

REFLECTION

During the development of the foundation of this research I found that I was going in all directions. I had no pinpointed subject in my first draft. My initial research questions were nowhere near what I wanted to do. So I started looking at what I really wanted to talk about. And well, maybe co-creation is not exactly what I was looking for.

I want to look in what could be advantages of a company getting involved in a community created platform or group. Co-creation in hindsight is not what I wanted to research but engagement of a company in community created platform or group.

So I want to know why a company would get involved in fan created online community groups and what the advantages or disadvantages are.

To narrow down my research and come up with viable answers I decided to focus on the online community Lush Cosmetics NL/BE. Lush Cosmetics NL/BE is a community created group on Facebook where the members ask each other about product, give tips on how to use products, sell products, organise meetups and much more.

The research for me was very interesting I got to take a closer look into a subject that really interests me. Though research is something I can focuss on very difficultly, I am very pleased with the results.

What I would do differently next time is talk things through earlier on in the process. This time I did that very late in the process and that caused me to fall behind.