February 19, 2012

Dear Ms. Amara Sarwal,

Please find attached “The Negative Effect of Doodling on Visual Recall Task Performance” with revisions. I have addressed the major concerns regarding what this study was testing in terms of doodling by clarifying within the paper what doodling is thought to affect and my use of terms such as attention, memory, and daydreaming. Furthermore, I have included an explanation on the cognitive processes involved in visual processing and how the dual visual tasks compete for visual processing resources, and translated these points into the rationale for my hypothesis of why doodling will decrease recall on a primary visual recall task.

In terms of the methods, I have addressed all of the concerns raised by including information on how the participants were randomly assigned and recruited, the images that were presented in the visual recall task, and how the participants were scored on the dependent variable. I also clarified all aspects of the doodling, from the reason flowers were chosen to the instructions and any potential confounds that may have arisen due to the instructions. I have included suggested changes for future studies that further investigate the effect of doodling on recall performance.

I have also re-formatted the paper to fix the previous formatting errors. I modified Figure 1 so that it does not contain major gridlines, and moved the figure title and captions above the figure. I also included the mean number of images recalled by doodlers and non-doodlers in the abstract as suggested, and fixed the p value to properly align with APA 6th edition styling. I have slightly modified the title of the paper, and have incorporated two more references as a result of more thorough background explanation on the neural pathways associated with visual processing.

Thank you for taking the time to reconsider my manuscript. I would be happy to address any further concerns that you might have.

Regards,

Elaine Chan