Panel Discussion:
Teaching Economics Through Social Media

Moderator
Jadrian Wooten
@Wootenomics
Collegiate Associate Professor
Virginia Tech

Speaker 1
Chris Clark
@EconChrisClarke
Instructional Assistant Professor
Washington State University

Speaker 2
Craig Palsson
@MarketPowerYT
Assistant Professor of Economics
Utah State University

Speaker 3
Matt Pierson
@OPS_MrPierson
“Amateur Economics Teacher”
Omaha Public Schools
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My Social Media Presence

- Each has a vibrant teaching community.
- Each has their own algorithm for growth/outreach.
- Think of your expertise as a product you’re selling.
⑥ TEACH WHAT YOU KNOW.
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“Amateur Economics Teacher"
Omaha Public Schools
Christopher Clarke, PhD

Instructional Assistant Professor
Washington State University
University of Houston

TikTok.com/@EconChrisClarke
A Teacher Meets Students Where They Are

Fountain Of Youth: TikTok's Audience Is A Lot Younger

User Age Breakdown

- 13-17: 6%
- 18-24: 27%
- 25-34: 16%
- 34-44: 17%
- 45-54: 10%
- 55+: 9%

TikTok Has Overtaken YouTube On Average Watch Time

Source: App Annie report “The Evolution of Social Media Apps”
Many of our salaries are subsidized by the general public.

We want our expertise to have a broad impact.

Economics affects everybody
We also live in a more politically bifurcated society.

• By engaging in the public **effectively**, we improve the reputation of our profession.
• We have a lot to offer for policy questions.
• A functioning democracy requires active expertise.

**Increase in the share of Americans saying colleges have a negative effect on the U.S. is driven by Republicans’ changing views**

% saying colleges and universities have a positive/negative effect on the way things are going in the country

<table>
<thead>
<tr>
<th>Among Rep/Lean Rep</th>
<th>Among Dem/Lean Dem</th>
<th>Among all adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012: 53% NEGATIVE</td>
<td>2012: 67% POSITIVE</td>
<td>2012: 60% POSITIVE</td>
</tr>
<tr>
<td>2015: 54% NEGATIVE</td>
<td>2015: 70% POSITIVE</td>
<td>2015: 63% POSITIVE</td>
</tr>
<tr>
<td>2017: 58% NEGATIVE</td>
<td>2017: 72% POSITIVE</td>
<td>2017: 55% POSITIVE</td>
</tr>
<tr>
<td>2019: 59% NEGATIVE</td>
<td>2019: 67% POSITIVE</td>
<td>2019: 50% POSITIVE</td>
</tr>
</tbody>
</table>

Note: Share of respondents who didn’t offer an answer not shown.
Public Engagement Improves the Classroom

• Epistemic Humility
  • The public will criticize, whereas students won’t.
    • (I mean the material, not about “extra credit”)

• Comment section brings new ideas, new sources, feedback.
  • Prevents the ivory tower solipsism.

• Get to the point!
  • Quality writing in 60 seconds identifies the salient kernels of a principle.
  • An accurate non-technical explanation requires a lot of crafting.
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• Professor at Utah State University
• Research economic history and economic development, focus on economic history of Haiti
• Story starts in 2018
Market Power
What is YouTube’s objective?

• Simple: Maximize profits

• Where does YouTube get its revenue?
  • Advertising

• So how does YouTube show more ads?
  • By getting people to watch videos
  • The more videos people watch, the more money YouTube makes

• Key to success on YouTube: opportunity costs
Video from 2019

Video from 2022
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Twitter in the High School World

Matt Pierson
@OPS_MrPierson
I totally forgot to show off some of the Shark Tank projects I got this year. They were a great mix of humor, practicality, and weird. #TeachEcon

There is nothing quite like the feeling when you are doing Shark Tank and you see the entrepreneurial cogs start turning in a kid's head... their face brightens up and they start spewing ideas out like a faucet. It's
So I usually do an assignment and notes about Economic Thinkers and the kids make them into superheroes. This year I added the option to make them into Pokemon because my son and I are loving watching old Pokemon stuff right now... #TeachEcon
Mr. Pierson @OPS_MrPierson · Jan 28
Will any kids get the joke...

- Economics Day 9
- Planet Money on Food Trucks
- Food Trucks Factors of Production Assignment
- Make more money...acquire more problems.

Mr. Pierson @OPS_MrPierson · Mar 22
Without fail...went to Starbucks over Spring Break...employee finds out I am a teacher...asks me what I teach. I said Economics....her response...EW.

Mr. Pierson @OPS_MrPierson · Apr 26
As we start Macroeconomics anddddd it’s getting close to the end of the year. This is a solid reminder...#TeachEcon

Mr. Pierson @OPS_MrPierson · Oct 13, 2021
If you don’t think incentives matter, remember that Grandpa Joe in Willy Wonka laid in bed for 20 years, then at the promise of chocolate got up and did a full dance number. #TeachEcon #IncentivesMatter
Class Activities

Did a lesson on equilibrium price today and decided to pretend I was cool and talk @stockx with the kids and how it creates a market. I wish I owned some cool kicks to go with it though. #TeachEcon

Stole the idea from @Wootenomics and did some monopolistic competition today in class...maybe a little oligopolistic too...also 60% were able to blindly identify Fanta apart from 3 other orange sodas. #TeachEcon

It felt so good to have a class up and moving again! DumDum trade was a huge success!
Community

Mr. Pierson @OPS_MrPierson · Sep 14, 2021
Truly some of the unsung heroes of the building here. There is not enough appreciation in the world for what these guys do!

Mr. Pierson @OPS_MrPierson · May 1
I got my bear selfie! Life is good.

Mr. Pierson @OPS_MrPierson · Sep 14, 2021
Thank you to our amazing security team! It is National Security Officer Appreciation Week so we want to thank them for keeping our halls safe and being positive role models for all students! #WeAreBryan

Bryan High School @OPS_BryanHigh · Sep 14, 2021
Thank you to our amazing security team! It is National Security Officer Appreciation Week so we want to thank them for keeping our halls safe and being positive role models for all students! #WeAreBryan

Mr. Pierson @OPS_MrPierson · Apr 21, 2021
Our school would totally implode without the tireless and often thankless work of this team. THANK YOU THANK YOU THANK YOU

Mr. Pierson @OPS_MrPierson · Apr 21, 2021
If you have ever been to Bryan, you know we have AMAZING people who keep this school running every day. Thank you to every single one of them for all the work you do to make our school run efficiently and effectively! #WeAreBryan

Omaha Bryan High Football @BryanBearsFB · Aug 16, 2021
Please consider joining us for our squad scrimmage on Friday! Mark your calendars and bring the family for the return of football to Bear Country. Admission is 1 bottle of Gatorade. #TraditionStartsNow #WeAreBryan

Friday Night Lights Are Back in Bear Country
Green & Gold Game
Friday August 20th 7PM
Admission is 1 bottle of Gatorade

Mr. Pierson @OPS_MrPierson · Apr 14
Great day for the ladies yesterday! We even had an Olympia which I have not seen in person! The ladies represented @OPS_BryanMiddle with poise and pride.

L & C Girls
0
BMS Girls
6

Goals:
Juli [2]
Kiara
Kim
Katty
Bri

Match Day
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