



why?

Impact factor and H index are just two ways of measuring a researcher's impact within a scientific discipline. However, bibliometric evaluations do not capture the overall impact of research in society. The true measure of impact for any research study is its ability to engage people. Not just fellow scientists, but the general public. All publicly funded researchers have a duty to communicate their findings to the public. The "open access" movement is an important step forward, but it fails to tackle the exclusivity of scientific language. Meaningful engagement only occurs when the general public have an opportunity to participate through interaction. Engagement is important for trust and accountability as it reassures the public that researchers are using resources constructively and transparently. Engagement is also essential for shared understanding of how best to move forward with research; for example, gauging public acceptance of research methods, interventions and policies. To achieve this, in addition to open access publication, scientists must find ways to present information without technical language and be prepared to sustain a 2-way interaction with interested members of the public.