

# Widget API\*

## version 1.1

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# 1 Abstract

TrustYou Widgets are small web applications deployed at

`http://widgets.trustyou.com/widget-api/`

The purpose of this API is to provide a access to snippets of our data that can be embedded by our customers and partners on their side either in HTML or JSON format. Unless specified the character encoding used in data exchange is UTF-8 but no guarantee can be taken for crawled information.

## 2 Widget API User Manual

### 2.1 What are the modules

At the moment we are able to offer you the following documented modules:

**Seal** The most popular snippet is the seal. It provides the TrustYou score for the hotel and small description of rating.

**TopFlop** A snippet providing the most important semantic facts aggregated by TrustYou about the particular hotel.

**Source** View of the most important sources where the hotel was identified with their user reviews distribution.

**Category** The required information to build a collection of common significant attributes as perceived by users in their reviews.

**Synth** One sentence generated from the semantic analysis result, that describes, what people think about the hotel.

### 2.2 How to call widgets

#### 2.2.1 Http call and compulsory parameters

The following Http GET parameters are required for all widget calls

Parameter	Description	Values
ids	List of hotel identifiers. Comma separated list of ids.	e.g. TrustYou id f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8
module	Widget descriptor	One of the following: source, seal, topflop, category, synth
format	Expected format for the response.	e.g. json, html

Table 1: Compulsory http parameters

The following Http GET parameters are optional for all widget calls

Parameter	Description	Values
id_type	The exact type of the id. Defaults to trustyou when not present.	e.g. TrustYou id f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8, GiataId or partner internal identification
partner_id	The partner identification key you received from TrustYou. This allows us to optimize to optimize the service based on the partner traffic and supply agreed advanced options.	e.g. GreatPartnerGmbH

Table 2: Compulsory http parameters

### 2.2.2 Seal

**Http request.** Here is a sample of calling the seal with mandatory parameters only.

```
http://widgets.trustyou.com/widget-api/widget?ids=f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8&module=seal&format=json
```

**Http response.** The service will respond with the following Json

```
[
  {
    clusterId: "f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8"
    sourceCount: 4
    reviewCount: 103
    opinionCountNegativ: 46
    opinionCountNew: 1
    opinionCountPositiv: 54
    score: 85.16
    ratingDescriptive: "Very_Good"
  }
]
```

Note that even if you request data for only one hotel the response Json will be an array of objects. If one changes the format parameter from format=json to format=http the response will be an html document containing the seal image.



Figure 1: TrustYou Seal Image

### 2.2.3 TopFlop

**Http request** Calling TopFlop is as simple as requesting using the following URL

```
http://widgets.trustyou.com/widget-api/widget?ids=f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8&module=topflop&format=json
```

**Http response.**

```
[
  {
    cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8"
    object_id: "13"
    attribute_id: "p05"
    type: "p"
    lang: "en"
    total_count: 33
    nom: "great_food"
  },
  {
    cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8"
    object_id: "15"
    attribute_id: "p05"
    type: "p"
    lang: "en"
    total_count: 22
    nom: "great_service"
  },
  ...
]
```

]

Note again the array of TopFlop objects in the response Json each one identified by its hotel TrustYou id. For usage of the semantic identifiers please refer to our "Cookbook - Semantic Analysis".

#### 2.2.4 Source

**Http request** To request a Json containing all sources used to build and update the information for a hotel one can call

```
http://widgets.trustyou.com/widget-api/widget?ids=
f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8&module=source&
format=json
```

#### Http response.

[

```
{
  uid: "f3844166-16aa-4b88-a5ee-2fb06ef4409e"
  source_id: 22
  external_source_id: "110872"
  url: http://www.expedia.de/pub/agent.dll/qscr=
      dspv/nojs=1/htid=15998
  description: "<br/>This_city_center_property_
      is_located_in_<strong>Minneapolis</strong>,
      _close_to_..._</p>"
  cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9
      e21baa81cd8"
  address: "35_s_7th_st,55402,minneapolis,us"
  reviews_cnt: 58
  name: "Radisson_Plaza_Hotel_Minneapolis"
  source_name: "Expedia.de"
  function: "{price,booking}"
  note_description: "5"
},
{
  uid: "2ba52cdc-bb32-4b8d-b9de-99da312f6927"
  source_id: 73
  url: http://www.votello.de/hotels/Hotel36649.
      html
  cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9
      e21baa81cd8"
  address: ",,minneapolis,usa"
  reviews_cnt: 0
```

```

        name: "Radisson_Plaza_Hotel_Minneapolis"
        source_name: "Votello.de"
        note_description: "100"
    },
    ...
]

```

Note that the Json array in response contains sources for all requested id in no particular order. The description can be a plain text or may sometime contain html tags, the user shall strip them if required. In this case there is a double identification cluster\_id is being TrustYou id of the hotel and uid being a unique identifier for that particular source instance. Sometime additional identifications are provided for convenience like external\_source\_id representing the identification at the particular site either part of external URL or not.

### 2.2.5 Category

**Http request** A collection of common significant attributes as perceived by users in their reviews is available by calling

```

http://widgets.trustyou.com/widget-api/widget?ids=
    f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8&module=category
    &format=json

```

**Http response.**

```

{
    f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8 : [
        {
            id: "cat1"
            name: "Clean_Rooms"
            group_id: "group1"
            group_name: "What_they_say_about_you"
            type: "p"
            lang: "en"
            norms: [
                {
                    object_id: "11"
                    attribute_id: "p10"
                    freq: 1
                    en_type: "p"
                    cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8"
                }
            ]
        }
    ]
}

```

```

    },
    {
      object_id: "11"
      attribute_id: "p10"
      freq: 2
      en_type: "p"
      cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8"
    }, ...
  ], ...
},
{
  id: "cat3"
  ...
}
], ...
}

```

Well, at the moment the categories are returned as an object with a named list of category objects. A named list is returned for each requested TrustYou id. With the next release the normal list semantic consistent with other widgets will be enforced.

## 2.2.6 Synth

**Http request** The generated sentence describing the hotel can be obtained at the URL

```

http://widgets.trustyou.com/widget-api/widget?ids=f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8&module=synth&format=json

```

**Http response.**

```

[
  {
    uid: "d701f09c-f45c-4846-b5b2-3552330e7539"
    cluster_id: "f6f7f72b-b7ea-4fc0-bc02-9e21baa81cd8"
    lang: "en"
    synth: "An excellent hotel. Many visitors are enthusiastic about 

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```

```

    return false;"_subid=""_type="p">the_
    perfect_room</span>_<span_aid="p05"_
    class="objAttLink"_oid="13"_onclick="
    return false;"_subid=""_type="p">the_
    perfect_food</span>_and_<span_aid="p05"_
    class="objAttLink"_oid="16"_onclick="
    return false;"_subid="a"_type="p">the_
    perfect_price</span>_."
}
|

```

Note again the list semantic of the response with double identification `cluster_id` being TrustYou id of the hotel and `uid` being a unique identifier for that particular synth phrase. Please refer once more to our "Cookbook - Semantic Analysis" for detailed information of the span html elements and how you can build custom onclick functions.

## **2.3 What's next**

This manual is build based on our experience with customers integrating our widget API and we do our best to keep it as simple as possible. If you however need more advanced integration of our Widget API or you need to fine tune the response of particular widgets/modules please refer to our "Widget API - Advanced User Manual".