

Flashy Methodology

A **flashy methodology** refers to a research approach that emphasizes **complex, novel, or visually appealing techniques**, often using advanced technologies, but **lacks scientific rigor, clinical relevance, or proper validation**.

Characteristics

- Overuse of **buzzwords** (e.g., AI, connectomics, deep learning) without clear justification.
- Emphasis on **visuals, 3D renderings, or animations** that distract from poor methodological substance.
- Absence of:
 - Ground truth validation
 - Clinical outcome correlation
 - Transparent reproducibility
- Frequently seen in **proof-of-concept** studies with weak statistical or anatomical grounding.

Criticism

- Risks **misleading clinicians or researchers** into overestimating the utility of unproven tools.
- Encourages **publication bias** toward novelty over robustness.
- Contributes to the **“innovation without application”** trend in translational science.

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