

Breaking Down the Language Barrier: Using Pop Culture from Across the Globe to Teach Microeconomics

**Wayne Geerling [Monash University]
Jadrian Wooten [Penn State University]
Dirk Mateer [University of Texas]
Florencia Gabriele [Emmanuel College]**

Developments in Economics Education 2021

Motivation

- ❖ Improve classroom diversity because of under-representation across profession.
- ❖ Intentional approach to diversifying lecture material.

Classroom Management and Student Interaction Interventions: Fostering Diversity, Inclusion, and Belonging in Undergraduate Economics

33 Pages • Posted: 3 Aug 2020

[Abdullah A. Al-Bahrani](#)

Northern Kentucky University - Department of Economics and Finance

Date Written: July 7, 2020

Abstract

The economics profession lacks gender and racial diversity, so interventions at the graduate and professional level have been introduced to minimize the effect of the “leaky pipeline.” Since economic educators lack training in classroom management and student interaction skills, I present interventions to increase diversity and inclusion by developing a sense of belonging at the principles level. I introduce low-cost interventions that target classroom management and student interactions for those who are interested in finding new ways to increase representation in undergraduate economics. To increase diversity in the economics profession we need interventions that will attract more diverse students and minimize attrition by establishing a career path.

Keywords: underrepresented minorities, women, undergraduate; economics education, classroom management, professional development

Motivation

Teaching Principles of Microeconomics with the Economics Media Library

Hobbs, K. and Wooten, J. (2021) "Teaching Principles of Microeconomics with the Economics Media Library." *Applied Economics Teaching Resources*, in press.

27 Pages • Posted: 3 Nov 2020 • Last revised: 1 Apr 2021

Kelsi Hobbs

University of North Carolina (UNC) at Greensboro - Department of Economics

Jadrian Wooten

Pennsylvania State University - Department of Economics

Date Written: September 15, 2020

Abstract

We provide 11 short exercises that can be used in a principles of microeconomics classroom which incorporate media clips from the Economics Media Library. The exercises have been used in both small and large classroom settings and take less than 15 minutes to complete. These teaching guides can be a helpful first step for educators interested in introducing small activities to engage students in the classroom.

Keywords: teaching, economics education, television

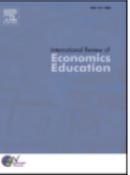


ELSEVIER

Contents lists available at [ScienceDirect](#)

International Review of Economics Education

journal homepage: www.elsevier.com/locate/iree



Diversifying the use of pop culture in the classroom: Using K-pop to teach principles of economics

Jadrian J. Wooten^{a,*}, Wayne Geerling^b, Angelito Calma^c

^a Department of Economics, 315 Kern Graduate Building, Penn State University, United States

^b Department of Economics, Room E970, Monash University, VIC, 3800, Australia

^c Faculty of Business and Economics, 111 Barry St, The University of Melbourne, VIC, 3053, Australia

ARTICLE INFO

JEL classifications:

A20

A21

Keywords:

Inclusive teaching

Media

Music

Teaching economics

ABSTRACT

Economic educators have been teaching with pop culture for decades, but no primary work has identified media from foreign-language sources. We provide three teaching guides that capitalize on the growth of Korean popular music and can be integrated into the principles curriculum. The three artists chosen – BTS, BLACKPINK and EXO-CBX – have huge global followings. Each online music video provides English subtitles and economic content. We provide summaries and discussion questions for educators wishing to use the music videos in their classroom.

Our project extends this analysis by focusing on **foreign-language** pop culture and media from **around the world**.

Pop Culture as a Pedagogy Tool

- ❖ Growing number of media resources, but almost exclusively English-language.
- ❖ Improved integration into the course with active learning techniques.
 - Classroom response systems (Calhoun and Mateer, 2012)
 - Think pair share (McGoldrick, 2012)
 - Suitable for small classes or large lectures (Buckles, Hoyt, and Imazeki, 2012).

Parks
Recreation
the office

Seinfeld

Breaking
Bad

modern
family

SHARK
TANK

the BIG
BANG
THEORY



DIRK
MATEER

Pop Culture as a Pedagogy Tool

- ❖ Use of foreign-language material to teach economics is almost non-existent.
- ❖ Lack of diverse teaching material: **demand factors** not supply.
- ❖ Bollywood produces **more films** and **sells more tickets** than Hollywood.



Barriers to Entry Have Fallen

- ❖ Barriers to consuming foreign-language media have fallen with **growth of streaming** (Krueger 2019)



144

million



204

million



Breaking Down The Language Barrier

BREAKING DOWN THE LANGUAGE BARRIER: USING POP CULTURE FROM ACROSS THE GLOBE TO TEACH MICROECONOMICS

Wayne Geerling ¹ Jadrian J. Wooten ² G. Dirk Mateer ³ Florencia Gabriele ⁴

Abstract

Economic educators have been teaching with pop culture for decades, but the idea of using foreign-language teaching resources to create a more inclusive and diverse classroom has only recently been taken up. This paper builds on the work of Wooten et al. (2020), who have shown how K-pop can be integrated into an English-language classroom. We expand on that work by compiling a set of 11 teaching guides using material from 11 different countries that demonstrate economic concepts commonly taught in a principles of microeconomics course. Al-Bahrani (2020) has called on educators to take a deliberate approach to diversifying their lecture material. It is our hope that, with time, broadly diverse and inclusive media will be ubiquitous when students are introduced to economics.

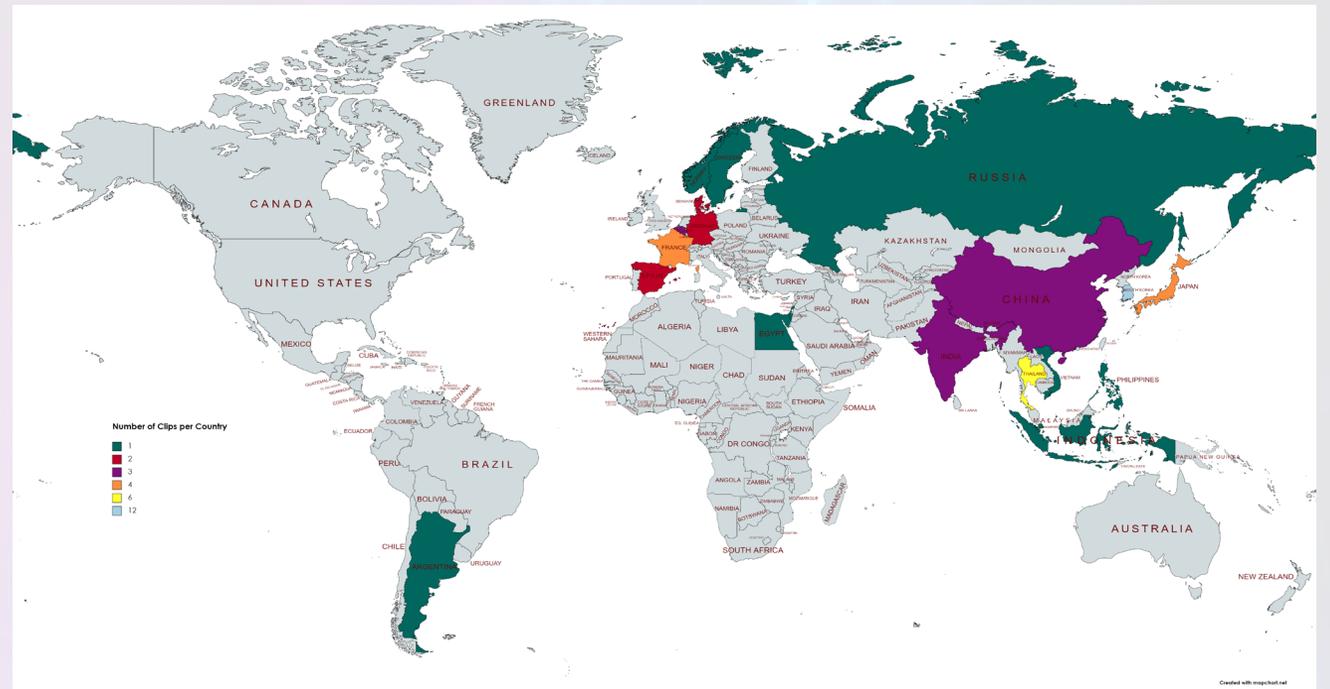
Keywords: inclusive teaching, diversity, media, teaching economics

JEL Classification: A20, A21

We reduce the costs of using foreign language media, help instructors diversify their curriculum & ensure students can understand the dialogue.

Teaching Guides

- ❖ **Wide range** of media.
- ❖ Teaching guides mapped to microeconomics course.
- ❖ Each lesson takes 10–15 minutes.



Upfront Challenges

- Don't expect educators to use every guide.
- Marginal changes.

Teaching Guides

Topic	Title/Company	Type	Length (min: sec)	Source Country	Source Language
1. Incentives	Do It for Denmark	Commercial	2:00	Denmark	Danish
2. Production Possibilities Frontier	G.E.M, "Tik Tok"	Annotated music video	4:02	China	Mandarin
3. Markets	Maeklong Outdoor Market	YouTube video	1:20	Thailand	Thai
4. Elasticity	Le Trefle	Commercial	0:42	Belgium	French
5. Market Efficiency	JoJo's Bizarre Adventure	Anime	2:39	Japan	Japanese
6. Externalities	BTS, "No"	Annotated music video	4:03	South Korea	Korean

Topic	Title/Company	Type	Length (min: sec)	Source Country	Source Language
7. Innovation	Volvo	Commercial	1:10	Sweden	Swedish
8. Monopolistic Competition	Burger King	Commercial	1:30	Argentina	Spanish
9. Behavioral Economics	Joris, "Heart Over Head"	Annotated music video	3:27	Germany	German
10. Information Asymmetry	Volkswagen	Commercial	0:51	Netherlands	Dutch
11. International Trade	Pizza Hut	Commercial	1:01	Russia	Russian

Teaching Guide #4: Elasticity

Clip Title:

Le Trèfle, “Emma”

Summary:

A commercial for a popular brand of toilet paper in Belgium.

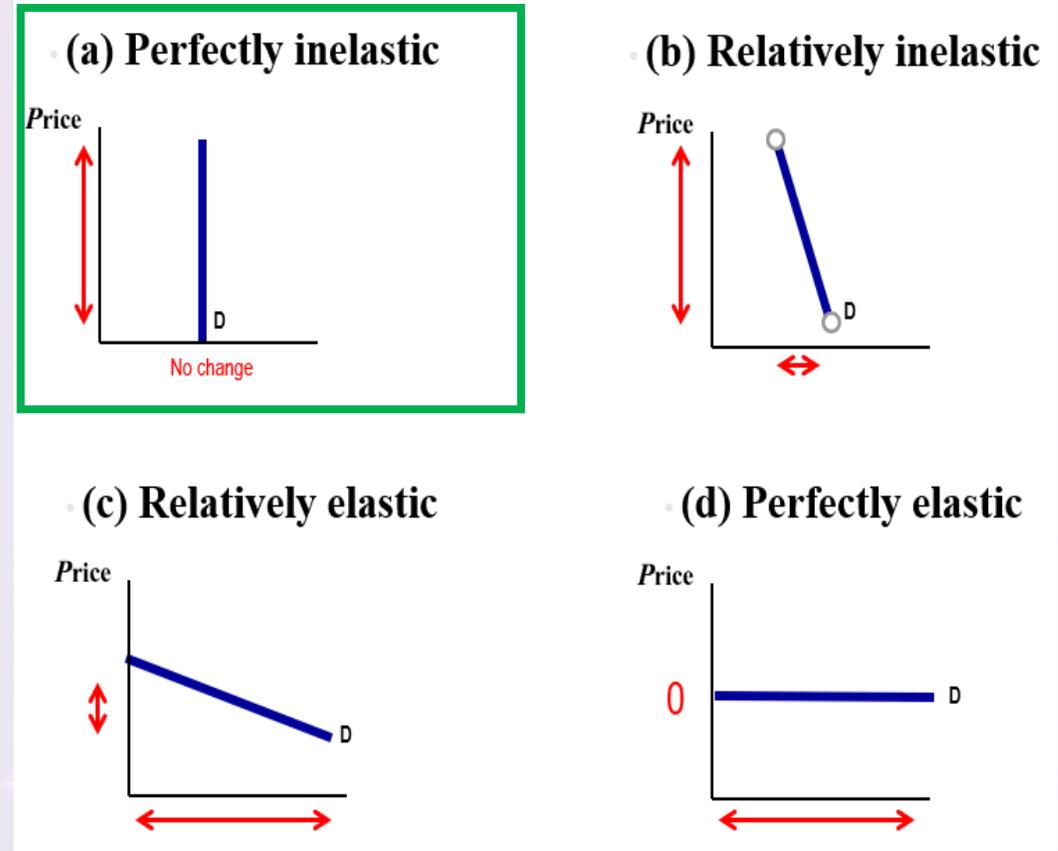
Click on this image and watch the video.



Teaching Guide #4: Elasticity

1. Which of the following graphs best illustrates the elasticity of demand for toilet paper in the commercial? Explain your answer in 2-3 lines.

2. What has happened to the elasticity of demand for toilet paper during COVID-19?



Teaching Guide #6: Externalities

Clip Title:

BTS, “No”

Summary:

The song is about the pressure South Korean children face when it comes to school and grades.

Click on this image and watch the video.



Teaching Guide #6: Externalities

1. What are some of the negative externalities highlighted by BTS?
2. How do these negative externalities impact South Korea's demographics and labor market?

Breaking Down the Language Barrier: Using Pop Culture from Across the Globe to Teach Microeconomics

Wayne Geerling [Monash University]



@WayneGeerling



Wayne Geerling