Personality Insights in Node-RED

Hands-On Lab

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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. In this tutorial, we'll use the Personality Insights node with the same data as for the demo (https://personality-insights-demo.ng.bluemix.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. Click on the **Catalog** link at the top of the IBM Cloud Dashboard. Under the AI section, click on the **Personality Insights** tile.
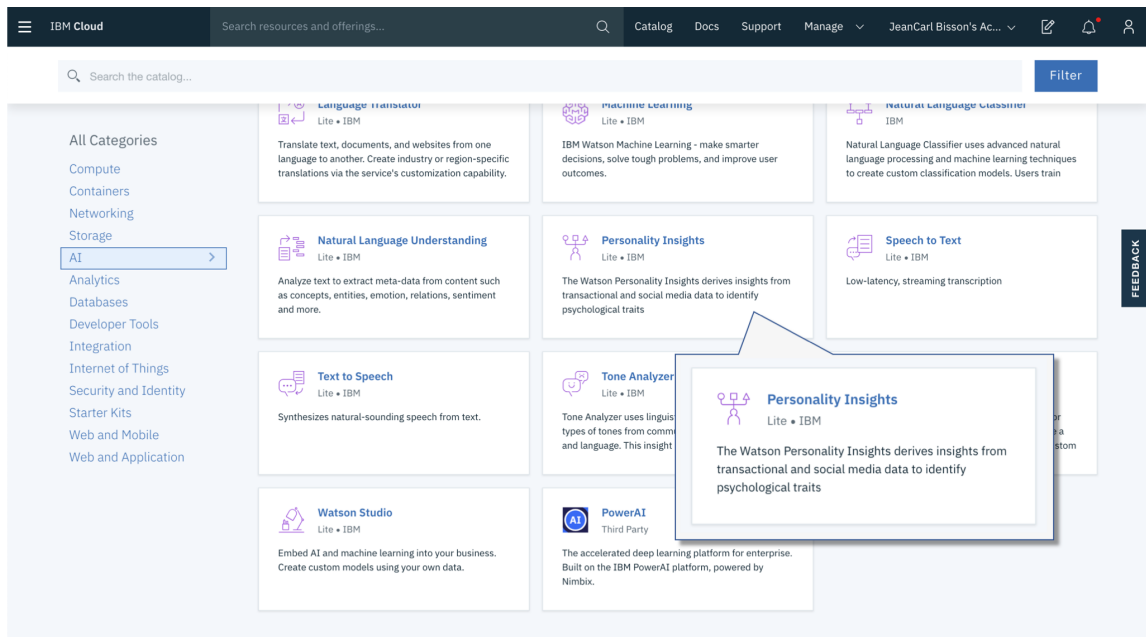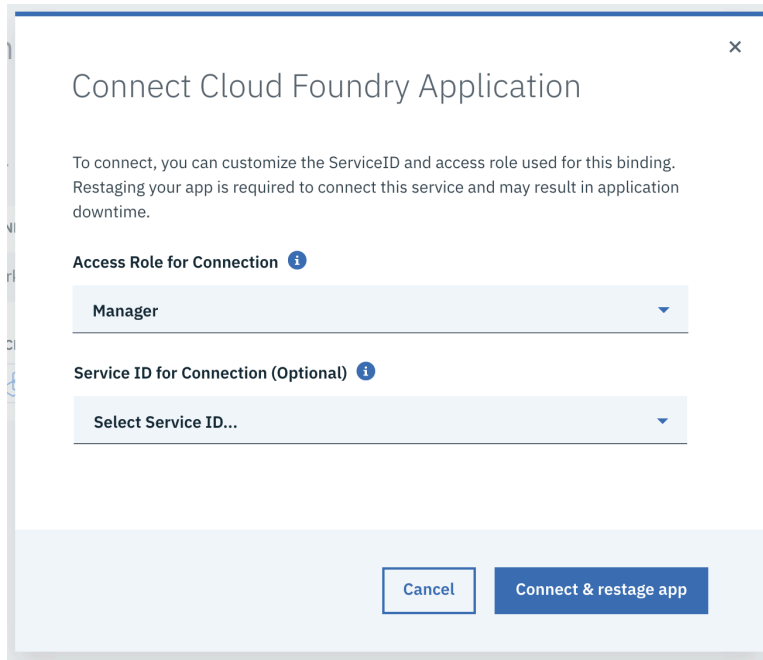

2. You can optionally give the service a custom name or leave it as the one given. Click **Create**.
3. Click on **Connections** in the menu on the left.
4. Click **Create connection** on the right.

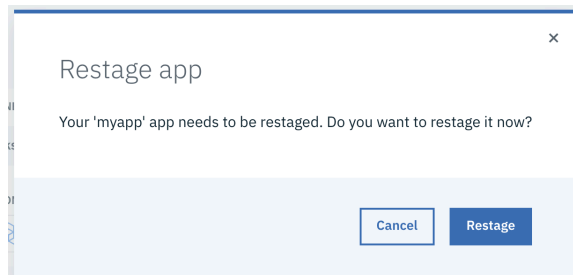5. Click **Connect** next to the Node-RED application you created earlier.
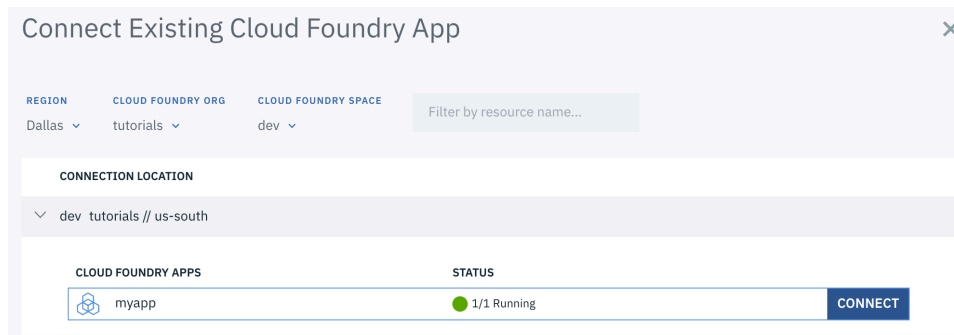
6. IBM Cloud will prompt to configure access role for the new connection and service ID. Click **Connect & restage app**.
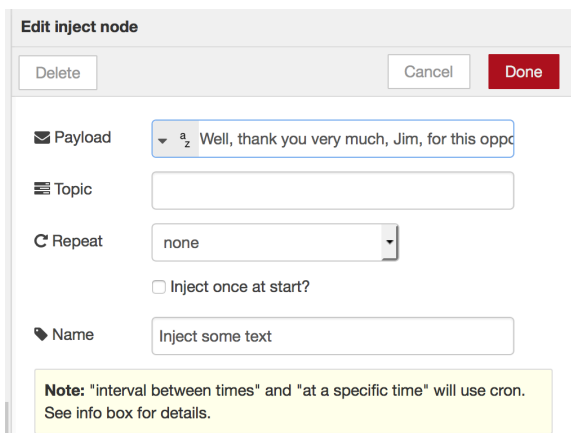

7. IBM Cloud will prompt to restage the application. Click on **Restage**. The application will restart and include the new service credentials in the environment.

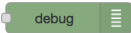8. When the application has finished restaging, open the Node-RED Flow Editor. If you already have Node-RED open, refresh the page.

9. Add a [inject] node as shown below. Double-click on the node and change **Payload** dropdown menu to **az**. 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).
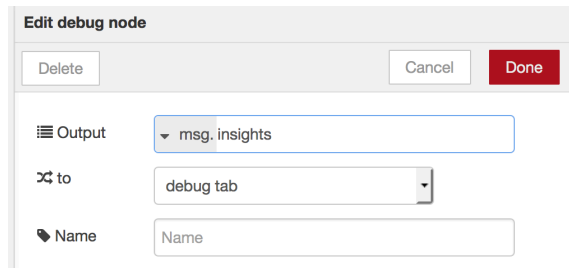

Get the text:
`ibm.biz/ Bd4mTR`

10. Add a [personality insights] node. This node will automatically pick up the IBM Watson service credentials.

11. Add a [debug] node. Double-click the debug node and change **payload** to **insights**.

Edit debug node

| Delete | | Cancel | Done |

Output ▼ msg. insights

to debug tab ▼

Name Name

12. Connect the nodes together as shown below:

Inject some text → personality insights → msg.insights
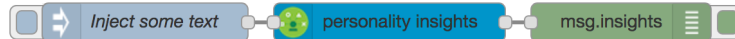
13. Click on [Deploy ▼] to save and deploy the changes.

14. 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 |

6/25/2017, 7:38:10 PM   node: 26b81dbe.fec642
msg.insights : Object
▼object
  word_count: 7020
  processed_language: "en"
▼personality: array[5]
  ▼0: object
    trait_id: "big5_openness"
    name: "Openness"
    category: "personality"
    percentile: 0.943620703468731
    ▼children: array[6]
      ▼0: object
        trait_id:
        "facet_adventurousness"
        name: "Adventurousness"
        category: "personality"
        percentile:
        0.8728046722494263
      ▼1: object
        trait_id:
        "facet_artistic_interests"
        name: "Artistic interests"
        category: "personality"
        percentile:
        0.4184832909070454
      ▶2: object