

Target basic information

08/12/2025 2:31 pm EDT

On the bottom portion of each target page, you will find the *Settings* tab. We're in its *Basic Information* section here. It has the *Target Name* field, the *Question Role Template*, the *Type* of target, and the target's intended *Language*.

- The target name is what you see in lists of targets and on reports. You can change it without affecting the target on its website.
- The question role template shows the order in which [different types of questions](#) are asked on the target. This particular target is set to ask an engagement question¹ followed by a value question, then two profile questions. It will then provide the results of the engagement and value questions to the respondent, after which future question groups will consist of an engagement question followed by two value questions and one profile question. Please don't change this setting without consulting your account manager.
- The *Type* field will almost always be set to *CivicScience for Websites*. That's the standard poll unit setting. A *CivicScience User Site* is a polling hub. [Here's an example](#). You won't ever see the *CivicScience Polling API* setting on your targets.
- The language setting is usually *English* but can be set to *Spanish*.

Settings

Basic Information

Integration

Customization

Theme

Notifications

BASIC INFORMATION

Target Name * :

CivicScience - In-article

Question Role Template * :

EVPP;EVVP

Type * :

☒ CivicScience for Websites

☐ CivicScience User Site

☐ CivicScience Polling API

Language * :

English

Delete

Update

Indicated by the *E*, as they were formerly called engagement questions.