

Using Media Clips to Enhance Teaching Methods and Student Learning

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Why use media clips in teaching?

- Icebreaker/ welcome
- Familiar content/stars provides a common ground
- Audience can relate to the characters
- Starting point for a discussion
- Serves as a mini-lecture
- Engages the audience and appeals to a wide variety of learning styles

Why use media clips in teaching?

- Provide concrete examples of concepts
- Highlight the importance of a concept
- Stimulate classroom discussion
- Encourage student involvement and participation
- Provide a novel, entertaining break to other classroom teaching techniques
- Demonstrate links between classroom material and everyday life
- Stir or heighten emotions
- Facilitate self disclosure
- Build common understanding between learners and instructors
- Increase critical thinking

Potential Learning Outcomes

(Berk, 2009)

- Grab students' attention
- Focus students' concentration
- Generate interest in class
- Create a sense of anticipation
- Energize or relax students for learning exercise
- Draw on students' imagination
- Improve attitudes toward content and learning
- Build a connection with other students and instructor
- Increase memory of content
- Increase understanding
- Foster creativity
- Stimulate the flow of ideas
- Foster deeper learning
- Provide an opportunity for freedom of expression
- Serve as a vehicle for collaboration
- Inspire and motivate students
- Make learning fun
- Set an appropriate mood or tone
- Decrease anxiety and tension on scary topics
- Create memorable visual images

Research on using media clips in the classroom

- Researchers have found that popular films, compared to educational films, are better at introducing and integrating multiple complexities within a relationship, which supports the relationships people experience in the “real world” (Bluestone, 2000).
- Other researchers have found that the use of film in the classroom
 - helps create a shared language that subsequently increases class discussion (Leon & Angst, 2005),
 - enhances active learning and the development of critical thinking skills (Marshall, 2003),
 - and is a valuable tool in teaching new concepts, perspective taking, diversity, and the effects of historical time period on family life (Adams & Hall, 2009).

Personal Finance in the Movies

- Most movies show wrong behavior (Pursuit of Happyness, Confessions of a Shopaholic, Fun with Dick and Jane) but also often show how characters changed their habits or overcame their mistakes
- Allows the students to focus on fictional mistakes, rather than admitting personal missteps

Pursuit of Happiness

- True story of Chris Gardner, who went from being homeless to becoming a successful stock broker who later sold his company for \$1 million plus
- Topics:
 - Job Interviews
 - Believing in your dreams and going for them
 - Taxes
 - Financial markets

Personal Finance Talking Points in the Film

- Chris Gardner is evicted from his apartment for not paying rent, and then from a hotel
- Has numerous unpaid parking tickets, for which he is subsequently arrested
- Financial pressures destroy his marriage
- He becomes homeless due in part to the fact that his bank account is seized by the IRS for failing to pay taxes
- Sacrificing now for a payoff in the future (education/training)
- [Trailer](#)

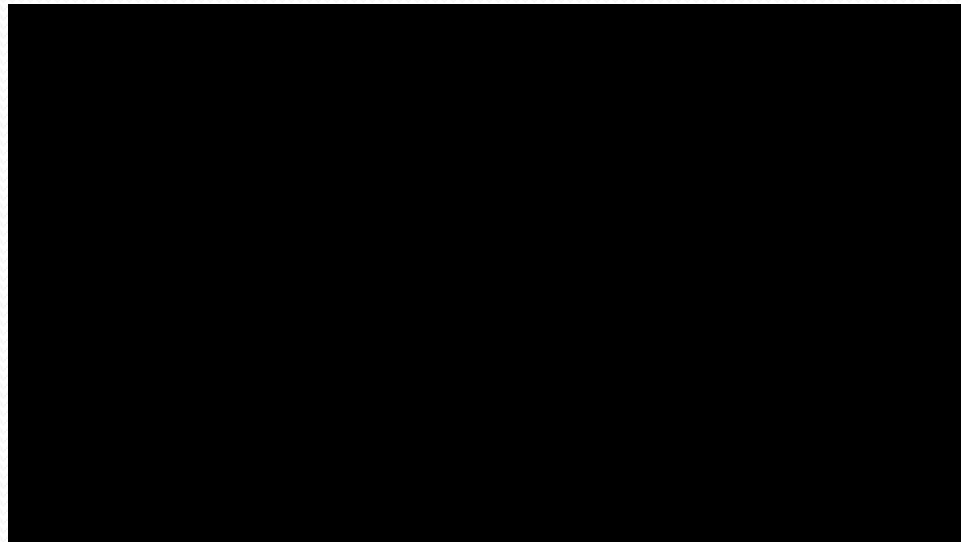


Pursuit of Happiness



Job Interview

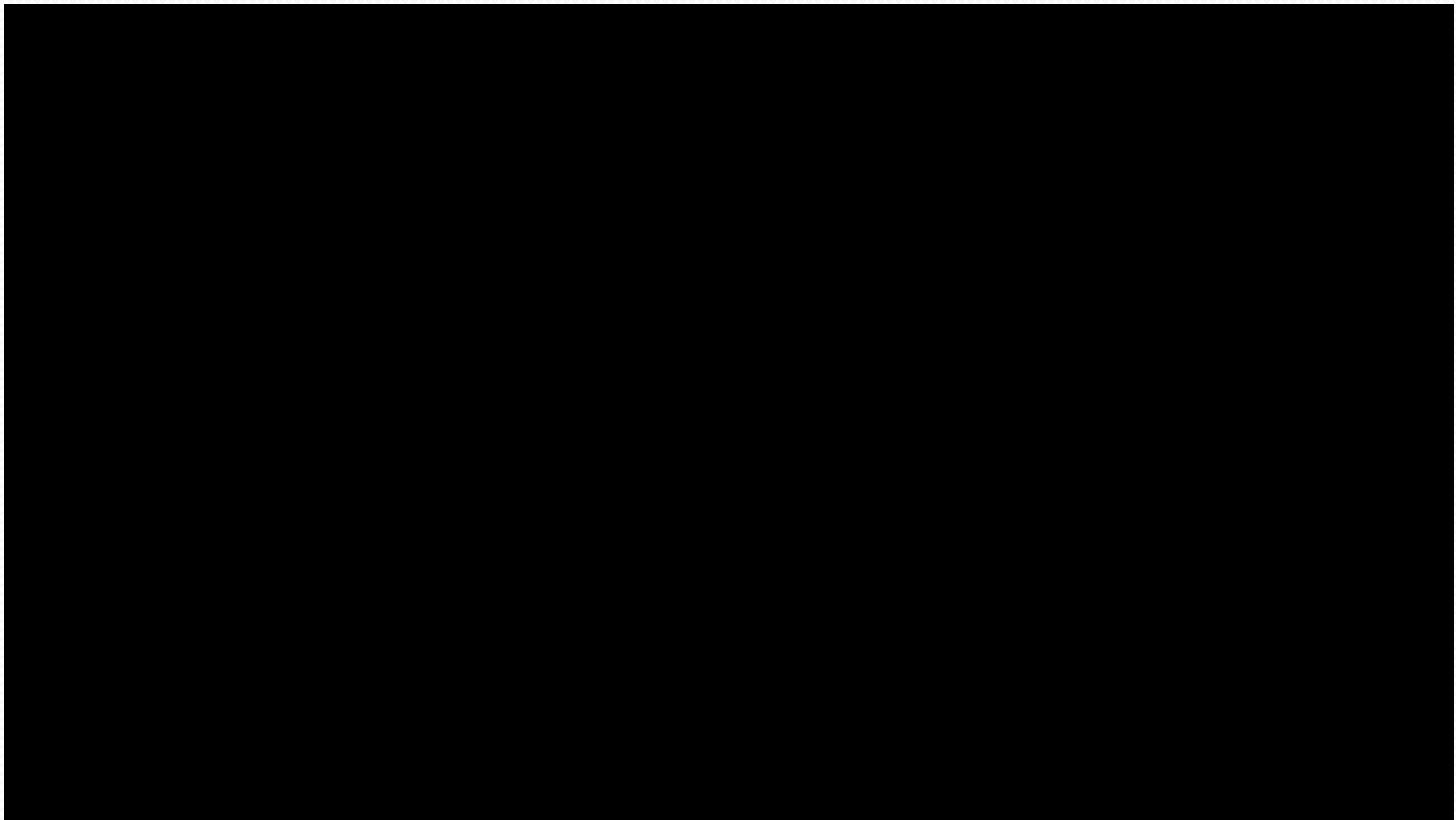
- How does one dress for a job interview?
- How do you prepare for a job interview?



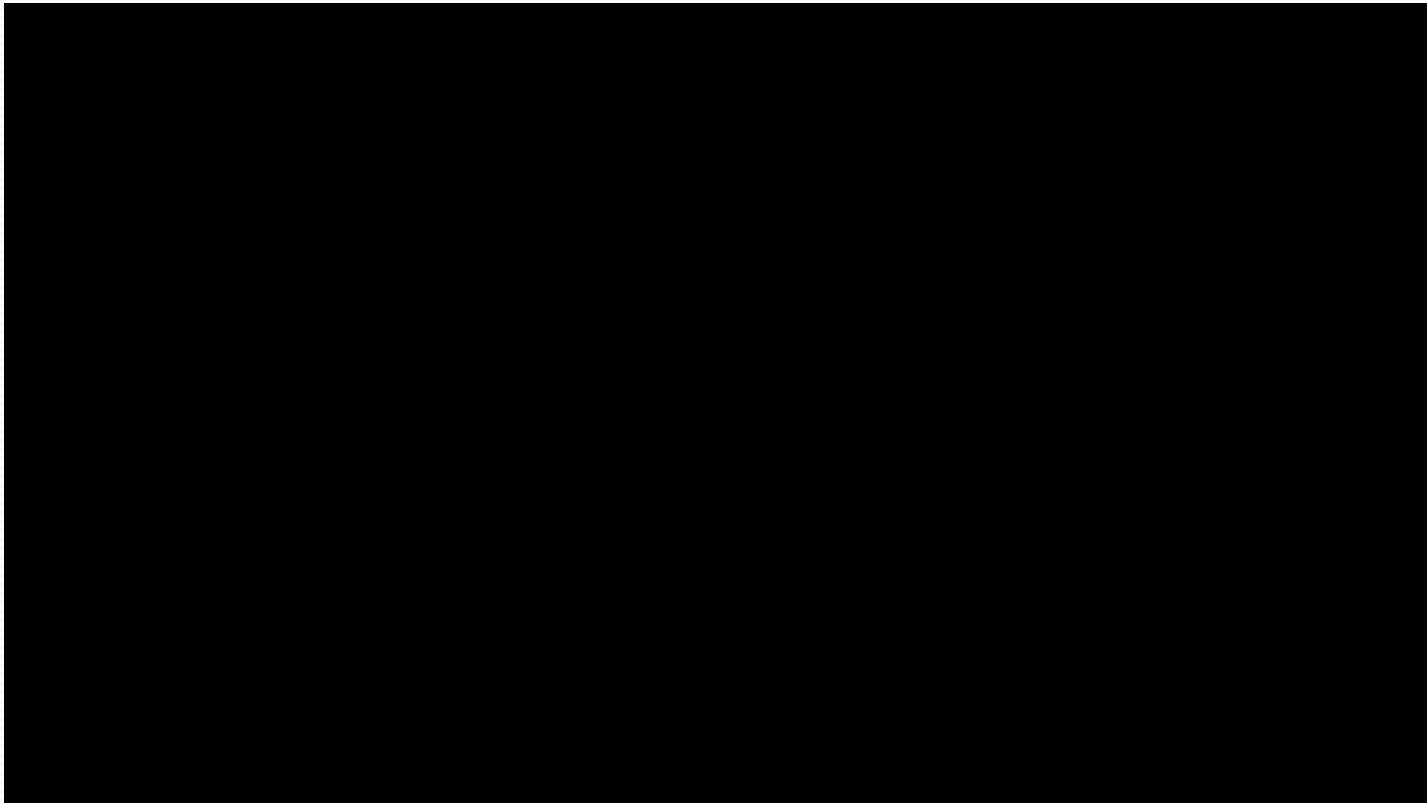
Confessions of a Shopaholic: Teaching About Credit and Debt

- Rebecca Bloomwood is a young woman who is a self confessed “shopaholic”
- Movie has scenes of her credit being declined, debt collectors hounding her
- Ironically, Bloomwood takes a position as a writer at a financial magazine
- Her debts and financial problems catch up with her
- Ultimately, Rebecca learns to live within her means

Confessions of a Shopaholic



Debt Scene



Educational Opportunities

- “Retail therapy”
- Needs versus wants
- Credit cards/ debt
- Financial responsibility/consequences of irresponsibility
- Financial influence of family
- Taking steps to recover financially

Saturday Night Live – Don't Buy Stuff You Can't Afford

- Short clip on financial responsibility
- Ways to save/ avoid debt

Questions or Comments

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