



Have you ever wondered how many people actually look at and read your scholarly writings? If you have, you likely realize that no matter how “great” one’s paper is, readership is (with rare exceptions) quite small. Although it is hard to document “reads,” if we use citations as a measure, the majority of papers only get cited a few times (and many not at all). Another measure is the number of downloads, and in many cases, such as *The Journal of the Acoustical Society of America (JASA)*, one can easily find the number of times that a paper is viewed.

I think we would all agree that one’s papers are seen by a very limited audience, and most often the audience has scholarly interests that are reasonably close to those of the authors. My point is to get readers of *Acoustics Today (AT)* to think about the readership of their scholarly works and to ask themselves whether they would like to write something that would be seen *and read* by a far broader and larger audience. In writing such an article, authors have the potential to reach an audience who would not normally see their work. This broad audience then becomes a way to “publicize” one’s research area and bring new and exciting areas to the attention of a set of readers with very diverse interests. Put another way, this is an open invitation to members of the ASA to think about potentially writing an article for *AT*.

One of the best things about *AT* is that the audience is quite large. *AT* goes, *in hard copy*, to over 7,000 ASA members, and it is also read online by many people who are not ASA members, including students, journalists, and regulators. Moreover, articles are read by people from very diverse disciplines and not just the discipline of the authors. Indeed, I often hear from ASA members that they read *AT* from cover to cover and very much enjoy reading articles introducing them to research areas that they previously knew nothing about. (Indeed, one reason I enjoy editing *AT* is that I am learning so much about so many things that are new to me!) So, in writing for *AT*, you have an opportunity to reach a uniquely broad (and well-educated) audience.

In thinking about writing an article for *AT*, you need to keep several things in mind. First, and most important, articles have a broad focus. With *very rare* exception, articles do not

focus on a single question or the work of one investigator or lab. Moreover, *AT* does not publish original research or preliminary results.

Second, an article for *AT*, although scholarly, is somewhat different from a scientific paper in that the audience is very broad. Thus, to be understood by our audience, authors must explain words and ideas that are likely to be totally “foreign” to a member of an ASA technical committee (TC) outside those of the authors. Although this kind of writing is a challenge, many authors have told me that this challenge ultimately turns out to be very enjoyable and intellectually exciting (and educational).

Third, once we agree on an article for a particular issue of *AT*, we must have the article at the agreed-to time. This is because we have only a few articles per issue, commit valuable space to them, and have no way of filling that space if we do not have the promised article.

I do hope many people reading this column will be intrigued with writing an article for *AT*. If so, please contact me. However, please, do not write the article before we “talk.” This is because *AT* articles are by invitation only, and I cannot accept everything offered because I try to balance coverage in the magazine so that all TCs in the ASA are represented over time.

In this issue of *AT*, the first article, by Samira Anderson, Sandra Gordon-Salant, and Judy Dubno (former ASA president), discusses a topic of great relevance to those of us who are more “advanced” in years, and to others who will eventually get there: how hearing changes as we age. In the second article, Steve Greenberg writes about approaches to help people learn new languages. Steve shares insights into technology that run from the language labs I had in college (with reel-to-reel tape recorders) to very sophisticated apps for one’s smart phone.

The third article illustrates one way I find articles. I am on the ASA Book Committee, and we had a proposal for a book on archaeoacoustics. I had never even heard the word and got very curious, so I wrote to Miriam Kolar and she agreed to do this article. Miriam uses some of her own work, and that of colleagues, to explain this fascinating field that merges classic archaeology and acoustics to better understand ancient civilizations.

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From the Editor

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The fourth article, by Caroline Lubert, took me back to my youth when Sputnik changed the world. I've never thought much about the sounds produced during a rocket launch and their implications, but I now realize that this is a major issue of concern in rocket science and engineering.

The final article came about when I saw an abstract for an ASA special session about thermophones, another word I did not know. I attended and then invited Nathanael Mayo to share this fascinating topic with the *AT* audience.

This issue also has a number of interesting "Sound Perspectives" essays. "Ask an Acoustician" focuses on Sandra Gordon-Salant (only by coincidence does Sandy have two articles in this issue). If you have ever wondered about the function and history of ASA chapters, be sure and read the essay by Kenneth Wood, Jr., and Jacob Mauck.

We also have an essay by D. Keith Wilson that should interest anyone who uses computational acoustics. Keith describes

a new Technical Specialty Group in this area and provides ample reason why this area has become so important to all of us in the ASA.

Another thing I learned from doing this issue is that the ASA has a history of participation in the world-famous Intel Science and Engineering Fair. Through this, the ASA helps support upcoming acousticians. Our participation is wonderfully described by Jeffrey Vipperman. The ASA also supports science education through programs at ASA meetings for local high-school students. This is described in an essay by Tracianne Neilsen and L. Keeta Jones. Indeed, hopefully many ASA members will read both of these essays and reach out to the authors for ways they can get involved and help the ASA in these very important outreach efforts.

I close with a reminder that if you would like to discuss doing an article for *AT*, send me an email (apopper@umd.edu) with a mention of your idea and I will be in touch. I am particularly interested in articles on topics not yet covered in *AT* (all the articles in the past issues are available at acousticstoday.org) and articles from younger members.

Building Acoustics Test Solution

NTi AUDIO

Standardized level difference measured in accordance with ISO 16283-1
Field measurements of airborne sound insulation between rooms

Client: Demo
Location: Partition from Sample Room 1 to Sample Room 2
Date of test: 15/02/2016

XL2 Sound Level Meter S.No. A2A-05950-E0, Microphone M4260 S.No. 1285
XL2 Sound Level Meter S.No. A2A-05950-E0, Microphone M2210 S.No. 1465
Area of common partition: 15 m²
Source room volume: 50 m³
Receiving room volume: 50 m³

Frequency f Hz	DnT 1/3 octave dB
50	31.2
63	38.5
80	32.3
100	32.3
125	38.5
160	41.2
200	39.4
250	39.9
315	40.0
400	41.3
500	42.1
630	45.6
800	49.2
1000	50.6
1250	51.6

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