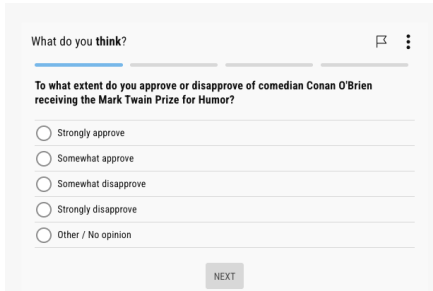


Overview

03/31/2025 2:16 pm EDT

The poll unit is a snippet of code downloaded from the InsightStore and placed in your website's HTML. The best placement is embedded directly into article content; however, other popular placements include below an article, in section pages, or the right (or left) side column of the page. In general, poll units placed closer to the top of the page tend to gather more responses.

A screenshot of a poll unit interface. At the top, it says "What do you think?" with a share icon and a menu icon. Below this is a question: "To what extent do you approve or disapprove of comedian Conan O'Brien receiving the Mark Twain Prize for Humor?". There are five radio button options: "Strongly approve", "Somewhat approve", "Somewhat disapprove", "Strongly disapprove", and "Other / No opinion". At the bottom right of the poll unit is a "NEXT" button.

The poll unit will appear on your website wherever the code snippet is placed. It will expand to fit the container's space. You can add margins and padding to the container. Alternatively, you can add margins and padding to the outer elements surrounding the poll unit's container (elements under your control) to adjust the spacing between the poll unit and other parts of your page.

The poll unit will automatically adjust to fill the width of its container. Therefore, you can apply your own stylesheet rules to the container or elements surrounding it to ensure that the poll unit maintains the appropriate width. As questions of varying lengths are posed within the poll unit, it will expand and contract vertically, occasionally shifting the content below. It is crucial not to enclose the poll unit in an element with a fixed height; doing so may result in wasted space if the container is too tall, or the bottom part of the poll unit being hidden if the container is too short.
