

# Segmenting Media for Maximum Impact

**Jadrian Wooten**

Penn State University

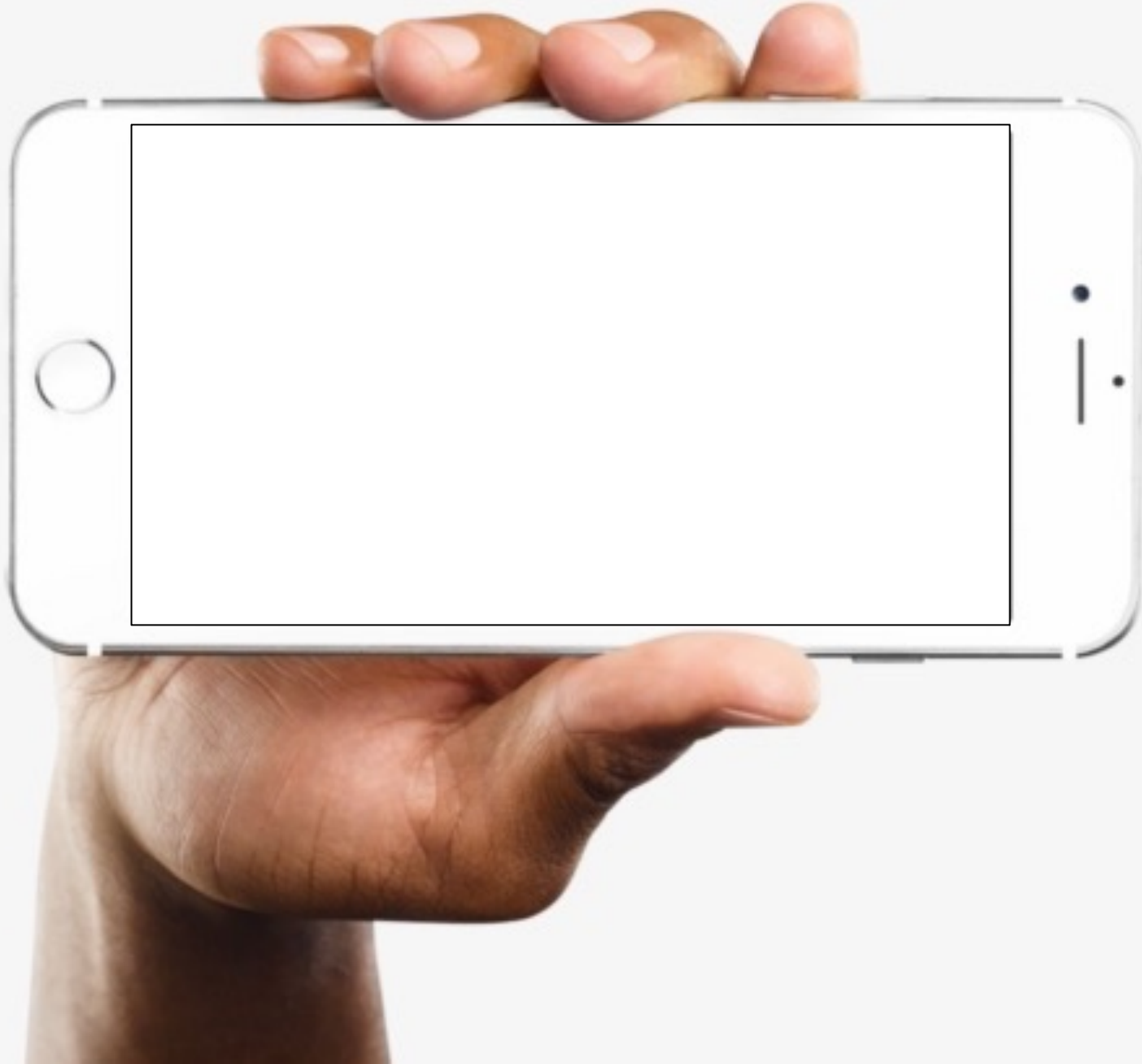


@Wootenomics



# WHY USE MEDIA IN THE CLASSROOM?





## GOING DIGITAL

- ❖ Information is increasingly transferred via mobile platforms
- ❖ Students use multimedia sources more than print sources
- ❖ Publishers are improving their multimedia resources
- ❖ Result: It's time to adapt

## UPFRONT CRITIQUES & CONCERNS

- ❖ Should it be part of assessment?
- ❖ Closed captioning (accessibility/ESL)
- ❖ What types of media to use?
- ❖ How do we integrate within class?
- ❖ Tips for engagement
- ❖ Extensions inside & outside of class





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## MEDIA YOU CAN SEGMENTING

- ❖ Television & movie clips
- ❖ Songs (and music video clips)
- ❖ Photographs and cartoons
- ❖ Podcasts and interviews
- ❖ Books, magazines, and news articles



# WHAT ABOUT LONGER VIDEO CLIPS?



Al-Bahrani & Patel  
(2015)



Wooten & Tierney  
(2020)

ADAM RUINS  
EVERYTHING



# ECONOMICS MEDIA LIBRARY



**[www.Econ.Video](http://www.Econ.Video)**

**[EconMediaLibrary.com](http://EconMediaLibrary.com)**

**[@EconMedia](https://www.instagram.com/EconMedia)**

**First video posted 2014**

**500+ total videos**



SITES SPECIALIZING IN THE ECONOMICS  
OF PARTICULAR SHOWS

**Parks**<sub>and</sub>  
**Recreation**

the office

*Seinfeld*

<sup>35</sup>Br<sup>eaking</sup>  
<sup>56</sup>Ba<sup>d</sup>

modern  
family


**SHARK  
TANK**

  
the **BiG**  
**BANG**  
**THEORY**








# SITES SPECIALIZING IN OTHER DISCIPLINES


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**Homicide: Jump Cuts**  
Jeremy Butler  
1.4K views • 1 year ago

**Ghostbusters Reference in Blood Swell Ties**  
Paul Rudoff  
1.9K views • 1 year ago

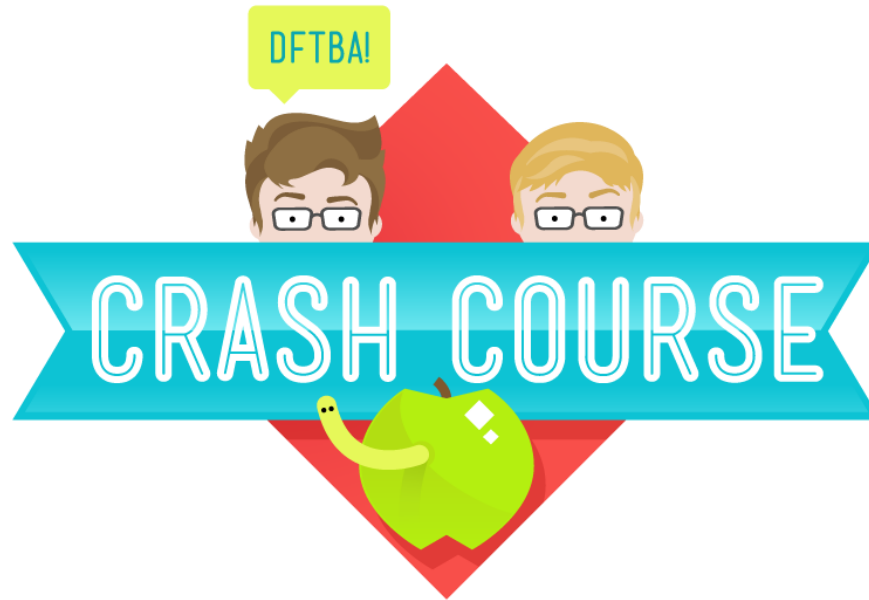
**Evan**  
856 vi



# YOUTUBE CHANNELS WITH CROSS-DISCIPLINE VIDEOS



Course Hero



ADAM RUINS  
EVERYTHING



## COURSE HERO PLAYLISTS

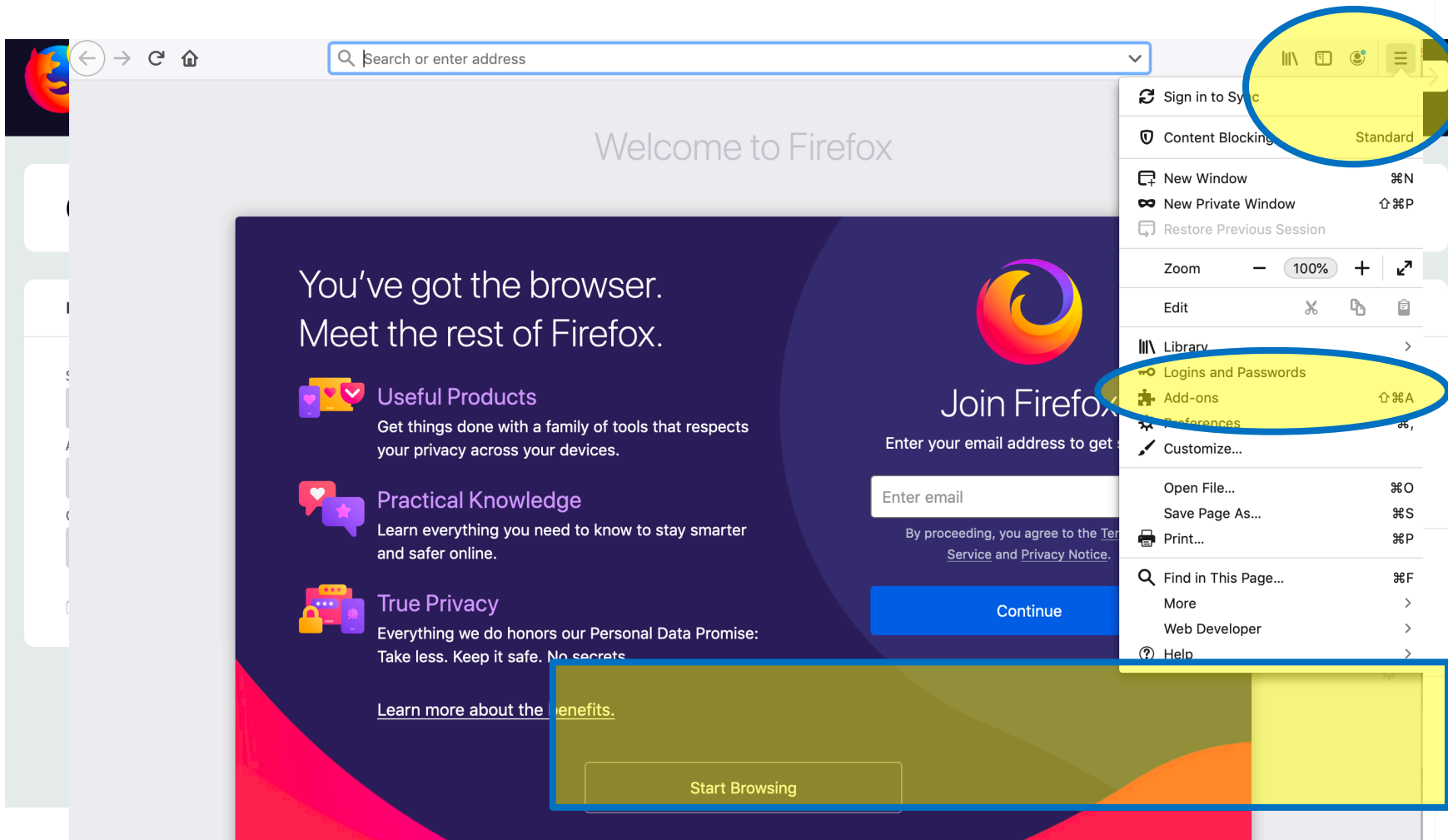
Highly endorse this one

Robinson Crusoe

Chapter 1  
Summary & Analysis

Psychology

# SAVING VIDEOS TO YOUR COMPUTER



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## HOW I USE PRINT MEDIA IN THE CLASSROOM

Every class I teach has a reading component:

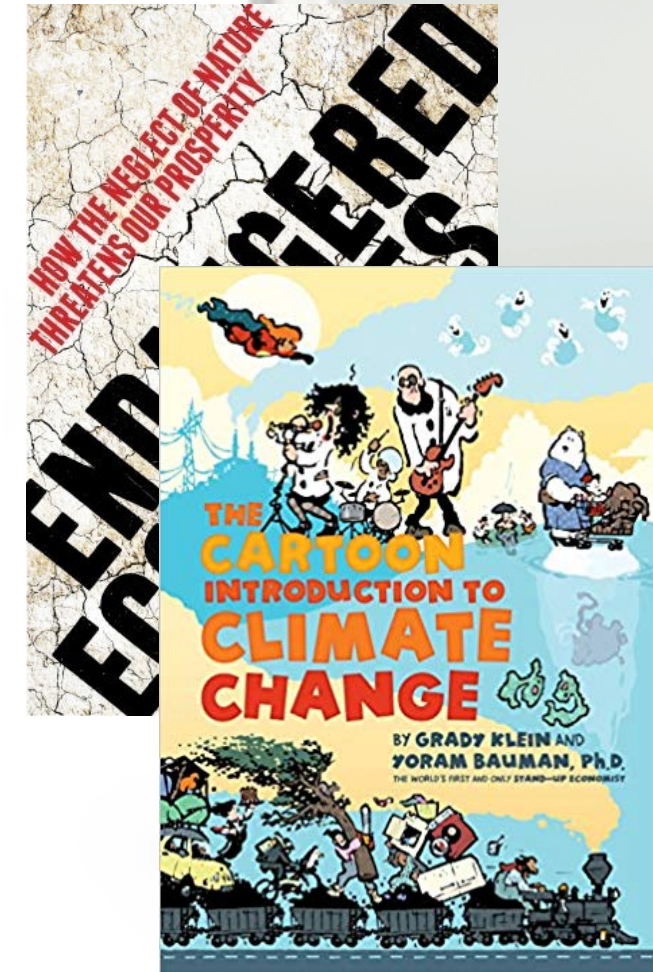
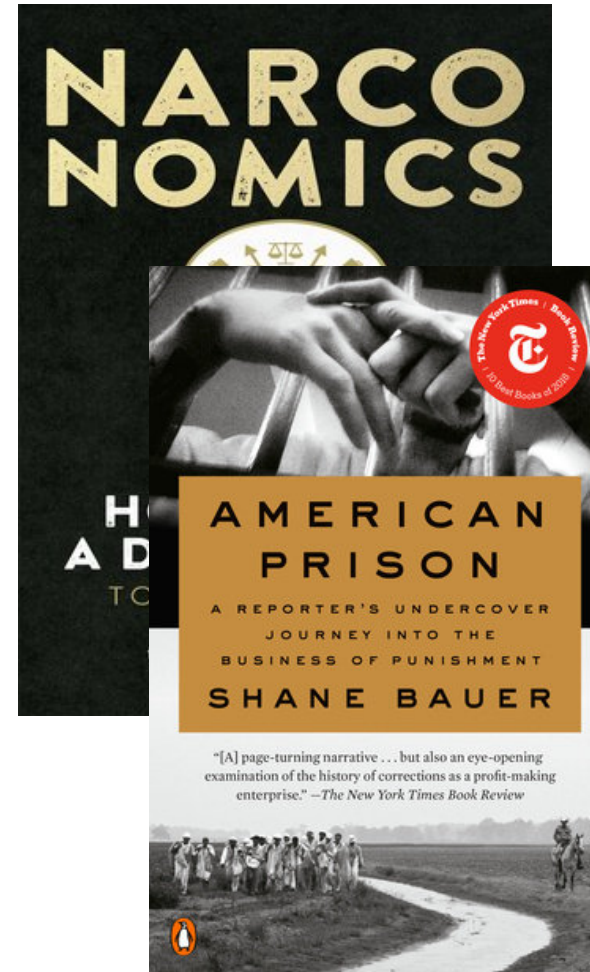
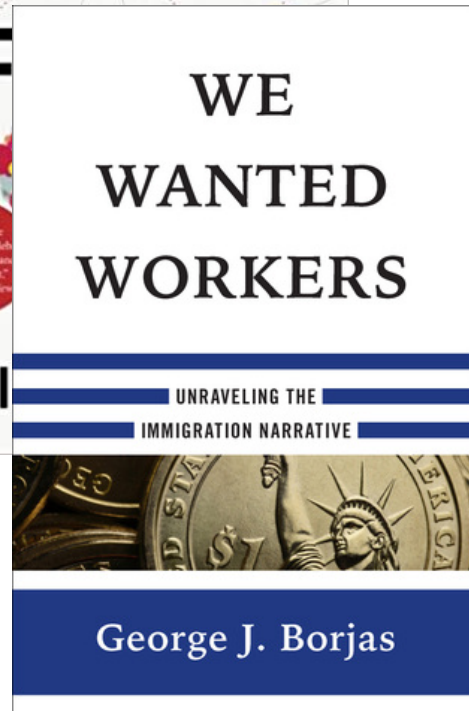
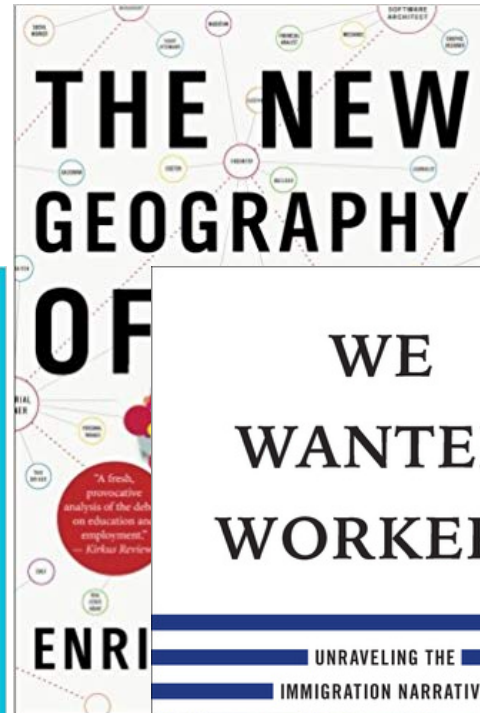
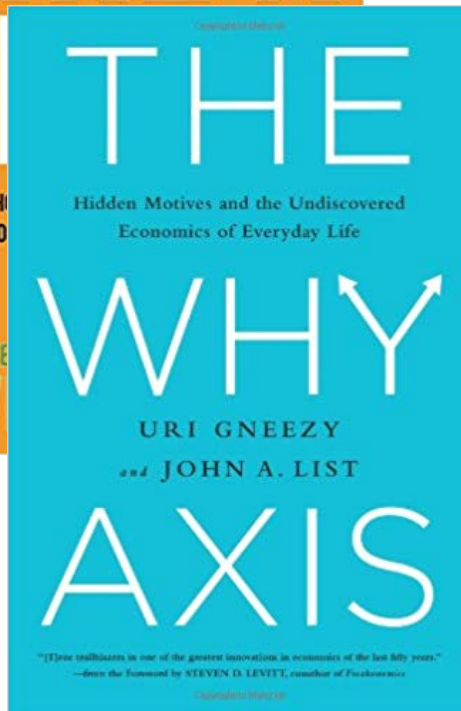
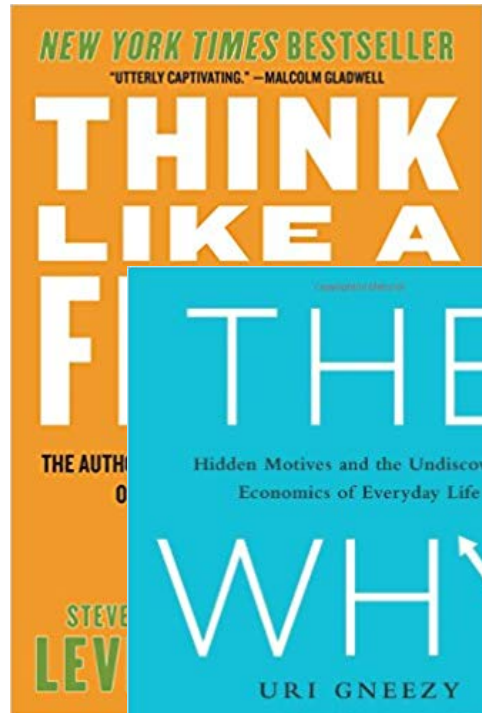
- ❖ Typically 1 or 2 non-textbook books
- ❖ Chapters from other non-textbook books
- ❖ Articles from major news publications
- ❖ Cartoons (political or not)

Assessment techniques vary. It pays to be creative!





# NATURAL RESOURCE ECONOMICS (UP TO 70 STUDENTS)





## BRINGING NEWS INTO THE CLASSROOM

What if you find a good article before you make the reading list?

Take screenshots of relevant clips and highlight them in class.

“Breaking” media helps you control the narrative.



# Changes in the Price of Other Inputs

When the price of another (non-labor) input changes, there could be two possible outcomes. The demand for labor could increase or decrease!

## How The Coming Wave Of Job Automation Will Affect You And The U.S.

Steven Berkenfeld, a managing director in the investment banking division at Barclays, summed up the thought process of companies hiring today: “Can I automate it? If not, can I outsource it? If not, can I give it to an independent contractor?” Hiring an employee is the last resort.

Over the past, technological advancement has created more jobs than it has destroyed in the market. However, the big problem is the lag time it takes to forge those new careers. Given the high cost of living in the US today, even a small lag could be financially devastating.

# Forbes



**Olivier Garret** Contributor ⓘ

Markets

*Founding Partner & CEO of RiskHedge*

# Substitution Effect

The **substitution effect (SE)** indicates the change in **desired hours** worked from a change in **the wage rate** (holding utility constant). A higher wage rate raises the **relative price of leisure**.

For a wage *increase*, the substitution effect **raises** desired hours worked.



## BRINGING MUSIC INTO THE CLASSROOM

- ❖ Play music before class starts
- ❖ Topic wise: finding songs that cover a lesson
- ❖ Formative assessment: T-P-S & identify the concepts
- ❖ Summative assessment: Make a music video over concepts for the semester.



# American Saturday Night lyrics

by Brad Paisley



## CREATIVE WAYS TO USE VISUAL MEDIA IN THE CLASSROOM

- ❖ Have videos muted & part of the background slide
- ❖ “Break” videos into segments to discuss in between
- ❖ Have a “film festival” of videos



Changing technology contributes to the long run labor demand curve being more elastic.

Firms may try to **create new technology** that uses less labor.





I know you're the last two people in the country I have to explain this to.

**What would  
you do in this  
situation?**

**(A)  
Split**

**(B)  
Steal**

**If both select “Split”  
£50,075 each**

**£100,150 if one picks “Steal”  
And £0 for other “splitter”**

**If both select “Steal”  
£0**



I think you have some talking to do to each other.

# What do you think is going to happen in this video?

(A)

They're both  
going to  
"Steal"

(B)

They're both  
going to  
"Split"

(C)

One is going  
to "Split" and  
one is going to  
"Steal"





# Games Oligopolists Play

**Game theory** is the study of behavior in situations of interdependence; a way of predicting outcomes in strategic situations like oligopolies.

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[Sound Effects]





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