

A/B testing

10/02/2024 5:04 pm EDT

To improve the poll unit, we will occasionally conduct A/B tests for various characteristics. Whether an individual is in the A or B groups for the test depends on his or her respondent cookie identifier. Thus, the same user with the same computer and browser will generally have a consistent experience. However, the experience may differ for two respondents or even the same respondent using a different computer or browser.

```
<script>
civicscience.widget({
  target: "b9d02847-13db-3844-d535-ef628b31b6e3",
  container: "#civsci-id-246474974",
  articleUrl: window.location.href,
});
</script>
```
