National Conference on Teaching Economics 
(Undergraduate, Graduate Levels) and Research in Economic Education (all Levels)

June 1-3, 2011
Palo Alto, California
Stanford Institute for Economic Policy Research

Sponsored by:

Committee on Economic Education

Journal of Economic Education

Federal Reserve Bank of San Francisco

Lawrence Senesh Endowment in Economic Education
Wednesday, June 1

1:00 – 2:30 pm  WELCOME and PLENARY SESSION 1, Gunn SIEPR Building, Rm. 130
Bringing Experiments and the Scottish Enlightenment into the Classroom
VERNON SMITH, Chapman University
Presiding: MICHAEL WATTS, Purdue University

3:00 – 5:00 pm  Gunn SIEPR Building, Room 120
Out of Class Work and Performance
Presiding: JOHN R. SWINTON, Georgia College and State University
LINDA CARTER, Baylor University, and TISHA EMERSON, Baylor University – In-Class vs. Online Experiments: Is There a Difference?
THOMAS P. ANDREWS, West Chester University – Assessing the Effectiveness of Computer-Based Homework Assignments for Economics
BRENDAN KENNELLY, Lehigh University, and DARRAGH FLANNERY, University of Limerick, and JOHN CONSIDINE, University College Cork – Paper and On-line Assignments in Economics: A Test of their Effectiveness
JENNJOU CHEN, National Chengchi University – Learning Style and Exam Performance in an Online Distance Learning Microeconomics Course
Discussants: MARK MAIER, Glendale Community College
NICHOLAS G. RUPP, East Carolina University
JOHN R. SWINTON, Georgia College and State University
PEDRO DE ARAUJO, Colorado College

3:00 – 5:00 pm  Gunn SIEPR Building, Room 130
An Introduction to Team-Based Learning – PANEL DISCUSSION
Presiding: JENNIFER IMAZEKI, San Diego State University
MOLLY ESPEY, Clemson University
WILLIAM L. GOFFE, SUNY Oswego
PAUL L. HETTLER, California University of Pennsylvania
JENNIFER IMAZEKI, San Diego State University

3:00 – 5:00 pm  Gunn SIEPR Building, Room 320
Innovative Teaching Techniques
Presiding: STEVEN J. BALASSI, St. Mary’s College of California
OLENA MYKHAYLOVA, University of Richmond, SHAKUN MAGO, University of Richmond, and JAMES STAVELEY-O’CARROLL, Georgetown University - Housing Prices and Balance Sheet Effects: A Classroom Demonstration
MANU RAGHAV, DePauw University, and HUMBERTO BARRETO, DePauw University - Understanding and Teaching Unequal Probability of Selection and Complex Survey Design
MONICA GALIZZI, University of Massachusetts-Lowell – Bringing Economics Texts to Life
HISAYA KITAOKA, Franklin College – What Does Cooperative Learning Innovation Bring to Students?

Discussants: DIANE SUHLER, Columbia College
ROISIN O’SULLIVAN, Smith College
COLLETTE BARR, Santa Barbara City College
KATE CARSON, U. S. Air Force Academy

3:00 – 5:00 pm  Landau Economics Building, Room 133(B)

International

Presiding: KRISTINE CHASE, Saint Mary’s College of California
INNA POMORINA, University of Bristol, UK – Using Surveys to Follow the Changing Picture of Teaching in the Economics HE in UK
PETER DAVIES, University of Birmingham – Undergraduate Economics in the UK: Who Studies Where
EWALD MITTLESTAEDT, TU Dortmund University of Technology, and CLAUDIA WIEPCKE, University of Education Sw. Gmuend – Economic Education in Germany

Discussants: KRISTIN CHASE, Saint Mary’s College of California
WALTER YUAN, California Institute of Technology
SCOTT P. SIMKINS, North Carolina A&T State University
NALIN BHARTI, Indian Institute of Technology-Patna

3:00 – 5:00 pm  Landau Economics Building, Room 134(A)

Learner-Centered Approaches

Presiding: BARBARA PHIPPS, University of Kansas
JOSEPH D. ONGERI, Methodist College – Motivating Students of Economics through Learner Centered Teaching


DONNA GILLESKIE, University of North Carolina, and MICHAEL K. SALEMI, University of North Carolina – How Well Does a Literacy-Targeted Principles of Economics Course Prepare Students to Major in Economics

RICHARD BALL, Haverford College – Teaching Undergraduates How to Document Their Empirical Research So That Their Results Can Be Duplicated and Why They Should Do So

Discussants: KERRY PANNELL, DePauw University
BARBARA PHIPPS, University of Kansas
JAMES K. SELF, Indiana University
VERA BRUSENTEV, University of Delaware

6:30 – 8:30 pm  DINNER and PLENARY SESSION 2 at the Fed
Economics Instruction and the Brave New World of Monetary Policy
DR. JOHN C. WILLIAMS, President and CEO, Federal Reserve Bank of San Francisco
Presiding: JODY HOFF, Federal Reserve Bank of San Francisco

Thursday, June 2
8:30 – 10:30 am Gunn SIEPR Building, Room 120
Using Arts to Teach Economics – PANEL DISCUSSION
Presiding: MICHAEL WATTS, Purdue University
CECIL BOHANON, Ball State University – Can a University Art Museum Be Used to Teach Economics?
CHAD COTTI, University of Wisconsin-Oshkosh, and MARIANNE JOHNSON, University of Wisconsin-Oshkosh – Teaching Economics using Jonathan Harr’s The Lost Painting: The Quest for a Caravaggio Masterpiece
MICHAEL W. WATTS, Purdue University – Unveiling a Wiki Site on Using Art to Teach Economics

8:30 – 10:30 am Gunn SIEPR Building, Room 130
Using Media to Enhance Teaching and Learning in Economics - WORKSHOP
DIRK MATEER, Pennsylvania State University – TV for Economics, Music for Economics, Economics in the Movies
LINDA GHENT, Eastern Illinois University – Economics of Seinfeld, TV for Economics
TOD PORTER, Youngstown State University – Media for Microeconomics

8:30 – 10:30 am Gunn SIEPR Building, Room 320
Teaching and Learning
Presiding: WILLIAM BOSSHARDT, Florida Atlantic University
DONALD T. WARGO, Temple University, and M. OLGUTA VILCEANU, Temple University – The New Science of Learning and Why Students Forget Their Economics So Quickly
GAIL HOYT, University of Kentucky, and BRANDON SHERIDAN, University of Kentucky – Effective Teaching Strategies for New Teachers in Microeconomic Principles: Our Best Tips from the TA Teacher Training Program at the University of Kentucky
KIM P. HUYNH, Bank of Canada, and DAVID T. JACHO-CH’AVEZ, University of Indiana, and JAMES K. SELF, Indiana University – Who Does Collaborative Learning Help? The Pedagogical Efficacy of Student Learning
SCOTT CARRELL, University of California-Davis – The Role of Professors in the Education Production Process

Discussants: WILLIAM BOSSHARDT, Florida Atlantic University
NICOLE SIMPSON, Colgate University
INDRANIL K. GHOSH, Saint Xavier University
ROCHELLE RUFFER, Nazareth College

8:30 – 10:30 am Landau Economics Building, Room 133(B)
Technology and Class Size
Presiding: WENDY STOCK, Montana State University
BERND SUESSMUTH, University of Leipzig, and PHILIPP MANDEL, University of Leipzig – Size Matters: The Relevance and Hicksian Surplus of Agreeable College Class Size
RON BAKER, Millersville University, and KIRSTEN MADDEN, Millersville University – Buy the Seat of Your Pants: Does Increasing the Stakes of a Classroom Experiment Increase Learning Outcomes
JOHN R. SWINTON, Georgia College and State University, and BENJAMIN SCAFIDI, Georgia College and State University – Technology in the Aid of Delivering Economic Content to Teachers: Virtual Economics V.3
DENISE STANLEY, California State University-Fullerton, and MORTEZA RAHMATIAN, California State University-Fullerton – Can Technology Make Large Classrooms Neutral for Learning? The Case of an Upper-Division CBE Core Class

Discussants: ATHANASSIOS PITSOULIS, Brandenburg University of Technology
JOSE J. VAZQUEZ, University of Texas-San Antonio
WENDY STOCK, Montana State University
CARLOS ASARTA, University of Nebraska-Lincoln

8:30 – 10:30 am  Landau Economics Building, Room 134(A)
Simulations

Presiding: MARY C. SUITER, Federal Reserve Bank of St. Louis
FRED FOLDVARY, Santa Clara University – Classroom Economic Simulation
SARAH PEARLMAN, Vassar College – A Goldsmith Game for Learning Money Creation
ALAN GREEN, Lander University – Using a Classroom Simulation to Illustrate Basic Economic Concepts
SAHAN DISSANAYAKE, University of Illinois – Using STELLA Simulation Models to Develop Intuition about National Resource Economics

Discussants: STEPHANIE MARTIN, Allegheny College
DENISE HAZLETT, Whitman College
ROGER BUTTERS, University of Nebraska-Lincoln
MARY C. SUITER, Federal Reserve Bank of St. Louis

11:00 – 12:30 pm  Gunn SIEPR Building, Room 120
Big Thinkers and Economic Education

Presiding: MICHAEL SALEMI, University of North Carolina-Chapel Hill
BRENT EVANS, Mississippi State University, and PAUL W. GRIMES, Mississippi State University, and WILLIAM E. BECKER, JR., Indiana University/University of South Australia – Why Do Eminent Economists Join the Profession?
ROBERT VAN HORN, University of Rhode Island, and MONICA VAN HORN, University of Rhode Island – Using Music to Teach the History of Economic Thought
MARTIN P. SHANAHAN, University of South Australia, and JOHN K. WILSON, University of South Australia, and WILLIAM E. BECKER, JR., Indiana
University/University of South Australia – Applying Nobel Laureates’ Acceptance Speeches to Teaching Economics

**Discussants:** MICHAEL SALEMI, University of North Carolina-Chapel Hill  
STEPHEN BUCKLES, Vanderbilt University  
CECIL BOHANON, Ball State University

11:00 – 12:30 pm  Gunn SIEPR, Room 130

**Intentional Use of Personal Response Systems (Clickers) to Address Student Misconceptions, Close Learning Gaps, and Improve Student Learning - WORKSHOP**

WILLIAM L. GOFFE, SUNY-Oswego  
SCOTT P. SIMKINS, North Carolina A&T State University

11:00 – 12:30 pm  Gunn SIEPR Building, Room 320

**Beyond Principles**

**Presiding:** CHARLES A. HOLT, University of Virginia  
PETER DAVIES, University of Birmingham, and AMANDA HUGHES, Staffordshire University – Enterprise Capability: Dimensions and Assessment  
KRISTINE CHASE, Saint Mary’s College of California, and LYNN PARINGER, California State University-East Bay, and RICHARD COURTNEY, Saint Mary’s College of California – The Many and Varied Ways Economics is Integrated and Taught in Executive MBA Programs  
KERRY PANNELL, DePauw University – Making Group-Work Work: Group Annotation and Cooperative Problem-Solving in a Money and Banking Course

**Discussants:** DENISE STANLEY, California State University-Fullerton  
JOSEPH D. ONGERI, Methodist College  
DONALD WARGO, Temple University

11:00 – 12:30 pm  Landau Economics Building, Room 133(B)

**The FRED Family: Data and Primary Source Materials for College Classroom – Free from the Federal Reserve Bank of St. Louis - WORKSHOP**

KATRINA STIERHOLZ, Federal Reserve Bank of St. Louis  
MARY C. SUITER, Federal Reserve Bank of St. Louis

11:00 – 12:30 pm  Landau Economics Building Room 134(A)

**What Should We Be Teaching in Intermediate Macroeconomics: Views from Liberal Arts Colleges – PANEL DISCUSSION**
1:30 – 2:45 pm  PLENARY SESSION 3, Gunn SIEPR Building, Room 130
Lessons from the Financial Crisis for Teaching Economics
JOHN TAYLOR, Stanford University
Presiding: JOHN SIEGFRIED, Vanderbilt University

3:15 – 5:15 pm  Gunn SIEPR Building, Room 120
Economics with Literature: How Far Have We Come and Where Do We Go from Here? - PANEL DISCUSSION
Presiding: MICHELLE ALBERT VACHRIS, Christopher Newport University
MICHELLE ALBERT VACHRIS, Christopher Newport University – Teaching an Interdisciplinary Course in Economics and Literature
CECIL BOHANON, Ball State University- How Economists Benefit from the Study of Literature
SARAH SKWIRE, Liberty Fund, Inc. – The Benefits of Using Literature to Teach Economics – A Literary Perspective

3:15 – 5:15 pm  Gunn SIEPR Building, Room 130
The Most Important Characteristics of Teaching in Large Economics Classes – PANEL DISCUSSION
Presiding: STEPHEN BUCKLES, Vanderbilt University
GAIL MITCHELL HOYT, University of Kentucky
JENNIFER Y. IMAZEKI, San Diego State University
JOSE J. VAZQUEZ, University of Texas-San Antonio
STEPHEN BUCKLES, Vanderbilt University

3:15 - 5:15 pm  Gunn SIEPR Building, Room 320
Student Characteristics and Economic Education
Presiding: JAMES B. O’NEILL, University of Delaware
ANDREA H. BELLER, University of Illinois at Urbana-Champaign, and MEGAN COTT, University of Illinois at Urbana-Champaign – The Relative Decline in Women in Consumer Economics Major: A Case Study of UIUC

JODY HOFF, Federal Reserve Bank of San Francisco, and JANE LOPUS, California State University-East Bay, and ROB VALLETTA, Federal Reserve Bank of San Francisco – Teacher and Student Characteristics as Determinants of Success in High School Economics Classes

NICHOLAS G. RUPP, East Carolina University, and ANDREW GRODNER, East Carolina University – The Role of Homework in Student Learning Outcomes: Evidence from a Field Experiment

KEVIN J. MUMFORD, Purdue University, and MATTHEW W. OHLAND, Purdue University – Student Performance in Undergraduate Economics Courses

Discussants: THOMAS P. ANDREWS, West Chester University
RON BAKER, Millersville University
TISHA EMERSON, Baylor University
JAMES B. O’NEILL, University of Delaware

3:15 – 5:15 pm  Landau Economics Building, Room 133(B)

Topics in Economic Education

Presiding: THOMAS SCHEIDING, Franklin and Marshall College

CARLOS J. ASARTA, University of Nebraska-Lincoln, and ROGER B. BUTTERS, University of Nebraska-Lincoln – The Discouraged Business Major Hypothesis Revisited: Could Economics Be the Encouraged Business Major

MARK MAIER, Glendale Community College, and ROCHELLE RUFFER, Nazareth College – Developing In-Class Activities for Interactive Lecture Demonstrations

INDRANIL K. GHOSH, Saint Xavier University – Learning by Doing: An Innovative Approach to Teaching Undergraduate Economics in Business Schools

VERA BRUSENTEV, University of Delaware, and JEFFREY MILLER, University of Delaware – The Educational Value of the College Fed Challenge Competition

Discussants: JAMES STAVELEY-O’CARROLL, Georgetown University
HISAYA KITAOKA, Franklin College
THOMAS SCHEIDING, Franklin and Marshall College
MARTHA OLNEY, University of California

3:15 – 5:15 pm  Landau Economics Building, Room 134(A)

Using Experiments and Group Projects
Presiding: STEVEN J. BALASSI, St. Mary’s College of California

CYNTHIA BANSAK, St. Lawrence University, and JULIE K. SMITH, Lafayette College – The Federal Reserve Challenge at Lafayette College and St. Lawrence University: An Innovation in Cooperative Learning

DENISE HAZLETT, Whitman College, MARY KASSIS, University of West Georgia, and JOLANDA E. YGOSSE BATTISTI, São Paulo School of Business Administration FGV-EAESP – A Classroom Experiment on Banking

STEPHANIE MARTIN, Allegheny College – The Impacts of Economic Experiments in the Classroom on Student Attitudes toward Economics

DEREK STIMEL, Menlo College – Peer Assessment for Group Presentations: A Globalization Course Example

Discussants: KATE CARSON, U.S. Air Force Academy

KIRSTEN WANDSCHNEIDER, Occidental College

HISAYA KITAOKA, Franklin College

RAY BURGMAN, DePauw University

Friday, June 3

8:30 -10:00 am  Gunn SIEPR Building, Room 120

Enterprise and Entrepreneurship

Presiding: ROBERT VAN HORN, University of Rhode Island

SAM ALLGOOD, University of Nebraska-Lincoln, William Bosshardt, Florida Atlantic University, Wilbert van der Klaauw Federal Reserve Bank of New York, and Michael Watts, Purdue University – Is Economics Coursework, or Majoring in Economics, Associated with Different Civic Behaviors?

JAMES B. O’NEILL, University of Delaware, and ROBERT STROM, Kauffman Foundation – Entrepreneurship – The Challenge in Grades K-12

BARBARA PHIPPS, University of Kansas, and ROBERT STROM, Kauffman Foundation, and WILLIAM J. BAUMOL, New York University – Principals of Economics without the Prince of Denmark

Discussants: PARITOSH GHOSH, Red Deer College

GAIL HOYT, University of Kentucky

ROBERT VAN HORN, University of Rhode Island

8:30 – 10:00 am  Gunn SIEPR Building, Room 130

Using Starting Point: Teaching and Learning Economics Resources to Enhance Pedagogical Practices - WORKSHOP
8:30 – 10:00 am  Gunn SIEPR Building, Room 320
Personal Finance/ Financial Literacy
Presiding: BRENDA KENNELLY, Lehigh University

DANIEL THORNTON, Federal Reserve Bank of St. Louis, and MARY C. SUITER, Federal Reserve Bank of St. Louis – The Effectiveness of Personal Finance Education: Missouri’s Experience
SAM ALLGOOD, University of Nebraska-Lincoln, and WILLIAM WALSTAD, University of Nebraska-Lincoln – Actual versus Perceived Financial Literacy

Discussants: BRENDA KENNELLY, Lehigh University

JULIE K. SMITH, Lafayette College
LINDA CARTER, Baylor University

8:30 – 10:00 am  Landau Economics Building, Room 133(B)
Adam Smith in the Classroom – PANEL DISCUSSION
Presiding: JONATHAN B. WIGHT, University of Richmond

JAMES R. OTTESON, Yeshiva University – Adam Smith’s Marketplace of Life
JONATHAN B. WIGHT, University of Richmond – The Interpretation of Smith’s Invisible Hand
PAUL J. ZAK, Claremont Graduate University – Moral Sentiment and the Moral Molecule

8:30 – 10:00 am  Landau Economics Building, Room 134(A)
Attendance, Attitudes and Recitations
Presiding: LEE COPPOCK, University of Virginia

DANIEL R. MARBURGER, Arkansas State University – Does Mandatory Attendance Reduce the Number of Student Withdrawals?
ASTRID LANGE, Brandenburg University of Technology, and ATHANASSIOS PITSOU LIS, Brandenburg University of Technology – Sources of Attitudes towards the Market Economy, Social Inequality and the State: Students Interpretations
WENDY STOCK, Montana State University – Cheap and Effective? The Impact of Student-Led Recitation Sessions on Learning Outcomes in Introductory Economics

**Discussants:** BERND SUESSMUTH, University of Leipzig
ROBERT L. MOORE, Occidental College
ANDREA H. BELLER, University of Illinois at Urbana-Champaign

10:00 – 11:15 am  PLENARY SESSION 4 and ADJOURN, Gunn SIEPR Building, Rm. 130
What Have We Learned about the Effects of Economic and Financial Education on Household Financial Decisions?
B. DOUGLAS BERNHEIM, Stanford University
**Presiding:** WILLIAM WALSTAD, University of Nebraska-Lincoln