

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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TikTok.com/@EconChrisClarke

Christopher Clarke, PhD

Instructional Assistant Professor
Washington State University
University of Houston



econchrisclarke

Christopher Clarke

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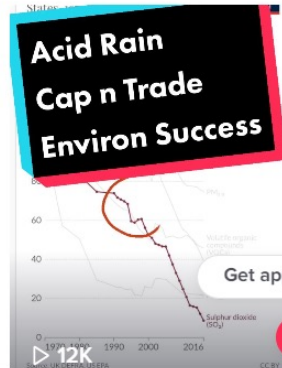
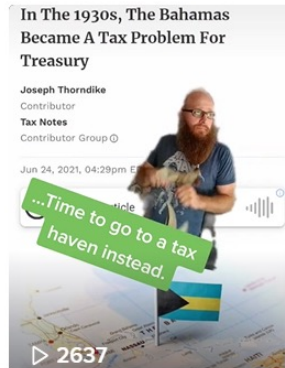
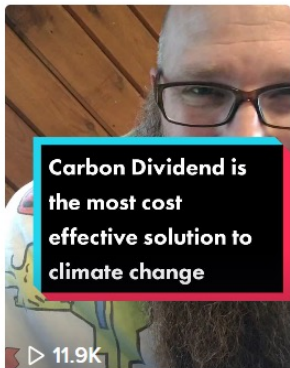
174 Following 36.4K Followers 864.1K Likes

Economist
Prof
UofH
Ceteris Paribus

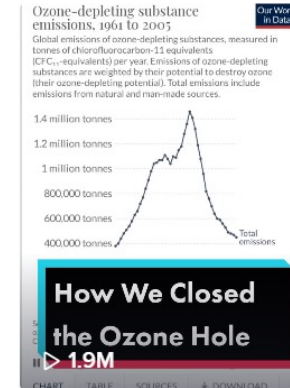
econchrisclarke.wordpress.co...

Videos

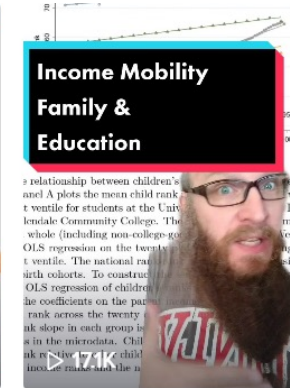
Liked



Replying to @flupos ...



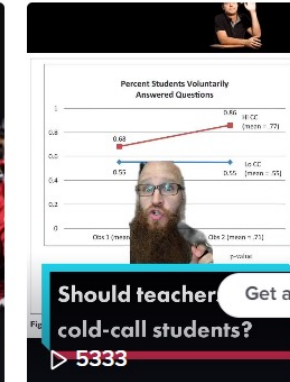
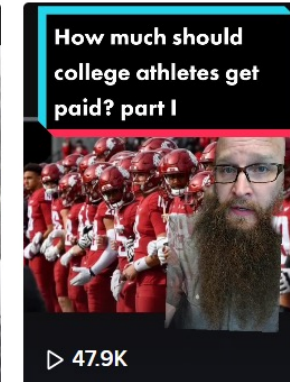
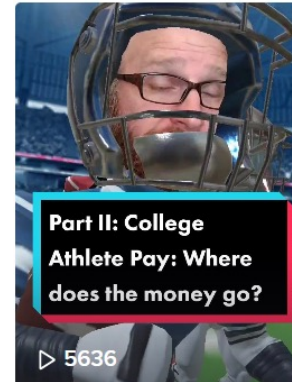
Ah, remember the Ozone ...



#education #equality ...

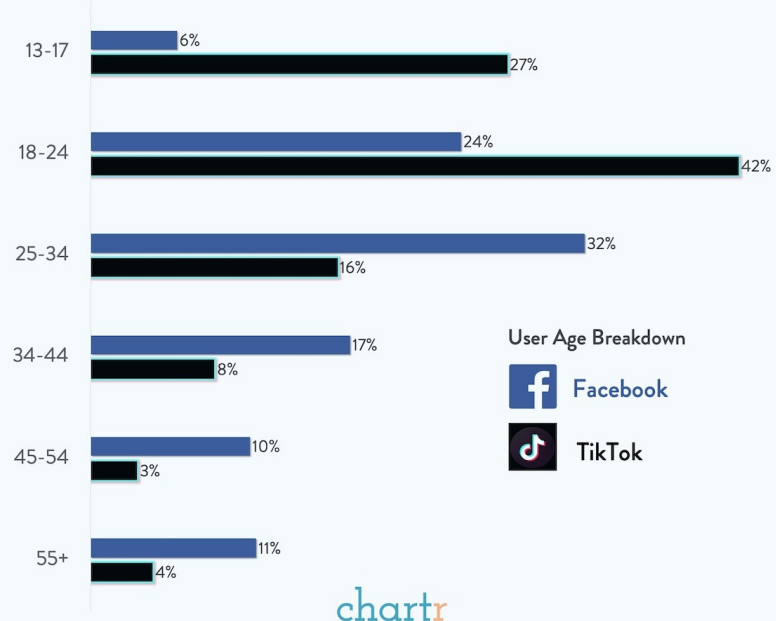


#srilanka #economics ...

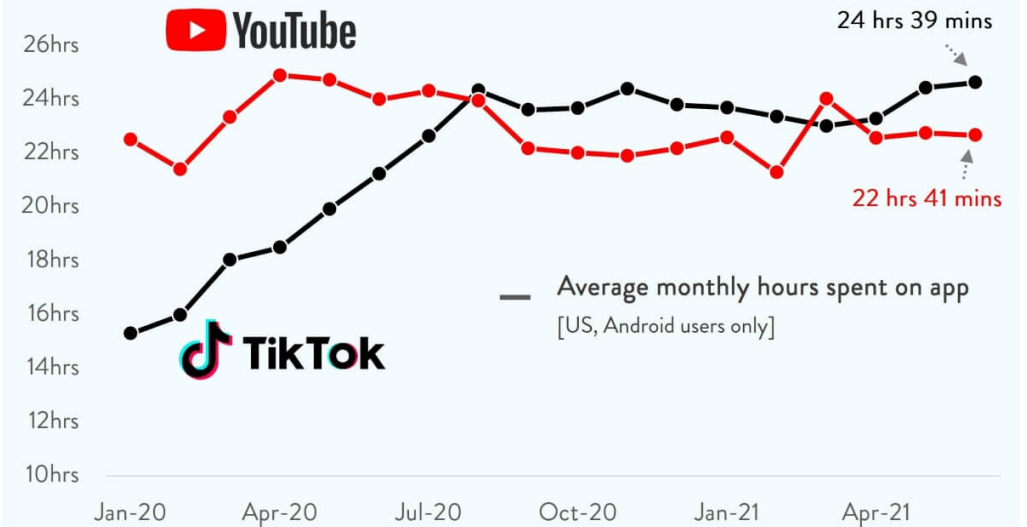


A Teacher Meets Students Where They Are

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



TikTok Has Overtaken YouTube On Average Watch Time



Source: App Annie report "The Evolution of Social Media Apps"

charttr



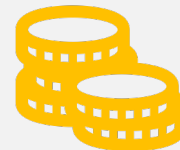
A Public Educator Engaging with ... the Public



Many of our salaries are subsidized by the general public.



We want our expertise to have a broad impact.



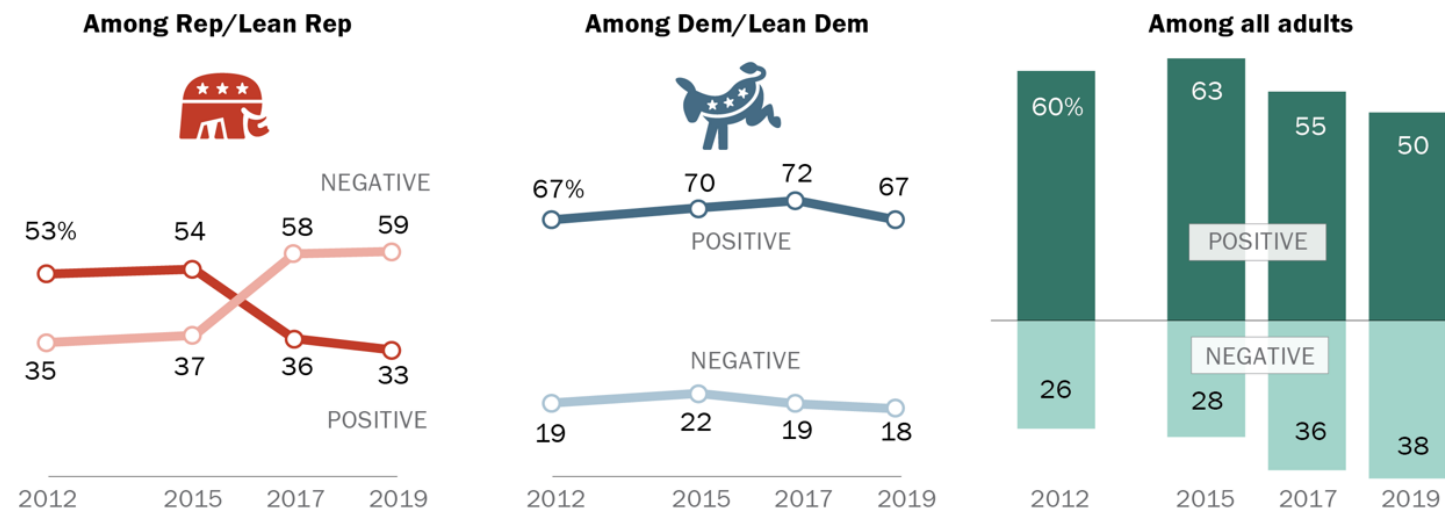
Economics affects everybody

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



Note: Share of respondents who didn't offer an answer not shown.

Source: Pew Research Center surveys of U.S. adults conducted by telephone July 10-15, 2019, June 8-18, 2017, Sept. 16-Oct. 4, 2015, and Feb. 8-12, 2012.

PEW RESEARCH CENTER

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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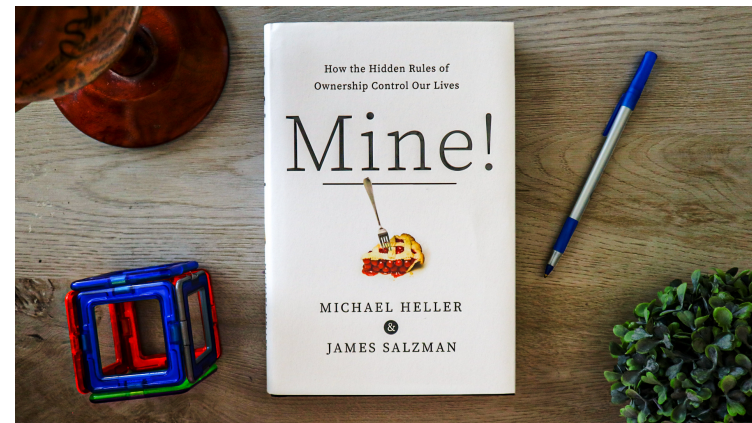
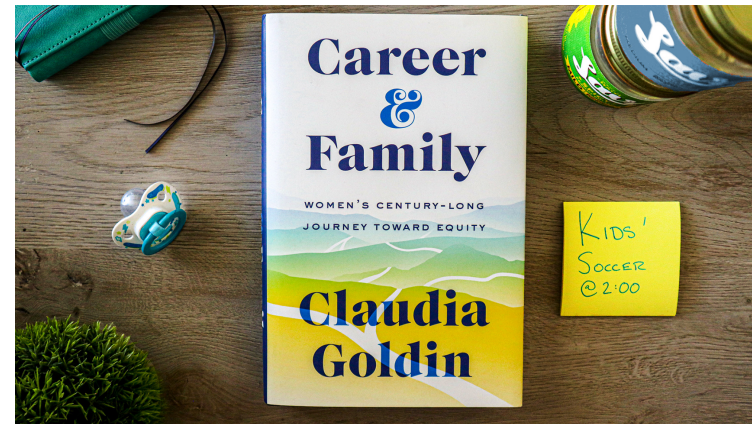


Craig Palsson

- 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



BIGGEST Backyard Water Slide With 100 MILLION ORBEEZ!
Unspeakable ✓
11M views • 11 months ago



Blackbeard: The True Story
Epic History TV ✓
1.2M views • 6 years ago



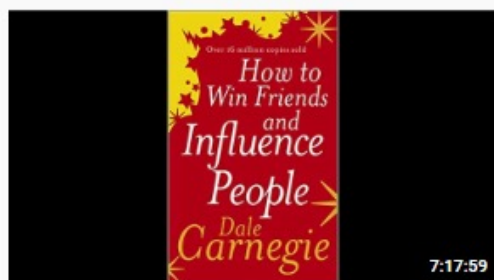
THIS 6'7" 300-POUND WR BULLIED EVERYONE! (10N1's \$10,000 W/ MIKE...
Deestroying ✓
5.2M views • 2 months ago



Relaxing Music Healing Stress, Anxiety and Depressive States Heal Mind, Bod...
Love Yourself ✓
3.3M views • Streamed 3 months ago



'Quintessentially Biden': Joe makes 'no sense' talking 'gibberish' on economy
Sky News Australia ✓
150K views • 2 hours ago



How To Win Friends And Influence People Audiobook
AudiobooksForFree
1.6M views • 1 year ago



Asking each other unreasonable questions
Sturniolo Triplets
1.7M views • 8 months ago



First Aid Hacks That Should Be Illegal
Doctor Mike ✓
7M views • 4 months ago



Top 100 Latest Worship Songs Of Hillsong Collection 2021 - Popular...
바카라비비여신님
7.5M views • 2 years ago



Summer Music Deep • 24/7 Live Radio | Best Relax House, Chillout, Study...
Summer Music Deep ✓
2.3K watching
LIVE



ABANDONED | The Infamous Toxic Ghost Town in Colorado



SAMARITAN Trailer (2022)
ONE Media ✓



The Dark Side of Rich Kids Volunteering Abroad | Informer



Glitterbomb Trap Catches Phone Scammer (who gets arrested)



6 Contestants Who REFUSE To Leave The Stage After Being Told No!



Early Release: Double Dutch Crew Waffle Auditions to "Let's Groove" | AGT...
America's Got Talent ✓
86K views • 1 hour ago



IBIZA SUMMER MIX 2021 → Paradise, Thailand, Hawaii, Greece, ISLANDS 🌴 ...
Green Sound
2M views • Streamed 7 months ago



Real Vs Fake Commercials!
Beast Reacts ✓
26M views • 7 months ago



UNDISPUTED - Skip & Shannon remembering Bill Russell: The most...
Undisputed: Skip and Shannon ✓
63K views • 1 hour ago



Fast Workers Doing Their Job Perfectly
SSSniperWolf ✓
4.2M views • 2 months ago



lofi hip hop radio - beats to relax/study to
Lofi Girl ✓
38K watching
LIVE



The Weeknd - Save Your Tears (Official Music Video)
The Weeknd ✓
893M views • 1 year ago



The REAL best & most expensive coffee in the World
The Coffee Chronicler
1.5K views • 1 day ago



Last to Stop Swinging Wins \$1,000,000 (Part 2)
MrBeast ✓
68M views • 2 years ago




Monday Jazz: Happy Jazz and Bossa Nova Music for Fresh Start
Cozy Jazz Music
635 watching
LIVE




 **Early Release: Double Dutch Crew Waffle Auditions to "Let's Groove" | AG...**
America's Got Talent ✓
86K views • 1 hour ago



 **IBIZA SUMMER MIX 2021 -> Paradise, Thailand, Hawaii, Greece, ISLANDS 🌴 ...**
Green Sound
2M views • Streamed 7 months ago




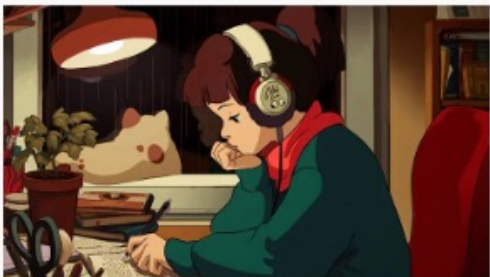
 **Real Vs Fake Commercials!**
Beast Reacts ✓
26M views • 7 months ago




 **UNDISPUTED - Skip & Shannon remembering Bill Russell: The most...**
Undisputed: Skip and Shannon ✓
63K views • 1 hour ago




 **Fast Workers Doing Their Job Perfectly**
SSSniperWolf ✓
4.2M views • 2 months ago




 **lofi hip hop radio - beats to relax/study to**
Lofi Girl ✓
38K watching
LIVE



 **Bribing Star Wars Fans to See CATS Instead**
Your Channel
123K views • 1 hour ago



 **The REAL best & most expensive coffee in the World**
The Coffee Chronicler
1.5K views • 1 day ago



 **Last to Stop Swinging Wins \$1,000,000 (Part 2)**
MrBeast ✓
68M views • 2 years ago

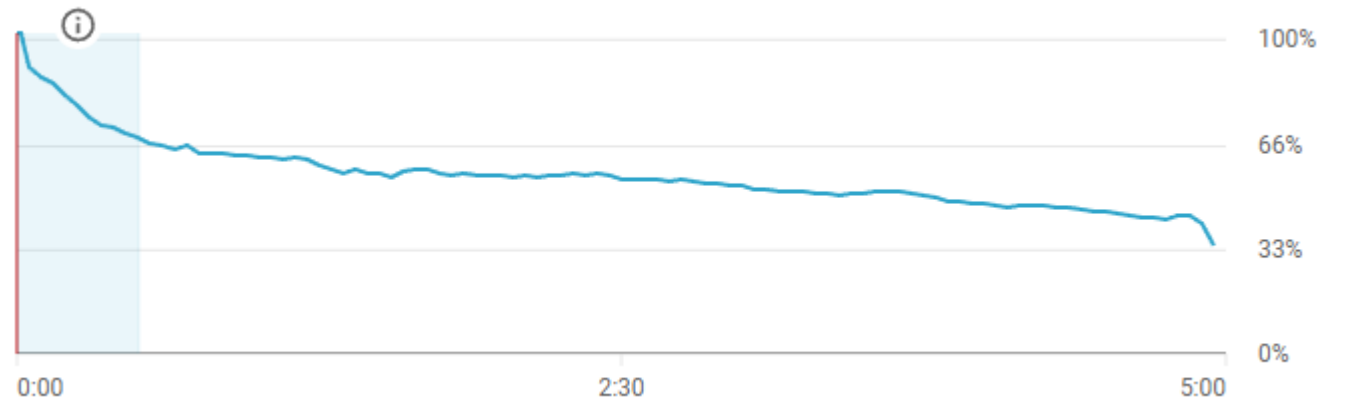


 **Monday Jazz: Happy Jazz and Bossa Nova Music for Fresh Start**
Cozy Jazz Music
635 watching
LIVE

Video from 2019



Video from 2022



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Twitter in the High School World

Matt Pierson
@OPS_MrPierson



Student Work



Mr. 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](#)



Mr. Pierson @OPS_MrPierson · May 24
Replying to @OPS_MrPierson



Mr. Pierson @OPS_MrPierson · Apr 12
There is nothing quite like the feeling when you are doing Shark Tank and you see the entrepreneurial cogs start turning in a kids head...their face literally brightens up and they start spewing ideas out like a faucet. It's beautiful. [#TeachEcon](#)

Student Work



Mr. Pierson
@OPS_MrPierson

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](#)

9:58 AM · Mar 3, 2022 · TweetDeck

Econ Humor



Mr. Pierson @OPS_MrPierson · Jan 28

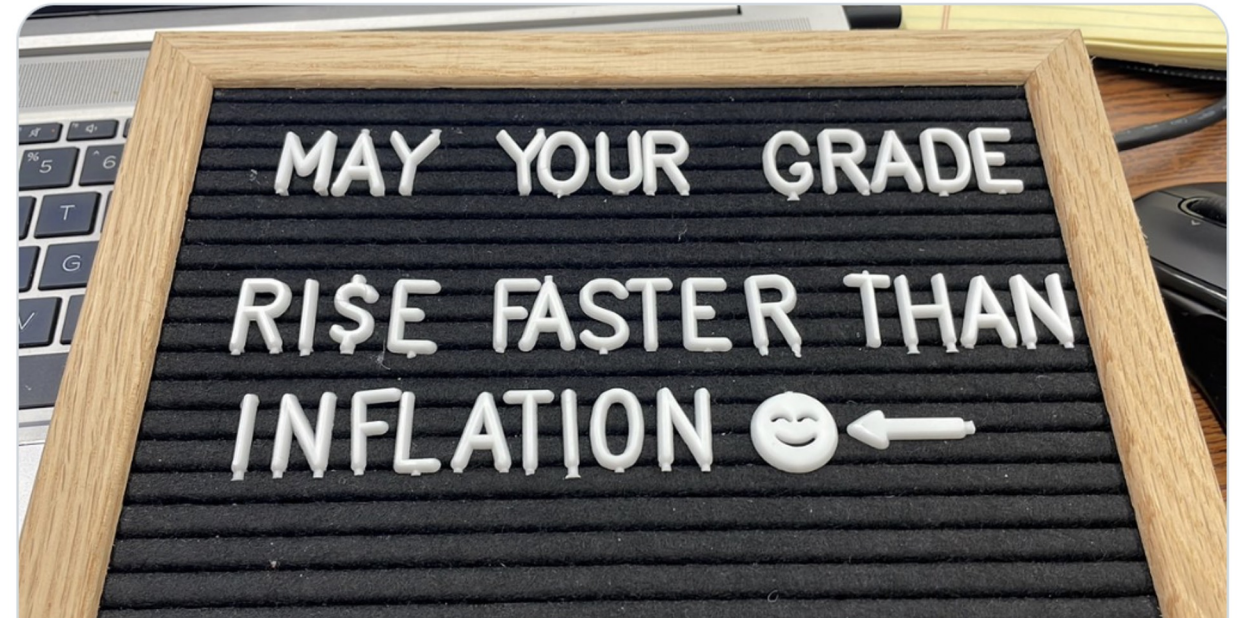
Will any kids get the joke...

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



Mr. Pierson @OPS_MrPierson · 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 · 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.



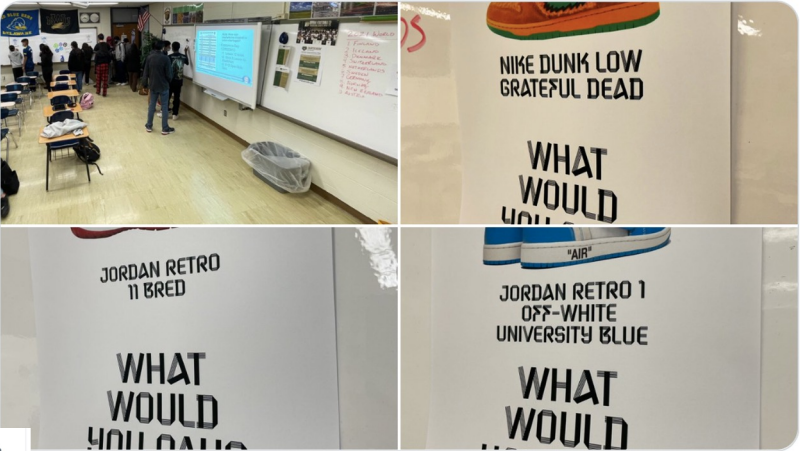
Mr. Pierson @OPS_MrPierson · Oct 13, 2021

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

Mr. Pierson
@OPS_MrPierson

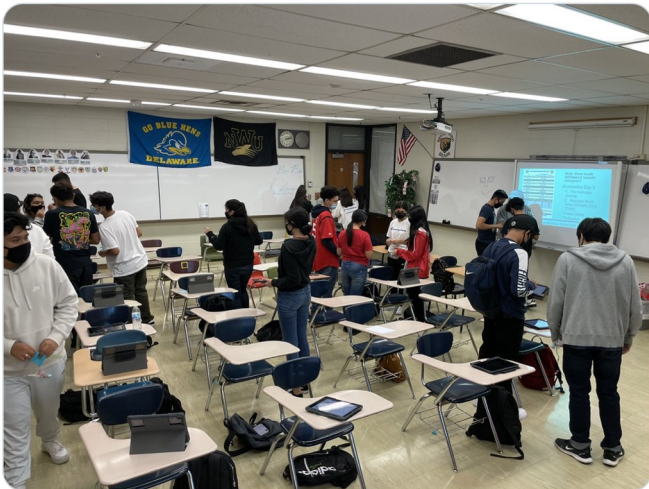
Did a lesson on equilibrium price today and decided to pretend I was cool and talk @stockx with the kids and how it creates a market. I wish I owned some cool kicks to go with it though. #TeachEcon



8 AM · Nov 10, 2021 · Twitter for iPhone



Mr. Pierson @OPS_MrPierson · Aug 25, 2021
It felt so good to have a class up and moving again! DumDum trade was a huge success!



1 14



Mr. Pierson @OPS_MrPierson · Oct 28, 2021
Marginal Utility...consider yourself...DIMINISHED.... #TeachEcon #EconEdMonth



Mr. Pierson @OPS_MrPierson · Apr 22
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




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!

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 literally implode without the tireless and often thankless work of this team. THANK YOU THANK YOU THANK YOU

Bryan High School @OPS_BryanHigh · 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

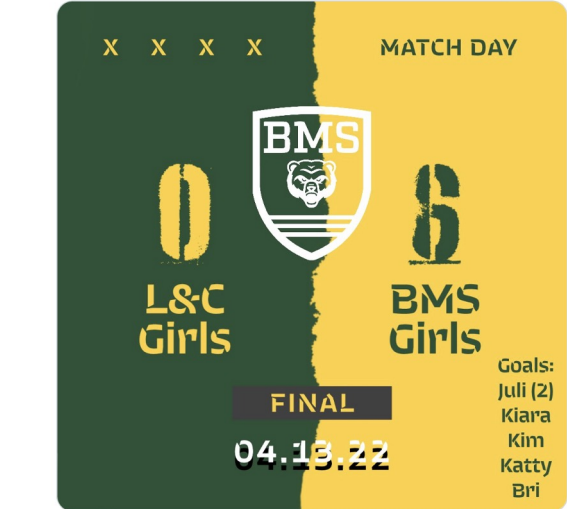


Mr. Pierson @OPS_MrPierson · Aug 16, 2021
Time to dust off the ol pipes...

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



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



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



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