

Author conversations

On making economics relevant

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It was the students themselves. So, it was talking to students, and hearing the lack of enthusiasm that I felt was shocking. Because introductory economics can be enormously fun. It's about how the whole world works. It doesn't need to be the stuff that we think...

[external chatter]... 'it is enormously fun.'

Yeah, it is! It is!

So I'm trying to reach a very broad audience of students, because I want to speak to the students who are already excited about economics. But I also want to speak to the students who don't have a clue, and have maybe mischaracterized economics. They've put it into a category that's wrong. They've thought that it's boring, it's maybe just banking, it's just finance, it's some narrow set of topics, it's just money. When in fact, economics is about every single choice we make in life. And that appreciation that it's all in the mix, that everything we humans do — all the choices we make, all the decisions we make, all the ways that we decide to allocate our time, the ways we choose what to eat, what car to buy, what relationships to have, what education to get — that all of that is economics, I think brings a much bigger audience to the table. And I want everyone to appreciate that their interest is represented in this domain of study. And whether they want to become an economics major or not, I'm not really concerned about that. But I do want them to have this amazing tool, and to have the transformative experience of learning at least the principles of economics. And maybe, taking it all the way to a concentration or a major.

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