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Working Title

**Dr Massimiliano Canzi**

May 5th 2022

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## Section 1

### Introduction

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Who am I

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# Who am I

- Lab Manager / Data Scientist @ Uni Konstanz

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- Lab Manager / Data Scientist @ Uni Konstanz
- PhD in Linguistics @ Uni of Manchester

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- Lab Manager / Data Scientist @ Uni Konstanz
- PhD in Linguistics @ Uni of Manchester
- MSc Forensic Speech Science @ Uni of York

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- Lab Manager / Data Scientist @ Uni Konstanz
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# Who am I

Interested in R, experimental design, reproducibility, open science



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# Once Upon a Time... in Hollywood

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

- Write a script

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

- Write a script
- Set a production budget

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

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# Once Upon a Time... in Hollywood



# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

- Formulate a research question

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

# Once Upon a Time... in Hollywood

Planning a (linguistics) experiment and filming a Hollywood movie are not as far apart as you would think:

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

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# Once Upon a Time... in Hollywood

Just like when shooting a film. Plan ahead.

# Once Upon a Time... in Hollywood

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.



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Thank you!

Questions?

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Just kidding

# Just kidding

**Important:** Starting now, most of the advice in this presentation is based on personal experience. As often is the case, there are many ways one can reach a destination. I am simply presenting some of the tips that helped me along the way.

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## Section 2

### Pre-Production

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# Research Questions

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# Research Questions

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## Section 3

# Production

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## Section 4

### Post-Production