

online communities

Moniek Tersmette
Moniek@InnateMotion.com

In current times we receive a lot of questions about working-from-home and running research remotely. At Innate Motion we have been working from home since our birth, in 2006. We are happy to share how to best run research in the virtual world. We call it Home-to-Home research, because all participants, including the researcher are at home. In this piece, we explain the online communities, one of our methodologies. Part of a trilogy: 360° immersion, online communities and online focus groups.

what it is

Exploring a topic and evaluating stimulus within a community online, being in interaction with others and the community moderator. An online community is an opportunity to involve people and allow them to interact with each other as well as the community moderator in the privacy of their homes. During 5-10 days we shape a special community based on relevant criteria for the topic at hand. The participants in the online community interact on an online platform. We give them tasks that they can complete by themselves during the day at a convenient time and post it. Participants will be requested to respond to stimulus and each other's posts. Then, qualified researchers at Innate Motion drive and encourage the conversation and probe where relevant. The output is comparable to a mixture of focus group discussions and a recycling process.

why we believe in it

participating on your own terms.

An online community allows active participations of everyone. A video that participants make to introduce themselves will build a team spirit from the beginning.

The daily tasks allow to search, reflect and express in the best way: pictures, text, drawing, collage. The exchange with other participants is seen as rewarding. It brings depth and dynamic to the discussion.

when to apply

People, Planet and Profit proof.

An online community gives access to people from all areas in the world, allowing us to reach people we might not otherwise be able to meet. For instance, people with a busy schedule who cannot free their agenda for a 3-hour meeting, women in the Middle East who prefer not to go out, or people living in remote areas who cannot visit a research facility. **It allows us to build inclusivity of teams, brands and the people we serve.**

An online community gives the possibility to connect from the **intimacy of our home**. People share their first name and picture only, allowing privacy to be respected as compared to in a face-to-face meeting. For sensitive topics, we observe that this set up avoids uncomfortable feelings.

"I enjoyed the research a lot. It was easier for me to open up than in a focus group where everyone is in the same room."

An online community gives the possibility to connect **at a time which suits everyone**. People work on a set of tasks during a 24 hour time slot. This allows for online search, reflection, and creative expressions. Participants can do it in a pace and at a moment that fits their busy schedules. This makes them feel respected. It motivates everyone to share their voice and put in a great effort.

additional benefits

An online community enables us to **maximise the experience** of the team by being community champions. They will have access to the community as silent observers. They can ask additional questions to the moderators and generate insights.

"Innate Motion gave me the chance to get to know people in all my key markets. I could enter the communities when it suited me and shared questions or learnings with the moderators at any hour."

An online community is **environmentally friendly** as it reduces the environmental footprint of the team, especially relevant today, in this age of environmental awareness and sustainability. It helps us contribute toward a carbon-free planet.

An online community is a proven **solution in times of crisis** when people are not allowed to meet face-to-face.

how does it work

LIKE CONTRIBUTING ON SOCIAL MEDIA

Getting ready. Innate Motion organises recruitment based on the agreed criteria. We prepare team members for their roles as Community Champions.

Engagement Plan. We follow a specific and structured plan that has been designed to cover all topics, tasks and stimuli. Adapted to the people we meet and the online environment, we make sure it is in-depth, personal and intimate, making it interesting interactions among participants.

Day 1	Day 2	Day 3	Day 4	Day 5
About you	All Beauty	Competition	Our brands	Ideal
TASK 1.1 Short video about you	TASK 2.1 Beauty routine	TASK 3.1 Brand X perception	TASK 4.1 Brand A perception	TASK 5.1 Brands ranking
TASK 1.2 Work in your life	TASK 2.2 Inspiring beauty trends	TASK 3.2 Brand Y perception	TASK 4.2 Brand B perception	TASK 5.2 Collage on ideal brand
TASK 1.3 Beauty in your life		TASK 3.3 Brand Z perception	TASK 4.3 Brand C perception	TASK 5.3 Final suggestion

Online Community. During 5-10 days people will be part of the specially designed community. Each day they spend at least 45' to do the tasks and to interact with other participants. *"I got to meet people from all over the world in this project. Some became my friends on Facebook."*

Local and Global. Depending on the topic and the participants we choose a local community in a local language or we build a global community that will be run in English. Innate Motion team speaks and can moderate in over 25 languages.

Expressing in words and images. Innate Motion designs tasks for the participants that allow them to express themselves beyond words. Everyone is requested to upload images, collages or videos. In line with their natural online behavior, we encourage them to search online for examples. The richness of materials allows for better understanding and interpretation.

Decoding. In collaboration with the client, we share topline summaries while the community is still happening to allow for further probing if necessary. When the community ends, the decoders team at Innate Motion, formed by psychologists, behavioural scientists and anthropologists apply cultural and psychological lenses to pull out key insights. A thorough analysis is made out of individual answers, group interactions, comparisons of images, and probing questions. The final conclusions are made in collaboration with the client to guarantee relevance, actionable conclusions and risks of bias.

Reporting. Innate Motion produces a concise, insightful and robust report brought to life by creative and cultural expressions. The report recommends a clear 'so what' for the brand. This report can be delivered in several formats. From the classical PowerPoint version to websites and videos. We assure that the report format transmits the output effectively and becomes a useful toolbox of insights for marketers to unlock powerful actions.