

# Video Introduction: 0. As Class Begins...

What we are going to be doing in this Module 0 of the course. It is a meta-module:  
trying to learn how we will try to learn...



**Welcome!**: How do we learn? Especially now, with COVID-19, when we are online? We need an answer to that question if we are not going to make a hash of this... & what is economics? What is it good for?

# My Green Blanket



# Throne Room, Palace of the Wizard, Oz



# Your Task

Accomplishing it should be straightforward...

The Wizard, The Palace, Emerald City

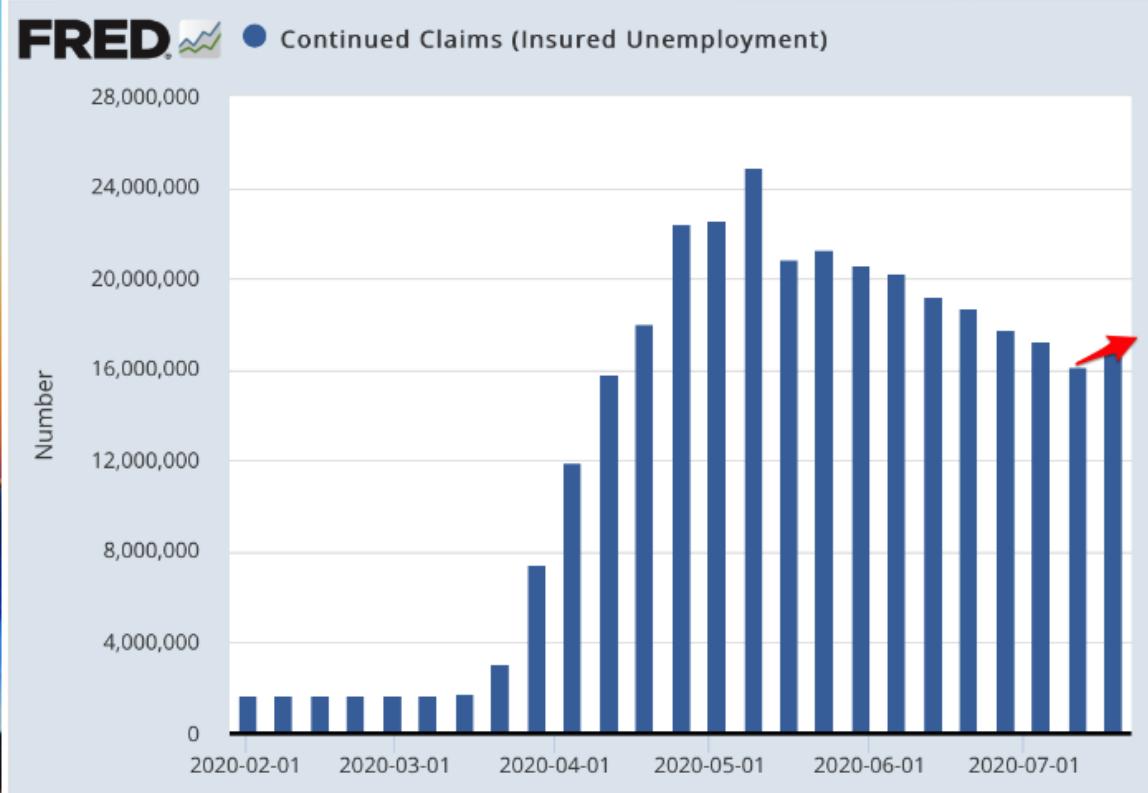
**BRING ME THE  
BROOMSTICK OF  
THE WICKED WITCH  
OF THE WEST!**

The Wizard, The Palace, Emerald City

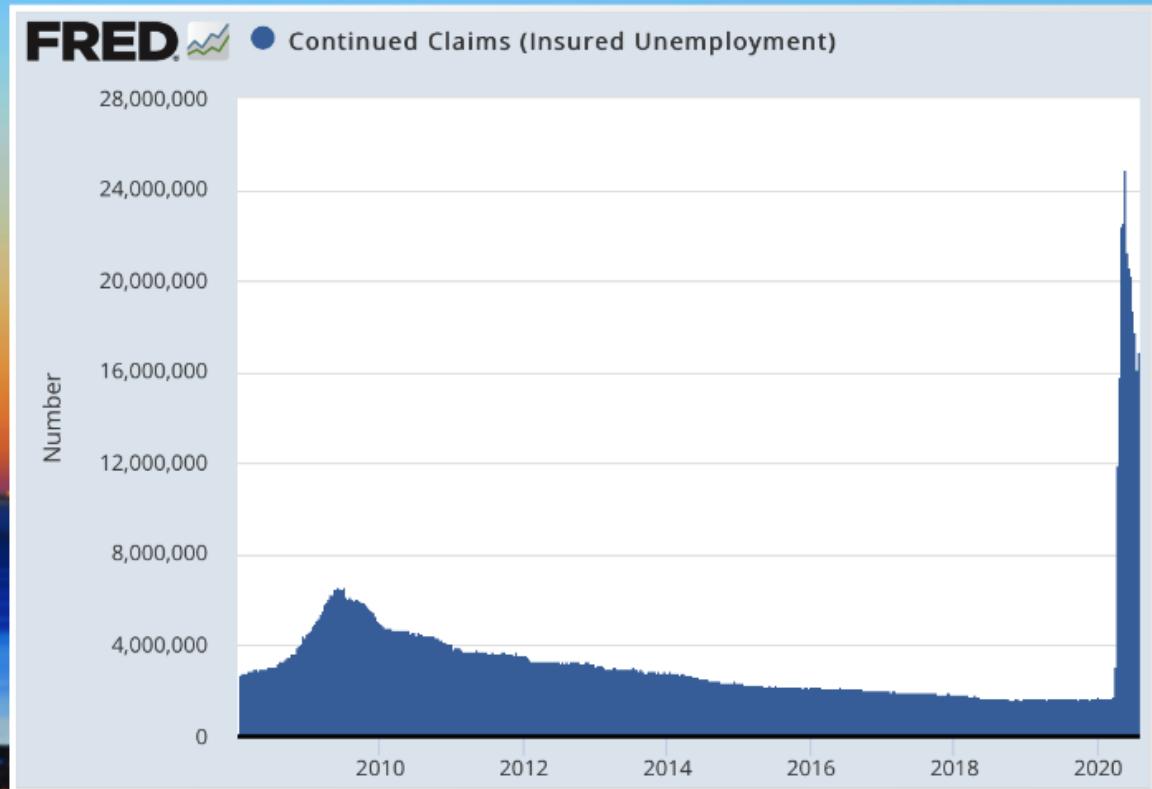
# Berkeley at Dusk, Facing the Golden Gate



# Continued Claims, March-July 2020



# Continued Claims, 2007-2020



# Brad DeLong Title Slide

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# Why a Video?



**Why not simply put a bunch of books in front of you?**

- And why not then say: “the exam is in early December”?
  - Why not? Because:
    - Books are—very often—boring.
    - Voices and faces are not—usually—boring.
    - People gain morale doing things in groups.
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<<https://ostrichpillow.com/>>

# Books Used to Be Very Expensive



**Go back 2000 years: Gaius Valerius Diocles:**

- Imperator Caesar Gaius Aurelius Valerius Diocletianus Augustus
  - 244-311; ruled 286-305
- Price Edict of 301: 25 X for 100 lines
- 440 lbs of bread for a cheap book; today it's 5
- \$1000 for a cheap book; 10x or 20x that for high-quality one...

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<<https://github.com;braddelong/public-files/blob/master/readings/article-allen-prosperous-romans.pdf>>

<<https://github.com;braddelong/public-files/blob/master/readings/article-diocletian-price-edict-kropff.pdf>>

# How Do You Then Get Educated?

## TRAVEL TO WHERE THE BOOKS ARE:

- Just how many copies of the *Nicomachean Ethics* are there in Western Scotland, anyway?
  - Listen to the book being read aloud
  - And take your notes...



## LECTURE:

- **NOUN:** An educational talk to an audience, especially one of students in a university. ‘in each course there are supporting lectures and tutorials’.
- **Origin:** Late Middle English (in the sense ‘reading, a text to read’): from Old French, or from medieval Latin *lectura*, from Latin *lect-* ‘read, chosen’, from the verb *legere*.
- **Pronunciation:** lecture /'lektʃə/

# Gutenberg Arrives!

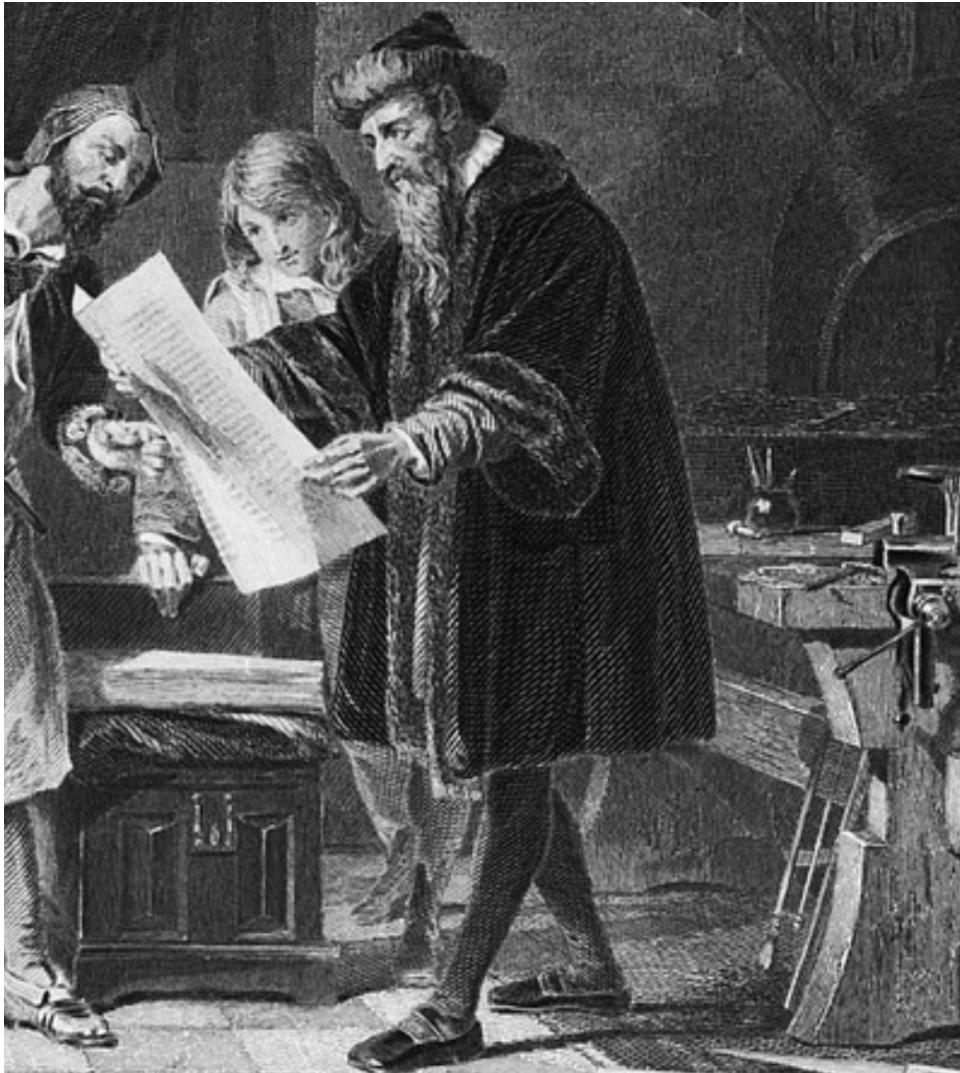


PHOTO BY BETTMANN ARCHIVE

**Scribes: 3000 words a day:**

- **Max Roser:** In 1483... three florins... Ripoli... produced 1,025 copies... the scribe would produce one copy for one florin... cost per book decreased 341 times <<http://tinyurl.com/ybvbw3n>>...
- Another 20x since: \$70,000 to \$10

**Yet the university remains:**

- “Lectures” then become...
- Structured repetition in different channels (eyes, ears)
- Commentaries, highlights, & dialogues—real or constructed—about the text

# Yet the University Remains



# MOOCs?



UNIVERSITY  
*of York*

**WHAT IS A MOOC?**  
INTRODUCING OUR FREE  
ONLINE COURSES

**There was a big MOOC movement a decade ago**

- Massive Open Online Courses...
- They were supposed to replace the in-person lecture course...
- There were some who said or hoped they would replace the university...
- They didn't...
- Why not? It turned out to be very important to:
  - Get people to do things in groups
  - Get people in the classroom in contact with each other outside the classroom
- Arrest attention with live human voices and faces

# \$500K/Minute



The movie's main Spideys are (from left) Peni Parker, Spider-Gwen, Spider-Ham, Miles Morales, Peter Parker and Spider-Man Noir.

Sony Pictures Animation

**To make a video that fully grabs your attention...**

- Admittedly, this two-hour video was best-in-the-world for 2018
- As shown by how my first cousin Phil and his team made Columbia, Sony, & Marvel rich... richer...

# Solo Origin Story



**Phil & team were bounced due to “creative differences”...**

- They were given the greenlight, but Disney executives did not then like what they had agreed to...
- Lost \$80 million on an insufficiently arresting video. Destroyed all future Star Wars origin spinoffs

# We Thus Have an Uphill Climb

- We don't have \$500K/minute to spend
- And we here are not creative geniuses like my first cousin Phil and his team are.
- We face an intellectual crisis
- Hence this meta-module
- Not learning, but learning how to try to learn
- Plus: What is economics, and what is it good for?

# Catch Our Breath...

- Ask a couple of questions?
- Make a couple of comments?
- Any more readings to recommend?

