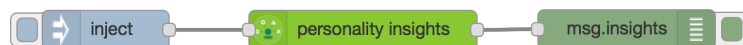


# Personality Insights in Node-RED

## Hands-On Lab



Analyze Barack Obama's personality using text from 2012 Debate  
(see *Add Personality Insights in Node-RED*)

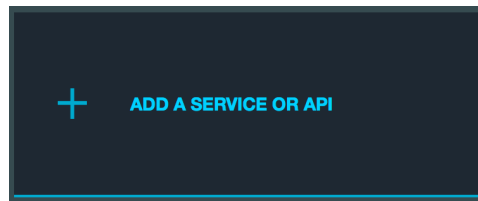


# Add Personality Insights in Node-RED

The IBM Watson Personality Insights service uses linguistic analytics to infer cognitive and social characteristics, including Big Five, Values, and Needs, from communications that the user makes available, such as email, text messages, tweets, forum posts, and more.

The objective is to send the Personality Insights node the same data as for the demo (<https://watson-pi-demo.mybluemix.net/>) and to show the JSON object and its values match those of the demo. From there, you can include these results in your applications.

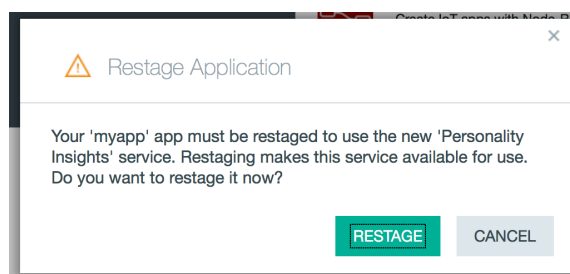
1. Go to the application overview for your Node-RED application in the Bluemix dashboard and click **Add a service or API**.




2. Click the **Personality Insights** node under Watson section.



1. IBM Bluemix will prompt to restage the application. Click on **Restage**. The application will restart and include the new service credentials in the environment.



3. When the application has finished restaging, open the Node-RED Flow Editor. If you already have Node-RED open, refresh the page.

4. Add a  node as shown below. Double-click on the node and change **Payload** to **string**. Go to sample file and open the file and paste the text into the Payload field (this is the same text that is used in the demo).

✉ Payload

▼ a z

promise I'll fight just as hard in a second term.

📄 Topic

🔄 Repeat

none

▼



☐ Inject once at start?

🔑 Name

**Note:** "interval between times" and "at a specific time" will use cron.  
See info box for details.

Ok

Cancel

5. Add a  node. This node will automatically pick up the Watson service credentials.
6. Add a  node. Double-click the debug node and change **payload** to **insights**.

Output

message property

msg. insights

to

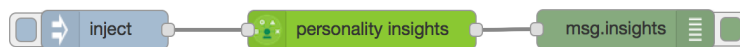
debug tab


Name

Ok

Cancel

7. Connect the nodes together as shown below:



- Click on  to save and deploy the changes.
- Click on the left tab of the inject node to start the flow. The debug tab on the right-hand pane will display the results of Personality Insights.

```
info                                debug
[ ]

2/17/2016, 8:21:03 AM    Rda18f48,6a412

msg.insights : Object

{ "id": "r", "name": "root", "children": [{ "id": "personality", "name":
"Big 5", "children": [{ "id": "Conscientiousness_parent", "name":
"Conscientiousness", "category": "personality", "percentage":
0.14979622860283198, "children": [{ "id": "Openness", "name":
"Openness", "category": "personality", "percentage":
0.5302158140365638, "sampling_error": 0.0503447424, "children": [{
"id": "Adventurousness", "name": "Adventurousness", "category":
"personality", "percentage": 0.47053613413656625,
"sampling_error": 0.044388585919999994 }, { "id": "Artistic
interests", "name": "Artistic interests", "category": "personality",
"percentage": 0.018466744070567406, "sampling_error":
0.09150467896 }, { "id": "Emotionality", "name": "Emotionality", "ca
....
```