

Working Title

Dr Massimiliano Canzi

May 5th 2022

Introduction
●○○○○○○○○○

Pre-Production
○○○○○○○○○

Production
○○○○○○

Post-Production
○○○○○○○○○○○

Section 1

Introduction

Introduction
○●○○○○○○○○

Pre-Production
○○○○○○○○○

Production
○○○○○

Post-Production
○○○○○○○○○○○

About me

Introduction
○●○○○○○○○○○

Pre-Production
○○○○○○○○○○○

Production
○○○○○○○

Post-Production
○○○○○○○○○○○○○

About me

Massimiliano “**Max**” Canzi

Introduction
●○○○○○○○○○

Pre-Production
○○○○○○○○○

Production
○○○○○

Post-Production
○○○○○○○○○○○

About me

Massimiliano “**Max**” Canzi

- Lab Manager / Data Scientist @ Uni Konstanz

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Introduction
○○●○○○○○○○

Pre-Production
○○○○○○○○○

Production
○○○○○

Post-Production
○○○○○○○○○○○

About me

Introduction
○○●○○○○○○○

Pre-Production
○○○○○○○○○

Production
○○○○○

Post-Production
○○○○○○○○○○○

About me

Interested in: **R**, experimental designs, **reproducibility**, open science, improving existing methodologies, data visualisation, honest scientific communication...

Introduction
ooo●oooooo

Pre-Production
oooooooooo

Production
oooooo

Post-Production
oooooooooooo

About the LingLabs

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Consortium of linguistic laboratories at the University of Konstanz spanning a variety of research topics and fields.

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___<https://www.ling.uni-konstanz.de/forschung/workshops/>___

Introduction
○○○○●○○○○

Pre-Production
○○○○○○○○○○

Production
○○○○○○

Post-Production
○○○○○○○○○○○○

Motion Pictures / Scientific Experiments

Introduction
○○○○●○○○○

Pre-Production
○○○○○○○○○

Production
○○○○○○

Post-Production
○○○○○○○○○○○○

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

- Write a script

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

- Write a script
- Set a production budget

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

- Write a script
- Set a production budget
- Casting, locations, props, storyboards

Motion Pictures / Scientific Experiments

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- Write a script
- Set a production budget
- Casting, locations, props, storyboards
- Shoot the film

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- Set a production budget
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- Editing, colour grading, VFX

Motion Pictures / Scientific Experiments

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- Write a script
- Set a production budget
- Casting, locations, props, storyboards
- Shoot the film
- Editing, colour grading, VFX
- Press, festivals

Motion Pictures / Scientific Experiments



Figure 1: Severance (2022)

Introduction
○○○○○○●○○○

Pre-Production
○○○○○○○○○○

Production
○○○○○○

Post-Production
○○○○○○○○○○○○

Motion Pictures / Scientific Experiments

Introduction
○○○○○○●○○○

Pre-Production
○○○○○○○○○○

Production
○○○○○○○

Post-Production
○○○○○○○○○○○○

Motion Pictures / Scientific Experiments

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- Formulate a research question

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

- Formulate a research question
- Budget, weigh methodologies, availability of participants and tools

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

- Formulate a research question
- Budget, weigh methodologies, availability of participants and tools
- Recruitment, equipment setup, hardware and software

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

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- Data collection

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- Budget, weigh methodologies, availability of participants and tools
- Recruitment, equipment setup, hardware and software
- Data collection
- Data wrangling, analysis and visualisation

Motion Pictures / Scientific Experiments

Planning a (linguistics) experiment and a movie production are not as far apart as you would think...

- Formulate a research question
- Budget, weigh methodologies, availability of participants and tools
- Recruitment, equipment setup, hardware and software
- Data collection
- Data wrangling, analysis and visualisation
- Papers, conferences

Introduction
oooooooo●oo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooooooooooooo

Motion Pictures / Scientific Experiments

Introduction
oooooooo●oo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooooooooooooo

Motion Pictures / Scientific Experiments

Just like when shooting a film, **plan ahead.**

Introduction
oooooooo●oo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooooooooooo

Motion Pictures / Scientific Experiments

Just like when shooting a film, **plan ahead**.

The more things you can accurately predict and plan, the more solid your design and experiment will be. **That's pretty much all there is to it.**

Introduction
oooooooo●o

Pre-Production
oooooooo

Production
oooooo

Post-Production
oooooooooooo

Thank you!

Questions?

Introduction
oooooooo●

Pre-Production
oooooooo

Production
oooooo

Post-Production
oooooooooooo

Thank you!

Introduction
oooooooo●

Pre-Production
oooooooo

Production
oooooo

Post-Production
oooooooooooo

Thank you!

Just kidding... let's get started.

Section 2

Pre-Production

Introduction
oooooooooooo

Pre-Production
o●oooooooo

Production
ooooooo

Post-Production
ooooooooooooo

The Script

Introduction
oooooooooooo

Pre-Production
o●oooooooo

Production
ooooooo

Post-Production
ooooooooooooo

The Script

Find a direct, achievable link between the **theory** and its **implementation**.

Introduction
oooooooooooo

Pre-Production
o●oooooooo

Production
ooooooo

Post-Production
oooooooooooo

The Script

Find a direct, achievable link between the **theory** and its **implementation**.

If your research question is too complex **scale down**, **zoom in**.

Introduction
oooooooooooo

Pre-Production
o●oooooooo

Production
ooooooo

Post-Production
oooooooooooo

The Script

Find a direct, achievable link between the **theory** and its **implementation**.

If your research question is too complex **scale down, zoom in**.

Develop clear, **testable** hypotheses.

Introduction
oooooooooooo

Pre-Production
oo●oooooooo

Production
ooooooo

Post-Production
ooooooooooooooo

The Budgeting

Introduction
oooooooooooo

Pre-Production
oo●oooooooo

Production
ooooooo

Post-Production
ooooooooooooo

The Budgeting

Find a direct, achievable link between the **theory** and its **implementation**.

The Budgeting

Find a direct, achievable link between the **theory** and its **implementation**.

- What **method** is best to answer the question?

The Budgeting

Find a direct, achievable link between the **theory** and its **implementation**.

- What **method** is best to answer the question?
- How many experiments?

The Budgeting

Find a direct, achievable link between the **theory** and its **implementation**.

- What **method** is best to answer the question?
- How many experiments?
- What experimental **design**?

The Budgeting

Find a direct, achievable link between the **theory** and its **implementation**.

- What **method** is best to answer the question?
- How many experiments?
- What experimental **design**?
- How (and what) are variables going to be coded?

Introduction
oooooooooooo

Pre-Production
ooo●oooooo

Production
ooooooo

Post-Production
ooooooooooooo

The Genre (aka The Method)

Introduction
oooooooooooo

Pre-Production
ooo●oooooo

Production
ooooooo

Post-Production
ooooooooooooo

The Genre (aka The Method)

Choose a method that **fits your research question**, but keep **ease of implementation** in mind.

The Genre (aka The Method)

Choose a method that **fits your research question**, but keep **ease of implementation** in mind.

Know your method well! Methods comes with **baggage**, meaning that often the chosen method determines conventions in experimental design, data analysis, presentation of results, etc.

The Genre (aka The Method)

Choose a method that **fits your research question**, but keep **ease of implementation** in mind.

Know your method well! Methods comes with **baggage**, meaning that often the chosen method determines conventions in experimental design, data analysis, presentation of results, etc.

Don't be afraid to innovate.

Introduction
oooooooooooo

Pre-Production
oooo●oooo

Production
oooooo

Post-Production
oooooooooooo

Film or Mini Series?

Introduction
oooooooooooo

Pre-Production
oooo●oooo

Production
oooooo

Post-Production
oooooooooooo

Film or Mini Series?

Multiple experiments might allow for a less complex experimental design, follow-up studies, ...

Film or Mini Series?

Multiple experiments might allow for a less complex experimental design, follow-up studies, ...

However, more experiments also mean more time spent on participant recruitment, data collection, ...

Introduction
oooooooooooo

Pre-Production
ooooo●ooo

Production
oooooo

Post-Production
oooooooooooo

Camera and Lens

Introduction
oooooooooooo

Pre-Production
ooooo●ooo

Production
oooooo

Post-Production
oooooooooooo

Camera and Lens

If you were to take one thing home from today, make it this one:

Camera and Lens

If you were to take one thing home from today, make it this one:

» less is more «

Camera and Lens

If you were to take one thing home from today, make it this one:

» less is more «

Every time you add a categorical predictor with two levels, for example, you should double your data. **Can you afford it?**

Camera and Lens

If you were to take one thing home from today, make it this one:

» less is more «

Every time you add a categorical predictor with two levels, for example, you should double your data. **Can you afford it?**

Use tools like **simr** to help you determine sample size (Green and MacLeod 2016).

Camera and Lens

If you were to take one thing home from today, make it this one:

» less is more «

Every time you add a categorical predictor with two levels, for example, you should double your data. **Can you afford it?**

Use tools like **simr** to help you determine sample size (Green and MacLeod 2016).

For the now visibly upset Bayesians...

Introduction
oooooooooooo

Pre-Production
oooooooo●ooo

Production
ooooooo

Post-Production
oooooooooooooooo

Camera and Lens

Camera and Lens

Choosing an experimental method and design is equivalent to choosing the **resolution** of your study.

Camera and Lens

Choosing an experimental method and design is equivalent to choosing the **resolution** of your study.

It is, again, really important that your design allows you to confidently test your hypotheses as you intend to.

Camera and Lens

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It is, again, really important that your design allows you to confidently test your hypotheses as you intend to.

- Know your **limits**

Camera and Lens

Choosing an experimental method and design is equivalent to choosing the **resolution** of your study.

It is, again, really important that your design allows you to confidently test your hypotheses as you intend to.

- Know your **limits**
- Know your **goals**

Camera and Lens

Choosing an experimental method and design is equivalent to choosing the **resolution** of your study.

It is, again, really important that your design allows you to confidently test your hypotheses as you intend to.

- Know your **limits**
- Know your **goals**
- Choose a balanced design

Camera and Lens

Choosing an experimental method and design is equivalent to choosing the **resolution** of your study.

It is, again, really important that your design allows you to confidently test your hypotheses as you intend to.

- Know your **limits**
- Know your **goals**
- Choose a balanced design
- **Register your report?**

Registered Reports

- Mertzen, D., Lago, S., & Vasishth, S. (2021). The benefits of preregistration for hypothesis-driven bilingualism research. *Bilingualism: Language and Cognition*, 24(5), 807-812.
- Roettger, T. B. (2021). Preregistration in experimental linguistics: Applications, challenges, and limitations. *Linguistics*, 59(5), 1227-1249.

Introduction
oooooooooooo

Pre-Production
oooooooo●

Production
ooooooo

Post-Production
ooooooooooooo

Resoution

Resoution

One mistake I see often is related to variable coding, for example..

Resoution

One mistake I see often is related to variable coding, for example..

- Binary instead of continuous..

Resoution

One mistake I see often is related to variable coding, for example..

- Binary instead of continuous..
- 5-point instead of 100-point scales

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- 100-point scales instead of 5-point scales

Resoution

One mistake I see often is related to variable coding, for example..

- Binary instead of continuous..
- 5-point instead of 100-point scales
- 100-point scales instead of 5-point scales
- ...

Section 3

Production

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
o●oooo

Post-Production
oooooooooooo

Find a Balance

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
o●oooo

Post-Production
oooooooooooo

Find a Balance

Things to consider:

Find a Balance

Things to consider:

- Location of the experiment (e.g. lab, online)

Find a Balance

Things to consider:

- Location of the experiment (e.g. lab, online)
- Number of items

Find a Balance

Things to consider:

- Location of the experiment (e.g. lab, online)
- Number of items
- Number of participants

Find a Balance

Things to consider:

- Location of the experiment (e.g. lab, online)
- Number of items
- Number of participants
- What sample?

Find a Balance

Things to consider:

- Location of the experiment (e.g. lab, online)
- Number of items
- Number of participants
- What sample?
- ...

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
oo●ooo

Post-Production
oooooooooooooooo

Filming Locations

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
oo●ooo

Post-Production
oooooooooooo

Filming Locations

Don't underestimate the power of the internet.

Filming Locations

Don't underestimate the power of the internet.

Social medias, esp. **Twitter**, are a great place to advertise for your online studies.

Filming Locations

Don't underestimate the power of the internet.

Social medias, esp. **Twitter**, are a great place to advertise for your online studies.

Online platforms are getting better and better, allowing for more complex designs and data collection types (e.g. reaction times, Stoet 2017).

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooo●oo

Post-Production
oooooooooooo

Scenes

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooo●oo

Post-Production
oooooooooooo

Scenes

A balance between number of items and participants is necessary, and often dictated by the methodology

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooo●oo

Post-Production
oooooooooooo

Scenes

A balance between number of items and participants is necessary, and often dictated by the methodology e.g. ERP experiments.

Scenes

A balance between number of items and participants is necessary, and often dictated by the methodology e.g. ERP experiments.

Ideally, you would have an infinite number of both.

Scenes

A balance between number of items and participants is necessary, and often dictated by the methodology e.g. ERP experiments.

Ideally, you would have an infinite number of both.

Always ask your participants a little more, especially if it's a lab-based experiment.

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
oooo●o

Post-Production
oooooooooooo

Casting

Casting

Are university students in your university represnatitve enough of the sample you're looking for?

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooo●

Post-Production
oooooooooooooooo

Bits and Pieces

Bits and Pieces

- Write everything down (hardware, software, locations, etc.)

Bits and Pieces

- Write everything down (hardware, software, locations, etc.)
- Get all the forms you need (participant consent, data protection)

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- Write everything down (hardware, software, locations, etc.)
- Get all the forms you need (participant consent, data protection)
- Plan a storage solution for data and anonymise whenever possible

Bits and Pieces

- Write everything down (hardware, software, locations, etc.)
- Get all the forms you need (participant consent, data protection)
- Plan a storage solution for data and anonymise whenever possible
- Hire a research assistant

Section 4

Post-Production

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
●oooooooooooo

Editing

Know your data!

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
oo●oooooooooooo

Editing

Let's have a look at some R code

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooo●oooooooooooo

Editing

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooo●oooooooooooo

Editing

Welcome back!

Editing

Welcome back!

Some references:

- Baayen, R. H., & Milin, P. (2010). Analyzing reaction times. *International Journal of Psychological Research*, 3(2), 12-28.
- Leys, C., Ley, C., Klein, O., Bernard, P., & Licata, L. (2013). Detecting outliers: Do not use standard deviation around the mean, use absolute deviation around the median. *Journal of experimental social psychology*, 49(4), 764-766.

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
oooo●oooooooo

Editing

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
oooo●oooooooo

Editing

Sometimes, it's not as straightforward

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
oooo●oooooooo

Editing

Sometimes, it's not as straightforward i.e. the story of event-related potentials (ERP)

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooo●oooooooo

Editing

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooo●ooooooo

Editing

Reporting your results:

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooo●ooooooo

Editing

Reporting your results:

- Standardise (e.g. APA)

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
ooooo●ooooooo

Editing

Reporting your results:

- Standardise (e.g. APA)
- Provide supporting material

Editing

Reporting your results:

- Standardise (e.g. APA)
- Provide supporting material
- package **report**

Editing

We fitted a linear mixed model (estimated using REML and nloptwrap optimizer) to predict rt with condition, fricative and participant_device_type (formula: $rt \sim \text{condition} * \text{fricative} + \text{participant_device_type}$). The model included condition, participant_private_id and item as random effects (formula: $\text{list}(\sim \text{condition} \mid \text{participant_private_id}, \sim 1 \mid \text{item})$). The model's total explanatory power is substantial (conditional $R^2 = 0.41$) and the part related to the fixed effects alone (marginal R^2) is of 0.08. The model's intercept, corresponding to condition = NM, fricative = FF and participant_device_type = computer, is at 6.89 (95% CI [6.81, 6.97], $t(11044) = 171.01$, $p < .001$). Within this model:

- The effect of condition [WM] is statistically non-significant and positive (beta = $4.10e-03$, 95% CI [-0.04, 0.05], $t(11044) = 0.17$, $p = 0.867$; Std. beta = $7.57e-03$, 95% CI [-0.08, 0.10])
- The effect of fricative [SH] is statistically significant and negative (beta = -0.22, 95% CI [-0.30, -0.15], $t(11044) = -5.52$, $p < .001$; Std. beta = -0.41, 95% CI [-0.56, -0.27]) ...

Editing

Analyses were conducted using the R Statistical language (version 4.0.3; R Core Team, 2020) on macOS Big Sur 10.16, using the packages ggpubr (version 0.4.0; Alboukadel Kassambara, 2020), Matrix (version 1.3.2; Douglas Bates and Martin Maechler, 2021), lme4 (version 1.1.26; Douglas Bates et al., 2015), ggplot2 (version 3.3.5; Wickham. ggplot2: Elegant Graphics for Data Analysis. Springer-Verlag New York, 2016.), stringr (version 1.4.0; Hadley Wickham, 2019), tidyr (version 1.1.2; Hadley Wickham, 2020), forcats (version 0.5.1; Hadley Wickham, 2021), readr (version 1.4.0; Hadley Wickham and Jim Hester, 2020), dplyr (version 1.0.4; Hadley Wickham et al., 2021), tibble (version 3.1.5; Kirill Müller and Hadley Wickham, 2021), lmerTest (version 3.1.3; Kuznetsova A et al., 2017), purrr (version 0.3.4; Lionel Henry and Hadley Wickham, 2020), sjPlot (version 2.8.9; Lüdecke D, 2021), viridis (version 0.5.1; Simon Garnier, 2018), viridisLite (version 0.4.0; Simon Garnier et al., 2021) and tidyverse (version 1.3.0; Wickham et al., 2019).

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
ooooooo

Post-Production
oooooooo●ooo

Color Grading

Color Grading



Figure 2: Severance (2022)

Color Grading

Again, » less is more «. A few tips:

Color Grading

Again, » less is more «. A few tips:

- Use package **viridis** whenever possible – <https://cran.r-project.org/web/packages/viridis/vignettes/intro-to-viridis.html>

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- Differentiate with shape, not just with colour

Color Grading

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- Differentiate with shape, not just with colour
- Label everything clearly

Color Grading

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- **Don't cheat!**

Color Grading

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- Label everything clearly
- **Don't cheat!**
- Check with journals

Introduction
oooooooooooo

Pre-Production
oooooooooooo

Production
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Post-Production
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Festivals

Introduction
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Pre-Production
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Production
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Post-Production
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Festivals

Experiment done, data analysed, results reported, paper written. Time to **get it out into the world.**

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Consider **Open Access** whenever possible.

Festivals

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Consider **Open Access** whenever possible.

Share your data and your code with your paper.

Ending Credits

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