

## Filmed lectures available via the website of Uppsala Senioruniversitet - a pilot project to reach new groups of seniors

Per Olof Osterman, MD, PhD. Project leader

### Summary

22 lectures given by Uppsala Senioruniversitet (USU) in 2016 were filmed. The project aimed at facilitating for members to participate in the lectures offered. The films were stored on a server for 14 days and could be viewed by streaming but not downloaded and saved.

Members logged in to see the films via the website of USU. There were some technical difficulties but 21 films could be shown. 23 to 96 members (average 56) logged in to view each film. About 15% were 80 years or older, the oldest being 93. A majority were women and in about the same proportion as those attending the lectures. In a residential home 5-20 members watched the films together on a big screen and in addition several also watched them individually. Filming of selected lectures now continues as a permanent activity of USU.

### Purpose of the project

The project aimed at reaching new groups for membership at USU by facilitating for members to participate in the lectures offered. The target groups were:

- Members who are disabled, including those living in residential homes, and have difficulties in attending the lecture hall.
- Members who live far from Uppsala
- Members who are occupied or not in town when the lecture is given
- Members who did participate but after the lecture want to repeat what was said

### Methods and technique

The USU board approved the pilot project in November 2015. The decision was founded on an analysis of the organizational, technical and economical prerequisites. The project was not to be implemented if many future lecturers would be negative to filming. Therefore an inquiry of 67 previous lecturers was performed about their willingness to accept filming if they were to give future lectures. A proposed agreement was attached. 61% (41) responded. Only two would refuse filming. Two were uncertain and positive only if the fee was raised.

#### *Technique*

The power point pictures projected from the speaker's lap top were imported to the video film. In this project the lap tops of the speaker and film producer were communicating



wirelessly via a router. A BlackMagic converter was used to digitalize the video signals from the film camera. The sound was picked up from the audio system of the lecture hall or via a microphone and a Wirecast video software from Telestream was used for production of the video. Total cost of the equipment was about 5 000 €

The video produced was uploaded to a server (Vimeo) and for 14 days it could be viewed by streaming but not downloaded or saved.



*Film picture from a lecture about art showing the lecturer and the PP picture simultaneously. The film producer could choose to record like this, or fill the screen with only the PP picture or the speaker.*

#### *Training of film team*

The assistance of Simon Ydhag, (MedfarmDoIT, Office for Medicine and Pharmacy, Uppsala University), was invaluable both for the choice of equipment, training of the film team and good advice for solving technical problems during the beginning of the project period.

#### *Access to the films by members*

Two kinds of lectures were filmed. The so called Tuesday lectures, given every fortnight, are free for all members. Eight lectures were filmed in the spring and eight in the autumn of 2016. All members of the USU could log in to see the films via the website of the USU and “My pages”. A series of six lectures about the biological evolution were filmed in the autumn of 2016. Only members who had paid the special fee for attending the lectures could log in and see these films.

#### *Agreement with lecturers*

A written agreement was made with the lecturers regulating the use of the filmed material. USU agreed not to use the filmed material in other contexts and to keep it available to watch for members no longer than 14 days.

#### *Follow-up methods*

Scanning was used to register those members who participated in Tuesday lectures. The member-id, sex and age of the attendants at each lecture therefore is known. No such registration was made for the series about the evolution. Registration was made of all members who logged in and started the films. In the spring of 2016 a survey was made among 40 members of the USU living in a residential home, Ekeby Hus. Members there were both watching the films together on a big screen and individually at home. The number watching together was registered.

### **Results and experience**

#### *Technical problems*

The procedure of connecting the different units was more complex and sensitive to disturbances than expected. The film team met various problems, many of which concerned sound uptake and spent many hours of training and problem solving. One of the first films was a failure, a few had not so good quality, mostly due to sound problems, but most films

were very good. The technical problems were mastered by the end of the project period and those who watched the films expressed their contentment with the project and film quality.

#### *Tuesday lectures*

Between 30 and 96 individuals (mean 65) logged in to watch each film. Of the individuals who listened to the lectures live in the autumn of 2016 about 10% afterwards logged in to watch a film.

Among the about 3 800 members of the USU 2/3 are women. In the *spring of 2016* a mean of 277 members participated (179-443) in Tuesday lectures and of these 61% were women. Of those who logged in to watch films from these lectures 59% were women, i.e. a similar sex distribution. In the *autumn of 2016* a mean of 203 members participated (126-321) and also now 61% of these and 59% of those who logged in to watch films were women. .

#### *Lecture series about the evolution*

192 members paid the fee for participation. The number of persons actually attending each lecture is not known but usually 10-15% are absent. Between 23 and 51 individuals (mean 34) logged in to watch each film. Thus a mean of 18% of the participants of the series used the possibility to see the films.

#### *Age distribution of those watching films*

This could only be evaluated for Tuesday lectures and was similar in the spring and autumn. About 15% were 80 years or older, the eldest being 93.

#### *Films watched at the residential home Ekeby Hus*

At this residential home 5-20 members watched the films together on a big screen and in addition several also watched individually in their homes. In the inquiry mentioned above 28 (70%) of the 40 members of USU living at Ekeby Hus responded. At the time of the inquiry only four films had been shown. 16 of 28 would not have seen the lecture if it had not been filmed. 20 wanted USU to continue the film project, 6 did not know. 15 wanted USU to add some series of lectures (only Tuesday lectures were filmed in the spring 2016).

### **Future perspectives**

Filming of lectures is appreciated among the members and now considered an established activity which continues at USU. Filming enables members who are disabled to take part in lectures and allows members to watch the lecture at a time they choose. The statistics also show that members use the possibility to see films to repeat what has been said at the lecture. It is too early to tell if the filming will attract new members who live at a long distance from Uppsala. Many small Senior universities have difficulties in recruiting good lecturers whereas Uppsala with two universities can offer good education to the members. A future cooperation with distribution of filmed lectures to these smaller U3A's could be considered.

### **Participants**

*Film team:* Lasse Sunnås, team leader, Bengt Everitt, Bo Olsson, Anders Lundström,

*Website functions:* Bertil Eriksson

### **Contact details**

Per Olof Osterman  
Bäverns gränd 16 A  
S-753 19 Uppsala  
+46 18-12 61 84; + 46 70 374 72 92  
per.olof.osterman@telia.com  
www.usu.se

Lasse Sunnås  
Muningatan 4  
S-753 08 Uppsala  
+46 18 30 06 98; +46 70 835 06 98  
lasse.sunnas@bredband.net  
www.usu.se