Segmenting Media for Maximum Impact

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WHY USE MEDIA IN THE CLASSROOM?
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?


Wooten & Tierney (2020)
ECONOMICS MEDIA LIBRARY

www.Econ.Video
EconMediaLibrary.com
@EconMedia
First video posted 2014
500+ total videos
SITES SPECIALIZING IN THE ECONOMICS OF PARTICULAR SHOWS

- Parks and Recreation
- Breaking Bad
- Shark Tank
- The Office
- Seinfeld
- Modern Family
- The Big Bang Theory
YOUTUBE CHANNELS WITH CROSS-DISCIPLINE VIDEOS

Course Hero

ADAM RUINS EVERYTHING
Highly endorse this one
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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!
MOVING AWAY FROM TEXTBOOKS

**PRINCIPLES OF MICROECONOMICS**
(UP TO 1,100 STUDENTS)

**LABOR ECONOMICS**
(UP TO 180 STUDENTS)

**ECONOMICS OF CRIME**
(UP TO 60 STUDENTS)

**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.

Technological advancement has created more jobs than it has destroyed in the past. 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.
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

If both select “Steal”
£0

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