Security and Our Reader Survey

Lieven Eeckhout
Ghent University

Welcome to the September/October 2016 special issue on security. Guest Editors Mohit Tiwari (University of Texas at Austin) and Todd Austin (University of Michigan) have done an excellent job selecting five interesting articles on timely and relevant security topics. I wholeheartedly thank Mohit and Todd for their greatly valued time and effort spent on this issue, and I encourage you to read their guest editorial for an introduction to the selected papers.

I want to spend a few words on the reader survey that the IEEE Computer Society initiated in the beginning of 2016. First, let me thank those of you who participated; I encourage others to participate in the future. Reader surveys are a great tool to better understand our readership and learn about your expectations and aspirations for the magazine. I was excited to learn that an overwhelming majority of our readership (more than 82 percent) rated the magazine as "good" or "very good." This is encouraging to note, and it speaks to the entire team behind the magazine, including the editorial staff, the Editorial Board members, guest editors, and of course our authors, who submit their best work for publication in *IEEE Micro*.

A number of interesting observations are to be made from the survey. More than half (56 percent) of our readers access the magazine through its electronic edition, 29 percent still prefer the print edition, and 15 percent access both the print and electronic editions. It is remarkable that about a third of our readers still prefer the print editions. Part of the reason may be that the price for the print subscription dropped from $149 to $69 from 2015 to 2016 due to a change in printing type, which led to a relatively small price difference, with the electronic subscription at $39.

The content most valued by the readers surveyed includes, in order of decreasing popularity: research-based articles; articles on tools, techniques and technologies; theme issues on specific topics; experience-based articles; and application-oriented articles. Again, it is encouraging to learn that readers appreciate *IEEE Micro*'s focus and mission of publishing articles on new research results, tools, techniques, and technologies, along with special issue themes.

When asked what the magazine should cover more, the respondents suggested—again in order of decreasing popularity—multiprocessor programming, performance scalability, in-depth tutorials, security, software architectures, software design, metrics/measurement, the basics, cloud computing, and mobile. It is interesting to note that software issues appear so prominently in this list given *IEEE Micro*'s key focus on microprocessor design. This should not come as a major surprise given that today's microprocessor systems include an elaborate software stack for which performance and scalability issues emerge as key design goals in the current multicore era.

In spite of this aspiration toward more articles covering software issues, several respondents expressed other voices under the open comments section. Some said they "really like the Hot Chips special issue"; others suggested we should "focus more on industry and existing chips," "stick with hardware," "provide more industry chips analysis and news," "focus more on low-end embedded processing and networking of devices," and "focus more on real-time applications." Of course, *IEEE Micro* will continue to publish hardware-focused articles, which is one of our key differentiators from the

New Editorial Board Member

Trevor Mudge is the Bredt Family Professor of Computer Science and Engineering at the University of Michigan. Mudge received a PhD in computer science from the University of Illinois. In 2014, he received the ACM/IEEE Eckert-Mauchly Award and the University of Illinois Distinguished Alumni Award. He is a Life Fellow of IEEE and a member of ACM, the IET, and the British Computer Society.

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other Computer Society titles. Having said that, we should not neglect software issues and the impact of emerging hardware on software and vice versa.

Maintaining a strong and solid readership is obviously vital for *IEEE Micro*. To further increase awareness and excitement about the magazine, the Computer Society is in the process of redesigning its magazine websites. Please visit our new website at www.computer.org/micro and let us know any suggestions you might have to further improve the user experience. Also, we aim at increasing our presence on social media. *IEEE Micro* is active on Twitter through its @ieeemicro account. Please follow, like, and retweet us, and feel free to suggest posts and people to follow. You can also request to join the new LinkedIn group for *IEEE Micro* at www.linkedin.com/groups/7064391.

Finally, I'm delighted to welcome Trevor Mudge from the University of Michigan to our editorial board as of 1 August 2016 (see the "New Editorial Board Member" sidebar). Trevor has made pioneering contributions to low-power architectures, for which he received the 2014 Eckert-Mauchly Award. Trevor wrote an enlightening and insightful retrospective in response.[1]

With that, I'd like to conclude and wish you a happy reading, as always!

Lieven Eeckhout
Editor in Chief
IEEE Micro

Reference

1. T. Mudge, "Thoughts on Winning the 2014 Eckert-Mauchly Award," *IEEE Micro*, vol. 35, no. 3, 2015, pp. 144–146.

Lieven Eeckhout is a professor in the Department of Electronics and Information Systems at Ghent University. Contact him at lieven.eeckhout@ugent.be.