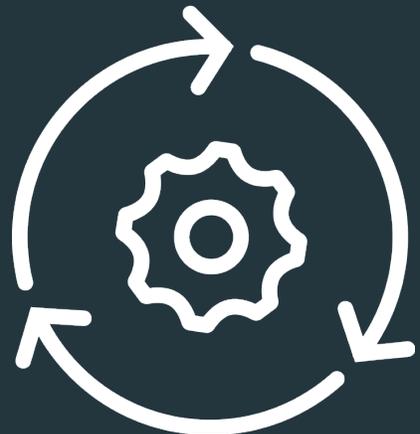


ethnio™

IMPLEMENTATION GUIDE

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SUMMARY

Getting Ethnio working means placing one line of JavaScript on any web page(s) you plan to recruit from. You can also implement Ethnio in a native app (iOS or Android) or send out via a link, but this document focuses on JavaScript implementation. For those methods, [please see our general documentation page here](#). When a visitor loads your page, the code displays the screener (if the screener is turned on), which then collects responses, if the user fills it out.

Installing the activation code on your page does not mean that the screener will start appearing. The default state for all Ethnio recruiting screeners is "off." You need to log into your Ethnio account and turn the screener on in order to begin recruiting.

IN THIS DOCUMENT

THE QUICK BASICS — Get your JavaScript and get going

JAVASCRIPT DETAILS — Get your JavaScript and get going

ARCHITECTURE — Primary methods

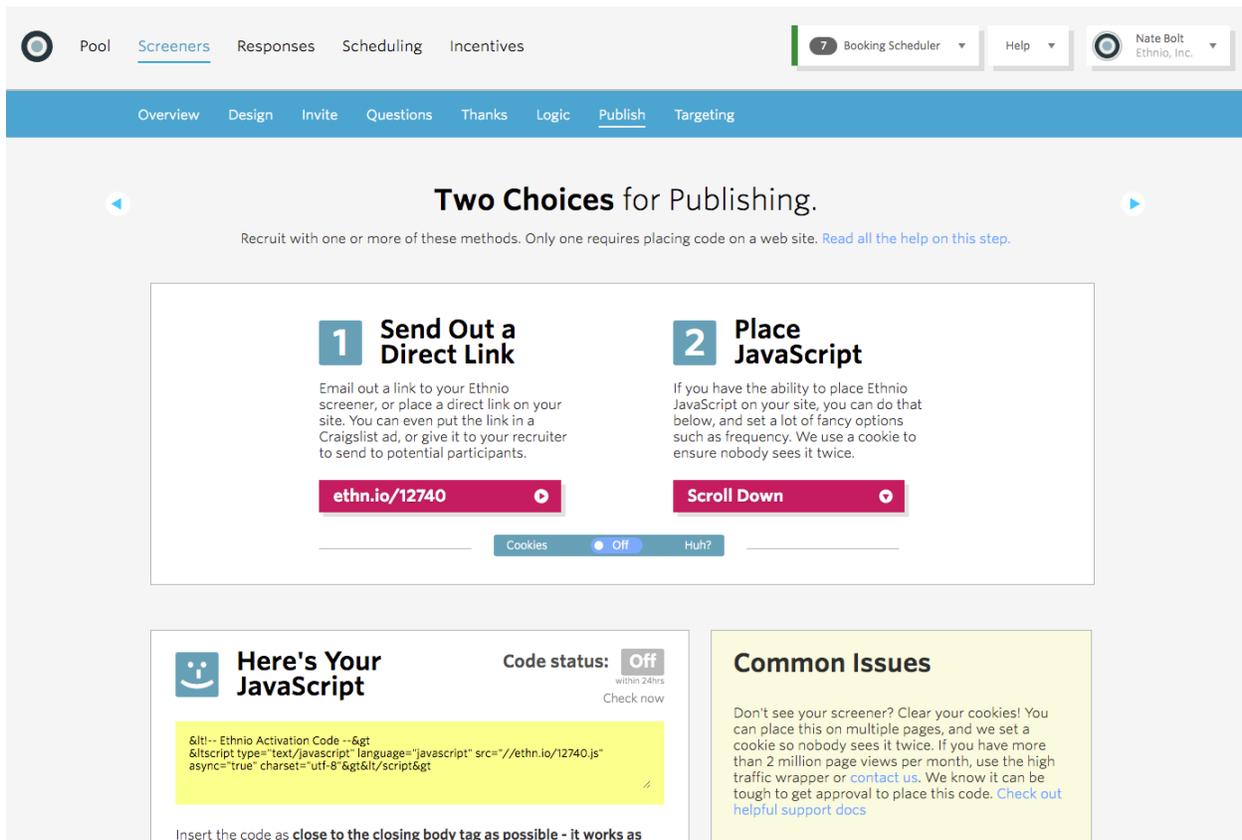
PERFORMANCE — Load times, compression, server elements

SERVICE LEVEL AGREEMENT — Available upon request

THE QUICK BASICS

Ethnio is similar to a survey in functionality, but built exclusively for researchers. The basic functionality is that you can create a web-based form with custom questions, place JavaScript on your web site, and then control the display of that form from inside of ethnio. We call these things **screeners**. A visitor to your web site that views an ethnio form can submit answers that go directly to Ethnio servers, either **via SSL or regular HTTP**. If you place Ethnio JS on an SSL page, we'll automatically encrypt responses via SSL.

You can either use the JavaScript under **Screeners >> Publish** in your ethnio account, or a direct link if you don't want to place third party JavaScript on your site. This is what it looks like:



Two Choices for Publishing.

Recruit with one or more of these methods. Only one requires placing code on a web site. [Read all the help on this step.](#)

1 Send Out a Direct Link

Email out a link to your Ethnio screener, or place a direct link on your site. You can even put the link in a Craigslist ad, or give it to your recruiter to send to potential participants.

ethn.io/12740

2 Place JavaScript

If you have the ability to place Ethnio JavaScript on your site, you can do that below, and set a lot of fancy options such as frequency. We use a cookie to ensure nobody sees it twice.

[Scroll Down](#)

Here's Your JavaScript

Code status: **Off**
within 24hrs
[Check now](#)

```
<!-- Ethnio Activation Code -->
<script type="text/javascript" language="javascript" src="//ethn.io/12740.js"
async="true" charset="utf-8"></script>
```

Insert the code as **close to the closing body tag as possible - it works as**

Common Issues

Don't see your screener? Clear your cookies! You can place this on multiple pages, and we set a cookie so nobody sees it twice. If you have more than 2 million page views per month, use the high traffic wrapper or [contact us](#). We know it can be tough to get approval to place this code. [Check out helpful support docs](#)



PLACING ETHNIO JAVASCRIPT

One of the key items if you're using a Tag Manager, such as Ensignen or Google Tag Manager, is to keep Ethnio JS as close to its original form as possible.

```
<script async="true" charset="utf-8" language="javascript" src="//ethn.io/78639.js" type="text/javascript">
```

You also want to make sure that you place the JavaScript as close to the closing `</body>` tag as possible.

HELPFUL LINKS

PLACING CODE & ACTIVATING SCREENERS – [Over 20 articles on more details in the process](#)

TAG MANAGERS – [More information on compatibility and settings](#)

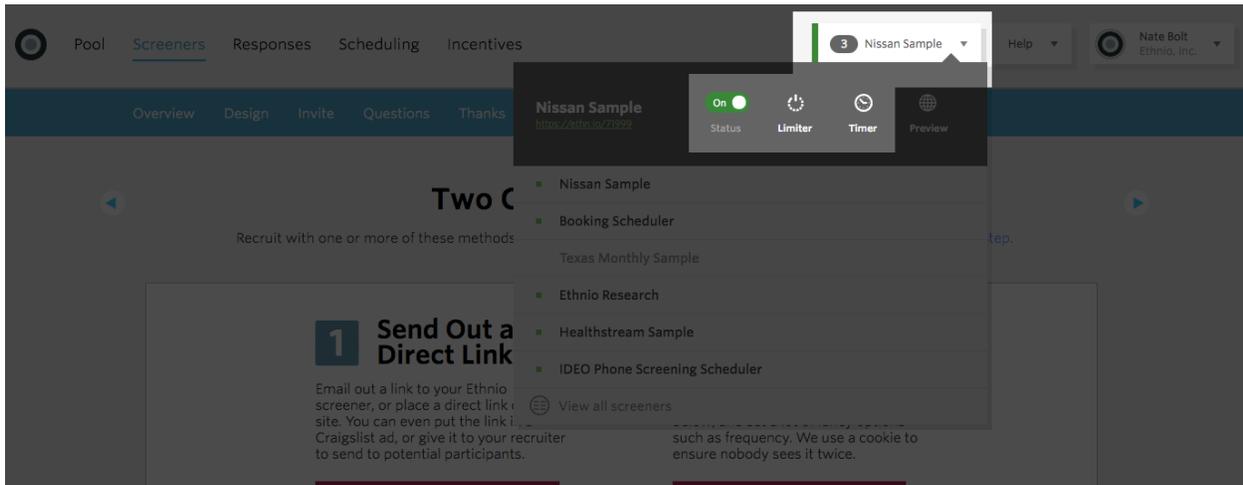
TROUBLESHOOTING – Is your screener not displaying? [Click here for a detailed list.](#)

SECURITY, PRIVACY, ETC - [More documentation is here](#)



TURNING IT ON

Now that your code is live, just flip the on switch, set a timer, or set a limit, all of which you can find from any page in ethnio by rolling over the screener name, in the screenshot below it's "Nissan Sample," and then turning it on, or setting a timer or limiter.



ADVANCED OPTIONS

You can do some key things under publish >> advanced options, like set a delay on your screener, create a high-traffic wrapper, or go to Manage Codes, which lets you swap different screeners to different JS codes, without having to change the JS code

- High Traffic Wrapper** Send of my pageviews to ethnio servers.
- Display Interval** Set to 100% by account owner - info@ethn.io
- Delay** I want my screener to appear page load.
- Manage Codes** Visit screeners >> overview >> [reassign JavaScript](#)
- Limit** See the new limiter below

If any of these are confusing, [check out the help section for detailed explanations.](#)



JAVASCRIPT DETAILS

Now that you have your screener placed and activated, you might appreciate a bit of an explanation as to what exactly each segment of the code is doing, in case you wanted to impress your IT department. The most important detail is to place Ethnio code as close as possible to your closing body tag (see image below). Ethnio might still work if you place our code in a different part of your page, like in a `<div>` or an `<iframe>` but we can't support that and it could break content on your page (!).

```
</div>
<!-- Ethnio Activation Code -->
<script type="text/javascript" language="javascript" src="//ethn.io/69561.js" async="true" charset="utf-8"></script>
</body>
</html>
```

Now on to the details of the code itself:

- **<!-- Ethnio Activation Code-->** - Just a comment explaining that the code below is the Activation Code. Doesn't actually do anything to your page.
- **type="text/javascript"** - This tells the server what kind of code this is. In this case, it is Javascript.
- **language="javascript"** - Another way of telling the server that this is Javascript, but is recognized by older browsers. We use them both to make sure that everyone sees the Ethnio code properly.
- **src="//ethn.io/xxxxx"** - the // allows you to place it on a SSL or regular HTTP page without changing the code. It cleverly assigns HTTPS or HTTP dynamically.



- **async="true"** - This just tells the browser to load everything else before it loads the Ethnio code.

So there you have it - you now understand the Ethnio code. You can get even more detailed [here in the technical details of our javascript](#)



ARCHITECTURE

In terms of the overall system, here's a detailed explanation of the main methods inside Ethnio:

- ***Ethnio.should_display*** - Returns true or false. Checks several option before make decision show or not screener.
- ***Ethnio.get_cookie*** - Returns cookie stored by ethnio code
- ***Ethnio.set_cookie*** - Set cookie for certain user to know that screener already displayed.
- ***Ethnio.currently_displayed*** - Returns true if screener is showing right now
- ***Ethnio.wheel_of_fortune*** - Magic function which implements 'Display Interval'
- ***Ethnio.show*** - Main point of code for displaying screener / first page of screener
- ***Ethnio.insertiframe*** - Prepare iframe for rendering second and third steps of screener

We've also tried to use the simplest "Drag and Drop" library to the invite screen so that it's draggable. We use maintenance JavaScript for workaround issues with cross-domain scripting between two different domains. In our case, each screener's JS code can be embedded into any host. Therefore on the second and third steps, a problem with communication between main window (any host) and iframe which contains questions or thanks page and always works with ethn.io domain.



PERFORMANCE

We use all the industry-standard monitoring and optimization tools you're probably familiar with - New Relic, Pingdom, Munin, and Monit. Uptime stats are maintained off-domain here and go back years and years at roughly 99.87% uptime. Optimizing the performance and caching of this one little piece of JS has been a priority for five years. You might appreciate a bit of an explanation as to what exactly each segment of the JS is doing. So here's that code:

```
<script type="text/javascript" language="javascript" src="//ethn.io/xxxxx.js" async="true" charset="utf-8"> </script>
```

Let's break this down even further to explain each part:

```
type="text/javascript"
```

This tells the server what kind of code this is. In this case, it is Javascript.

```
language="javascript"
```

Another way of telling the server that this is Javascript, but is recognized by older browsers. We use them both to make sure that everyone sees the Ethnio code properly.

```
src="//ethn.io/xxxxx.js"
```

a few things here. the "//" allow the code to dynamically detect if it's been placed on an HTTPS or regular HTTP page. the xxxxx.js part uses a dynamic and cached .js file to keep up maximum performance on our end.

```
async="true"
```

This just tells the browser to load everything else before it loads the Ethnio code.

```
charset="utf-8"
```



Character set encoding so that all languages display properly.

Size can differ a bit, but is usually between 10-15kb. Average server response time for screeners is about 8ms. This time only shows how fast our servers process requests and give responses. Transfer time to and from your servers can differ depending on just about a million variables.



QUESTIONS, CUSTOM INTEGRATION, ETC...

Any questions? Happy to help with any issues around implementation, and we can even do custom JS integrations. Please email info@ethn.io or call us at (888) 879 7439 for more information.