



STRÖMSTAD AKADEMI

Nordiskt institut för avancerade studier

NEWSLETTER FEBRUARI 2021

Content

Anders Gustavsson: Editor's corner	1
Chairman's report	2
Vice-Chancellor's report.....	2
About village schools.....	4
Crude language on-line	5
John Fletcher Changes in technology	7
Project Surgicon	7
Marketing of anthologies	12

Anders Gustavsson: Editor's corner

Surgeon and Chairman of the Board Peter Fritzell reports on important events in Strömstad Academy.

Vice-Chancellor and Information System Scientist Per Flensburg reports on the ongoing review of the organization within Strömstad Academy. He discusses why the debate language is so offensive on the Internet. He also refers to an ongoing public debate on the preservation of smaller schools in rural areas where didactics Åsa Morberg has been involved.

February's cronicle in Strömstads Tidning on 20 February was written by **Museum Curator Mariana Back**. She writes about sustainable vision and digital school teaching in the corona era. www.tekniskamuseet.se/skolprogram/hallbar-vision-klimat-och-energi

Proposals for new chronicles in Strömstads Tidning should be sent to Mariana Back mariana.back@tekniskamuseet.se

Redaktör: Anders Gustavsson
Layout: Per Flensburg

Economist John Fletcher continues his article series with the theme "What Happens to Our Welfare?" This time the theme is "What about changes in technology?"

Business Economist Rune Wigblad rejects, in Dagens Arena on 3 February, the consulting company Ramboll's final report "Fast land transports".

<https://www.dagensarena.se/opinion/det-finns-battre-analyser-rambolls/>

Orthopedic surgeon Margareta Berg presents the Surgicon project, which has been going on for ten years and has been devoted to "surgical training". www.surgicon.org

Educator Åsa Morberg who is a member of the new marketing group, problematizes the question on how marketing of Strömstad Academy's anthologies should be handled.

Psychologist Gudrun Olsson has been interviewed in the video series nr 23 about her book '*I metaforernas landskap – Om livet, döden och kärleken*', 2020

<http://stromstadakademi.se/SAV/SAV-23.pdf>

Music and pathology scholar Elaine Bearer has in the video series nr 21 published *Seasel-*

ves – A musical seascape <http://stromstadakademi.se/SAV/SAV-21.pdf>

I want to urge a previous call for all members to verify and complete their personal information on the Academy website. Also try to recruit new members to the Academy, not least young scholars. Please, send suggestions to Vice-Chancellor Per Flensburg: per.flensburg@stromstadakademi.se

I wish new contributions to the March issue 2021 of the Newsletter sent to my e-mail address with deadline on 27 March 2021: anders.gustavsson@ikos.uio.no. Send short articles, opinion articles and/or reviews of new scientific literature. Swedish contributions should have an English translation.

Please, also send contributions to the Academy's publication series Acta Academiae Stromstadiensis, AAS, and the video series to the e-mail address: gudmundbergqvist@hotmail.com

Chairman's report

Covid-19 continues to shape society and the public debate, and vaccination is gaining momentum, albeit slowly. Politicians are now implementing restrictions and bans in several areas where citizens' ability to follow advice has previously been appealed to.

The debate about what is right and wrong is polarizing the population, not least among academics and researchers. We will probably realize that the result, right or wrong, will not be available until one to two years down the road, and my opinion is that one should be humble in the current situation, not blaming different groups for doing everything wrong. In terms of morbidity and mortality, Sweden and Denmark are the worst in the Nordic region, but we do not know what makes the other countries do better. There are many possible explanations for this. From a European perspective, Sweden is not worse than most other countries.

A webinar with the theme of pandemics will soon be made available via the Academy's website, and there you can listen to Tomas Bergström's (professor of clinical microbiology), and Bode Janzon's (PhD in history) reflections on the current situation and from a historical perspective. Information will be sent out in due time.

It seems that we probably may have to cancel the physical Annual Meeting in Strömstad, but it is not decided at the time of writing. We have to wait another month. Premises must be preliminarily booked and we will come back with information as soon as possible.

AU continues to meet via GoToMeeting, and the working groups are active. The project group dealing with psychiatric illnesses and drug dependence/abuse is active and has had two meetings over the net during the last weeks. Everything feels, except for the pandemic, very positive in the Academy. We also got some new members in February. Please feel very welcome dear colleagues!

I would like to end by wishing everyone good health, and refer again to my summary reflections on the Academy's work published in the Newsletter from December.

All the best, Peter

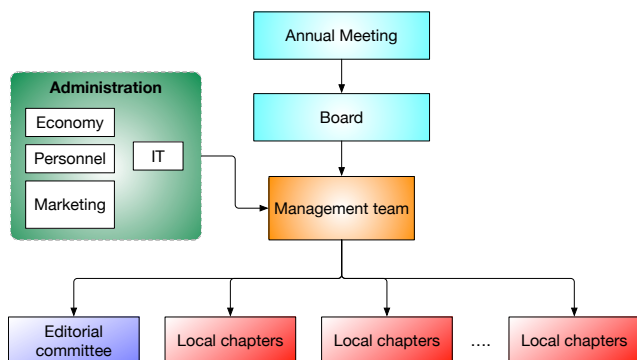
Vice-Chancellor's report

Review of organization

Per Flensburg

A lot is happening in Strömstad Academy right now. Here I will mention that the Executive Committee (AU) has initiated a review of our organization. In the current organization, the day-to-day operations are led by the Chairman and Vice-Chancellor in consultation. There is an Executive Committee (AU) consisting of the Deputy Chairman and Pro-Vice-Chancellor (in addition to the Chairman and Vice-Chancellor) providing advice to the Chairman. In practice, however, AU has become a preparatory body for the Board and AU makes certain decisions. This has led to

ambiguities, and as a result, unnecessary administration. Clear descriptions and clarifications are needed for what the various units are responsible for, and for that reason we have prepared a new organization. (See figure below)



The annual meeting is the highest decision-making body and it meets in June according to the by-laws. This is followed by the Board, which meets approximately on a quarterly basis. The day-to-day *operations* are led by the Vice-Chancellor and the Chairman in consultation, just as now. This is a difference compared to ordinary universities and colleges, where the chairman does not usually participate in the day-to-day operations. The day-to-day *management* is managed by a *management team* (LG), which is supported by an *administration*, which contains specific functions: Finance, recruitment of new members, marketing and IT. It is conceivable that other functions may also be needed and they can easily be added. Each function is led by a *co-ordinator*. The administration handles all administration for the Academy and the mandate of the various functions are governed by a delegation procedure. Their work is described in *process descriptions*. The management team includes the Chairman, Vice-Chancellor, Deputy-Chairman, Pro-Vice-Chancellor and coordinators for the various functions. In today's situation, this means treasurer and secretary, i.e. the current AU. The difference is that LG's tasks and mandate must be described very carefully and clearly in the process descriptions. John Fletcher and I are preparing a first proposal and everything will be posted on the

website so the members of the Academy can read and comment.

The administration serves the actual activities, which consist of an Editorial Committee and local chapters, just as a university administration serves the departments. "Serving" shall here be interpreted as "carrying out necessary administrative activities". Examples of such can be membership fees, payment of expenses, membership registers, website, marketing, etc. At large universities, these functions are extensive and often contain subdivisions. In Strömstad Academy, we have so little administration that a person can hold several functions. For example, I now take care of member registers, and coordinate marketing and website. The treasurer is in charge of financial functions and the secretary of the board is in charge of meeting documentation.

The functions each need a budget. Economy has for example expenses for accounting software, staff will need materials to send out the annual letter, IT has expenses for web hosting and any programs needed and marketing will need some advertising money. LG needs a travel budget, etc. This budget is at the disposal of the respective function and these do not need to ask for permission to use allocated money.

LG reports directly to the Board and the administration reports to LG. Issues that are dealt with by the administration only concern administrative activities, while LG also handles overall operational issues. It will be required that the processes are carefully thought out and documented. But the activities, research and teaching itself are controlled by the local chapters and the Editorial Committee.

Processes and decisions must be well documented. There should also be a delegation system, which specifies who is allowed to make which decisions. This means that decisions can be made by those who have the mandate without the need for further discussion. The organization becomes more efficient and the administration becomes simpler. But this has its drawbacks. Everyone knows that unexpected things happen and that not eve-

rything can be planned in advance. You must be able to handle this. There must be someone who can make decisions in cases where there is nothing prescribed in the routines. It seems reasonable that LG does this.

John Fletcher and I are now continuing to work on developing process descriptions and delegation procedures. We expect that this will be ready by time of the annual meeting in June and that decisions can be made on this. In order for all members to have a chance to present their views and get involved in the work, I will post regular reports on the internal website. It is protected by a password, which you received in the letter I sent you recently.

Per Flensburg, Vice-Chancellor

About village schools

About village schools

Per Flensburg

In recent times, there has been much talk about the importance of preserving village schools. Åsa Morberg has had several contributions to the debate, including about the school on Koster and on 17 February, she appears in an article in Dagens Nyheter which is about a dawning dissatisfaction with the wave of closure of village schools that is spreading across the country. It is a national trend in Sweden that we are alone in within the EU. Politicians believe that larger school units are needed to streamline resources and maintain quality. But it goes against the idea of a living countryside. On the contrary, Morberg believes that it is with the school that rural development begins, if there is no school, no families with children will move there. The village school can become profitable if it is developed into a village center with an expanded social mission.

The article tells about Vitåskolan in Luleå, which the municipality after an investigation decided to close together with a large number of other village schools. The motivation was to

save money and that larger schools have an easier time recruiting qualified staff. That this would be the case is a myth. But a fiery soul, Pontus Johansson, started a referendum and 91% of the voters thought that the village schools should remain. Luleå has therefore for the time being stopped all closing down of village schools.

An investigator at Sweden's Municipalities and Regions, believes that when the new school law came in 2011, more and more municipalities began to consider closing smaller schools in order to meet the higher requirements that were then placed on the school. SKR received many questions, but after a couple of years they decreased. However, the popular opposition did not. Today there is a network called 'Byskoleupproret'. The members work for the preservation of village schools and the network arranges conferences. The network supports the ideas of a living countryside and is connected to the SOL network. SOL stands for Urban and Rural. There is an active Face Book group – Eldsjälen (the driving spirit) Lars Igeland from Österfärnebo in Sandviken started the group a year ago. It happened when Sandviken municipality closed the high school in Österfärnebo.

Through this group, Lars Igeland got in touch with other groups in the country who are also fighting for their schools. It seems to be a general trend throughout the country that schools are centralized and getting bigger and bigger. The article describes a digital meeting with the group to which Åsa Morberg is invited. The reporter does an interview with her.

Do you think the school should be responsible for saving the countryside?

If all of Sweden is to live, you must have schools outside the central cities. One has to think in broader economic terms.

But the school must be of high quality with well-qualified teachers?

Of course, and therefore the municipalities must invest in recruiting qualified teachers to the village schools as well. Why should te-

achers have higher salaries in central cities than in rural areas?

Professor David Karlsson, at the administrative school in Gothenburg, believes that the closing of the village schools is part of the ongoing urbanization and that we cannot do anything about it. No municipal politician takes it lightly to close a school. He/she knows that there will be a popular uprising. But at the same time, the municipalities are struggling with more and more assignments and less and less resources. You have to prioritize hard and then the village schools are at risk.

Pontus Johansson in Luleå concludes by pointing out that the municipality in its planning contributes to the depopulation of the countryside. He says: "They point out: Here you will live, here you will build and over there we will remove good conditions so that you are able to live. You should not have to move. If we want a vibrant countryside, we must have schools in the villages. "

I myself am an old school politician and have been involved in averting some closings. My arguments were based on the chart of accounts! I reason like this:

- In a large school, there are always messy students, who take a lot of resources. I used to ask the other members of the committee to name a large school that had no problems. There were not very many.
- Measures against these are being introduced far too late and they are already on the way to criminal careers.
- This costs society a lot of money. Admittedly in another account, but still it is the citizens who have to pay.
- Teachers like to leave a messy school due to poor working environment. And it is then difficult to recruit new ones unless you pay very well.
- Mess in the classroom results in poorer results.
- In a small school in the country it is calm and peaceful. The teacher can devote him/

herself to teaching and is usually part of the village community. Everything contributes to a positive development, good grades and an attractive work environment.

This reasoning is a political reasoning, it is not based on science. You can find research reports that confirm my claims and just as easily you can find those who do not. A few times I have tried to calculate the costs by inserting numbers for the different points. I found these figures online in various investigations. I do not remember them at all, but it turned out that it was much cheaper to keep the village schools than to develop the messy big schools.

Crude language on-line

Why is the language so crude online?

Per Flensburg

This text is a first draft for a hopefully forthcoming debate article in DN or SvD, written by the marketing group. We would like to have views and preferably also participation from the rest of you!

On 12 February, we read in DN that Jonas F Ludvigsson, professor at Karolinska Institutet, is ending his research on covid-19 due to hatred and threats on the internet. Many have been outraged that they have attacked researchers and especially research on covid-19. However, threats, hatred and coarse language are nothing new online.

As early as 1980, when Ellis and Truscott at Duke University in the USA created Usenet, the first online discussion group (Lueg and Fisher, 2012), the so-called flame wars, appeared where people grossly insulted each other and made unfounded accusations. This tradition arose when there was basically only one discussion group, Usenet, online and it was used by a bunch of nerds. The participants insulted each other, came up with invectives, lies, unjustified attacks etc. but it was not really seriously meant. It was seen as entertainment and was sometimes very entertaining to

both readers and participants. But while flame wars initially can be entertaining, they quickly become boring for those not involved. They are an unfair monopolization of bandwidth.

But today the nerds' time is over. Now we have social platforms where mentally disturbed people get free rein. They are called trolls and their highest pleasure is to sabotage others. A kind of cyber psychopaths. They seek attention and want to humiliate people to show their own strength. The worst thing you can do is to acknowledge them. They are continuously upping the ante, so it is best to block them from the beginning. Trolls can sometimes unite and attack a special person. 10 years ago we had Bjästafallet where the mother of a boy in Bjästa, who raped two girls, created a Facebook group that bullied the victims of the rape. She summoned Assignment Review (UG), to show with their help how wrongly her son was treated. But UG discovered the real relationship and the storm of hatred that the mother and her son were exposed to was one of the most disgusting that has ever occurred on social media. But why do people behave this way?

There are some psychological explanations. One simple thing is that you interact with a machine and not with a human. In the program about Bjästa. One of the bullying girls said that she would never have said anything so nasty right in the face of the victim. But she could easily write online that she thought the victim should commit suicide. What is happening here is the same phenomenon as when Hitler gave a speech and when Trump supporters stormed the Capitoleum: The Bully! An atmosphere is created that cries out for blood and protected by the masses, citizens are encouraged to participate in the action. This also happens online, note that it is almost never just one who is rude but there are several and they like to get excited afterwards.

Is it the case that the net gives trolls and bullies new opportunities or is it the case that technology itself has created this antisocial behavior? Here is a parable: It is not rifles that kill people, it is other people. But the fact is:

rifles make it much easier. Same thing with the net: It makes it easier for the trolls and they get new powerful tools to make life miserable for others. Psychologists believe that people tend to behave in an antisocial way when they interact with strangers they never see face to face. It is even more strengthened if the troll can also appear anonymously. Being able to bully others without repercussions in real life results in unpleasant behavior in people who would not normally behave like that. There can be a big difference between their online behavior and their offline behavior. This is what psychologists call the online disinhibition effect (ODE). There is a certain resemblance to the drivers who turn from a kind, shy and timid person into a raging devil as soon as they end up behind the wheel.

Bullying occurs because the platform allows it. You can keep the trolls away with moderation and scrutiny. But it is expensive and requires many people who spruce-cut. (Lapidot-Lefler and Barak, 2015) (Terry and Cain, 2016)

But there is something even worse and that is what is called magic factories. The most well-known are in Russia and are very consciously engaged in spreading misinformation and creating division and chaos in society. It is the new way of waging war, the consequences of which are far more frightening than anything else. Putin has a past in the KGB, so he should not be a stranger to this type of activity. Think of Trump's lies and spreading of "fake news." How did he get 70 million Americans to believe that there was a massive election fraud? Goebbels once said: If a lie is repeated long enough, it will become a truth! And Palme had a note in the margin: Argumentation weak. Raise your voice! We can go back to the sophists in ancient Greece who, for money, offered their speaking skills to help defendants. It was among others this habit that Socrates fought against.

The magic factories send out incorrect information, but so skillfully packaged and built on people's insecurities and prejudices that it is spread as truth. By threatening opponents,

they can be silenced and, as GW usually says, incapacitated. Think this creates a society where different groups hate and hate each other and are willing to abuse and kill due to unfounded rumors from foreign magic factories! It is a drastic picture, it must be admitted and hopefully it is not true. But can we be sure of that?

References

Lapidot-Lefler, N., Barak, A., 2015. The benign online disinhibition effect: Could situational factors induce self-disclosure and pro-social behaviors? *Cyberpsychology: Journal of Psychosocial Research on Cyberspace* 9. <https://doi.org/10.5817/CP2015-2-3>

Lueg, C., Fisher, D., 2012. *From Usenet to CoWebs: interacting with social information spaces*. Springer Science & Business Media.

Terry, C., Cain, J., 2016. The Emerging Issue of Digital Empathy. *Am J Pharm Educ* 80. <https://doi.org/10.5688/ajpe80458>

John Fletcher Changes in technology

What about changes in technology?

John Fletcher

According to Stefan Fölster, half of today's jobs might be gone in twenty years' time.

It is easy to visualize long lines of unemployed, something like the great depression in the 20s and 30s but look at what has happened during the last 50 – 70 years. Employment on farms, in the forests and fishing has practically disappeared. Industry has decreased, from about a third of total employment to some ten percent. Did that cause mass unemployment? Of course not! People have moved from old to new kinds of jobs. Something like that will happen again (and again) as long as we don't mess things up through labor laws etc.

This picture is too rosy, however. 90 percent of the new jobs that have been created during the last 65 years have been financed through

taxes. The private sector has had productivity increases in the order of 2 to 3 percent per year. The public sector lags far behind – and this sector covers ever wider areas. Sweden's high employment rate has been maintained through new jobs in the public sector. This is part of the reason behind the rising costs in the public sector (I don't know how the 200.000 or so employees in the publicly financed private welfare are counted).

New Public Management has not been a great success. Part of the reason seems to be the growing requests from politicians for ever more reports to follow up on performance. From what I hear some of these reports apparently belong to the "it-wasn't-my-fault" category. So far, we have failed to find means to evaluate productivity in the public sector with the same power as a profit and loss statement – or bankruptcy.

There will be more automation in the public sector, but most likely by different means than in the private sector since welfare work requires empathy, a human presence, negotiation skills, . . .

The aging population will demand changes which will be difficult to handle. A growing number of employees will be needed regardless of possible automations. Automation will also tend to reduce, rather than increase, tax revenues. Remember, taxation of work brings in ten times more money than corporate profits. There is no simple solution.

Why haven't we done something already?

Project Surgicon

The Surgicon Project 10 years: Aim, Results and Goal, - from a personal view

Margareta Berg, MD, PhD, specialist in orthopedic surgery

In my profession as an orthopedist, I pondered over a specific question for 30 years. The profession involves surgical treatment of medical conditions and injuries engaging the musculoskeletal system in order to cure or

improve body functions. The musculoskeletal system includes the entire system of bones, joints, ligaments, tendons and muscles, and sometimes even the covering skin.

The question I wrestled with since the early 1980s was: "How is a new surgeon trained in the best way, to achieve surgical skills?". The question is an intellectual challenge, if one reflects on the difficulty of transferring manual craftsmanship from one individual to another. So-how is it done?

When I started my career, the training consisted of spending as much time as possible in the operating rooms, trying to be included as assistant at every possible intervention. As an assistant, you are scrubbed (dressed sterile and "included" in the surgical wound) helping out with two extra hands to make the surgeon get better access to the surgical field, to coagulate small blood vessels and make life easier for the surgeon. When I assisted the same surgeon in about a hundred total knee replacements, I was finally allowed to "open and enter" next time. Then suddenly our schedule was changed, and I never operated again with the same surgeon. Some time later, I started a new position after 12 years as a consultant surgeon in another hospital, where it was expected that I managed to perform total knee replacements.

This is just one example. During the twelve years I saw my younger colleagues never to get any proper supervision, they were left behind and had to train themselves in the best way they could. At the same time there was a clique of a few hand-picked younger colleagues, who got it all. They were given research projects with future doctoral theses with PhD degrees in view and careful supervision in the art of surgery, as they were expected to take over the supervisor's own cases in the long term. How did this happen?

True to my habit, I kept silent about what I observed, but reflected more and more. Over the years, I came across the issue of the educational aspects time after time, and began to take an increasing interest in obvious shortcomings within our guild.

By coincidence, I had the opportunity to work for a professor of orthopedics at the University Hospital of Nice in France in 2001-2005, Professeur Pascal Boileau, specialist in shoulder surgery. Even he was interested in the issue of education, but in a slightly different way. He had dreamt about creating his own European copy of a special course in shoulder surgery held in California every year: the San Diego Shoulder Course. After more than a year, he entered my room and said: "We're going to do the course now, and you're going to be the organizer." At the same time, he appointed a secretary at half-time as an employee of the project. This was the entire congress organization. It would be not just a course, but a whole congress with participants from all over the world with the most qualified lecturers in the field from the US and Europe, and it was named "Nice Shoulder Course 2003". During the three conference days we also included a so-called wetlab course, for practical training of shoulder arthroscopy and prosthetic surgery (replacement of the shoulder joint). A "wetlab" is common and a very undramatic routine in all countries outside Sweden, and involves performing surgery on deceased bodies where the individual in question have donated their body for the specific purpose to help future doctors learn anatomy and surgery. Our wetlab course had 20 seats, and these were filled in a matter of a few days, as soon as the congress was announced. At the end of the congress we decided to run it again in 2004, the 20 wetlab seats were filled immediately a whole year in advance.

With my personal reflections as a background, my ideas about the need for surgical training were nourished in Nice. Orthopedic colleagues from every country around the world showed a need for practical training outside the operating room. This whole topic seemed not to be dealt with in a systematic way, and the explanation I could see was that decision makers did not really know how to tackle the issue. Surely, there were more colleagues who pondered the question, but there is one sensitive component that probably prevented an open discussion: the large amount

of training taking place in operating rooms, in the daily clinical work. Thinking this over, it is easy to understand the value of wetlab courses, and thus the great value of each body donation.

Let me stop at these donations for a moment. The very first reaction can contain a feeling of discomfort, which is quite natural. Right there I would like to direct the reader's eyes to Rembrandt's painting from 1632 "The Anatomy Lesson of Dr. Nicolaes Tulp". Thus, the method of studying deceased bodies has existed since the Middle Ages. One should not confuse the concept of "Organ Donations" for transplantation with the concept of "Whole Body Donations". Major campaigns have increased the motivation for organ donations. At a full-body donation, you donate your body and sign an agreement with a university or another accredited recipient that handles such donations. The day when one dies, the body will be taken care of and embalmed, and then used in anatomy education for medical students – and for wetlab courses in surgery. Having once seen the interest and commitment of surgeons at such courses, one realizes the importance of such training. Once you have overcome the initial resistance that arises, and understand how interesting and ingenious the details are in the human anatomy, you might understand future doctors' deep engagement seeing how everything looks in a real model.

After my years in France, I continued to think about how I could raise the issue at home. In the spring of 2010, I did a literature search at PubMed to check how many scientific publications were on the subject "Surgical Training". About 100 useful titles came up, and the first articles were dated in the early 2000s. In the next step, I contacted a large number of surgical colleagues in the United States, Europe, Australia, India, Russia and Africa, those I had met during surgical congresses for 30 years and those who were in important positions. When the open question was asked, the same answer came repeatedly: "- I have also thought about this topic, for a long time."

However, there was no one who took overall responsibility for the subject.

From the collection of contacts, a handful of deeply committed colleagues was crystallized, including Dr. James C. Esch who just founded the San Diego Shoulder Institute and the shoulder course, and whom I met in Nice both in 2003 and 2004. It was revealed that he would be in Dublin in September 2010, and a dozen European colleagues were asked if they wanted to participate in a two-day brainstorming session with him on Ireland. Six people from Sweden, USA, Germany, Ireland spent a weekend at the beautiful Deer Park Hotel in Howth: James Esch, Pr Gerald O'sullivan, Pr Anthony G. Gallagher, Pr Antje Aschendorff, Dr Kai Olms and I, and remotely there were also Dr Sudhir warrior from Mumbai, India and Dr Richard L Angelo in Seattle. The space does not allow for a detailed presentation of these key people, but they can be searched at the internet. After two days of open discussions, I got the green light to organize a new surgical congress on "Surgical Training" in Gothenburg.

"The First World Congress on Surgical Training" was held at the Swedish Exhibition & Congress Centre on September 8-9, 2011, and the project had been named "Surgicon". The underlying budget consisted of a simple bank credit as a buffer, and no other funding was available. Seeking funding and waiting for a positive result would delay the project for years. This meant that the entire organization had to be run by me, without the help of any congress bureau. The organizational vein has existed since birth, and I had managed the two congresses in Nice for another professor. I could do it again, I thought. My idea was to create an event that met all the quality requirements I could think of, after having participated in a large number of congresses of very varying quality in many countries. Program content, program structure, technology with pre-downloaded ppt files on a dedicated FTP server and a technician on site, a well prepared moderator, good food and coffee – and a hilarious dinner – all would be "top notch".

The program took shape and the congress was advertised in as many countries and various surgical associations that I could find. Despite this, I was mightily surprised when the registrations began to come in. There came participants from all over the world. Thirty countries on six continents were represented. The night before the event, all 32 lecturers gathered at an old steam ship for a trip with a traditional shrimp feast, where I held the course on how to manually peel a shrimp. The wind force this evening was 18 m/s and we had to turn back before too long. In the middle of all this my cell phone rang: " - Hello, My name is Dr Gonzales, I'm from Mexico and I am here now - how can I register?".

The meeting passed with the quality expected. Between the program blocks with seven different main topics, with a Keynote lecture and subsequent 3-4 lectures, a panel discussion was held without time pressure and then came a half-hour coffee break in the exhibition or lunch break. In this way, all participants could personally meet elite surgeons, ask questions with one hand in the pocket and a cup of coffee in the other. The humble and comradely atmosphere during the meeting was what crowned the entire event. We felt like a small, exclusive family that pioneered a whole new field. The whole issue housed a completely new field of scientific research, with only a limited number of articles published over the years.

By vote, before the meeting ended, we decided together to repeat the congress in 2013 and we decided on the dates there and then.

Two weeks after the meeting, I sent out a proposal for 10 new main topics to the next congress and engaged 10 new keynote speakers linked to each program block. Their mission was to find 3-4 suitable lecturers covering the same topic, with the conditions they found 1) in another surgical speciality and 2) on a different continent on the world map. When these ten groups got started, I could relax for a while. At the same time, a secondary effect arose that I at first did not think about right away: A global network was formed of well

placed surgeons in various surgical specialties with a common interest in surgical skills training. A small "side-effect", which turned out to be of an incredible value. To establish the project financially, a non - profit foundation with the same name was founded in 2012, where the board consisted of Pr Carlos Pellegrini who was then President of the American College of Surgeons, Dr Richard Angelo President of the Arthroscopy Association of North America, Dr Kai Olms orthopedist in Germany who supervised numerous wetlab courses, Pr Anthony Gallagher from University College Cork who has published most of all on the actual topic, and later also Pr em Richard Satava as one of the most renowned surgeons in the United States - and I.

We redesigned the entire programme with the same structure and the same high quality in June 2013, and there were participants from as many countries this time too. The questionnaires about the congress quality distributed to participants after both congresses were filled with praise. The rumor about "the 2nd World Congress on Surgical Training " was spread thanks to all participants in many countries.

A few months later, I was contacted by Dr. Meena Cherian, then chairman of the WHO (GIEESC group) in Geneva. The group worked on certification of doctors and nurses sent out to disaster areas, to ensure a level of competence that the WHO could support. Dr. Cherian visited me in Gothenburg for two days, and did something that resembled a kind of in-depth interview. When she returned home, a written invitation for collaboration came signed by Dr. Edward Kelley, Director for Patient Safety within WHO. The plan was for me to go to Geneva for three months in early 2014, to get into work. In order to afford a temporary residence (a room for lodgers costs about 10.000 SEK/week in central Geneva) and be able to implement the plan, I applied for a grant from the Regional Development Board in my region. Informally, I had the support of the chairman of the Regional Council and, of course, of all those involved in the

Surgicon project. To my surprise – and great disappointment – the board chose to first “prepare the case” for a very long time, re-writing my 2 pages to their own 2 pages transformed beyond recognition and then rejecting the application on the grounds that “we do not engage in aid work”. The value of lifting this topic for surgeons within our local region from an international perspective did not seem to appeal to the board members. Showing the region at the forefront and thus facilitating the recruitment of competent and interested surgeons to our hospitals did not seem to be a success factor at the time.

Two years later, a series of 5 scientific articles appeared in the Journal of Arthroscopy in August to October 2015, written by a newly formed group of scientists who met at the congress. This made me truly happy: We had managed to make others do new scientific studies in this domain. We cannot produce all the research that is needed in this area, but we can be a kind of inspirational engine and a knowledge centre.

The backlash with the canceled collaboration with WHO made my energy drop. All the work took its toll, and the project was paused for some time. At the same time, I was well aware of the form of the startup curve in all startups and projects: a weak upward trend in the first time, then a deep slump called “The Death Valley”, and then a continued slow but steady rise - for those with high endurance.

For a few years, the project was held fluent in various ways, I gave lectures at the General Swedish Medical Conference (Medicinska Riksstämman), conducted a slow but stubborn lobbying work towards the National Board of Health and Welfare, and other Swedish decisional bodies, wrote some debate articles and was also invited to a long meeting with the head of the Swedish Innovation Council at the Government Offices at Rosenbad.

In January 2018, I was commissioned to lead and start operations at the new surgical training center built by Sahlgrenska University Hospital and the University of Gothenburg in collaboration, called “KAT”. The work invol-

ved new activities on new premises where a series of wetlab courses were organized and took shape. The whole structure was a direct development of the long-term existing teaching of anatomy in the medical school program, with addition to rig up the equipment required in operating room for each course.

In connection with this new mission, the question of the project Surgicon was brought to life. The board members of the foundation were too scattered on the world map and I proposed a change, and the board was moved to Gothenburg in 2019. In the same second it was suggested that we should run the Surgicon Congress a 3rd time. It wasn't without me slightly gazing, before the decision was made. At the time of writing, the organization of the 3rd Surgicon Congress is underway on May 5-7, 2021, i.e. ten years after the start, with 45 world-renowned surgeons participating as lecturers-including the 2018 Nobel Peace Prize Laureate Dr Denis Mukwege from Congo-Kinshasa. Last fall, we received our very first major research grant from the Swedish Research Council, for interdisciplinary research that also involves experts in Instructional Design (pedagogy).

What is our future goal? – as the results so far have been reported. To answer the question, I refer to the United Nations Declaration of Human Rights in 1948, which states, among other things, that “everyone is the owner of his body”. Regardless of country, culture, religion, and socioeconomic status, we sometimes need to hand over our body to the surgical profession, and are all equally powerless when we lie naked on an operating table. Since the human anatomy is the same regardless if we live in rural China or in central New York, and thus the surgical profession should be the same in all countries. Our goal is therefore to promote more scientific research in the subject area, including to rise resources to create a true research foundation that can provide grants following an application procedure, in order to contribute to the design of “international driving licenses for surgeons”.

www.surgicon.org

Marketing of anthologies

Marketing of anthologies, the example with Research Careers

Åsa Morberg

Strömstad Academy has produced a number of anthologies and most recently an anthology on research careers. Since Strömstad Academy publishes without the use of an established publisher, we are responsible for marketing of the anthology. If we had published the anthology at an established publisher's house, we would have handed over all marketing work to the publisher.

Most publishers work in different ways, but a number of routines are common. A number of books are sent out to key people who implicitly help market the book. I often get books with such an assignment. Catalogs are created by the publisher, usually thematic ones, and they are then widely distributed, usually digitally. If the anthology on research careers had been published by a publisher, it would probably have been included in a thematic catalog of scientific theory and method. Then the editors also bring books to book exhibitions in connection with conferences. They also produce special flyers, sometimes with extra offers on the current book. Publishers often also support contacts with reviewers, unless the authors themselves take responsibility for this.

When the anthology appeared, I tried as one of three editors to take responsibility for marketing of this anthology. I give here a presentation of the work I have done. The anthology is about research careers and if you look at the country's higher education institutions, the responsibility for research careers should primarily lie with the individual researcher, but of course also with the higher education institution. I know Swedish higher education very well. There are over 50 universities, state, semi-state and private. The first task was to contact the higher education institutions that had higher education pedagogical units by telephone. I used the websites to search for suitable contacts. There were also universities

that actually supported the career development of employees in special units. I had a digital flyer presenting the anthology at hand. The conversations became both many and long. The interest in the anthology seemed great in itself, but the concrete result after these efforts was very weak.

When the anthology was planned, we in the editorial team talked about trying to organize seminars around the anthology in our local chapters, and then try to invite postgraduate students and researchers (post doc) from nearby universities. Authors in the anthology could then have participated with presentations of their chapters, respectively. The book could also have been sold at these career seminars, or included in the price if Strömstad Academy had been paid for the participation. Such seminars have been prevented by the Corona Pandemic.

I also suggested participating in the Book Exhibition in Gothenburg with the anthology as the main product. Now the Book Exhibition changed and became a digital event instead of a physical event. Strömstad Academy did not consider the Book Exhibition to be possible due to the costs that would enable participation. It was possible to present books in video films at the book fair, but that did not happen.

Each author of the anthology was allowed to purchase a number of copies of the anthology. I bought 10 books myself for 1500: -. I have sent books to key people, who I believed in and asked for reviews and support for marketing. The postage expenses for the mailings were almost as much as the price of the books. I have used book bags where the postage is included. I have just tried to follow up and the result is really thin.

Carl Olivestam and I applied for funding for the Academy to try to make a short film for You Tube about the book. We had an application of SEK 24,000 which was then changed to SEK 12,000. We could have tried You Tube for marketing. We had professional performers on. There was no money, according to AU's

decision, to try marketing with a You Tube film.

In summary, I have spent a lot of time marketing the anthology. I was the first name in the editorial team and I was expected to take responsibility for marketing the anthology. The result of my efforts is really not much. I really think that the book should be used in career planning for researchers. I have supported individual researchers, whom I have supervised, with the help of the book with good results. It could have been used in supervisor courses and associate professor courses. It could lead to very interesting and exciting discussions.

We tried to start on time. We tried to use social media. We actually found clear target groups. We really tried to use network. We tried to feel proud of the anthology and dared to try to take a seat.

