

## > ANSWER KEY 1

### CHAPTER ONE: THE ANATOMY OF A TREND

- 1 (*p. 14*) a trend can be defined as the direction in which something (can be anything) tends to move and which has a consequential impact on the culture, society or business sector through which it moves
- 2 (*p. 14*) a 'style' is a distinctive manner, aesthetic, method or way of expressing something new, while a trend is the direction in which something new or different moves
- 3 Everett M. Rogers called his theory of how pressures and influences work the Diffusion of Innovations. (*p. 17*)
- 4 (*p. 18*) Innovators, 2.5%
- 5 (*p. 18*) close friends or colleagues of the Innovator happy to be exposed to new ideas from an individual or group of people they trust, have a high degree of interconnectedness or involvement with other groups, global in their tastes and knowledge streams, local, highly visible and well connected
- 6 (*p. 20*) b. critical mass
- 7 (*p. 20*) highly sociable, unusually active online, invariably followers, need to see how Early Adopters relate to and grapple with a new idea, stick with a new idea longer than most
- 8 (*p. 20*) False, the Late Majority are conservative by nature but the greatest imitators
- 9 (*p. 20*) c. 34 per cent
- 10 (*p. 26*) because they are among the quickest to drop a trend, also because tells them where and when the market is about to experience a downturn in fortune, or when a trend once popular among Early Adopters and the Early Majority is about to go out of fashion and, therefore, be worth a lot less in terms of its monetary or emotional value
- 11 The slowest group to adopt a new idea are called Laggards (*p. 26*)
- 12 (*p. 26*) a trend which has been adopted by Laggards i.e. a trend that has reached the end of its usefulness as far as the forecaster is concerned
- 13 Draw an S-shape curve indicating the six innovation types. (*p. 19 and p. 26*)
- 14 (*pp. 28–29*) homophily – 'love of the same' homophilous – a group that is similar in terms of how they think, look, act and engage with other people
- 15 (*p. 29*) tend to be more open, keener on change and larger and more ethnically and socially diverse
- 16 (*p. 29*) False, Innovators and Early Adopters are highly heterophilous by nature