The importance of a lecture

Bruce G Charlton (1) wrote in Medical Hypotheses 2006 that

"Lectures are probably the best teaching method in many circumstances and for many students; especially for communicating conceptual knowledge, and where there is a significant knowledge gap between lecturer and audience. However, the lack of a convincing rationale has been a factor in under-estimating the importance of lectures and there are many who advocate their replacement with written communications or electronic media. He suggests that lectures are effective because they exploit the spontaneous human aptitude for spoken (rather than written) communications and because they are real-time, human-presence social events (rather than electronic media). Literacy is a recently cultural artefact and for most of their evolutionary history, humans spontaneously communicated information by speech. By contrast with speech, all communication technologies – whether reading a book or a computer monitor – are artificial and un-natural. This is probably why many people find it easier to learn from lectures than from media, and why excessive or inappropriate use of visual aids can so easily detract from the educational experience. The second reason for lectures’ effectiveness is that they are formally-structured social events which artificially manipulate human psychology. A formal lecture is a mutually-beneficial 'collusion' between class and lecturer to improve learning. Lectures are delivered by an actually-present individual, and this creates a here-and-now social situation which makes lectures easier to attend. The formal structure of a lecture
therefore artificially focuses attention and generates authority for the lecturer to make their communications more memorable. Furthermore, to allow the potential for repeated interactions to allow trust to develop between lecturer and class, it is much more educationally-effective for lectures to be given as a course rather than as one-off interactions.

**However, Tom Snyder, President of Ivy Tech Community College wrote on April 01, 2013 in his blog about The Benefits of Online Learning (2):**

"I strongly believe that the future of higher education lies with online learning. Increasingly, colleges and university students now find themselves with other obligations beyond that of getting a degree. Jobs and family commitments make equal demands on their time. Having the option of taking online classes and studying on their own time is critically important. At the same time, many state institutions are unable to accommodate all those who want to take classes on campus, escalating the demand for online learning.

Finally, lifelong learning must now be a part of everyone’s career plans. In today’s job market, taking online courses help workers remain competitive and they don’t need to take time off from their jobs to do this."

**The importance of medical conferences**

Take for example the following list of 34 Anesthesia conferences between September 2016 to May 2017: [http://www.medical.theconferencewebsite.com/conferences/anaesthetics](http://www.medical.theconferencewebsite.com/conferences/anaesthetics)
<table>
<thead>
<tr>
<th>ANAESTHETICS CONFERENCES IN 2016/2017 (34 CONFERENCES)</th>
</tr>
</thead>
</table>

### SEPTEMBER 2016

<table>
<thead>
<tr>
<th>Conference Name</th>
<th>Dates</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>43rd Annual Argentina Anesthesia Congress 2016</td>
<td>September 21, 2016 - September 23, 2016</td>
<td>Tucuman, Argentina</td>
</tr>
<tr>
<td>French Society of Anesthesia and Resuscitation Congress 2016</td>
<td>September 22, 2016 - September 24, 2016</td>
<td>Paris, France</td>
</tr>
<tr>
<td>NYSORA 15th Annual Symposium on Regional Anesthesia, Pain and Perioperative Medicine 2016</td>
<td>September 23, 2016 - September 25, 2016</td>
<td>New York, United States</td>
</tr>
<tr>
<td>Academy of Regional Anaesthesia of India 6th National Conference 2016</td>
<td>September 23, 2016 - September 24, 2016</td>
<td>Hyderabad, India</td>
</tr>
<tr>
<td>Austrian Society for Anaesthesiology, Resuscitation and Intensive Care Annual Meeting 2016</td>
<td>September 29, 2016 - October 1, 2016</td>
<td>Innsbruck, Austria</td>
</tr>
<tr>
<td>European Society for Paediatric Anaesthesiology Annual Congress 2016</td>
<td>September 29, 2016 - October 1, 2016</td>
<td>Belgrade, Serbia</td>
</tr>
</tbody>
</table>

### OCTOBER 2016
<table>
<thead>
<tr>
<th><strong>Event</strong></th>
<th><strong>Dates</strong></th>
<th><strong>Location</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>CZECH SOCIETY OF ANAESTHESIOLOGY AND INTENSIVE CARE MEDICINE ANNUAL CONFERENCE 2016</td>
<td>OCTOBER 6, 2016 - OCTOBER 8, 2016</td>
<td>PRAGUE, CZECH REPUBLIC</td>
</tr>
<tr>
<td>10TH PAEDIATRIC ANAESTHESIA MEETING 2016</td>
<td>OCTOBER 7, 2016 - OCTOBER 7, 2016</td>
<td>LOUGHBOROUGH, LEICESTERSHIRE, UNITED KINGDOM</td>
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<tr>
<td>AMERICAN SOCIETY FOR PEDIATRIC ANESTHESIA 30TH ANNUAL MEETING 2016</td>
<td>OCTOBER 21, 2016 - OCTOBER 21, 2016</td>
<td>CHICAGO, UNITED STATES</td>
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<tr>
<td>AMERICAN SOCIETY OF ANAESTHESIOLOGISTS ANNUAL MEETING 2016</td>
<td>OCTOBER 22, 2016 - OCTOBER 26, 2016</td>
<td>CHICAGO, UNITED STATES</td>
</tr>
<tr>
<td>ITALIAN SOCIETY OF ANAESTHESIA, ANALGESIA, RESUSCITATION AND INTENSIVE CARE 70TH NATIONAL CONGRESS 2016</td>
<td>OCTOBER 26, 2016 - OCTOBER 29, 2016</td>
<td>NAPLES, ITALY</td>
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<tr>
<td>NOVEMBER 2016</td>
<td></td>
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<tr>
<td>THE DIFFICULT AIRWAY COURSE: ANESTHESIA 2016</td>
<td>NOVEMBER 4, 2016 - NOVEMBER 6, 2016</td>
<td>LAS VEGAS, NV, UNITED STATES</td>
</tr>
<tr>
<td>6TH ENHANCED RECOVERY AFTER SURGERY SOCIETY (UK) CONFERENCE 2016</td>
<td>NOVEMBER 4, 2016 - NOVEMBER 4, 2016</td>
<td>CARDIFF, UNITED KINGDOM</td>
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<tr>
<td>Event</td>
<td>Dates</td>
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<tr>
<td><strong>MAYO CLINIC - AN OVERVIEW OF PERIOPERATIVE MEDICINE 2016</strong></td>
<td>NOVEMBER 9, 2016 - NOVEMBER 12, 2016</td>
<td>NAPA, CALIFORNIA, UNITED STATES</td>
</tr>
<tr>
<td><strong>DANISH SOCIETY OF ANAESTHESIOLOGY AND INTENSIVE CARE MEDICINE ANNUAL MEETING 2016</strong></td>
<td>NOVEMBER 10, 2016 - NOVEMBER 12, 2016</td>
<td>COPENHAGAN, DENMARK</td>
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<tr>
<td><strong>PAEDIATRIC ANAESTHESIA CONGRESS OF SOUTH AFRICA 2016</strong></td>
<td>NOVEMBER 11, 2016 - NOVEMBER 13, 2016</td>
<td>BLOEMFONTEIN, SOUTH AFRICA</td>
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<tr>
<td><strong>DIFFICULT AIRWAY SOCIETY ANNUAL MEETING 2016</strong></td>
<td>NOVEMBER 16, 2016 - NOVEMBER 18, 2016</td>
<td>TORQUAY, UNITED KINGDOM</td>
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<tr>
<td><strong>EUROPEAN SOCIETY OF ANAESTHESIOLOGY FOCUS MEETING ON PERIOPERATIVE MEDICINE: THE AGEING PATIENT 2016</strong></td>
<td>NOVEMBER 18, 2016 - NOVEMBER 19, 2016</td>
<td>LISBON, PORTUGAL</td>
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<tr>
<td><strong>4TH GLOBAL CONFERENCE ON PERIOPERATIVE CARE OF THE CANCER PATIENT 2016</strong></td>
<td>NOVEMBER 23, 2016 - NOVEMBER 25, 2016</td>
<td>LONDON, UNITED KINGDOM</td>
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<td><strong>AIRWAY MANAGEMENT FOR ANAESTHESIOLOGISTS 2016</strong></td>
<td>NOVEMBER 24, 2016 - NOVEMBER 25, 2016</td>
<td>COPENHAGEN, DENMARK</td>
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<tr>
<td><strong>SOCIETY FOR INTRAVENOUS ANAESTHESIA ANNUAL SCIENTIFIC MEETING 2016</strong></td>
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<tr>
<td>Event Description</td>
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<tr>
<td><strong>Indian Society of Anesthesiologists 64th Annual National Conference 2016</strong></td>
<td>November 25, 2016 - November 29, 2016</td>
<td>Ludhiana, India</td>
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<tr>
<td><strong>December 2016</strong></td>
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<tr>
<td>Cadaveric Regional Anesthesia Ultrasound Workshop 2016</td>
<td>December 3, 2016 - December 3, 2016</td>
<td>Cleveland, OH, United States</td>
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<tr>
<td>Anaesthesiology 69th Postgraduate Assembly 2016</td>
<td>December 9, 2016 - December 13, 2016</td>
<td>New York, United States</td>
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<tr>
<td>Northwest Anesthesia Seminars Various Dates and Locations 2016</td>
<td>December 13, 2016 - December 16, 2016</td>
<td>Various locations/ dates, United States</td>
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<tr>
<td><strong>January 2017</strong></td>
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<tr>
<td>Event</td>
<td>Dates</td>
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<tr>
<td><strong>AS P E N  A N E S T H E S I A  C O N F E R E N C E  2 0 1 7</strong></td>
<td>JANUARY 28, 2017 - FEBRUARY 4, 2017</td>
<td>SNOWMASS, UNITED STATES</td>
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<td><strong>F E B R U A R Y  2 0 1 7</strong></td>
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<tr>
<td><strong>M A U I  A N E S T H E S I A  C O N F E R E N C E  2 0 1 7</strong></td>
<td>FEBRUARY 18, 2017 - FEBRUARY 25, 2017</td>
<td>LAHAINA, UNITED STATES</td>
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<td><strong>M A R C H  2 0 1 7</strong></td>
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<tr>
<td><strong>A P R I L  2 0 1 7</strong></td>
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<tr>
<td><strong>C A N C U N  A N E S T H E S I A  C O N F E R E N C E  2 0 1 7</strong></td>
<td>APRIL 1, 2017 - APRIL 8, 2017</td>
<td>CANCUN, MEXICO</td>
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<td><strong>M A Y  2 0 1 7</strong></td>
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<tr>
<td><strong>I N T E R N A T I O N A L  A N E S T H E S I A  R E S E A R C H  S O C I E T Y  A N N U A L  M E E T I N G  2 0 1 7</strong></td>
<td>MAY 6, 2017 - MAY 9, 2017</td>
<td>WASHINGTON, UNITED STATES</td>
</tr>
</tbody>
</table>
See for example the lectures of the NYSORA conference on SEPTEMBER 23, 2016 - SEPTEMBER 25, 2016:

24SEP
THE ROLE OF REGIONAL ANESTHESIA IN THE PERIOPERATIVE SURGICAL HOME
Alexandru Visan
8:00am - 8:30 am

24SEP
THE TRUTH ABOUT THE VALUE OF ADDITIVES TO LOCAL ANESTHETICS
Matthias Desmet
8:30am - 9:00 am

24SEP
TOTAL KNEE REPLACEMENT: BEST PRACTICES FOR POSTOPERATIVE ANALGESIA DEMYSTIFIED
Thomas F. Bendtsen & Jeff Gadsden
9:00am - 9:30 am

24SEP
INNERVATION OF THE KNEE AND HIP JOINTS OF RELEVANCE TO CLINICAL PRACTICE IN REGIONAL ANESTHESIA
Steven Orebaugh
9:30am - 10:00 am

24SEP
NEW NEUROLOGIC INJURY GUIDELINES FROM ASRA
Joseph Neal
10:00am - 10:30 am
24SEP
COFFEE BREAK
10:30am - 11:00 am

24SEP
SPECIFIC DISTAL PNBS: PROTOCOLS FOR HAND AND FOOT SURGERY
Admir Hadzic
11:00am - 11:30 am

24SEP
TEACHING AND TRAINING ULTRASOUND-GUIDED PERIPHERAL NERVE BLOCKADE
Joseph Neal
11:30am - 12:00 pm

24SEP
ANTICOAGULATION AND PERIPHERAL BLOCKS: WHAT IS THE EVIDENCE AND DO WE ALWAYS HAVE TO ADHERE TO SOCIETY GUIDELINES
Michael Barrington
12:00pm - 12:30 pm

24SEP
LUNCH BREAK
12:30pm - 2:00 pm

24SEP
CME LUNCH SYMPOSIUM: UPDATE ON LIPOSOME BUPIVACAINE: (AN EDUCATIONAL GRANT FROM PACIRA WAS USED, IN PART, TO SUPPORT THIS LUNCH SYMPOSIUM)
Admir Hadzic
12:45pm - 1:30 pm

24SEP
LOCAL ANESTHETIC SYSTEMIC TOXICITY: MODERN DAY RISKS AND TREATMENT ALGORITHM
Guy Weinberg
2:00pm - 2:30 pm
24SEP

HOW TO SET UP REGIONAL ANESTHESIA SERVICE IN A PRIVATE PRACTICE: THE CREER EXPERIENCE
Admir Hadzic
2:30pm - 3:00 pm

24SEP

COFFEE BREAK
3:00pm - 3:30 pm

24SEP

CONTINUOUS NERVE BLOCK INFUSION: RELATIVE IMPORTANCE OF VOLUME, INFUSION RATE, CONCENTRATION, BOLUS, AND TOTAL DRUG DOSE
Steven Orebaugh
3:30pm - 4:00 pm

24SEP

TOTAL KNEE REPLACEMENT: THE TRUTH ABOUT FEMORAL NERVE BLOCKS, FASCIA ILIACA, ADDUCTOR CANAL AND FEMORAL TRIANGLE BLOCKS
Thomas F. Bendtsen
4:00pm - 4:30 pm

24SEP

ULTRASOUND-GUIDED LOCAL ANESTHETIC TISSUE INFILTRATION TECHNIQUES FOR POSTOPERATIVE ANALGESIA
Jeff Gadsden
4:30pm - 5:00 pm

24SEP

DEMYSTIFYING PECS AND SERRATUS BLOCKS: DO THEY REALLY WORK AND HOW?
Michael Barrington
5:00pm - 5:30 pm

24SEP

BEST ABSTRACTS SESSION
Nick Knezevic
5:30pm - 6:00 pm
25SEP
FASCIA ILLICA, TAP, AND QUADRATUS LUMBORUM BLOCKS DEMYSTIFIED: CLINICAL UTILITY AND TECHNIQUES
Matthias Desmet
8:00am - 8:30 am
25SEP
REGIONAL ANESTHESIA AND EXPEDITED RECOVERY PROTOCOLS
Christopher Wu
8:30am - 9:00 am
25SEP
REGIONAL ANESTHESIA 5 PUBLICATIONS OF MOST SIGNIFICANCE TO CLINICAL PRACTICE
Admir Hadzic
9:00am - 9:30 am
25SEP
UNDERSTANDING SURGICAL HOME AND ROLE OF REGIONAL ANESTHESIA
Alexandru Visan
9:30am - 10:00 am
25SEP
COFFEE BREAK
10:00am - 10:30 am
25SEP
PARAVERTEBRAL BLOCKS: AN UPDATE
Barys Ihnatsenka
10:30am - 11:00 am
25SEP
FAST ULTRASONOGRAPHY
Thomas F. Bendtsen
11:00am - 11:30 am
25SEP
TOUGH CASES IN REGIONAL ANESTHESIA
Admir Hadzic
11:30am - 12:00 pm
25SEP
SURPRISE, SURPRISE: WHERE DO CATHETERS AND LOCAL ANESTHETICS GO?
Philippe Gautier
12:00pm - 12:30 pm
25SEP
LUNCH BREAK
12:30pm - 1:30 pm
25SEP
15 YEARS OF NYSORA NYC ANNUAL SYMPOSIUM: MUST KNOW STORIES ABOUT NYSORA’S PAST, PRESENT AND FUTURE
Admir Hadzic
1:30pm - 2:00 pm
25SEP
ULTRASOUND OF THE STOMACH AND AIRWAY
Thomas F. Bendtsen
2:00pm - 2:30 pm
25SEP
DISCUSSION
2:30pm - 3:00 pm
25SEP
END OF PROGRAM
The importance of Google videotaping lectures in medical conferences

GOOGLE has "Talks at Google":

"2015 brought over 400 talks from across the world featuring unique and varied authors, artists, activists, filmmakers, chefs, musicians, politicians, scientists, stage performers, and more.

Talks at Google will be celebrating 10 years in 2016 and we've already got an amazing lineup ready to go."

We suggest having GOOGLE MEDICAL LECTURES by videotaping lectures from the various medical conferences around the world. It will create the biggest archive of medical lectures which will be updated all the time.

It will serve the medical community as well as the patients.

“Some people talk in their sleep. Lecturers talk while other people sleep”
– Albert Camus

“The best university in the world is neither Oxford nor Harvard. The best university is "youniversity". YOU got the lecture halls of thoughts in YOU! You got everything you need to graduate with first class accomplishments put in you! YOU can do it!”
– Israelmore Ayivor, The Great Hand Book of Quotes

We think that GOOGLE MEDICAL LECTURES can be very soon from its start the Best Medical University on our planet.

References
