

1155 Union Circle Dr,
Denton, Texas 76203
April 22nd 2021

Mr. Seymour Epstein
Department of Psychology
University of Massachusetts
Amherst MA 01003

Subject: Attn: Mr. Seymour Epstein : Editing Project for the article “Demystifying Intuition: What It Is, What It Does, and How It Does It” to enhance and simplify the thoughts of Epstein idea of intuition.

Dear Mr. Epstein,

Thank you for reaching out to me for the enhancement of your scholarly article “Demystifying intuition”.

It was a delight to have read a phenomenal piece of article that describes intuitions and the concepts behind it, I was mesmerized by your derivation and definition of intuition that came from various sources across the world and how it boiled down to a set of 9 distinct issues that define intuition. It gives me great ideas of what type of audience this is addressed for and what the expectations of such audience would be.

As per our initial conversation, I have reviewed the article and maintained a style sheet that I would be following to make necessary edits without changing the idea/meaning behind the content. I have attached the style sheet and the original document with annotated edits. I have made edits to the following sections based on the overall structure of the article.

Analysis

URL:https://www.researchgate.net/publication/233125688_Demystifying_Intuition_What_It_Is_What_It_Does_and_How_It_Does_It

Target Audience: Psychology Students and Scholars

Purpose: Engage audience into the Article and Deriving the meaning of intuition: Demystifying Intuition

Sample Set: Scholarly audience.

Suggested Developmental Edits

Tone

The existing tone of is inconsistent when switching from direct quoted sentences to non-quoted one. Page 4, some segments like the meaning of intuition was presented in a persuasive tone rather than an intuitively drawn from the cited example, this effects how much of an impact you have on your reader and further effect credibility. I have improvised the tone to make it more consistent and persuasive which not only connects with the audience at an emotionally but also intellectually and dictates when necessary. It is important that we identify the tone we are using to connect with your audience and stay consistent to constantly have that engagement throughout.

Subject-Verb Agreement

While reading the article I have identified some subject-verb units which had both singular and plural noun subjects that needed a needed a correction for example in Page 7, the second paragraph. It is very important because we will be confusing the audience if we are inconsistent which our subjects and verbs singularity or plurality in a sentence. Furthermore, on pages 4,5 and 9, I have identified more instances of incorrect verb usage and annotated it in the article.

Fonts/Capitalization

Since the article is in APA format, I have changed it to the latest version which is standard (11- point Times New Roman) for the body throughout the article. I have italicized the key subheadings, that were needed and centered main heading and capitalized it. I have made some captions to the content on Page 3, to include the reference. I have also capitalized the words which are proper noun.

Other Correction/Punctuation

There were a lot of minor punctuation mistakes across the document, I have made changes to them and indicated them with highlighted flags. I found few grammatical errors in the almost all pages. I hope these changes would bring in more significance to the article and drive up the reader's traffic. I also urge you to publish the article on different scholarly databases to achieve more reader's traffic.

I am looking forward on hearing your valuable feedback on my suggested edits and starting a relationship as an Editor for your upcoming projects starting from this.

Adil Afroze Mohammed
Editor
