____.
A. Fad B. Trend C. Trend Setter D. Trend Spotter
10. Which of the statements is true about fads?
A. Fads are driven by physical needs.
B. Fads appear very slow.
C. Fads are driven by emotions.
D. Fads could last in industry.

REFERENCES

Print Resources

DepEd (2020). K to 12 Most Essential Learning Competencies.

Ternay, G. d. (2023). Trend or fad: How to tell the difference. *Trends vs. Fads*.

Trends, Networks, and Critical Thinking in the 21st Century – Grade 12 Alternative Delivery Mode Quarter 3 – Module 1: Fads vs. Trends First Edition, 2020

Non-Print Resources

https://commons.wikimedia.org/wiki/File:3d_Printing.jpg

Description: English: Printing Robot Continuous tracks

Date Published: 15 September 2014

Source : Own work

Author : CuriosityII

<https://pixahive.com/photo/online-gaming-playing-in-a-mobile/>

Photograph by: Shim

License: CC0 - Free to Use, Attribution Optional

<https://icon-icons.com/icon/friendster/67064>

<https://creativecommons.org/licenses/by/4.0/>

https://commons.wikimedia.org/wiki/File:Font_Awesome_5_solid_assistive-listening-systems.svg

Description: A solid-weight icon from Font Awesome, a free web icon font.

Date : 23 July 2018

Source : https://fontawesome.com

Author : Font Awesome

https://commons.wikimedia.org/wiki/File:Dalgona_Coffee-Home_Made_-_Howrah_-_West_Bengal_-_026.jpg

Description: English: Dalgona Coffee

Date :10 April 2021

Source :Own work

Author :Debasree1983

https://commons.wikimedia.org/wiki/File:Medion_MP3

Description :English: Medion MP3 player

Date :23 May 2019 21:37:26.44

Source :Own work

Author :Raimond Spekking

https://commons.wikimedia.org/wiki/File:EarPods_3_2018-03-21.jpg

Description :EarPods

Date :21 March 2018, 07:48:15

Source :Own work

Author :FASTILY

<https://www.needpix.com/photo/1284177/shopping-online-shopping-icons-ecommerce-logo-online-shop-shopping-bags-e-commerce-online-store-online-shopping-vector-buy-online>

Author: Mohamed_Hassan (pixabay.com)

https://commons.wikimedia.org/wiki/File:Fidget_spinner.svg

Description English: Fidget spinner icon.

Date :22 July 2017

Source :Openclipart

Author :rones

https://kalyeserye.fandom.com/wiki/AIDub?file=1_Eat_Bulaga_AIDub_Day_1_Yaya_DUB_meets_Alden_KiligPaMore.png

ANSWER KEY

ACTIVITY 2		
Scenario	Trend/Fad	Predictions (Possible Answers)
1. People around Santiago City are playing the Pokémon Go.	Fad	Answer May Vary (More people can be seen holding cellphones anywhere)
2. Youth today are fond of using hi-tech gadgets like tablets and smartphones rather than playing classic games.	Trend	Answer May Vary (Classic games will be forgotten)
3. COVID-19 has transformed online shopping from a nice-to-have to must-have around the world.	Trend	Answer May Vary (Shopping becomes virtual)
4. People are shifting to healthier diets to prevent high blood pressure.	Trend	Answer May Vary (More people can be seen having daily exercise routines)
5. Following and doing TikTok videos/dance mashups as form of entertainment.	Fad	Answer May Vary (More time in browsing TikTok for entertainment)
6. More kids are fond in playing pogs, loombands, and Lato lato.	Fad	Answer May Vary (Kids feel bored playing those games)
7. Alternative Delivery Mode in teaching is being implemented in the school.	Trend	Answer May Vary (More students can study)
8. Students spend more time browsing facebook rather reading on books.	Trend	Answer May Vary (No time to review lessons)
9. Internet Technology is replacing the way of television and radio platforms.	Trend	Answer May Vary (Television industry will be replaced by internet)
10. Interactive lessons delivery through ICT and other assistive media.	Trend	Answer May Vary (More engaging activity inside the classroom)

What Happened? Get Set!

1. Trend
2. Trend
3. Fad
4. Fad
5. Trend
6. Fad
7. Trend
8. Fad
9. Trend
10. Trend

PRE TEST

1. c
2. b
3. c
4. c
5. c
6. b
7. c
8. b
9. b
10. c

Activity 1

1. Trend
2. Trend
3. Fad
4. Trend
5. Fad
6. Fad
7. Trend
8. Trend
9. Fad
10. Fad

Activity 3 Complete Mei

1. fad
2. trendsetter
3. trendspotter
4. futurist
5. trends
- 6.

Activity 4 BOX ME UP!

Rubrics for Scoring:

Criteria	Relevance to the topic	Organization of ideas
Excellent 10 pts	All ideas are based on the topic	Listed 3-5 Ideas
Good 5 pts	Some ideas are related to the topic	Listed 1-2 ideas
Poor 3 pts	No ideas related to the topic	No listed ideas

POST TEST

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

SYNOPSIS

Both trends and fads are phenomena that refer to how particular behaviors, fashions, or goods become popular within a culture. Their duration, scope of effect, and the factors that contributed to their appeal, however, are different.

While the general adoption of specific cultural components characterizes both trends and fads, trends have a more substantial and long-lasting effect on society, frequently reflecting greater movements in values, culture, and technology. Conversely, fads are transient phenomena that stem from momentary thrills or inquisitiveness, but they don't significantly transform the cultural environment.

ABOUT THE AUTHOR



CHRISTIAN A. ESTEBAN is a proficient teacher who has five years of teaching experience using technology to mold young brains. He was recognized in the division as one of the open Educational Resources Advocate which is evidence of his dedication to academic endeavors and teaching. Outside of the classroom, he is a resource person to different activities spearheaded by different schools, from the division up to different regions and one of the pools of resource speakers of the Department of Information and Communication Technology (DICT). He is one of the digital editors for the Learning Activity Sheets (LAS) and provides of and one of the editors of the TV-based learning modalities during the pandemic. As a neophyte in the department, especially in the school where se serves, the Sinsayon National High School, he is eager to learn new ways to uplift the learner's capability and capacitate his colleagues for a better and interactive ways of teaching.