

5. Análisis de tendencias (Trends analysis)

Tendencias que modifican la Educación – Edición, 2008. OCDE

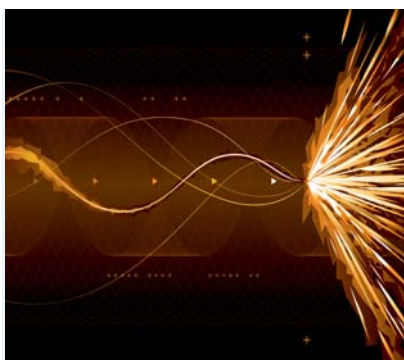
¿Qué significado tienen para el servicio educativo que nuestras poblaciones envejezcan? ¿O que Internet juegue un papel cada vez más intenso en nuestras vidas? ¿Tiene importancia que nuestras poblaciones juveniles sean cada vez más sedentarias y aumente la obesidad?

La OECD acaba de publicar este libro, diseñado para ayudar a los políticos, a los directivos y a los profesionales de la educación a reflexionar sobre estas tendencias y para favorecer la planificación estratégica, a largo plazo. Viene a llenar un vacío porque tanto los políticos como los profesionales de la educación suelen contar con información anecdótica y parcial en relación con las tendencias que dan forma a la educación del futuro. Con frecuencia no cuentan con evidencias sólidas.

Trends Shaping Education. OECD. Summary [PDF EN](#)

Tendencias que modifican la educación OCDE, 2008 [PDF ES](#)

Trends Shaping Education. Book. [PDF EN](#)



Why use it?

- A study of past performance.
- Indicates potential future trends, their relationships and underlying drivers.

Methodology

This exercise overview assumes that research has been conducted for a pre-determined period in advance and that a number of trends are now tabled for sharing in a workshop environment (Step 4: Share findings).

'The future is made of the same stuff as the present.'

Simone Weil

Restate the topic of investigation and remind workshop participants of research work that has been conducted to date. Review each of the trends and any subsequent groupings of these. Provide examples of the importance of understanding the underlying causes of trends (See: **The Pill and TV**). Explain how the workshop will address these trends, defining them further and considering their continuation.

Each trend will have all been captured on cards that outline – trend title, description, underlying causes, potential impact areas. Lay these cards on a large table and invite the workshop participants to view the trends. Ask them to 'vote' on the relevance, and separately, on the importance of the trends by physically moving them. Trends seen as less relevant and less important are gradually discarded. Encourage participant discussion as the trend cards are moved about.

With the remaining trends, ask the participants to cluster related items, around a higher order theme. This indicates a potential driver. Have the participants name the driver. It is OK too if one of the trends in a cluster is elevated to that of driver. Discussion should again be an active part of the activity.

Capture the reduced trend set by cluster and driver heading. Note key relationships between clusters, usually evident by physical proximity. This information is the basis for onward futures work. Record too, the discarded trends, as they can still provide context to later discussions or futures activities.

The trends are assessed with regard to their importance and/or impact. It is critical to highlight the underlying causes of the trends.

Rewrite the trend set and circulate to the team. Circulate afterwards to a wider audience.

Case studies



The National Statistics Office provide a number of historic measures and trends, with information obtained from government departments and field work, such as Census Data.

The telecommunications, media and technology division of Deloitte Research conducts a continuous process of trend analysis.

Gapminder, a not-for-profit entity, promoting sustainable development. Its core technology, Trendalyzer, converts statistical time series into movable graphics, enabling simple story lines of complex data sets.

The Tomorrow Project, *Glimpses of Tomorrow* describes emerging social, economic and demographic trends.

The World Future Society is a not-for-profit association of members, whose interests lie in developments that are shaping the future.

The Gartner Group's Hype Cycle is an interesting way to view technological change.