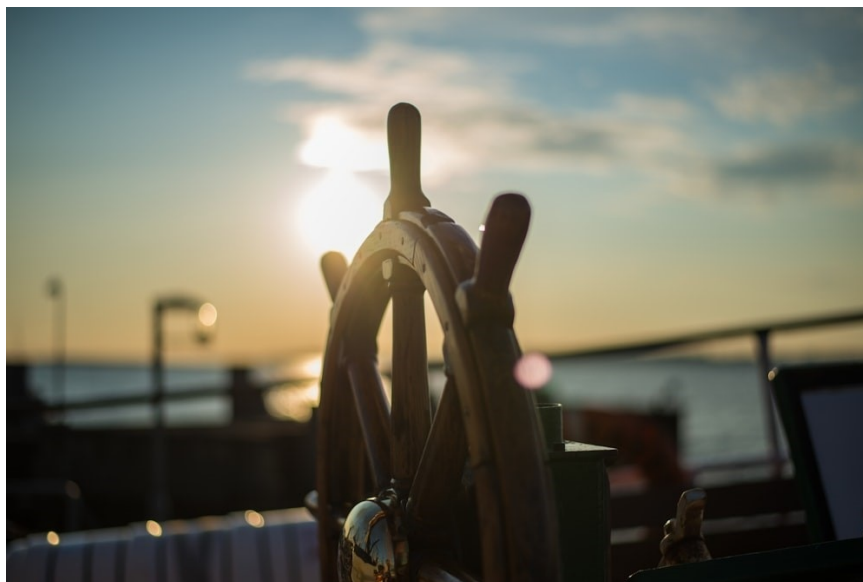
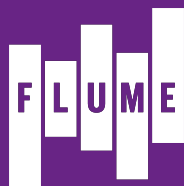


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### **Welcome to this issue of the Flumeletter**

In this issue we chat about the highs and lows of online communities, as well as the recent buzz about ultra processed foods.

**Enjoy!**

## **Charting the course through online communities**

Having just come off the back of an international community with some big highs and a few lows, we have been reflecting on exactly why we as researchers, participants and clients alike are finding so much joy in them.

### **1. Audience breadth**

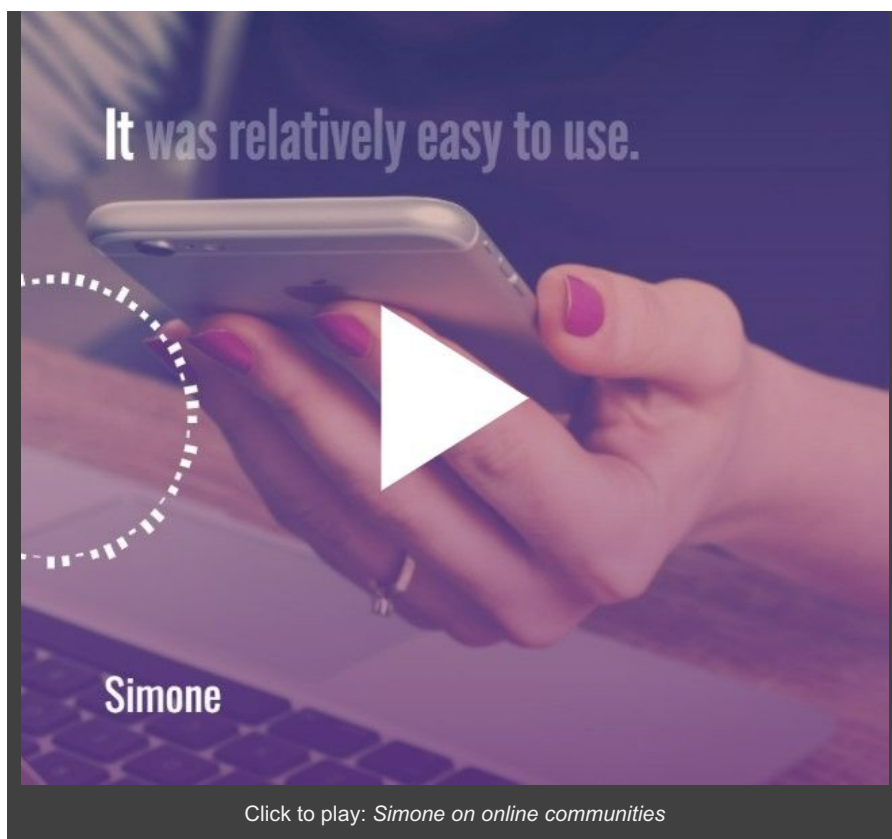
A community involving 3 countries, 3 time zones and 2 languages may sound like a daunting situation, but the advances in platform technology, and the integration of AI makes (almost) anything possible. Tailoring different parts of a community to different corners of the world and adapting to their cultural differences has meant the insights are richer and more interesting than ever.

### **2. Crafting a smooth participant experience**

Participants are the most important people involved in any project we do. A platform with great user experience is key to success.

Take it from Simone who explains her recent usability pros:





Our participants have expressed a preference for straightforward and 'done from anywhere' uploading. In fact, the most feedback we have from our past participants centres on being able to fit tasks around their busy lives – have to get to work first thing and pick up the kids later on in the evening? No worries, we know they'll get to the community when they're eventually settled with a hot cup of tea.

### 3. Learning and adapting

Engagement is always something we have a keen eye on in every community. We've been mixing up question styles, getting more creative with the way answers can be built upon – using visuals and videos, anything and everything that invokes a feeling of newness. Designing communities that people enjoy taking part in and not just participating in yields richer insights.

If you want to find out more about our work with online research tools, look no further than [hello@flume.group](mailto:hello@flume.group)!

#### The Ultra Processed Debate

Research into what is considered 'Ultra Processed Foods' has nearly tripled in recent years. The question of whether consumers can differentiate between ultra-processed and processed foods remains a critical issue, one that will likely drive change in the shopper and food production landscape going forward.

Find out more [here](#)

#### AQR Qualversations

If you haven't already, check out the [Qualversations podcast series](#), presented by our founder Debbie Newbould and featuring outstanding women from outside the research world.



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