

Non-biological Cladogram Assignment

Innovative companies consider future trends and the need for products well before they are even conceptualized by consumers. In predicting the evolution of popular products, marketing teams often engage the end user in brainstorming the future of a particular product and their features.

As a participant in a research and development think tank, you will create a cladogram to show the evolutionary history of a “non-biological organism” of your choice.

- Brainstorm products that you use on a daily basis and how they have changed over the years.

Using historical evolutionary and environmental trends, predict the future evolution of your product and defend your thinking through a CER+R.

- How will the need for/use of this product change in the future? How might the product need to change to meet those needs/uses?
- Consider trends worldwide, not just in this area.

Apply your knowledge of natural selection and the impact of the future environmental/social conditions over the next 10 years.

- What will your product look like in the future?

Your cladogram may be drawn on paper or created online. It must contain at least 8 images, at least two “branches” and be colored. Online cladograms may be emailed to/shared with me at windj@lisd.net (20 points.)

Your CER+R will contain the following pieces:

Claim: a statement answers the original question/problem (10 points)

Ex. (Product) will _____ in the future. Be specific. Instead of “more advanced” say how it will be more advanced.

Evidence: scientific data that supports the claim (25 points)

Data needs to be appropriate and sufficient

Ex. Historically, the (product) has been used/helped people to

Recent trends show that (product) is needed to.....

Reasoning: a justification that connects the evidence to the claim. (25 points)

It shows why the data counts as evidence by using appropriate and sufficient scientific principles

Ex. In natural selection, _____, similarly our product _____

The environment shapes the evolution of organisms, similarly, the environment.....

Rebuttal: recognizes and describes alternative explanations, and provides counter evidence and reasoning for why the alternative explanation is not appropriate (20 points)

Ex. Some studies/people may predict that (product) will become obsolete/replaced by ____/be used (in a different way)/be needed (for another purpose) BUT we disagree because.....

***The CER+R should flow and is written as a paragraph or series of paragraphs, not as separate answers for each part. Except for the claim, each part of the CER+R should contain a minimum of 3 sentences.**