Bazinganomics: Economics of The Big Bang Theory

James Tierney  
*The Pennsylvania State University*

G. Dirk Mateer  
*Arizona State University*

Ben O. Smith  
*University of Nebraska at Omaha, bosmith@unomaha.edu*

Jadrian Wooten

Wayne Geerling  
*The Pennsylvania State University*

Follow this and additional works at: [http://digitalcommons.unomaha.edu/econrealestatefacpub](http://digitalcommons.unomaha.edu/econrealestatefacpub)

Part of the Economics Commons

**Recommended Citation**  
Tierney, James; Mateer, G. Dirk; Smith, Ben O.; Wooten, Jadrian; and Geerling, Wayne, "Bazinganomics: Economics of The Big Bang Theory" (2016). Economics Faculty Publications. 13.  
[http://digitalcommons.unomaha.edu/econrealestatefacpub/13](http://digitalcommons.unomaha.edu/econrealestatefacpub/13)

This Article is brought to you for free and open access by the Department of Economics at DigitalCommons@UNO. It has been accepted for inclusion in Economics Faculty Publications by an authorized administrator of DigitalCommons@UNO. For more information, please contact unodigitalcommons@unomaha.edu.
Bazinganomics: Economics of *The Big Bang Theory*

url: [http://www.bazinganomics.com](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.

REFERENCE


