

# Welcome to the Cognitive World

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# Introduction to Watson

A system that can Listen, Understand and Talk back to you in 6 different languages.

A system that visually recognizes who you are

A system that wants you to talk in natural way.

A system that can start a conversation with you.

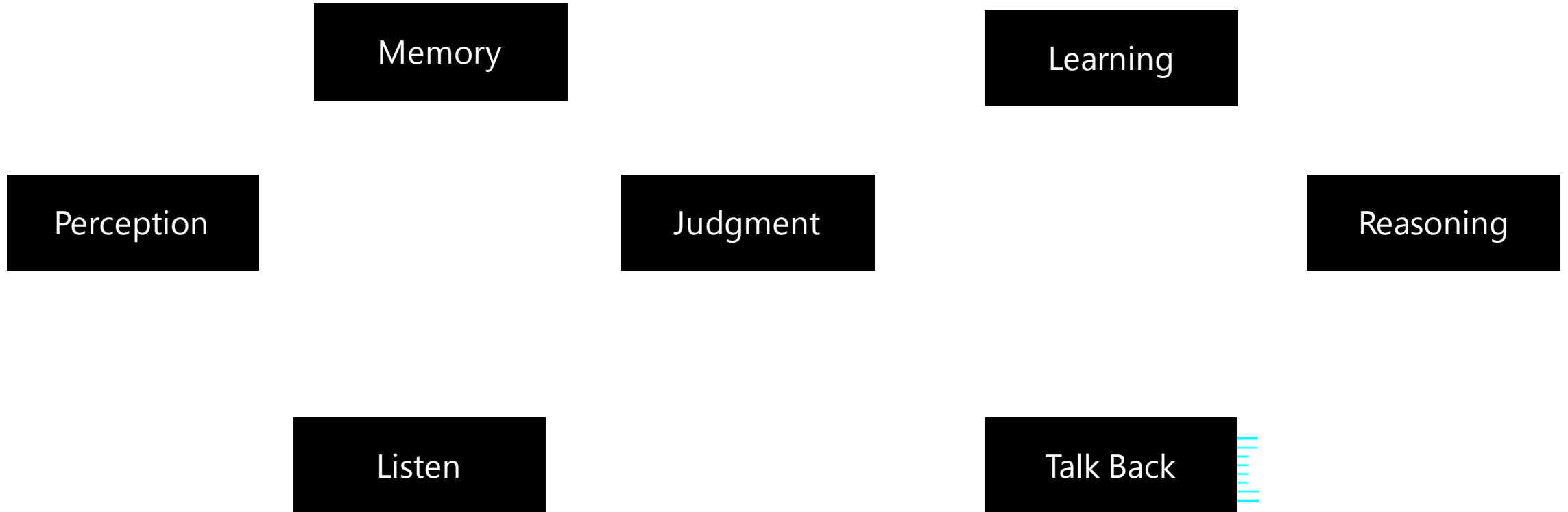
A system that can emotionally understand you

A system that can solve your dilemma's

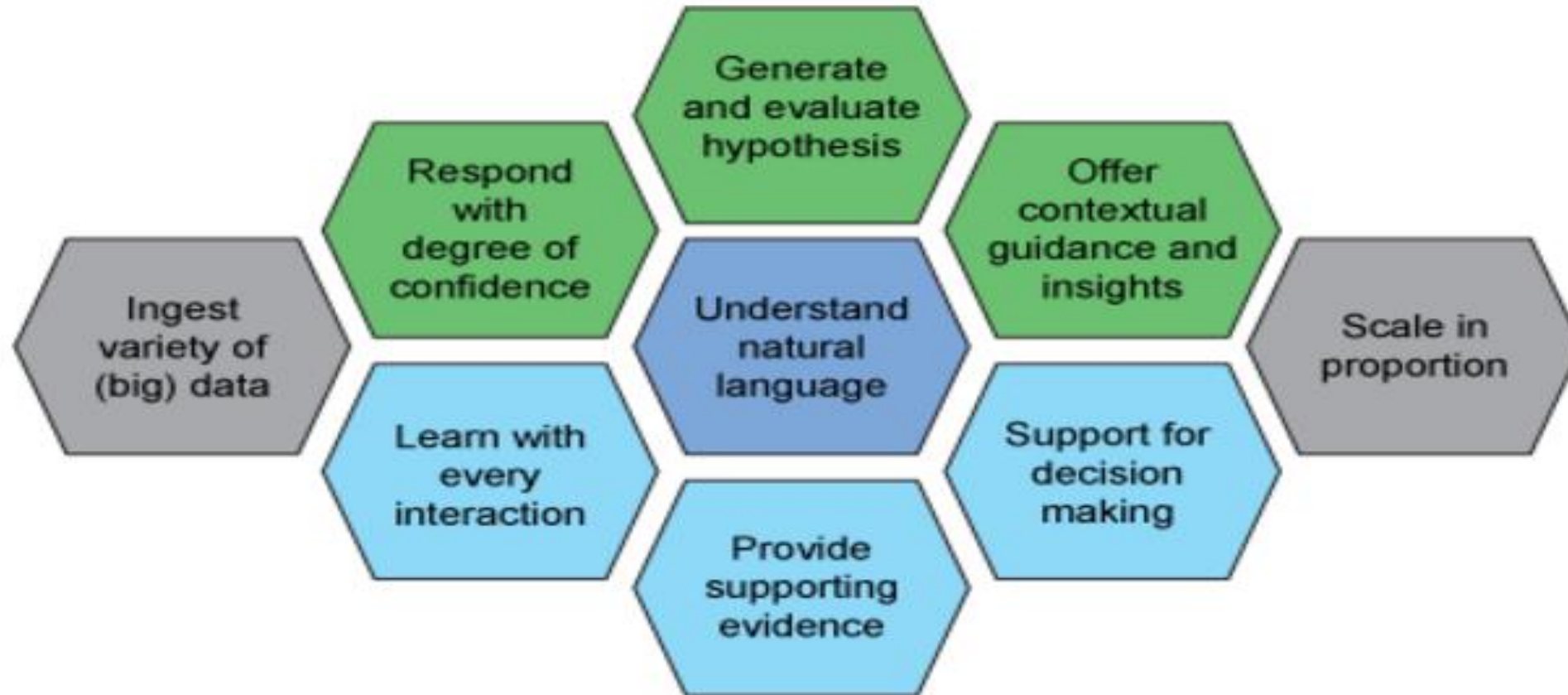
A system that can aid you in your learning journey



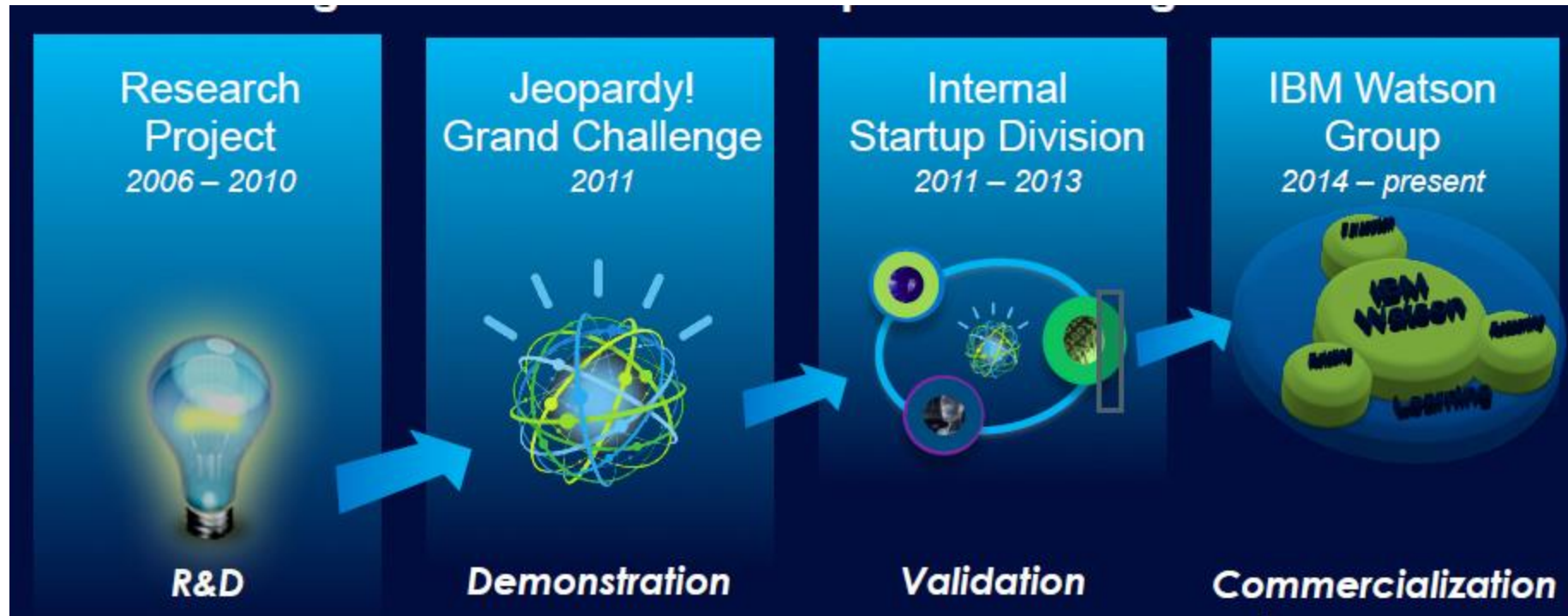
# Introduction to Cognitive Systems



# Characteristics of Cognitive Systems



# Lets Look into the Journey of Watson



Lets talk about  
the services  
available

### **Service categories under Watson**

1. Watson Alchemy
2. Watson Pure :- Available and Trainable
3. Watson Alliance – Cognitive Scale



# Watson – Alchemy Offering

## What is **AlchemyAPI**?

Pioneer of web services for real-time text and image analysis

- Founded in 2005
- 60,000+ developers
- Used in 36+ countries
- > 1.5 Billion calls a month
- Acquired by IBM Watson in 2015
- Democratizing artificial intelligence



# Watson – Alchemy Offering

## The most popular APIs

- *AlchemyLanguage - Text Mining*
  - Named Entity Extraction
  - **Sentiment Analysis**
  - Keyword Extraction
- *AlchemyVision – Image Mining*
  - Image Tagging
  - **Face Recognition**
- *AlchemyData News – Crawler*
  - News





# How to USE Alchemy API

3 different ways

1. Directly via Rest APIs
2. Wrap it using language Specific SDKs
3. Node Red



# Sentiment Analysis

## **What is sentiment ?**

Sentiment is the attitude, opinion or feeling toward something, such as a person, organization, product or location.

## **What is the Sentiment Analysis API capable of doing?**

The sentiment analysis API is capable of computing document-level sentiment, sentiment for user-specified targets, entity-level sentiment, and keyword-level sentiment.



# Live Coding using Node-Red

1. Introduction to Node-Red
2. Segregate tweets using alchemy sentiment and storing them in CloudantDB



# LAB 1 – Face Detection

**Providing an Image and Identify who is within the image**



# Live Use Case

1. Bob Dylan talks to Watson
2. MSK uses Watson for Oncology Research
3. WayBlazer innovating travel



# Watson Pure

1. Concept Insights
2. Dialog – Can be Trained
3. Language Translation
4. NLC – Can be Trained
5. Personality Insights
6. Retrieve and Rank – Can be Trained
7. Speech to Text
8. Tradeoff Analytics
9. Visual Recognition – Can be Trained
10. Text to Speech



# How to Use Watson Pure Services

3 different ways

1. Directly via Rest APIs
2. Wrap it using language Specific SDKs
3. Node Red



# LAB 2

Converting a text to Speech and ask LISA to talk





# LAB 3

## Personality Insights



# Science behind Personality Insights

## 1. Big 5 Values

1. Personality Model developed by Costa + McCrae & Norman
2. OCEAN principles

## 2. Need

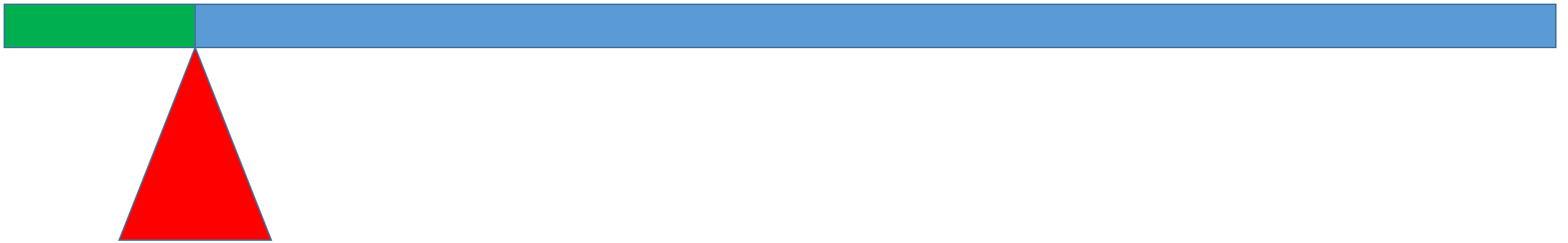
1. 12 Aspects of Human Behavior
2. Research References :- Kotler + Armstrong, & Ford

## 3. Values

1. What matter most to us
2. Research references :- Schwartz,



How much did we cover?



IBM

# How to Learn more

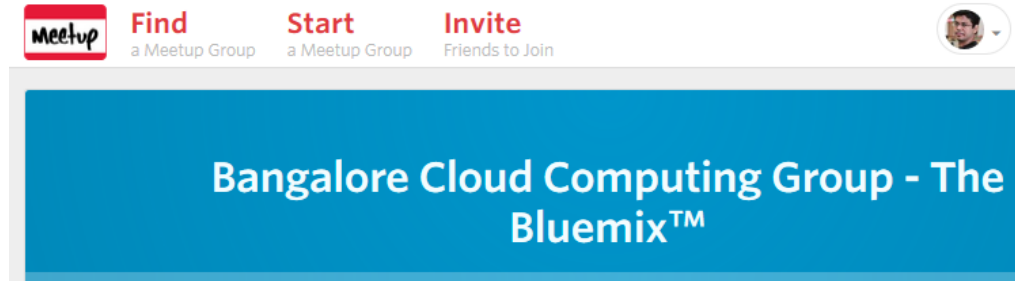
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