



# Surface-level Inquiry

## BENEFITS

- Speed** If you're looking for another reference point for something and an internet search or an informal poll of friends turns up an answer, you've got quick feedback.
  - Creativity** What it lacks in credible scientific methodology, informal polling can make up for in creative solutions that you might not have thought up on your own.
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## LIMITATIONS

- Depth of information** Informal or surface-level research is, by definition, not exhaustive. It's better than making a guess, but you're likely not considering different populations, geographies and other variables.
  - Accuracy** Depending on who you're asking and how you're asking, the information you solicit might be just plain...wrong.
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