

## **The Rockonomix Music Video Parody Project**

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Over the past six years, I have successfully implemented a fun and unique teaching technique in each of my economics courses at the University of West Georgia. What first began as an effort to reach out to students who struggled with course content, my Rockonomix music video project has now grown into a nationwide educational event. Using music to promote learning is a simple way to reach past traditional teaching methods and engage students with the economics found in the world around them.

The procedure is simple, students are asked to pick a popular song, rewrite the lyrics and make it about economics, and shoot a new music video parody. The only materials that are required are student creativity, a willingness to learn, and access to a minimum level of technology - a smartphone, laptop or tablet is sufficient. Over time, I have fine-tuned my classroom materials and now sample project instructions, a sample rubric, student examples and a peer evaluation form are all available for public use on the Rockonomix website. One interesting note is that this project has been successfully implemented in my face-to-face, hybrid and online courses as well as during shortened summer semester courses lasting only 3-1/2 weeks.

Other economics professors have found the project to be relatively easy to implement in their own classroom after viewing my examples and receiving access to the basic instructions. The biggest barrier to implementation is assuring other educators that their students are capable of producing great videos if they are given the chance to participate in the Rockonomix project. To these professors, I show them videos of the progression of student entries from 2010 to present and I stress the paraphrased words of Dr. Seuss to just try it and you might just find out that you and your students will like it!

After presenting my work across the country, I created the National Rockonomix Contest in order to bring together like-minded colleagues who wanted to encourage their students to create original works of economics-themed music. The National Rockonomix Contest is now offered as a yearly competition between colleges and universities across the country and this year it was expanded to reach high school level economics students.

My hope is to continue to reinforce the understanding of economics concepts that are first delivered via textbook and lecture, but are then integrated into a higher level of student learning when students create their original work of economics-themed knowledge. I am confident that the insight into economics that they create will stick with them for a lifetime, and that the economics lessons set to music will persist long after they leave my classroom and the university.

**YouTube Video Entry (includes a range of older to newer Rockonomix examples):**

<https://youtu.be/bVJmsOLHrtk>

Other Available Resources

Website: [www.Rockonomix.com](http://www.Rockonomix.com)

Collection of Student Examples: <https://www.youtube.com/playlist?list=PL65CE362462330419>