Media partner data export schema

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The export is a multi-part, tab-delimited, compressed file set that is prefixed with `observations`. A sentinel file, `_SUCCESS`, should be found before ingestion by the media partner, as it indicates that the entire set is complete.

The full export and the daily incremental file contain the following.

- `EXT_ID` : This is the external ID or the media partner ID that we are receiving through IDSync. If no external ID is present, `nosync` will be present.
- `HASHED_CS_ID` : The CivicScience User ID or alias, which is hashed and unique to each publisher account.
- `TARGET_ID` : The widget identifier, which can be mapped to the target lookup table.
- `QUESTION_ID` : Each question in our dataset has a unique identifier. This ID can be mapped to the Question Text in the key file. Note that in rare circumstances, `Q_TEXT` can be changed. Any mapping should be to the `QUESTION_ID` and not the text.
- `ANSWER_ID` : Each answer in our dataset has a unique identifier. This ID can be mapped to the Answer ID in the key file. Same as above, the answer text can change, albeit rarely, so the `ANSWER_ID` should be used for mapping. Additionally, a value of `0` for `ANSWER_ID` indicates that the respondent has rescinded the answer. Thus, for a given alias, questions should be windowed for time, and the most recent should be selected to have the most recent attribute.
- `ISO_REGION` : State abbreviation or `unk` if unresolved.
- `METRO_ID` : Metro region ID or `unk` if unresolved.
- `EPOCH_TS` : Unix timestamp indicating seconds since 1970-01-01.

In addition, there are three mapping files to help translate question, answer, and target IDs.

Question

- `ID` : The question identifier. This file will contain all eligible questions within the account's permission.
- `TEXT` : The question text.

Answer

- `ID` : The answer identifier. Answers should be associated with Question IDs. A zero value indicates that a user has rescinded the answer.
- `TEXT` : The answer text. `0` indicates that the answer was rescinded.

Target

- `ID` : The poll unit (target) identifier. A zero value indicates that the target on which the question was answered is from an account outside of the media partner's network. Media partners have access to all questions and answers from respondents who have answered at least one question on targets within their account, regardless of the source of that response.
- `TEXT` : The name of the poll unit (target). `0` or `other` indicates that the observation is generated from a process to derive data, e.g. browser.