



# Affiliation

## **Summary:**

The fundamental purpose of the article is to highlight the relation between creative thinking and episodic specificity induction. In this context, quantitative research is conducted that based on two practical examples. The respondents are paid for these experiments. Meanwhile, the researcher also used the same respondents in both experiments, so it becomes easy to compare the results of experiments. In the first experiment, the researcher used episodic specificity induction and its impact on creativity. In this experiment, the researcher showed short videos to the respondents and asked specific questions about the video just for the sake of focusing on their creativity. On the other hand, in the second experiment, the author used math packet control induction. In this way, when the author asked about the specific video contents then the participants moved toward the solution of math problems rather than using creative ideas. In this way, the researcher found that the episodic specificity induction enhances the creativity of the respondents (Madore, 2015).

## **Critique:**

### **Comparative technique: comparative tools graphical representation**

The research reveals the importance of episodic specificity induction by comparing two different experiments in which the use of variables is different. It found that the comparison in the quantitative researches requires comparative tools for making a comparison between the results of the two different experiments. In this research, there is a detailed discussion about the particular experiments but there is no comparison that is considered to be the limitations of the research (Dreyer, 2010). For instance, there is a detailed discussion about the importance of episodic specificity induction for creativity but there is a limitation in the description of a relation between associated methods with creativity just like math packet control induction. In the second experiment, there is the use of math packet control induction but there is no specific information that reveals that episodic specificity induction is better to enhance creativity than

the math packet control induction. There is a limitation occurred because there are no comparative tools selected for the research (Dreyer, 2010). On the other hand, the quantitative research will be presented in a better way by the use of graphical representation. The invention and creativeness are not considered to be the fundamental purpose of the research but there is a need for shreds of evidence and literature that engage the readers towards the research. It found that the graphical representation attracts the readers and is also considered the best way to present the data (Romberg, 2012). Nevertheless, there is too much information about the research but it looks crowding. In this way, if the author uses the graphical presentation then it may increase the effectiveness of the research. The graphical representation may also helpful for the reader to focus on the research easily. It is worthy to say that such kinds of literature can only understand by the people of the affiliated field but there is a need for graphical representation to engage the audiences of the associated field (Romberg, 2012).

### **Research design: exploration and collaboration**

Some so many researchers are directly affiliated with this research and need to be discussed for the sake of highlighting the importance of creativity and episodic specificity induction. It is just because of lack of research design due to which there is limited information about the previous researches. It found that there is a need for exploratory research design for this research. When the researcher used the exploratory research design then it would help to explore the authentic data for the research (Durrheim, 2006). In this way, it is not only beneficial for the researcher to continue the previous researches but also the readers can easily make a grip on the entire aspects of the topic. Most people don't know about episodic specificity induction. Meanwhile, when there is a use of exploratory research then the readers can easily find out the associated data about the research from the previous researches. It is worthy to say that the research design acts as a bone of contention for the researches but there is no research

design found in this research (Durrheim, 2006). It is the reason that there is a lack of information about the topic in the research that needs to be highlighted.

### **Analysis: Use of ANOVA**

When it comes to the literature review section, there are bundles of information about episodic specificity induction and math packet control induction but there is a need to split the research into different variables. In this way, it would be helpful to analyze the entire aspects of the research. In this research, there is the use of ANOVA for the analysis of collective data. Nevertheless, the analysis portion produces the results but there is a need for more analysis of the given data. In other words, the analysis of the information is limited that needs to be extended. The information can be extended by the use of more analytical tools than ANOVA. SPSS is considered to be the best option for analyzing this huge data (Muijs, 2010). It focused that there is a lack of graphical representation in the research. In this way, when the SPSS is applied for analyzing the data then the research can easily find the graphical representation. The implementation of SPSS requires a questionnaire. The research doesn't reveal the questioning of the researcher with the respondents that are the cause hurdles for the implementation of SPSS (Morgan, 2004). Therefore, there is a need to improve the respondent section and make a question that would highlight the information in a better way. The information and questionnaire for respondents improve the analysis section of the research.

### **Scoring technique: No particular tools, No specific base**

There is a scoring technique used in the research for scoring the respondent's behavior against the specific questions related to the video. Nevertheless, this scoring technique is beneficial for producing the results for the analysis section but there is no particular base for this scoring technique. This fact sawed that the quantitative researchers used different types of scales for scoring technique but these scales have authentic based (Loewenthal, 2018). In this research, there is no information on the scale that is used for scoring the respondents. Therefore,

the information through such kinds of scales is not considered to be a good option for producing the results of the analysis section. The research is based on the medical field due to which the authentication of the scales and based of the entire information must be authentic (Loewenthal, 2018).

### **Conclusion:**

It concluded that creative thinking enhances because of episodic specificity induction. It is the reason that there is a need to highlight the relation between the two variables. This research specifically highlights the relation between the creative thinking between episodic specificity induction and math packet control induction. The research produces good results but there are some limitations present in the research highlighted in the critique section. There is a need to improve the research design, graphical representation, analysis section, and scoring technique. The improvement in these sections would be helpful to increase the effectiveness and reliability of the research. These improvements are also helpful for the readers to follow the research in a better way especially the reader that doesn't know about the particular medical terminologies.

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