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## Introduction to PureSample.com Additions to Web Services

This document outlines the PureSample.com methods and their uses, which have been added to Web Services. The methods described below are available for the functionality of the RRD per the Pure Sample site ([www.puresample.com](http://www.puresample.com)).

The PureSample.com site allows users to facilitate with maintaining clean panels by identifying any panelist who displays fraudulent behaviors.

### List of Infractions:

- **Conflicting Responses (CR):** Panelist chooses responses that conflict with logic. For example, a Panelist selects "Male" for Gender and "Yes" for Pregnant.
- **Identity Fraud (IF):** Panelist has created a profile using the name and personal information of another individual.
- **Industry Insiders (II):** Panelist is known to be a member of a Market research firm or organization and should not be participating as a Panelist.
- **Invalid Responses (IR):** Panelist has been caught answering simple questions incorrectly. For example, a question asks "1 + 1=?" and Panelist responds 5.
- **Low Quality Open-end Responses (LQ):** Panelist provided minimal verbatim responses that does not offer any beneficial information.
- **Multiple Profiles (MP):** Panelist pretends to be multiple people by joining the panel more than once.
- **Speeding (SP):** Panelist completed questionnaire so quickly it is obvious they cannot have possibly read the questions.
- **Straight-lining (SL):** Panelist picks the same response number on each question. For example, in multiple questions, they consistently choose "c".
- **Surveybot (SB):** Panelist is not a real person, just an automated tool that selects responses and enters random text when it encounters a form.

*Note: PureSample.com offers two types of reports: Basic and Detailed. Currently there is one method available to generate a detailed report. The basic report is used mainly for quick online visual representation of the report criteria. Unlike the detailed report, the basic report is not meant to be saved locally.*

## Server Overview

The `frauddb` server is an xmlrpc server. This server uses `phpxmlrpc` libraries which are available at: [phpxmlrpc.sourceforge.net](http://phpxmlrpc.sourceforge.net). The server is based on `server.php`.

The `server.php` is a pluggable server with the plug-ins based on the inclusion of files with a specialized format for registration as a web service. The server file also implements the configuration options from the `xmlconfiguration` object.

Additionally, the server includes a set of function libraries that are in the Functions folder. It is through these functions that the server code interacts with the underlying data structures.

## ***Methods and Type Definitions***

The PureSample.com database employs its own client: the PureSample.com client. This client is a front end to the `xmlrpc_frauddb` server. The client communicates with the server via `https` or `http`.

### **Client Functionality Overview**

The client allows a user to check:

- A basic infraction reports against a particular email address or an uploaded list of panelists
- A detailed infraction history against a particular email address or an uploaded list of panelists.

The client also allows a user to register for an account, and login to the system to allow the infraction reporting of a single panelist, or an uploaded list of panelists.

The main functionality from the fraud db server is to report panelists and obtain reports for panelist email addresses, and additionally as an authentication and registration system.

## ***Parameter Descriptions***

As follows are the descriptions of the parameters:

<code>dbUsername</code>	Username for database server
<code>dbPassword</code>	Password for database server
<code>dbDatabase</code>	The name of database within database server
<code>dbHostname</code>	The hostname of database server
<code>filelist</code>	Description configuration

## **Command Structure**

`struct command`: information required to identify the caller.

## **List of PureSample.com Web Services Methods**

There are sixteen new methods for the PureSample.com in Web Services.

- [respondent\\_reliability.deleteProfile](#)
- [respondent\\_reliability.doLogin](#)
- [respondent\\_reliability.getBulkDetailedHistoryReport](#)
- [respondent\\_reliability.getCompanies](#)
- [respondent\\_reliability.getBulkRRIRReport](#)
- [respondent\\_reliability.getDetailedHistoryReport](#)
- [respondent\\_reliability.getInfractions](#)
- [respondent\\_reliability.getProfile](#)
- [respondent\\_reliability.getRRIRReport](#)
- [respondent\\_reliability.insertFraudEmail](#)
- [respondent\\_reliability.insertBulkFraudEmail](#)
- [respondent\\_reliability.updateProfile](#)

## **respondent\_reliability.deleteProfile**

**Purpose:** Delete an existing user profile for a session currently logged on. This uses the session id of the user to determine the account and flag it as deleted.

**Parameters:** `struct authentication`: Information required to identify the caller.

`string session_id`: session\_id returned by a `respondent_reliability.doLogin` call.

`string version`: the version of the method to be used (default empty (smallest available version number will be used)).

**Returns:** Boolean: True (1) if the operation succeeded.

**Error Messages:**

Code	Message
0	Operation Failed

## **respondent\_reliability.doLogin**

**Purpose:** Executes a login. Returns session id which is used with other web service calls.

**Parameters:** **struct authentication:** information required to identify the caller.

`string session_id:` session\_id returned by a `respondent_reliability.doLogin` call.

`string version:` version of the method to be used (default = empty (smallest available version number will be used)).

**struct command:** information required to identify the caller.

`string email:` email address

`string password:` password

**Returns:** String: Session ID on success (1).

**Error Messages:**

Code	Message
0	Operation Failed

## **respondent\_reliability.getBulkDetailedHistoryReport**

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**Purpose:** Generates a bulk detailed history report. Takes an array of email addresses or MD5-encrypted list of email addresses.

**Syntax:** `getDetailedInfractionReportByEmail($emailaddress)`

**Parameters:** **struct authentication:** information required to identify the caller.

`string session_id:` session\_id returned by a `respondent_reliability.doLogin` call.

`string version:` version of the method to be used (default = empty (smallest available version number will be used)).

**struct command:** information required to identify the caller.

`array emails:` an array of email addresses (in email form or md5 form).

**Returns:** **Array:** Structured array containing report items.

String: Infraction Type

String: Reported  
 String: Comment  
 String: Email  
 Double: Weight  
 String: Company

Error Messages:

Code	Message
0	Operation Failed

### respondent\_reliability.getCompanies

**Purpose:** Return list of companies in an array. The index is the company ID.

**Parameters:** `struct authentication`: information required to identify the caller.

`string session_id`: session\_id returned by a respondent\_reliability.doLogin call.

`string version`: version of the method to be used (default = empty (smallest available version number will be used)).

**Returns:** `array companies`: Array of structures containing list of the names of companies.

`struct company`

Integer: Company ID (`company_id`)

String: Name of Company (`company_name`)

Error Messages:

Code	Message
0	Operation Failed

### respondent\_reliability.getBulkRRRIRReport

**Purpose:** Generates a bulk Respondent Reliability Report Index (RRI) report and returns a report displaying email addresses, the current number of infraction, the current number of companies reporting infractions against a respondent, and the current Respondent Reliability Index score.

**Parameters:** **struct authentication:** information required to identify the caller

`string session_id:` `session_id` returned by a `respondent_reliability.doLogin` call.

`string version:` version of the method to be used (default = empty (smallest available version number will be used)).

**struct command:** information required to identify the caller.

`array emails:` an array of email addresses (in email form or md5-encrypted)

**Returns:** **struct report\_entry:** Structured array containing the following report entries:

String: Email

Integer: `num_infractions` (the current number of infractions).

Integer: `num_companies_reporting` (the current number of companies reporting infractions).

Double-precision floating point number: RRI score (May contain decimals).

**Error Messages:**

Code	Message
0	Operation Failed

**respondent\_reliability.getDetailedHistoryReport**

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**Purpose:** Generate a detailed infraction report.

**Parameters:** **struct authentication:** information required to identify the caller.

`string session_id:` `session_id` returned by a `respondent_reliability.doLogin` call.

`string version:` version of the method to be used (default = empty (smallest available version number will be used)).

**struct command**

string email

**Returns:** Integer: Structured array containing the following report items:

- o Email
- o Date Infraction Reported
- o Comment
- o Infraction Type
- o Infraction Weight
- o Name of Reporting Company

**Error Messages:**

Code	Message
0	Operation Failed

### respondent\_reliability.getInfractions

---

**Purpose:** Returns a list of possible infractions. A user must be logged in to use this function.

**Parameters:** `struct authentication`: information required to identify the caller.

`string session_id`: session\_id returned by a `respondent_reliability.doLogin` call.

`string version`: version of the method to be used (default = empty (smallest available version number will be used)).

**Returns:** `struct`: Structured array of possible infractions.

Integer: Infraction Code (`id_infraction`)

String: Infraction Type (`infraction_type`)

Double: Infraction weight

**Error Messages:**

Code	Message
0	Operation Failed

## respondent\_reliability.getProfile

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**Purpose:** Gets user profile.

**Parameters:** `struct authentication`: information required to identify the caller.

`string session_id`: `session_id` returned by a `respondent_reliability.doLogin` call.

`string version`: version of the method to be used (default = empty (smallest available version number will be used)).

**Returns:** `struct`: Structured array of possible infractions.

Integer: User ID

String: Email

String: Password

Integer: Returns the value of `fi_company`, this variable is populated by `getCompanies`.

String: Inquiry Email.

***Note:** This is the email address supplied during registration and acts as an alias so people investigating any infractions reported against them can only send to the alias email address and not the registered user's personal email account.*

### Error Messages:

Code	Message
0	Operation Failed

## respondent\_reliability.getRRIRReport

---

**Purpose:** Generates a Respondent Reliability Index (RRI) report.

**Parameters:** `struct authentication`: information required to identify the caller.

`string session_id`: `session_id` returned by a `respondent_reliability.doLogin` call.

`string version`: version of the method to be used (default = empty (smallest available version number will be used)).

**Returns:**     **struct:** Structured array containing report items.

String: Email

Integer: Number of current infractions (`num_infractions`).

Integer: Number of current companies reporting infractions (`num_companies_reporting`).

Double-precision floating point number: RRI score (May contain decimals).

**Error Messages:**

Code	Message
0	Operation Failed

**respondent\_reliability.insertBulkFraudEmail**

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**Purpose:**     Insert a bulk number of fraudulent email addresses.

**Parameters:**   **struct authentication:** information required to identify the caller.

    string `session_id`: `session_id` returned by a `respondent_reliability.doLogin` call.

    string `version`: version of the method to be used (default = empty (smallest available version number will be used)).

**struct command**

        array `infractors`

            struct `infractor`

**Returns:**     Integer: True (1) for success.

**Error Messages:**

Code	Message
0	Operation Failed

**respondent\_reliability.insertFraudEmail**

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**Purpose:** Insert a fraudulent email address.

**Parameters:** **struct authentication:** information required to identify the caller.

`string session_id:` `session_id` returned by a `respondent_reliability.doLogin` call.

`string version:` version of the method to be used (default = empty (smallest available version number will be used)).

**struct command**

String: Email

Integer: Infraction Type (`infraction_type`)

String: Comment text.

Returns:

Integer: True (1) on success.

**Error Messages:**

Code	Message
0	Operation Failed

**respondent\_reliability.updateProfile**

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**Purpose:** Edit a user profile.

**Parameters:** **struct authentication:** information required to identify the caller.

`string session_id:` `session_id` returned by a `respondent_reliability.doLogin` call.

`string version:` version of the method to be used (default = empty (smallest available version number will be used)).

**struct command**

String: Email

String: Password

String: Inquiry email address (`inquiry_email`).

**Returns:** Boolean: True (1) if successful.

**Error Messages:**

Code	Message
0	Operation Failed

Filename: Fraud DB Additions to Web Services.doc  
Directory: C:\Documents and Settings\bburton\Desktop\Respondent\_Reliability\_DB  
Template: C:\Documents and Settings\bburton\Application Data\Microsoft\Templates\Normal.dot  
Title: Fraud DB Additions to Web Services  
Subject:  
Author: BethAnn Burton  
Keywords:  
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