



**TEACHING WITH "SEINFELD" CLIPS:
THEIR USE, YADDA, YADDA, YADDA,
STUDENT LEARNING**

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Through self-assessments, we have found that most students who enroll in our introductory course on the social psychological aspects of dress are visual learners. Building on the success of teaching tools such as slides and videos and as an attempt to further engage visual learners in the theories and concepts included in the course, we used clips from the television show, "Seinfeld," as a teaching tool.

Selected episodes of "Seinfeld," in which dress or appearance played a role in the inter-actions among the characters, were video-taped. For each, we noted the theories and concepts related to social psychological aspects of dress for which the episode was an example. With the assistance of the multi-media center, the tapes were edited so that only the story line associated with the dress and appearance was included. This resulted in clips that ranged from 5-12 minutes in length (and thus did not violate copyrights). Discussion questions and in-class writing activities were then developed for each of the clips. Clips were used throughout the term.

Students not only found the clips enjoyable, but the clips provided "real-life" examples of the theories and concepts presented in class. The clips appeared to be relevant to the predominant learning style of most of the students. Several students commented that, as a result of the clips, they observed television shows in a more critical manner.