

The Inclusive Economist: Celebrating Cultural and Linguistic Diversity Through Pop Culture

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ABSTRACT

We showcase how to promote greater inclusion in the economics classroom through the use of culturally and linguistically diverse pop culture. Examples come from a database of foreign-language pop culture clip and include commercials, film, internet, music and TV. These resources are available as a common resource to any interested instructor.

While the focus is on economics education, the idea of promoting inclusivity through foreign-language resources is quite generic and can easily be applied to other disciplines. We have included links so that you can interact with the poster and visit the video clips shown.

LINKS NOT WORKING?

Visit: <https://econ.video/inclusive>



WHY INCLUSIVITY MATTERS

Efforts have been made by the American Economic Association to increase the representation of women and underrepresented minorities in the field. When it comes to inclusivity of students, there are some direct areas of focus for faculty:

- ❖ Make sure that culturally and linguistically diverse (CALD) students are recognized
- ❖ Many students have an ESL background
- ❖ Broaden the curriculum to focus on international applications

Classrooms and workforces diversity benefit from positive externalities. There has been increased attention to diversity in the classroom, both for faculty and students. Faculty can take a more proactive approach to fostering diversity and inclusivity.

- ❖ Diversify the content being taught in the classroom
- ❖ Reconsider pedagogy and assessment techniques
- ❖ Improve student interactions and classroom management

Check out the work by Al-Bahrani (2020) and Bayer & Rouse (2016). [Div.E.Q.](#) has a lot of great resources as well in addition to [The Economics Instructor's Toolbox](#)

POP CULTURE IN ECONOMICS

The number of resources available for faculty to use in the classroom continues to grow and incorporate new pop culture every couple of years. The next area of focus should be on increasing the number of resources in a language other than English. **Click on the image below to visit the site.**

Parks and Recreation

the office

Seinfeld

Breaking Bad

modern family

SHARK TANK

the **Big BANG** THEORY



COMMERCIALS

Click on the images below to visit the videos referenced.

Country: Denmark

This campaign to raise fertility rates in Denmark is a wonderful example of the role of supply and demand at the macro level.



Country: Argentina

Burger King came up with an innovative way to differentiate their Whopper burger while



Country: Belgium

Some things in life don't have real substitutes, but you may realize that when it's too late.



Country: Egypt

"Old MacDonald Had a Farm" is reworked to advertise the Egyptian national football team members in an unusual location due to barriers to entry and a monopoly market.



GENERAL YOUTUBE VIDEOS

Country: Japan

Real estate is expensive in Tokyo and many people live just outside the city. They commute by train, but packed like sardines.



Country: Thailand

Markets exist in many exotic locations, including in the middle of train tracks.



REFERENCES

1. Al-Bahrani, A. (2020). Classroom Management and Student Interaction Interventions: Fostering Diversity, Inclusion, and Belonging in Undergraduate Economics. SSRN Working Paper #3644803. [\[LINK\]](#)
2. Bayer, A. and Rouse, C. (2016). Diversity in the Economics Profession: A New Attack on an Old Problem. *Journal of Economic Perspectives*, 30(4): 221-242. [\[LINK\]](#)
3. Krueger, A. (2019). *Rockonomics: A Backstage Tour of What the Music Industry Can Teach Us about Economics and Life*. New York: Currency Books. [\[AMAZON\]](#)

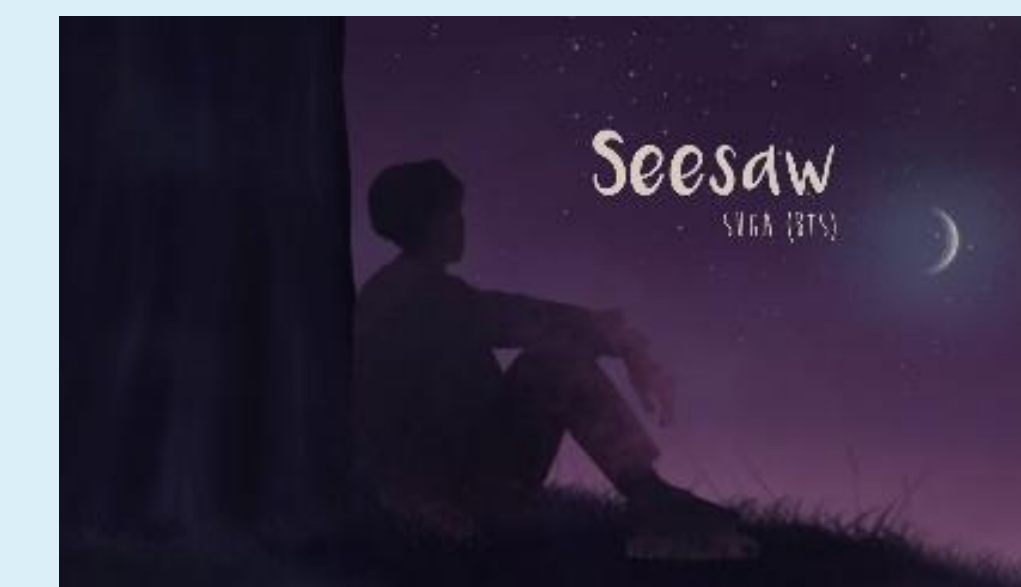
MUSIC4ECON

[Music4Econ](#) videos provide economic commentary to popular music videos.

Country: South Korea

BTS: Seesaw

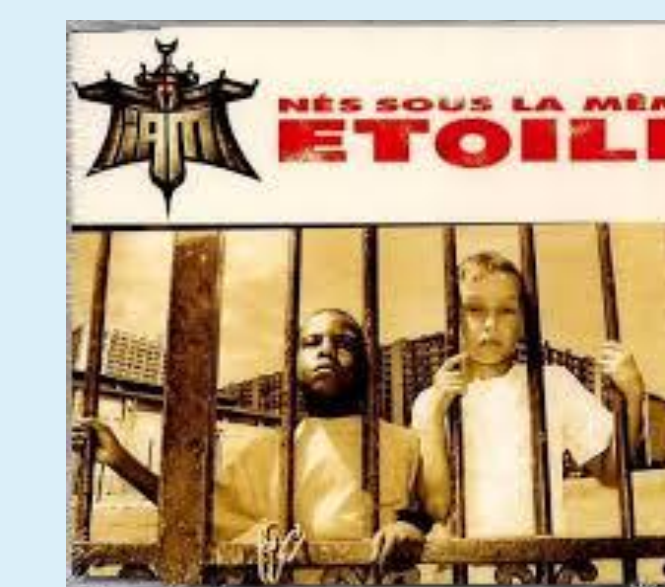
Just like riding a seesaw, in the repeated Battle of the sexes game, two players must coordinate on who is going up or down.



Country: France

IAM: Born Under the Same Star

In this song, French hip-hop artist "IAM" wonder why some people are cursed to a life of poverty in a supposedly rich country.



Country: Germany

Joris: Heart Over Hands

Should our protagonist stay with his girlfriend (follow his heart) or leave (follow his head)?



Country: Indonesia

Tulus: Shoes

This song uses the analogy of a pair of shoes to tell the story of a couple in love, but who can't be together.



USING K-POP TO TEACH PRINCIPLES OF ECONOMICS

Music streaming has changed the way people around the world listen to music. Music used to be largely consumed by only those in the country, but streaming services like Spotify and Apple Music allow listeners to access nearly the entire catalog of worldwide music. Those companies have broken the barrier that kept music genres isolated from each other. The different genres of music that people listen to are rapidly converging and will likely look more homogenous than it does today with more music produced by international stars (Krueger 2019).

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.

JEL Codes: A20, A21

Keywords: Inclusive teaching, media, music, teaching economics

Download the working paper on SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3732471