

1086-M5-2784      **Steve Hilbert\*** ([hilbert@ithaca.edu](mailto:hilbert@ithaca.edu)), Stephen Hilbert, 208 Northview Road West, Ithaca, NY 14850. *Using Popular Culture to introduce Mathematical Ideas*. Preliminary report.

One way to interest students in Mathematical ideas that they are not required to know is to relate these ideas to their everyday experience. I have used popular books and pop music as "hooks" to illustrate how math is everywhere. An example of a popular book is Malcolm Gladwell's *Blink*. There are several interesting examples of mathematical concepts such as tasting jam in the context of multi dimensional problems and sampling and correlation applied to students' evaluation of teachers. The difference between exponential growth and linear growth can be examined in the context of what the concept of a You Tube video "going viral" means. For example as of September 25,2012 the "Gangnam Style" and "Call Me Maybe" videos both have been viewed about 270 million times on You Tube but Gangnam Style has grown exponentially while Call Me Maybe has grown linearly. (Received September 25, 2012)