Poll unit JavaScript function

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The poll unit JavaScript function is called to load the instance into the container. The function accepts one argument: an object providing the poll unit settings.

Here is a basic example:

```
civicscience.widget({
target: "000",
container: "#civsci-id-123456789"
});
```

Here is a more complex example with `articleUrl`, recommended for the poll unit integration code placed inside an `<iframe>`:

```
civicscience.widget({
target: "000",
container: "#civsci-id-123456789",
articleUrl: "https://url-to-article",
forceDarkMode: false
});
```

The `articleUrl` is optional. `articleUrl` should only be used when the poll unit integration code is being loaded from inside an `<iframe>`. If the poll unit is loaded inside a wrapping `<iframe>`, `articleUrl` should identify the exact URL of the web page that is parent to the containing `<iframe>`. If the poll unit is placed inside an `<iframe>` without a unique `articleUrl` set, certain features like sharing, pinning questions, and poll unit positioning through the admin tool will not work.

The `forceDarkMode` is optional. `forceDarkMode` should only be used when the web page containing the poll unit forces a dark mode on the user, regardless of the user's Operating System Dark Mode settings. It is recommended that Dark Mode be enabled for the poll unit in the InsightStore *Target > Settings > Theme* page instead of using the `forceDarkMode` poll unit function parameter.

Both the `target` and `container` settings are required.