



CivicScience Poll Unit Technical Integration

(Updated 10/25/2023)

Overview

The poll unit is a snippet of code downloaded from the InsightStore and placed in your website's HTML. The best placement for the poll unit is embedded directly into article content. However, other popular placements include below an article, in section pages, or the page's right (or left) side column. In general, poll units placed closer to the top of the page tend to gather more responses.

The poll unit will appear on your web page wherever the snippet of code is placed. The poll unit will expand to fit the space of the container in which it is placed. You can add margins and padding to the container or to outer elements wrapping the container, elements under your control, to adjust the spacing between the poll unit and other parts of your page.

The poll unit will automatically fill the width of its container. Thus, you can apply your own stylesheet rules to the container or elements wrapping the container to ensure that the poll unit has the appropriate width. As questions of different lengths are asked in the poll unit, the default poll unit will grow and shrink vertically, sometimes shifting the content below it. It is important not to wrap the poll unit in an element with a fixed height; doing so is likely to either waste space for the container being too tall or hide the bottom part of the poll unit for being too short.

Integration

The basic poll unit integration code can be found in the InsightStore on the **Target > Settings > Integration** page for your poll unit target. You need to be a Civic Science Publisher Partner to have access to the poll unit code. The integration code is an HTML snippet, and it usually looks something like this:

```
<div id="civsci-id-123456789" data-civicscience-widget="000"></div>
<script type="text/javascript" async
src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

The "000" value for the `data-civicscience-widget` attribute in the example will be replaced with your poll unit target identifier, either a number or a UUID.

This basic integration method is used for most publisher sites unless deployed in an `<iframe>` (see below). Once downloaded from the InsightStore, place the snippet in the HTML code for your page wherever you'd like the poll unit to appear.

Integration inside an iFrame

The basic integration code should be used when integrating directly onto the page. If the poll unit is contained in an `<iframe>`, an additional step is required for proper integration.

Here is an example of the snippet for use inside an `<iframe>`:

```
<div id="civsci-id-123456789" data-civicscience-widget="000"
    data-civicscience-article-url="https://url-to-article"></div>
<script type="text/javascript" async
src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

If the poll unit is loaded inside an `<iframe>`, `data-civicscience-article-url` is required to identify the exact URL of the web page that is the parent to the containing `<iframe>`. If a poll unit is placed inside an `<iframe>` without a unique `data-civicscience-article-url` set, certain features like sharing, pinning questions, and using recommended questions will not work.

Upon integration, replace the `url-to-article` with the specific URL for the page where the poll unit is deployed.

If the article URL needs to be dynamically generated, include this script, making sure the target and container match those from the DIV provided:

```
<script>
civicscience.widget({
  target: "000",
  container: "#civsci-id-123456789",
  articleUrl: window.location.href,
});
</script>
```

Integrating Multiple Poll Units

You can include more than one poll unit on a page by placing multiple copies of the integration code in the HTML code for your page. Make sure you use different `id` attributes for the `<div>` element in each placement of the integration code.

When more than one poll unit is included on a page, each poll unit is unaware of the others and, particularly, of which questions are being asked in the other poll units during that page visit. Thus, it is possible for a respondent interacting with multiple poll units on the page during a single page visit to be asked the same question more than once.

Customization

Detailed user research has been conducted to create a poll unit experience that will delight respondents and encourage them to answer questions. Thus, some aspects of the poll unit cannot be adjusted. This section discusses some parts of the poll unit which we *can* customize for your website.

Position And Dimensions

As stated earlier, the poll unit will appear on your web page wherever the integration code, and in particular the container `<div>` element, is placed. With custom CSS, margins and padding can be added to the container or to outer elements wrapping the container (elements under your control) to adjust the spacing between the poll unit and other parts of your page.

The poll unit will automatically fill 100% of the width of its container. Thus, you can apply your own stylesheet rules to the container or elements wrapping the container to ensure that the poll unit has the appropriate width.

As questions of different lengths are asked in the poll unit, it will grow and shrink vertically, sometimes shifting the content below it. It is important not to wrap the poll unit in an element with a fixed height; doing so is likely to either waste space for the container being too tall or hide the bottom part of the poll unit for being too short.

Font

The poll unit can be configured with font size and font family to closely match your website's look. This can be done in the **Target > Settings > Theme** page in the InsightStore.

The poll unit looks best when it is displayed in a sans-serif font. If your website uses a sans-serif font, that is also a good choice for the poll unit. Even if your website uses predominantly serif fonts, we still recommend using sans-serif for the poll unit. The browser's default sans-serif font usually works well.

The layout of the controls and sections of the poll unit is relative to the font size. Therefore, the layout will naturally become chunkier or more compact to match the size of the text.

Colors

The poll unit can be configured to use a custom color for the results bar charts that appear at the end of a poll unit visit. Usually, a light tint of a color associated with your brand or website is a good choice. This can be done in the **Target > Settings > Theme** page in the InsightStore.

We also provide the option to use the same custom color tints for the answer choice buttons as an alternative to the default blue color.

In some cases, we will use colors other than the custom color for results. An example is quiz question results, which feature green and red colors for correct and incorrect answers.

Title

The poll unit title is an excellent opportunity to make the poll unit look like part of your website. We can customize the title text and many other CSS properties of the title, including borders, padding, and font characteristics. This is a place where a serif font is appropriate if that is the style you use on your website. Customization can be done with the **Title** field in the **Target > Settings > Theme** tab in the InsightStore.

Privacy Policy

The poll unit will always show the CivicScience privacy policy in the drawer menu. In the InsightStore at **Target > Settings > Customization**, it is possible to configure the poll unit also to show a publisher-specific privacy policy link.

Responsive Layout

Because the poll unit automatically fills 100% of its container's width and its layout is designed to scale well (given an appropriate font size), in most cases, the poll unit will fit nicely in a responsive website without any customization.

For more complicated responsive websites, we can incorporate [@media](#) query breakpoints in some aspects of the customization.

Fixed Layout

Configuring the poll unit as a fixed-size container is possible, but there is some user experience degradation, so we do not recommend it. The vertical overflow will scroll in the fixed-size container. If you need a poll unit placed in a fixed-size container, contact your CivicScience account manager.

Dark Mode Support

The poll unit supports dark mode by following the user's operating system preference. Enabling this can be done with the **Dark Mode Allowed** checkbox in the **Target > Settings > Theme** page in the InsightStore.

Forward Compatibility Warning

We are continually improving the poll unit and developing new features and capabilities. To make those features available in the poll unit quickly, we may change the HTML structure of the poll unit at any time and without notice.

The customization settings described are designed to be compatible with future changes we make to the poll unit. By limiting the degrees of customization, we reserve our ability to develop great new features and protect you from unexpected compatibility issues.

Be careful not to write any CSS or JavaScript code that targets or relies upon the internal HTML structure of the poll unit, including DOM classes. We cannot guarantee that future iterations of the poll unit will be compatible with that kind of code.



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