



NATIONAL ECONOMICS  
TEACHING ASSOCIATION

VIRTUAL CONFERENCE

22nd NETA ECONOMICS TEACHING CONFERENCE

# Economics Beyond the Textbook

Stories. Pop Culture. Policy. Classroom Experience.

**Thursday, October 22, 2026**

Live online | Registration is free

Join economics educators from across the country for practical ideas, fresh perspectives, and classroom-ready strategies. NETA 2026 brings together respected teachers and scholars who will show how stories, popular culture, public policy, artificial intelligence, and the science of learning can help students see economics in the world around them.

## A full day of ideas you can use

### PRACTICAL

Strategies grounded in real classrooms

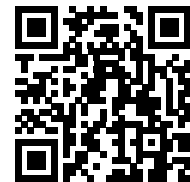
### CREATIVE

Fresh connections to the world students know

### CLASSROOM-READY

Approaches you can adapt immediately

**REGISTER FREE BY OCTOBER 8**



Scan the QR code or visit:

[forms.cloud.microsoft/r/g4T5Eks7Yn](https://forms.cloud.microsoft/r/g4T5Eks7Yn)

### LIVE PARTICIPATION ONLY

Virtual access information will be emailed to registered participants before the conference. Sessions will not be recorded.



# Thursday, October 22, 2026

A free, full-day virtual conference | All program times shown in Eastern and Central Time

| PROGRAM       |                                                                                     | EASTERN<br>ET  | CENTRAL<br>CT  |
|---------------|-------------------------------------------------------------------------------------|----------------|----------------|
| WELCOME       | <b>President's Welcome</b>                                                          | 10:50-11:00 AM | 9:50-10:00 AM  |
|               | Richard Gosselin - Houston City College / NETA                                      |                |                |
| OPENING       | <b>Economics Where Students Live: Social Media and Pop Culture in the Classroom</b> | 11:00-11:50 AM | 10:00-10:50 AM |
|               | Wayne Geerling - University of Texas at Austin                                      |                |                |
| FEATURED      | <b>Taxes Have Consequences</b>                                                      | 12:00-12:50 PM | 11:00-11:50 AM |
|               | Brian Domitrovic - Laffer Center                                                    |                |                |
| FEATURED      | <b>Game Theory of Thrones</b>                                                       | 1:00-1:50 PM   | 12:00-12:50 PM |
|               | Linda S. Ghent - Eastern Illinois University   Alan P. Grant - Baker University     |                |                |
| WORKING LUNCH | <b>Building Classroom Simulations with AI</b>                                       | 2:00-2:50 PM   | 1:00-1:50 PM   |
|               | Florencia Gabriele - Berklee College of Music                                       |                |                |
| FEATURED      | <b>Parks and Recreation and Economics</b>                                           | 3:00-3:50 PM   | 2:00-2:50 PM   |
|               | Jadrian Wooten - Virginia Tech                                                      |                |                |
| FEATURED      | <b>Potternomics: Why Wizards Still Live in the Dark Ages</b>                        | 4:00-4:50 PM   | 3:00-3:50 PM   |
|               | J. Brian O'Roark - Robert Morris University                                         |                |                |
| CLOSING       | <b>How Students Learn</b>                                                           | 5:00-5:50 PM   | 4:00-4:50 PM   |
|               | Stephen Chew - Samford University                                                   |                |                |

**SESSION FORMAT**

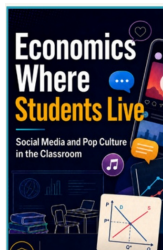
40-minute presentation + 10-minute Q&A  
10-minute transition and screen break between sessions  
Questions: [richard.gosselin@hccs.edu](mailto:richard.gosselin@hccs.edu)

REGISTER FREE

## Ideas that meet students where they are

Practical applications, fresh perspectives, and memorable classroom connections

Wayne Geerling | University of Texas at Austin

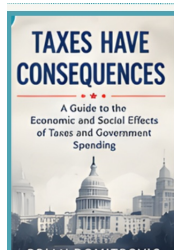


### Economics Where Students Live

**Social Media and Pop Culture in the Classroom**

Students encounter economics every day through the media they watch, share, and discuss. Using examples from television, music, social media, online video, and sport, Wayne Geerling will demonstrate how carefully chosen media moments can make economic concepts more engaging, relevant, and memorable.

Brian Domitrovic | Laffer Center

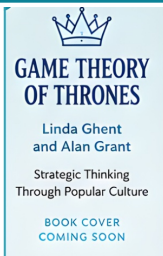


### Taxes Have Consequences

**Tax history, incentives, growth, and economic policy**

Tax policy is never only a matter of revenue. It shapes incentives, investment, entrepreneurship, growth, and opportunity. Drawing from Taxes Have Consequences, Brian Domitrovic will examine major turning points in American tax history and connect the economic ideas behind them to today's policy debates.

Linda S. Ghent | Eastern Illinois University  
Alan P. Grant | Baker University

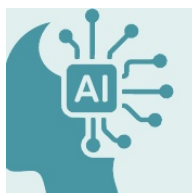


### Game Theory of Thrones

**Strategic thinking through popular culture**

A world of kings, dragons, alliances, and betrayals offers a vivid entry point to strategic decision-making. This session uses Game of Thrones to illuminate incentives, credible commitments, cooperation, conflict, and strategic interaction in memorable and accessible ways.

Florencia Gabriele | Berklee College of Music



### Building Classroom Simulations with AI

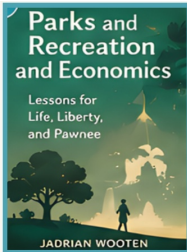
**Working lunch**

Artificial intelligence is opening new possibilities for instructors who want to create interactive activities without advanced programming skills. In this hands-on working lunch, participants will see a plain-language approach to turning classroom ideas into usable simulations while keeping instructor judgment and learning goals at the center.

# Ideas that meet students where they are

Practical applications, fresh perspectives, and memorable classroom connections

Jadrian Wooten | Virginia Tech



## Parks and Recreation and Economics

**Public choice, budgeting, and policy tradeoffs**

Behind the humor of Pawnee are serious economic questions about incentives, budgeting, regulation, public choice, and unintended consequences. Jadrian Wooten will show how Parks and Recreation can help students connect classroom models to public decisions, local government, and civic life without watering down the economics.

J. Brian O'Roark | Robert Morris University

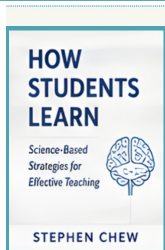


## Potternomics

**Why Wizards Still Live in the Dark Ages**

The Harry Potter universe is filled with magic, but it raises surprisingly serious questions about institutions, incentives, technology, trade, and everyday decision-making. J. Brian O'Roark will explain why wizards still use owls, gold coins, and handwritten letters in a world of extraordinary magical power.

Stephen Chew | Samford University



## How Students Learn

**Cognition, metacognition, and effective studying**

Students often enter our courses with mistaken assumptions about how learning works and what successful studying requires. Drawing on cognitive psychology and decades of research, Stephen Chew will explain why students struggle and how instructors can help them build more effective habits of mind.

## Reserve your place

Registration is free, but advance registration is required. Register by Thursday, October 8, 2026.



**REGISTER FREE**

This is a live-only conference. Access information will be emailed to registered participants before October 22.

[forms.cloud.microsoft/r/g4T5Eks7Yn](https://forms.cloud.microsoft/r/g4T5Eks7Yn)

# Experienced teachers. Creative classrooms.

Meet the educators and scholars leading NETA 2026



**Linda S. Ghent and  
Alan P. Grant**  
Eastern Illinois University /  
Baker University

Linda S. Ghent and Alan P. Grant are professors emeriti whose work joins economics education with memorable stories and popular culture. Co-authors of *Seinfeld* and *Economics*, they help instructors use familiar scenes to teach incentives, strategic behavior, and economic reasoning.



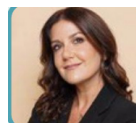
**Wayne Geerling**  
University of Texas at Austin

Wayne Geerling is Professor of Instruction in Economics. His work spans economics education, economic history, multimedia learning, and the use of music, film, television, social media, and online video to make abstract concepts relevant and memorable.



**Brian Domitrovic**  
Laffer Center

Brian Domitrovic is the Richard S. Strong Scholar at the Laffer Center and an economic historian focused on American tax policy and growth. He holds a Ph.D. from Harvard and is an author of *Taxes Have Consequences*.



**Florencia Gabriele**  
Berklee College of Music

Florencia Gabriele is Associate Professor at Berklee, where she teaches economics, finance, taxation, and music business. Her work brings together political economy, instructional design, active learning, and responsible uses of artificial intelligence.



**Jadrian Wooten**  
Virginia Tech

Jadrian Wooten is Collegiate Associate Professor of Economics and Director of Undergraduate Studies. He is the author of *Parks and Recreation* and *Economics* and directs the Econ Media Library, a resource for classroom-ready media examples.



**J. Brian O'Roark**  
Robert Morris University

J. Brian O'Roark is University Professor of Economics and B.K. Simon Fellow. He is the author of *Potternomics* and editor of Routledge's *Economics and Popular Culture* series, using fictional worlds as serious starting points for economic reasoning.



**Stephen Chew**  
Samford University

Stephen Chew is Professor Emeritus of Psychology and a nationally recognized expert on the cognitive basis of teaching and learning. He is widely known for *How to Get the Most Out of Studying* and his work on metacognition and study strategies.