

Teaching with You Tube: An Economist's Guide to Free Web-based Content

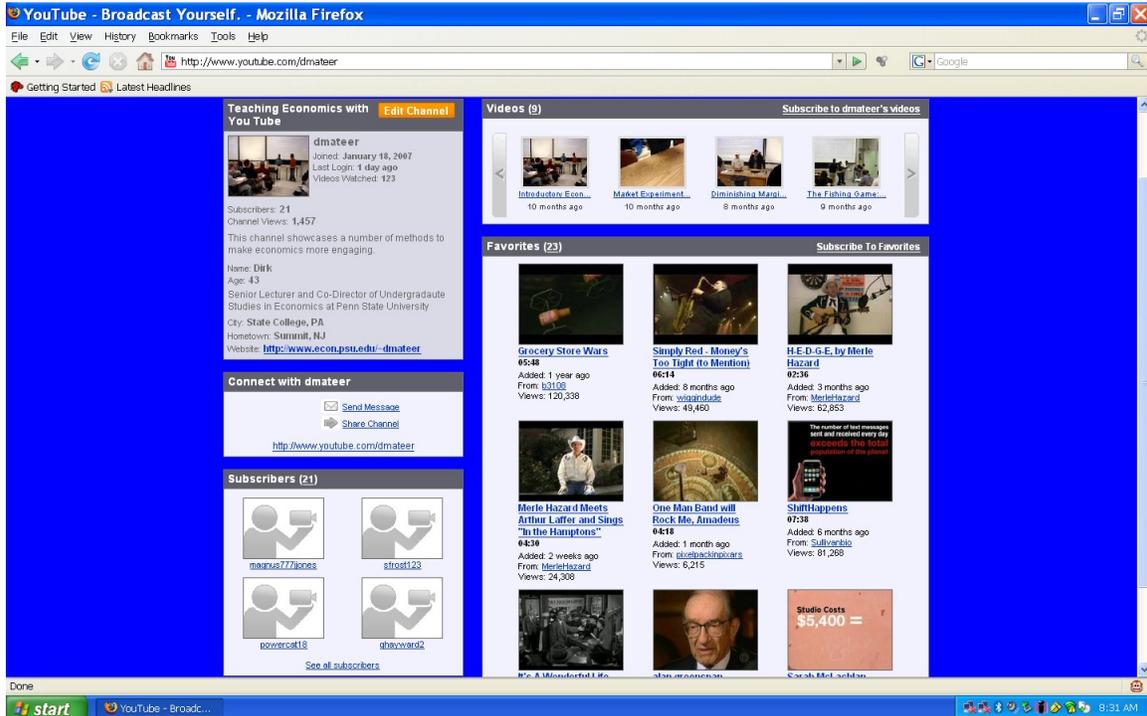
By G. Dirk Mateer

Much of my work has focused on the economics of popular culture and how to make economics more engaging, or as Becker and Watts (2006) emphasize, moving the discipline away from “chalk and talk.” There are two difficulties in utilizing media in the classroom. First, there is the “fair use” of copyrighted material. Second, there is the time involved in downloading, digitizing, and managing the media files. Fortunately, You Tube has the ability to solve both of these problems.

The literature is filled with approaches that advance the use of media. Sexton (2006) and Leet and Howser (2003) provide comprehensive sets of film to use, Dixit (2005) explores the use of various visual elements, computer games, movie clips, etc. to illustrate and stimulate interest in game theory, and Tinari and Khandke (2000) make use of popular songs dating back to the 1930s to help teach economics. However, the new approaches to teaching economics with media have had difficulty penetrating the classroom. To help make media more accessible my own research is relevant. To secure copyrights, a substantial investment was required to produce *Economics in the Movies* (Mateer, 2005) a supplement for the principles market. In addition, I have created a unique set of musical animations at, www.musicforecon.com (Mateer and Rice, 2007, forthcoming in *Perspectives in Economic Education Research*).

This poster session will showcase a channel on You Tube devoted to economic content. Since You Tube is a web-based application anyone can access this content and utilize the materials in class without having to worry about copyright infringement. You

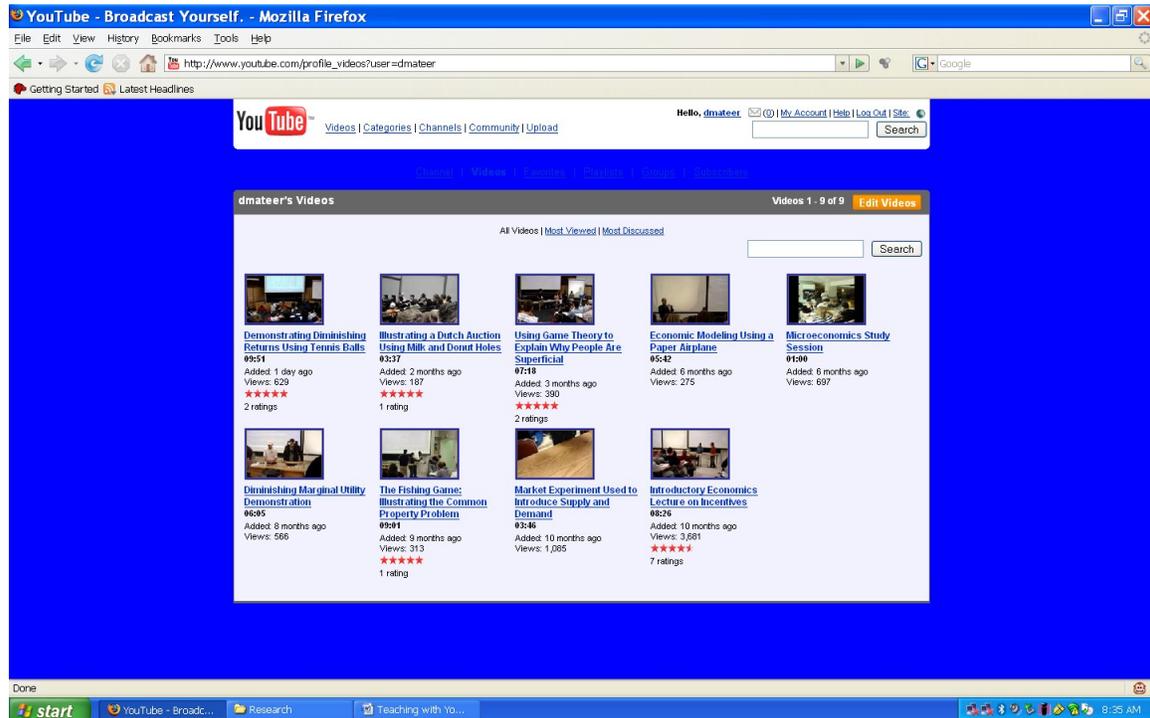
Tube allows users to link to interesting content and create channels so that once something is “discovered” it can be easily shared with others. This solves the problem of having to do everything yourself.



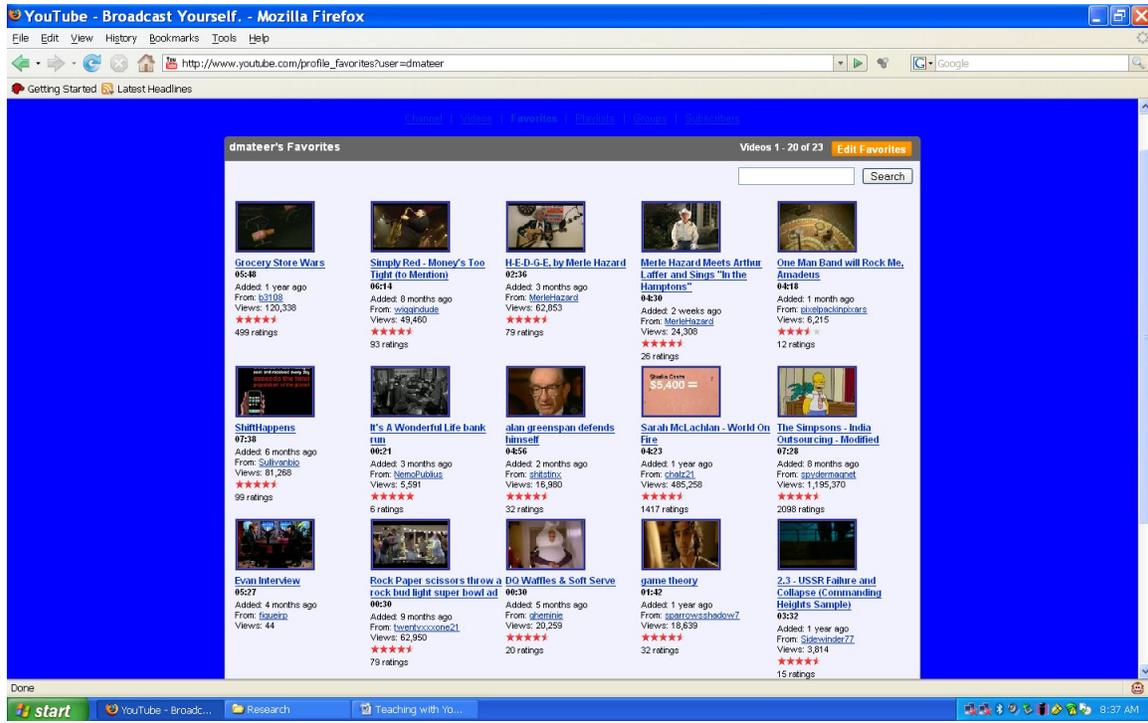
Moreover, there are many useful media available on You Tube: movies of in-class demonstrations, short movie scenes from theatrical releases that are of interest to economists, music and music videos that are rich in economic content, commercials, clips from TV shows, news clips and current events, comedic media from The Daily Show, sketches from Saturday Night Live, and much more.

Here are a number of screen captures of the You Tube content:

The first screen capture showcases videos from my lectures:

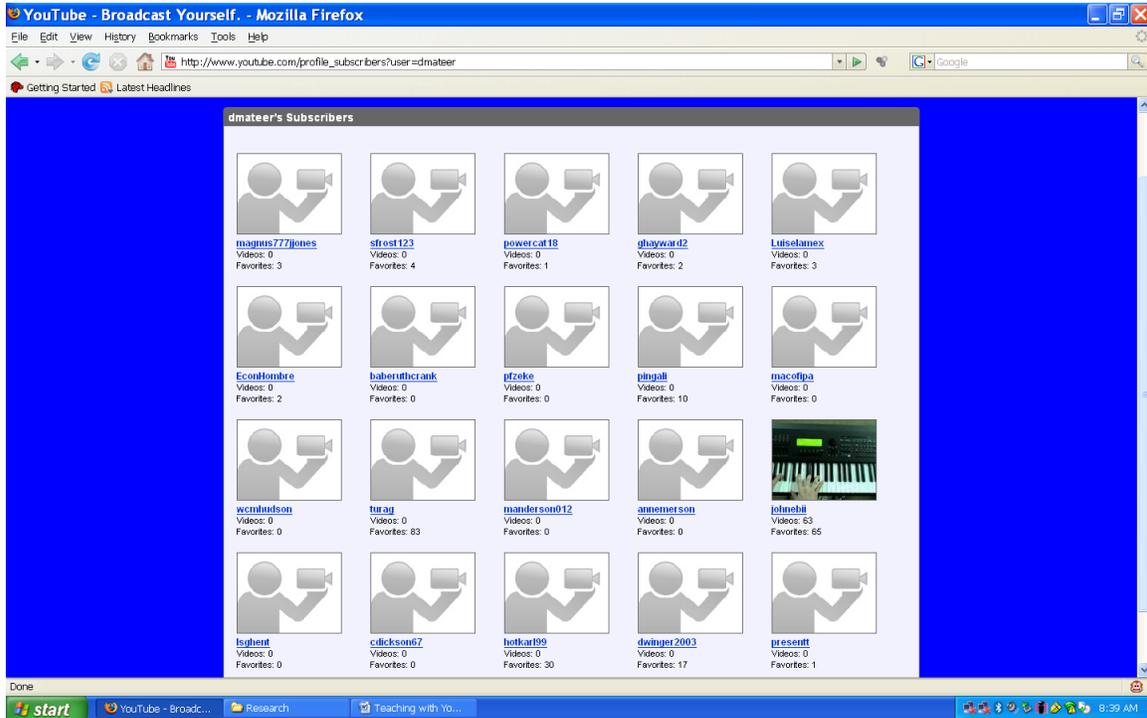


The second screen capture highlights content available through others:

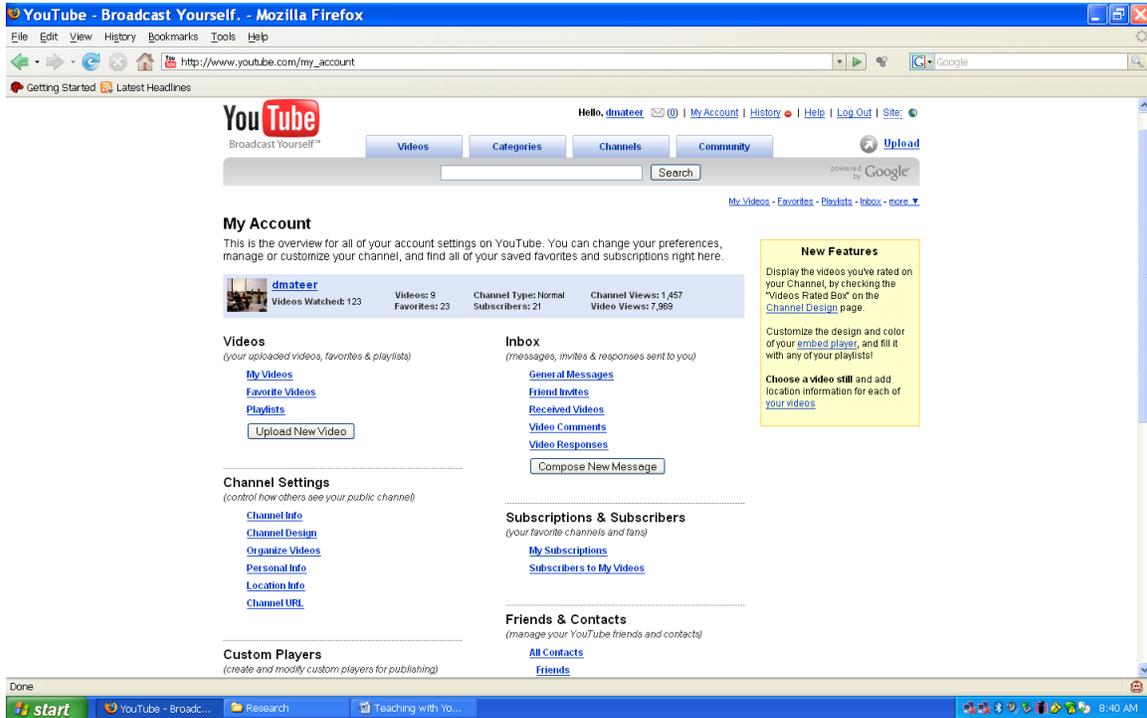


By showcasing the YouTube channel that I've created, I hope to foster a community of interested instructors who will share ideas and their own discoveries so

that the platform will become richer through collaboration. This process has already begun. The channel that I have created currently has 20 subscribers:



Finally, YouTube documents activity on your channel and provides an effective platform for communication with users who wish to receive updates. The last screen capture provides a number of useful statistics on site usage:



With time, my hope is that this channel will grow into the media equivalent of a blog.