# Popular, I Want to Be Pop-u-lar

Description: What causes something to be popular? Even more interesting, what causes something to be popular, only to lose its popularity, and then become popular again, sometimes years later? These trends are caused by many things. If we can figure out these trends we can adopt them early or anticipate their rise. If we fail to recognize these trends we might get left in the dust.

Depth and Complexity icons:          Trends

Secondary Depth and Complexity icons:     Patterns
                                          Over Time
                                          Big Idea

Product: Students will create a trend timeline including its ups and downs and why these occurred. Students should have at least five points of interest on the path of this trend that show its rise or fall as well as the reasons these happened.

Skills:  Organization
         Research
         Drawing

Dig Deeper: Try and predict the path your trend might take 10 years from now. 50 years from now. 100 years from now.

Calendar:

| | | | | |
|---|---|---|---|---|
| What is a trend? | | What makes something popular? | What is a timeline? What is a trend timeline? | |
| Choose a popular trend and chart its ups and downs on a trend timeline | | Research your trend, finding events that chart its course on a timeline | Research your trend, finding events that chart its course on a timeline | |
| Work on your timeline | | Explain the course of your trend and why it took a rise or fall. | Share out your results. | |

What is a trend?

A trend is simply a pattern over time.

Trends typically do not stay constant.

They may rise and fall over the course of time.

The best example of this would be the stock market.



*Discussion Question*

What are some things you notice about this chart of a stock over time?

*Possible answers*

- Was at its highest in 2007
- Took a steep drop later in 2007
- Started to grow in 2000 but then dropped and flattened out for a few years
- Began to rise in popularity in 2004
- Since 2012 it has been steadily low
- Started to make a rise again in 2009 and stayed high for 2 years
- Shows 17 years of trends (2000 to 2017)
- The highest it got was around 225 which it did once
- The lowest it got was just above 0 which it did for several years at the beginning and several years at the end

*Questions for consideration*

Would you invest in this stock right now?

Why or why not?

Trends

What patterns have changed over time?

What actions created the changes in the trend?

What factors (e.g. social, political, economic, geographic) influenced the trend?

This stock represents the Blackberry



Ever heard of it or seen one? Why do you think that is?

At one point, 85 million people used the Blackberry

Begs the question, what happened?

How do you think understanding the trends could be helpful to someone?

How do you think not understanding the trends could be bad for someone?

<u>What makes something popular?</u>

What does it mean for something to go viral?

Where do you see this?

Why might this be?

Some trends go viral meaning they become so popular that they become a part of the culture so that many people are doing it or are influenced by it.

Example:

*The Wonderful Wizard of Oz*

Has stayed popular for over 100 years

1900 – Book series
Was a bestselling book for 2 years
Wrote 13 additional books but they became less and less popular

1939 – The Wizard of Oz
Was a popular film nominated for 6 Academy Awards including best picture
Initially lost money in its original run
Releases and television have allowed it to turn a profit

1978 – The Wiz
The Wizard of Oz film portrayed by an all-black cast
Was a box office disappointment

2003 – Wicked
A musical which was very successful on Broadway
5th longest running show
Has passed $1 billion in sales
Film version coming out in 2024-25


*Trends because of popularity*

Dorothy became a popular child's name after the books came out, eventually being the most popular girls name in 1939.

Books have been translated into nearly every major language showing its worldwide appeal

The film is the American Film Institute's #3 musical of all time

The ruby slippers Dorothy wore are in the Smithsonian Museum

Famous lines:

There's no place like home.

Follow the yellow brick road.
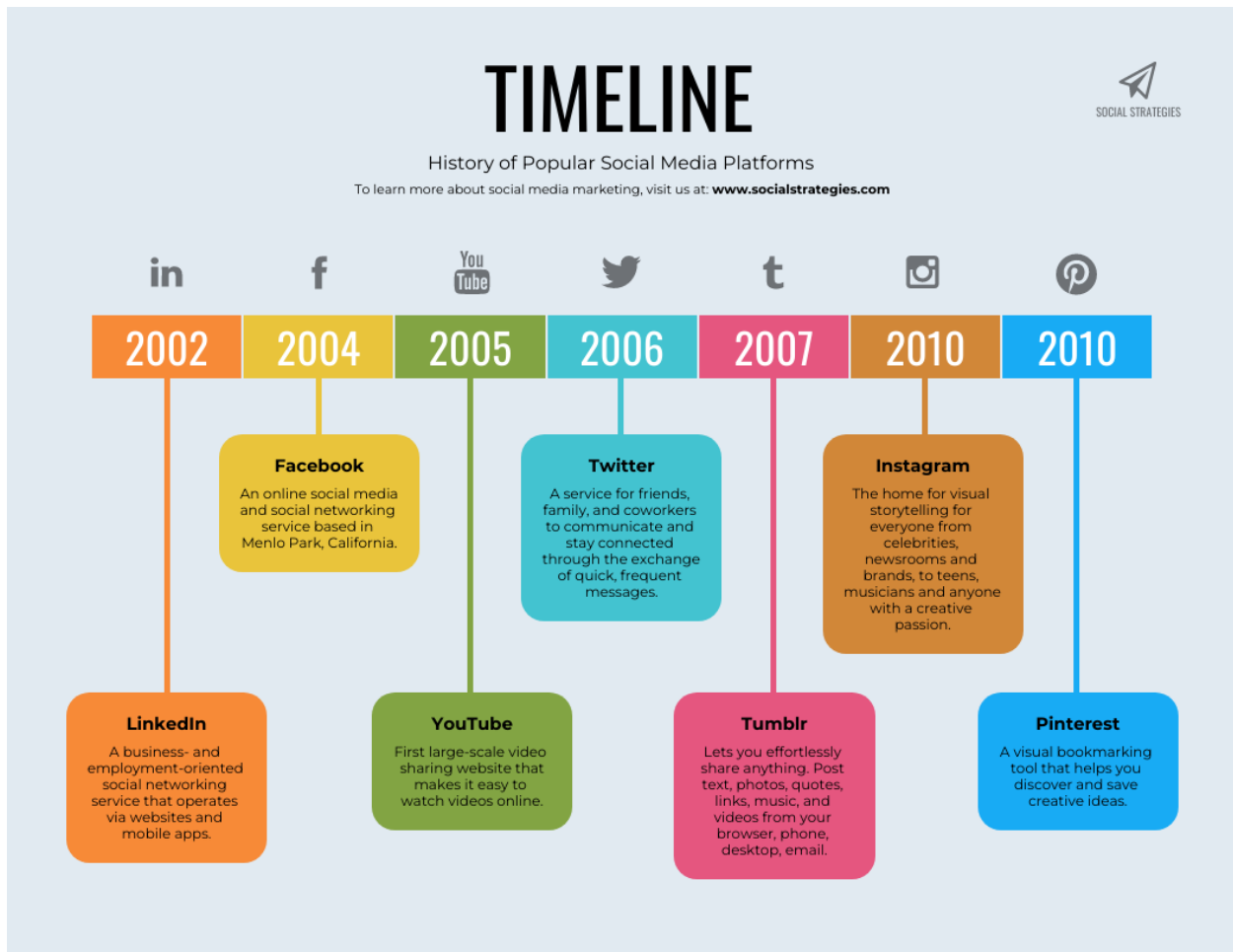Car commercial
https://www.youtube.com/watch?v=5g0bvZ0T_z4

Pay no attention to the man behind the curtain.

I've got a feeling were not in Kansas anymore.

## What is a timeline?

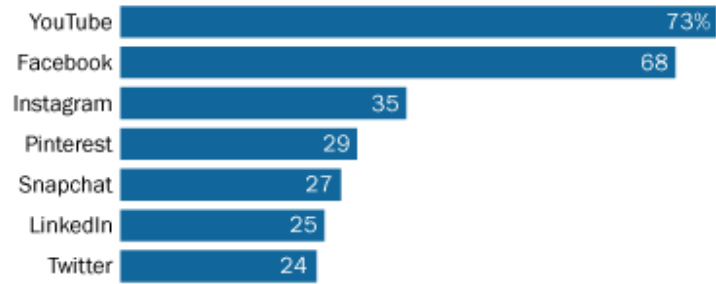A linear recording of events that happened during a certain time period.

Example:



Doesn't reflect its popularity though.

## Majority of Americans now use Facebook, YouTube

*% of U.S. adults who say they use ...*

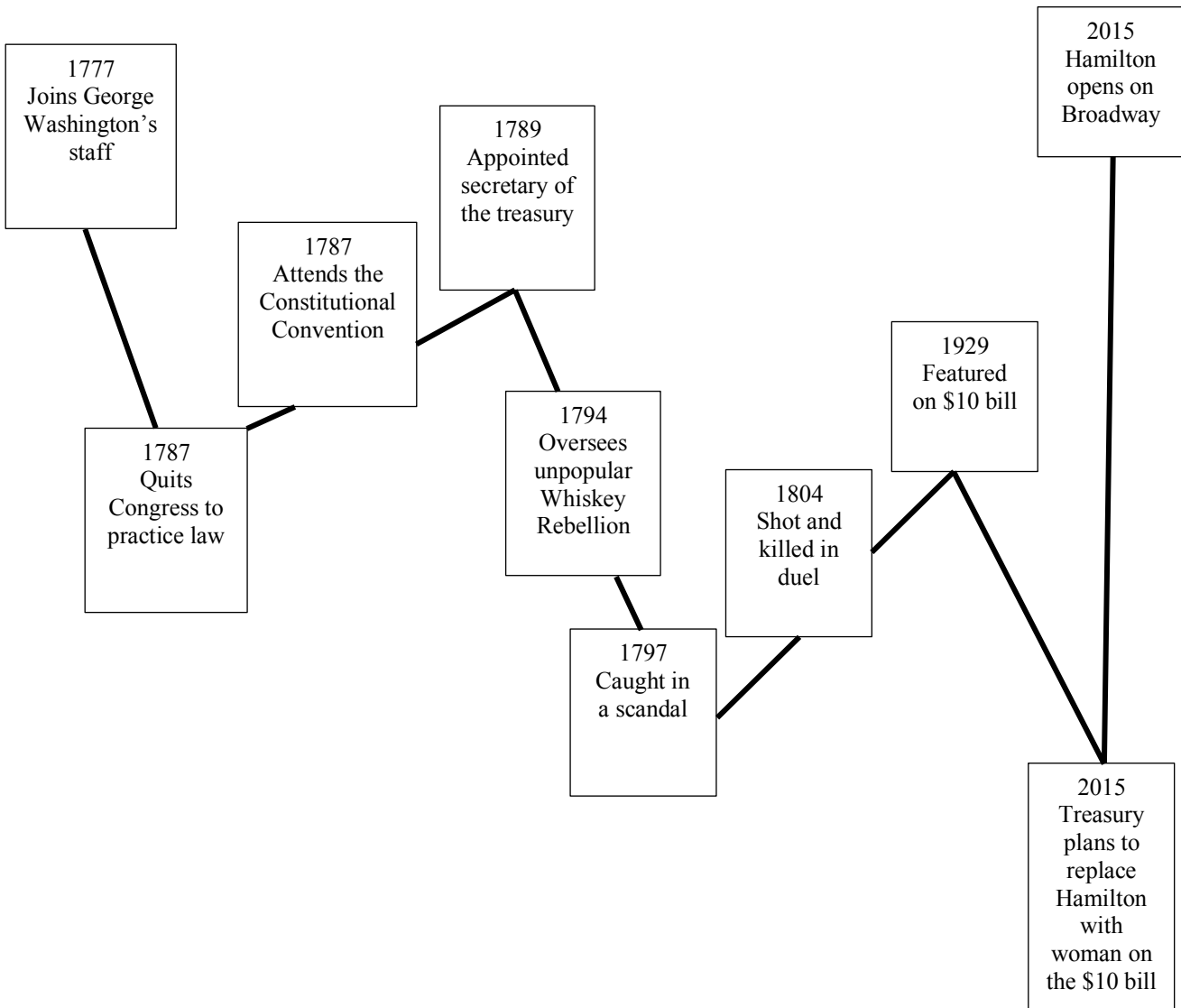| Platform | % |
|----------|-----|
| YouTube | 73% |
| Facebook | 68 |
| Instagram | 35 |
| Pinterest | 29 |
| Snapchat | 27 |
| LinkedIn | 25 |
| Twitter | 24 |

Question becomes how can we use a timeline to show the popularity of something over time?

## What is a trend timeline?

A timeline that indicates the popularity of a trend across a time period, charting its ups and downs.

Alexander Hamilton

1777
Joins George
Washington's
staff

1789
Appointed
secretary of
the treasury

1787
Attends the
Constitutional
Convention

1787
Quits
Congress to
practice law

1794
Oversees
unpopular
Whiskey
Rebellion

1797
Caught in
a scandal

1804
Shot and
killed in
duel

1929
Featured
on $10 bill

2015
Hamilton
opens on
Broadway

2015
Treasury
plans to
replace
Hamilton
with
woman on
the $10 bill

<u>Planning your trend timeline</u>

Use the graphic organizer to research and plan your trend timeline.

What is the trend:

Describe it:

Over what time period did it occur?

Year #1 (beginning of trend)

How popular was it?

What is your evidence?

Why was it so popular?

Year #2

How popular was it?

What is your evidence?



Why was it so popular?

Year #3

How popular was it?



What is your evidence?



Why was it so popular?



Year #4

How popular was it?



What is your evidence?



Why was it so popular?

Year #5 (end of trend?)

How popular was it?

What is your evidence?

Why was it so popular?

|  | Timeline | Evidence of placement | Explanation of popularity |
| --- | --- | --- | --- |
| Excellent | • Has five events spaced out appropriately on the timeline in chronological order.<br>• Dates are clearly labeled and title is provided so we know what timeline is charting.<br>• Timeline uses appropriate and relevant visuals to bring it to life. | • Placed the year in a spot that clearly indicates how popular it was at that time compared to other points in the timeline.<br>• Placement makes logical sense according to evidence gathered in research.<br>• As a whole shows the ups and downs of this trend based on its popularity over time. | • Has a detailed explanation of how popular it was during that year.<br>• Includes the actions that caused its popularity to rise or fall.<br>• Clearly indicates the social, political, economic, geographic, or other factor in the changing trend. |
| Good | • Has five events on the timeline in chronological order but not spaced out to show how much time has passed.<br>• Dates are labeled and title is provided so we know what timeline is charting but not always easy to read.<br>• Timeline uses visuals to bring it to life but not as appropriate and/or relevant as could be. | • Placed the year in a spot that indicates how popular it was at that time but not in relation to other years.<br>• Placement makes sense most times according to evidence gathered in research but a couple seem placed inappropriately.<br>• Shows the ups and downs of this trend in places based on its popularity over time but not the whole. | • Has a general explanation of how popular it was during that year but could use more detail.<br>• Includes actions but not all that caused its popularity to rise or fall.<br>• Indicates in a general sense the social, political, economic, geographic, or other factor in the changing trend. |
| Needs improvement | • Has less than five events on the timeline, and/or it is not in chronological order, and/or it is not spaced out to show how much time has passed.<br>• Dates are not labeled and/or no title is provided so we can't tell what timeline is charting.<br>• Timeline does not use any visuals to bring it to life. | • Placed the year in a random spot that does not indicates how popular it was in relation to other years.<br>• Placement does not make sense according to evidence gathered in research or research not used in placement.<br>• Does not give a clear picture of the ups and downs of this trend. | • Has a unclear explanation of how popular it was during that year or no explanation at all.<br>• Does not include the actions that caused its popularity to rise or fall or includes incorrect ones.<br>• Does not indicate the social, political, economic, geographic, or any factor in the changing trend. |