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Bazinganomics: Economics of The Big Bang Theory

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Bazinganomics: Economics of *The Big Bang Theory*

url: <http://www.bazinganomics.com>

The website is designed to provide instructors with clips, explanations, and lesson plans related to economics concepts from TV's 2nd most watched broadcast show of the 2014-2015 season, CBS's *The Big Bang Theory*. The site contains approximately 100 clips. As the show continues to air (currently signed through the 2016-2017 season) the authors plan to increase the number of clips and lesson plans.

The use of pop culture to help explain economics topics is not a new idea. For over a decade, literature on using both scenes and episodes to teach economics has been written and reviewed (Leet and Houser 2003, Mateer 2006, Sexton 2006, Luccasen and Thomas 2010, Al-Bahrani and Patel 2014). This website adds to the work of *The Economics of Seinfeld* (Ghent, Grant, & Lesica 2010) and *The Economics of The Office* (Kuester, Mateer, & Youderian 2014). In addition to video clips and explanations that help instructors engage students and reinforce economic concepts, the authors have added a section of the website called *How to Teach*, which ties together video clips from specific economic concepts with a lesson plan that can be used to further engage students.

Teaching with media clips allows students to recognize that economics is everywhere – even in a TV show about theoretical physics and engineering. *The Big Bang Theory* is especially popular among the target demographic (ages 18-22). It is the authors' hope that the website will provide many memorable teaching moments in the classroom.

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