



API DOCUMENTATION

VERSION NO. 4
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SECTION 1 OVERVIEW

Ethnio works by displaying a survey-like screener to your site visitors. Create your screener, place 1 line of JavaScript on any of your web pages, and watch the responses come in. Find a user with interesting responses to your interesting questions and give them a ring. [The Ethnio Partner API](#) was developed to integrate third party tools within an Ethnio screener. This document describes the methods available to the integrator.

DATA FLOW

A single token parameter will be attached to the link

It is the responsibility of the partner to save the token and send the token back when calling any of Ethnio's API methods.

API METHODS

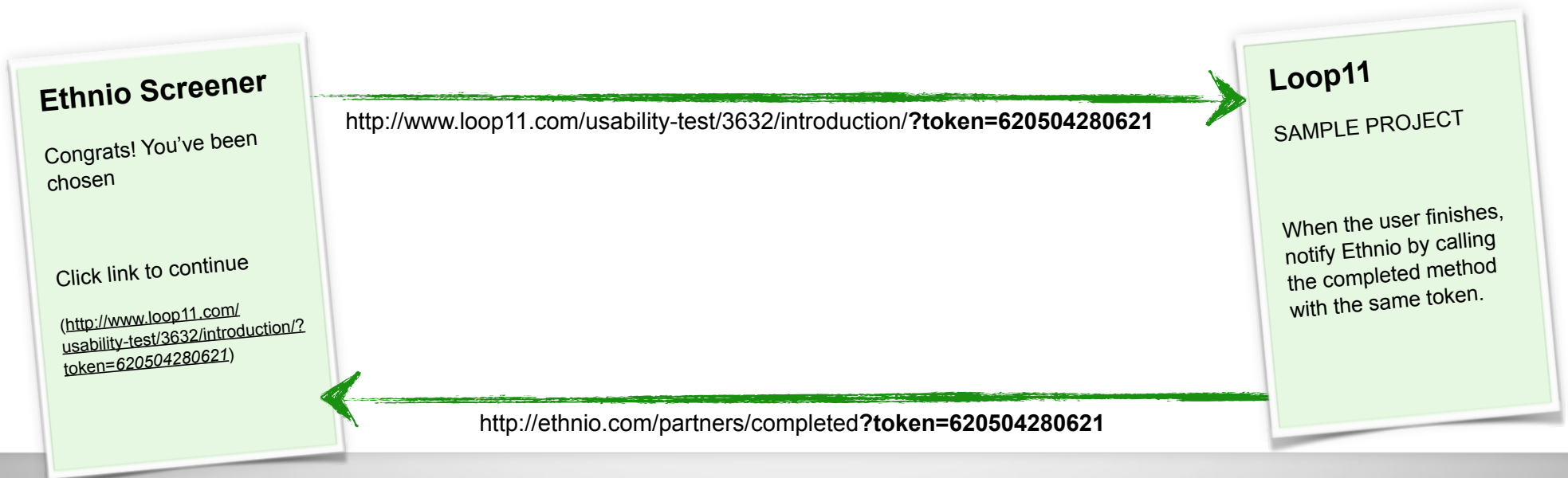
- ▶ Completed
- ▶ Recruit
- ▶ Sample Return Data

SECTION 2 DATA FLOW

When the Ethnio screener is displayed, the user fills out the questionnaire. At the end of the questionnaire, qualified users are presented with a link that directs them to the partner's site. For example, if the Ethnio screener was configured with the Loop11 tool, the user will be presented with a link that directs them to the user test URL: <http://www.loop11.com/usability-test/3632/introduction/>

In order for Ethnio to track the screener and recruit, a single token parameter will be attached to the link. The modified link on the Ethnio's screener will now look like the following: <http://www.loop11.com/usability-test/3632/introduction/?token=620504280621>

It is the responsibility of the partner to save the token and send the token back when calling any of Ethnio's API methods.



SECTION 3 API METHODS

3.1 Completed

Notifies Ethnio that the recruit has successfully finished.

URL: <http://ethnio.com/partners/completed?token=XXXX>
Method: GET
Input: Token ID
Output: SUCCESS or ERROR – Invalid Token
Format: XML or JSON
Secure: HTTPS available

Example:

For XML: (Defaults to XML when extension is omitted)

```
curl -X GET http://ethnio.com/partners/completed.xml -d "token= 620504280621"
```

For JSON:

```
curl -X GET http://ethnio.com/partners/completed.json -d "token= 620504280621"
```

SECTION 3 API METHODS (CONT'D)

3.2 Recruit

Returns the recruit data model.

URL: <http://ethnio.com/partners/recruit?token=XXXX>
Method: GET
Input: Token ID
Output: SUCCESS or ERROR – Invalid Token
Format: XML or JSON
Secure: HTTPS available

Example:

For XML: (Defaults to XML when extension is omitted)

```
curl -X GET http://ethnio.com/partners/recruit.xml -d "token= 620504280621"
```

For JSON:

```
curl -X GET http://ethnio.com/partners/recruit.json -d "token= 620504280621"
```

SECTION 3 API METHODS (CONT'D)

3.3 Sample Return Data

Recruit Model: (XML)

```
<?xml version="1.0" encoding="UTF-8"?>
<recruit>
  <browser>Mozilla/5.0</browser>
  <created-at type="datetime">2010-04-01T18:02:48Z</created-at>
  <deleted-at type="datetime" nil="true"></deleted-at>
  <email nil="true">john@aol.com</email>
  <id type="integer">208796</id>
  <incentive>Earn $75 at Amazon.com</incentive>
  <ip>127.0.0.1</ip>
  <name nil="true">John Doe</name>
  <note nil="true"></note>
  <recruit-status-id type="integer">1</recruit-status-id>
  <referrer-url>http://ethnio.com</referrer-url>
  <screeener-id type="integer">2417</screeener-id>
</recruit>
```

Recruit Model: (JSON)

```
{"referrer_url": "http://ethnio.com", "recruit_status_id": 1, "name": "John Doe", "deleted_at": null, "incentive": "Earn $75 at Amazon.com", "screeener_id": 2417, "id": 208796, "note": null, "ip": "127.0.0.1", "browser": "Mozilla/5.0", "email": "john@aol.com", "created_at": "2010/04/01 18:02:48 +0000"}
```