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BUF 3100
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1. What are the two types of social behavior and which one has a bigger influence in the spread of trends?
 - Polysocial and monosocial are the two social behaviors. Polysocial has a bigger influence on the spread of trends while they mingle, observe and imitate within this group.

2. What are the three research strategies that forecasters employ?
 - The first research strategy is **media scan**, the second is **interviewing** and the third is **observation**.

3. What are the three scenarios futurists recommend are developed in order to consider alternate futures?
 - Futurists recommend the “surprise-free” scenario, the “Best- case” scenario, and the “Worst- case” scenario. In order to be effective these scenarios need to be vivid and credible/ reasonable.