

## The Acoustical Society of America and International Noise Awareness Day

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Since 1996, the Center for Hearing and Communication (CHC; [chchearing.org](http://chchearing.org)) has been raising public awareness of noise on the welfare and health of people by creating and encouraging everyone to take part in International Noise Awareness Day (INAD) on the last Thursday in April. This year, for the 23rd INAD, the Acoustical Society of America (ASA) was determined to take part and support the CHC. Beginning in January, 2018, four ASA members from Task Force 1 proposed INAD plans and by mid-February, the group had grown and developed a plan of action that would allow the public to participate in different activities throughout the entire month of April.

Our first goal was to let people know what the ASA was doing to commemorate INAD and so we created a webpage ([acousticstoday.org/INAD2018](http://acousticstoday.org/INAD2018)) to lay out all activities for the month. We also included helpful noise-related resources for interested parties to find out even more information about noise. In addition to the website, a Twitter and Facebook social media campaign was started to regularly tweet and post about ASA INAD activities and encourage participation. Through the Twitter account, the ASA interacted with other organizations and individuals taking part in the INAD. The last stage in spreading the word about the ASA INAD month was to send an email in late March to ASA members with information about how to get involved. Thanks to this social media and email campaign, the webpage had nearly 2,000 visitors from March through April.

Here is what the Task Force 1 committee planned and achieved for the INAD: Starting in late March, everyone was encouraged to download and use the iOS SoundPrint App ([soundprint.co](http://soundprint.co)) to review the noise levels of restaurants as a way to take part in citizen science. Citizen science projects are generally defined by the collection and/or analysis of data by members of the general public. This phone app allows users to measure a venue's loudness and submit it for the public and has been called the "Yelp for noise." Users of the app were also encouraged to read the *Proceedings of the Meetings on Acoustics (POMA)* paper "Analyses of Crowd-Sourced Sound Levels of Restaurants and Bars in New York City," authored by Gregory Farber, the creator of the SoundPrint App, and Lily Wang ([asa.scitation.org/doi/pdf/10.1121/2.0000674](http://asa.scitation.org/doi/pdf/10.1121/2.0000674)). The POMA article received nearly 100 visits from the ExploreSound.org website.

In addition to the citizen science activity using SoundPrint, the public was invited to watch the movie *In Pursuit of Silence* ([pursuitofsilence.com](http://pursuitofsilence.com)). This film, directed by Patrick Shen, explores "our relationship with silence, sound, and the impact of noise on our lives." We also encouraged those who watched the film to further reflect on the topics by using the discussion guide created for the film. The ExploreSound website directed more than 100 visitors to the film website.

Finally, on April 25, 2018, the official 23rd anniversary of the INAD, the ASA hosted a two-hour YouTube live stream session consisting of five expert panelists and a moderator (**Figure 1**) to discuss all things related to noise. Everyone was encouraged to post comments and questions for our panelists on the website or to tweet them using #ASAINAD2018. With questions in hand, we created a simple

outline to discuss four main questions and topics.

- (1) What is noise? Noise sources, causes of noise.
- (2) Why can noise be bad? Adverse impacts of noise.
- (3) What have we been doing about noise? Successful actions to lesson impacts of noise.
- (4) Noise and technology.

During the live stream session, 60 viewers watched from around the world, including from the United States, Sweden, Germany, Italy, Ireland, Greece, the United Kingdom, France, and Spain. Additionally, the ASA YouTube channel gained 24 new subscribers in April compared with 17 in the previous 3 months. At the time of writing, Part 1 of the live stream titled “INAD - What Is Noise” has been edited and posted on the ASA YouTube channel. You can view the playlist at [acousticstoday.org/inad-videos](https://www.acousticstoday.org/inad-videos), which will be updated with the remaining three parts of the recorded streaming session following the discussion outline above. Don't forget to like, comment, and subscribe when you visit to watch the videos.

We consider this to have been a great success and have already begun planning for how the ASA can be involved in next year's INAD. Interview sessions and blog posts are already in discussion and consideration. It is also important to note that another goal is to move all planning of future ASA INADs out of Task Force 1 and into the Technical Committee on Noise to ensure that the ASA has continued involvement with the event, even after the five-year strategic plan has ended. If anyone would like to take part in future ASA INAD plans, please feel free to contact me.

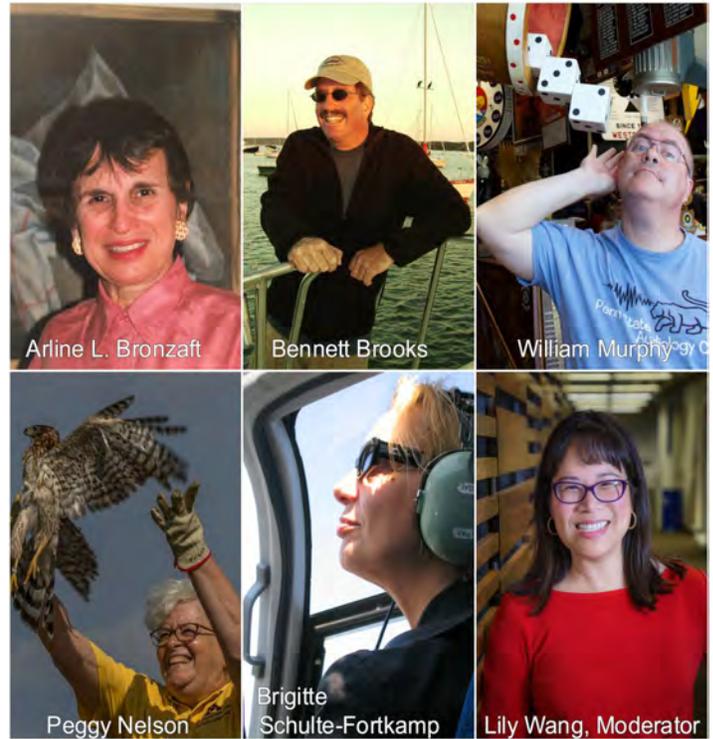


Figure 1. Photos of the five panelists and the discussion moderator taking part in the Acoustical Society of America YouTube live stream session for International Noise Awareness Day. These photos were used on Twitter, Facebook, and [ExploreSound.org](https://www.exploresound.org) to help promote the event.

I would like to extend a very special thanks to the entire ASA INAD Committee and panelists Jeanine Botta, Arline Bronzaft, Bennett Brooks, Gregory Farber, William Murphy, Peggy Nelson, Brigitte Schulte-Fortkamp, and Lily Wang.

**Did You Hear?**

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