

IBM WATSON'S PERSONALITY INSIGHTS

1

IBM WATSON? WASN'T THAT A STUNT INVOLVING THE TELEVISED JEOPARDY! GAME AND A COMPUTER? WEREN'T THE HUMAN CONTESTANTS SKUNKED??

2

IBM WATSON IS THE "FACE" OF IBM'S ENTERPRISE ARTIFICIAL INTELLIGENCE SERVICE. FOR A PRICE, WATSON WILL PERFORM BIG-DATA MIRACLES IN THE SERVICE OF COMPETITIVE BUSINESS INTELLIGENCE.

3

AMONG WATSON'S MANY TALENTS IS "PERSONALITY INSIGHTS". USING UNEDITED NATURAL LANGUAGE SOURCES LIKE TWITTER FEEDS, EMAIL TEXT, OR PRODUCT SUPPORT CALLS, WATSON WILL TRY TO (RE)CONSTRUCT THE PERSONALITY BEHIND THE TEXT.

4

HOW CAN A TOOL LIKE THIS BE USED FOR COMIC BOOK RESEARCH?

NOTE

WATSON'S SERVICES INCLUDE TRANSLATION, TEXT-TO-VOICE/VOICE-TO-TEXT TRANSCRIPTION, SENTIMENT ANALYSIS, EMOTIONAL INDEXING, ENTITY RECOGNITION, AUDIO AND VISUAL RECOGNITION, AS WELL AS "PERSONALITY INSIGHTS."

4

THINK ABOUT IT: COMIC BOOK WRITERS CREATE CHARACTERS WHO ARE KNOWN THROUGH WORDS AND IMAGES. SOME HAVE COMPLEX BACK-STORIES AND SERIALIZED HISTORIES. OTHERS MORE OR LESS EXIST FROM ONE COMIC STORY TO THE NEXT.

YOUR WORDS
HERE...

5

SCENARIO: YOU ARE INTRIGUED BY A TWITTER FEED AUTHOR. YOU READ 25 OF HIS/HER TWEETS. WHAT GOES ON IN YOUR BRAIN? HOW DOES THAT DIFFER FROM YOUR ENCOUNTER WITH A CHARACTER'S WORDS IN A NOVEL? IN A COMIC BOOKS? ARE YOU INTERESTED IN THE PERSONALITY OF THE CHARACTER? IS IT PLAUSIBLE? CAN YOU GUESS THEIR NEXT MOVE?

4

"PERSONALITY INSIGHTS" ANALYZES THE PSYCHOLOGY OF LANGUAGE USING THREE MODELS: BIG FIVE, NEEDS AND VALUES. "BIG FIVE" IS THE ONLY ONE THAT HAS YIELDED USEABLE PROFILES USING PHANTOM LADY #17, THOUGH YOUR EVALUATION OF THE RESULTS MAY DIFFER.

YOUR WORDS
HERE...

5

VOLUM QUAM QUAMET
VOLUPTATUR?
ORENDE ILLECTAT VOLORUM
QUIAS REPERUM FUGA. XIM
INCENIS EXPLITIASPED UT
EAGUAE MIL INISTI SERI CON
EICAE CONEMQUE EA
DOLUPIS EX ET

OPENNESS:

"EXTENT TO WHICH A PERSON IS OPEN TO EXPERIENCING A VARIETY OF ACTIVITIES."

People who score high on Openness...

Facet: Adventurousness / Willingness to experiment

Are eager to try new activities and experience different things. They find familiarity and routine boring.

Facet: Artistic interests

Love beauty, both in art and in nature. They become easily involved and absorbed in artistic and natural events. With intellect, this facet is one of the two most important, central aspects of this characteristic.

Facet: Emotionality / Emotionally aware / Depth of emotions

Have good access to and awareness of their own feelings.

Facet: Imagination

View the real world as often too plain and ordinary. They use fantasy not as an escape but as a way of creating for themselves a richer and more interesting inner-world.

Facet: Intellect / Intellectual curiosity

Are intellectually curious and tend to think in symbols and abstractions. With artistic interests, this facet is one of the two most important, central aspects of this characteristic.

Facet: Liberalism / Authority challenging / Tolerance for diversity

Have a readiness to challenge authority, convention, and traditional values.

People who score low on Openness...

Facet: Adventurousness / Willingness to experiment

You enjoy familiar routines and prefer not to deviate from them.

Facet: Artistic interests

You are less concerned with artistic or creative activities than most people.

Facet: Emotionality / Emotionally aware / Depth of emotions

You do not frequently think about or openly express your emotions.

Facet: Imagination

You prefer facts over fantasy.

Facet: Intellect / Intellectual curiosity

You prefer dealing with the world as it is, rarely considering abstract ideas.

Facet: Liberalism / Authority challenging / Tolerance for diversity

You prefer following with tradition to maintain a sense of stability.

CONSCIENTIOUSNESS:

"A PERSON'S TENDENCY TO ACT IN AN ORGANIZED OR THOUGHTFUL WAY."

People who score high on Conscientiousness...

Facet: Achievement striving / Driven

Try hard to achieve excellence. Their drive to be recognized as successful keeps them on track as they work hard to accomplish their goals.

Facet: Cautiousness / Deliberate / Deliberateness

Are disposed to think through possibilities carefully before acting.

Facet: Dutifulness / Dutiful / Sense of responsibility

Have a strong sense of duty and obligation.

Facet: Orderliness / Organized

Are well-organized, tidy, and neat.

Facet: Self-discipline / Persistent

Have the self-discipline, or "will-power," to persist at difficult or unpleasant tasks until they are completed.

Facet: Self-efficacy / Self-assured / Sense of competence

Are confident in their ability to accomplish things.

People who score low on Conscientiousness...

Facet: Achievement striving / Driven

You are content with your level of accomplishment and do not feel the need to set ambitious goals.

Facet: Cautiousness / Deliberate / Deliberateness

You would rather take action immediately than spend time deliberating making a decision.

Facet: Dutifulness / Dutiful / Sense of responsibility

You do what you want, disregarding rules and obligations.

Facet: Orderliness / Organized

You do not make a lot of time for organization in your daily life.

Facet: Self-discipline / Persistent

You have a hard time sticking with difficult tasks for a long period of time.

Facet: Self-efficacy / Self-assured / Sense of competence

You frequently doubt your ability to achieve your goals.

EXTRAVERSION:

"A PERSON'S TENDENCY TO SEEK STIMULATION IN THE COMPANY OF OTHERS."

People who score high on Extraversion...

Facet: Activity level / Energetic

Lead fast-paced and busy lives. They do things and move about quickly, energetically, and vigorously, and they are involved in many activities.

Facet: Assertiveness / Assertive

Like to take charge and direct the activities of others. They tend to be leaders in groups.

Facet: Cheerfulness / Cheerful / Positive emotions

Experience a range of positive feelings, including happiness, enthusiasm, optimism, and joy.

Facet: Excitement- seeking

Are easily bored without high levels of stimulation.

Facet: Friendliness / Outgoing / Warmth

Genuinely like other people and openly demonstrate positive feelings toward others.

Facet: Gregariousness / Sociable

Find the company of others pleasantly stimulating and rewarding. They enjoy the excitement of crowds.

People who score low on Extraversion...

Facet: Activity level / Energetic

You appreciate a relaxed pace in life.

Facet: Assertiveness / Assertive

You prefer to listen than to talk, especially in group situations.

Facet: Cheerfulness / Cheerful / Positive emotions

You are generally serious and do not joke much.

Facet: Excitement-seeking

You prefer activities that are quiet, calm, and safe.

Facet: Friendliness / Outgoing / Warmth

You are a private person and do not let many people in.

Facet: Gregariousness / Sociable

You have a strong desire to have time to yourself.

AGREEABLENESS:

"A PERSON'S TENDENCY TO BE COMPASSIONATE AND COOPERATIVE TOWARD OTHERS."

People who score high on Agreeableness...

Facet: Altruism / Altruistic

Find that helping others is genuinely rewarding, that doing things for others is a form of self-fulfillment rather than self-sacrifice.

Facet: Cooperation / Accommodating / Compliance

Dislike confrontation. They are perfectly willing to compromise or to deny their own needs to get along with others.

Facet: Modesty / Modest

Are unassuming, rather self-effacing, and humble. However, they do not necessarily lack self-confidence or self-esteem.

Facet: Morality / Uncompromising / Sincerity

See no need for pretense or manipulation when dealing with others and are therefore candid, frank, and genuine.

Facet: Sympathy / Empathetic

Are tender-hearted and compassionate.

Facet: Trust / Trusting of others

Assume that most people are fundamentally fair, honest, and have good intentions. They take people at face value and are willing to forgive and forget.

People who score low on Agreeableness...

Facet: Altruism / Altruistic

You are more concerned with taking care of yourself than taking time for others.

Facet: Cooperation / Accommodating / Compliance

You do not shy away from contradicting others.

Facet: Modesty / Modest

You hold yourself in high regard and are satisfied with who you are.

Facet: Morality / Uncompromising / Sincerity

You are comfortable using every trick in the book to get what you want.

Facet: Sympathy / Empathetic

You think people should generally rely more on themselves than on others.

Facet: Trust / Trusting of others

You are wary of other people's intentions and do not trust easily.

EMOTIONAL RANGE:

"EXTENT TO WHICH A PERSON'S EMOTIONS ARE SENSITIVE TO THE INDIVIDUAL'S ENVIRONMENT."

People who score high on Emotional Range...

Facet: Anger / Fiery

Have a tendency to feel angry.

Facet: Anxiety / Prone to worry

Often feel like something unpleasant, threatening, or dangerous is about to happen. The "fight-or-flight" system of their brains is too easily and too often engaged.

Facet: Depression / Melancholy / Moodiness

Tend to react more readily to life's ups and downs.

Facet: Immoderation / Self- indulgence

Feel strong cravings and urges that they have difficulty resisting, even though they know that they are likely to regret them later. They tend to be oriented toward short-term pleasures and rewards rather than long-term consequences.

Facet: Self- consciousness

Are sensitive about what others think of them. Their concerns about rejection and ridicule cause them to feel shy and uncomfortable around others; they are easily embarrassed.

Facet: Vulnerability / Susceptible to stress / Sensitivity to stress

Have difficulty coping with stress. They experience panic, confusion, and helplessness when under pressure or when facing emergency situations.

People who score low on Emotional Range...

Facet: Anger / Fiery

It takes a lot to get you angry.

Facet: Anxiety / Prone to worry

You tend to feel calm and self-assured.

Facet: Depression / Melancholy / Moodiness

You are generally comfortable with yourself as you are.

Facet: Immoderation / Self- indulgence

You have control over your desires, which are not particularly intense.

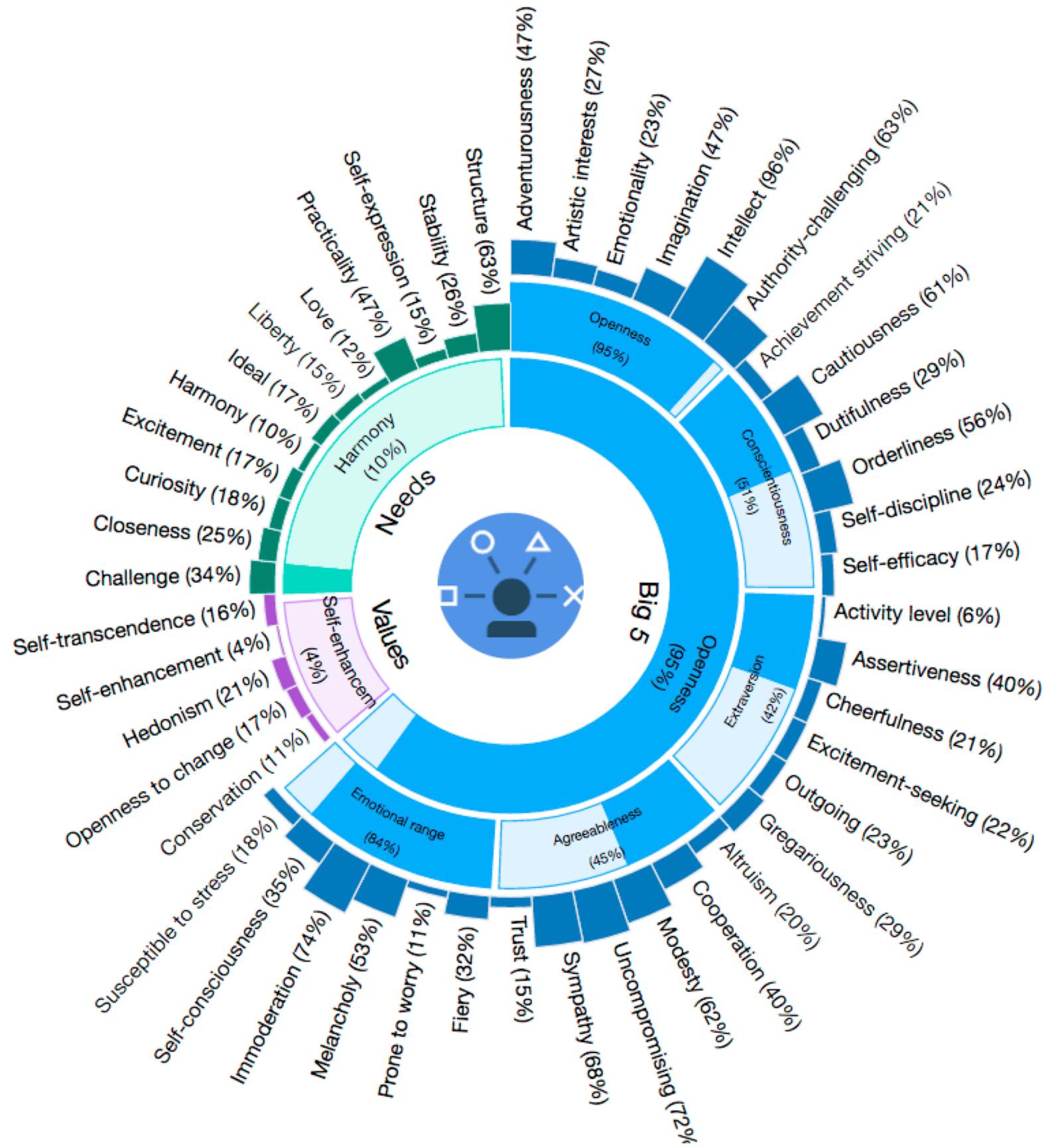
Facet: Self- consciousness

You are hard to embarrass and are self-confident most of the time.

Facet: Vulnerability / Susceptible to stress / Sensitivity to stress

You handle unexpected events calmly and effectively.

WATSON PERSONALITY INSIGHTS PROFILE =
PHANTOM LADY
IN PHANTOM LADY #17



WATSON PERSONALITY INSIGHTS PROFILE ANALYSIS:

PHANTOM LADY

IN PHANTOM LADY #17

Phantom Lady word count is 753, meeting the minimum of 600 recommended for Watson Personality Insights profiling.

High score on Openness (95%): Intellect (96%)-- yes, PL is generally smarter than the crooks and she "thinks out loud" more than the other characters, so her smartness is showcased. High score on Authority-Challenging (63%) perhaps a function of her never taking "no" for an answer from her adversaries.

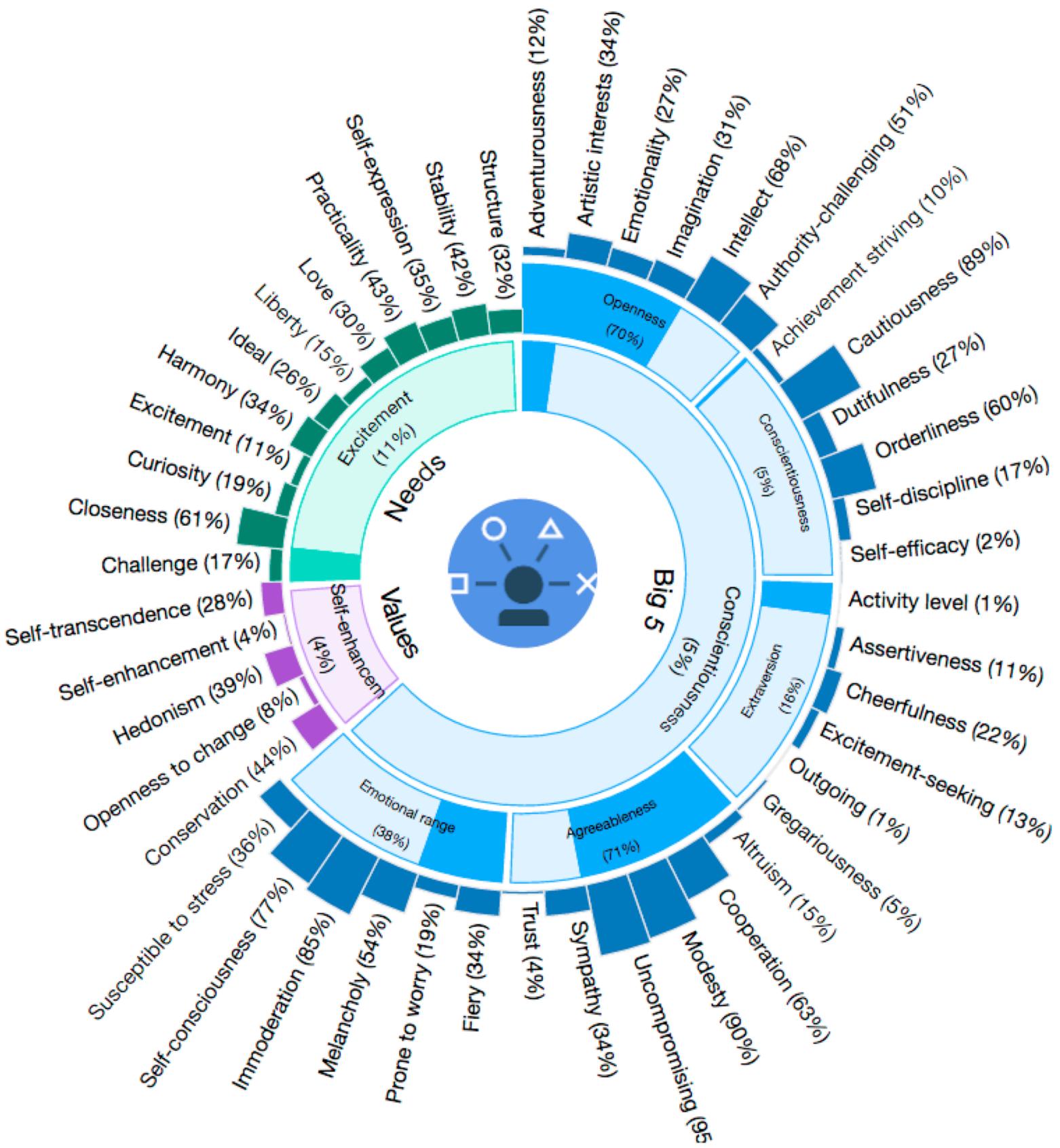
Modest scores on Conscientiousness (51%): Cautiousness (61%) and Orderliness (56%) perhaps related to her drive to nullify criminals and criminal misdoings by reliance on her wits and not super-powers. Other low scores, incl. Achievement-striving (21%), are puzzling and suspicious.

Relatively low scores on Extraversion (42%): low rating here on Gregariousness (29%) perhaps due to her extended inner dialogue. Naively would expect higher scores on Assertiveness (40%) and Excitement-seeking (22%) given her role in the stories.

Relatively low scores on Agreeableness (45%): due to mixture of high scores on Uncompromising (72%) and Sympathy (68%), both consonant with her character, and low Altruism (20%) and Trust (15%) -- nobody in Phantom Lady #17 criminal comics score high on either of these.

High scores on Emotional Range (84%): Immoderation (74%) (PL is strong-willed and impulsive) Melancholy (53%) (PL is verbally unhappy when she is cornered by murderous thugs, which is most of the time) and Fiery (32%) (PL has a temper & responds angrily to aggression).

WATSON PERSONALITY INSIGHTS PROFILE: SANDRA KNIGHT (PHANTOM LADY'S VANILLA IDENTITY) IN PHANTOM LADY #17



WATSON PERSONALITY INSIGHTS PROFILE ANALYSIS: SANDRA KNIGHT (PHANTOM LADY'S VANILLA IDENTITY) IN PHANTOM LADY #17

The character: spoiled socialite daughter of a wealthy US senator, with time on her hands and an attentive boyfriend. The amount of data available for analysis is well below the minimal threshold stipulated by Watson Personality Insights (recommended 600, but is only 443), so the validity of the profile is questionable.

Modest high scores on Openness (70%): Same high value facets as Phantom Lady, just lesser scores (Intellect (68%) and Authority-Challenging (51%))-- even in her vanilla persona, Sandra frequently thinks aloud as Phantom Lady.

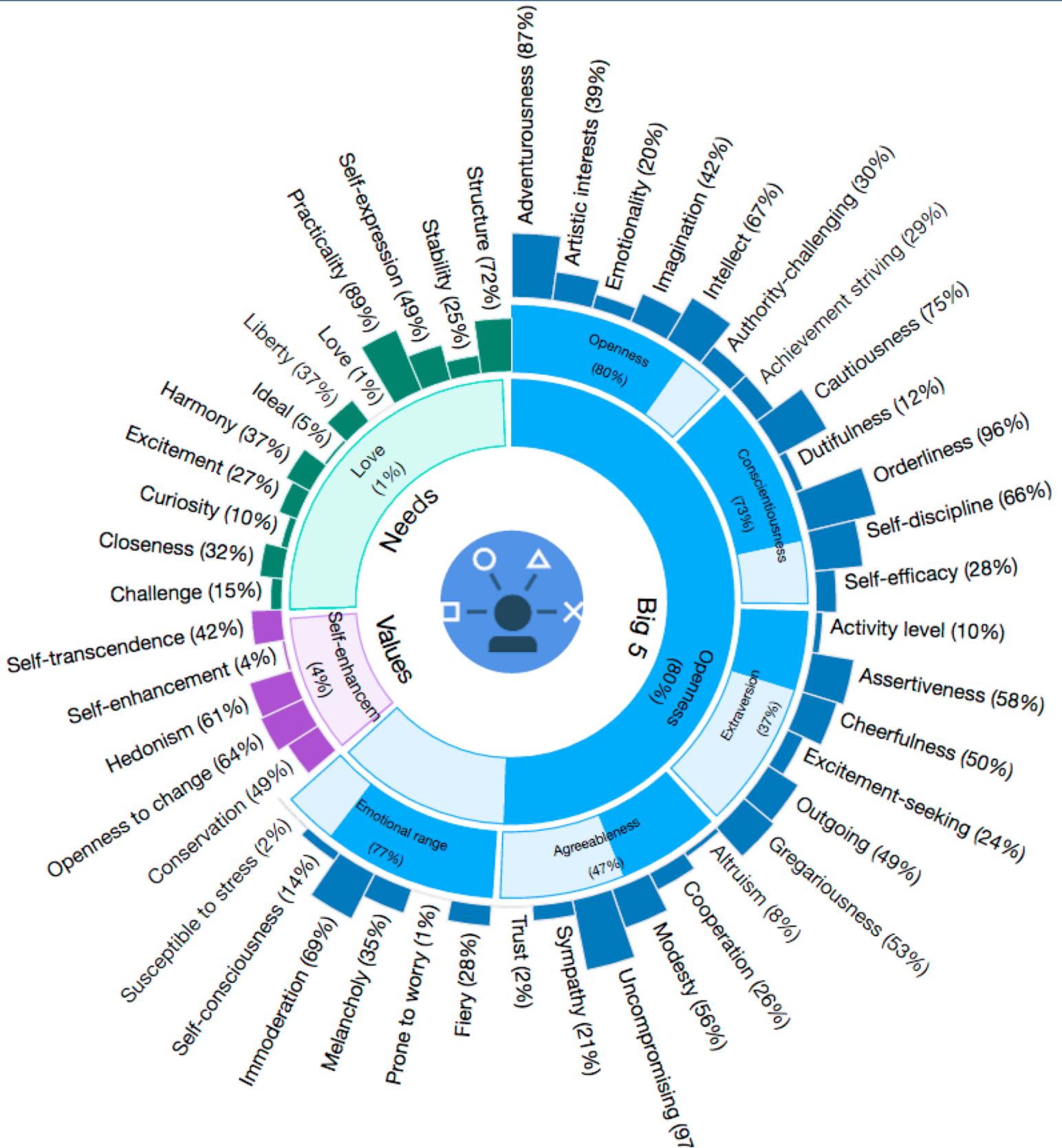
Very low scores on Conscientiousness (5%): high scores on Cautiousness (89%) and Orderliness (60%) depressed by her nearly negative score on Self-efficacy (2%), meaning that she doubts that she can achieve her goals. Spends much of the second story questioning whether she should be betting on her boyfriend's horse. To the extent that her vanilla persona is that of a girly-girl taking cues and initiative from her boyfriend, the low score here is reasonable.

Low scores on Extraversion (16%): low scores all around are somewhat consistent with her focus of involvement on her boyfriend and a family friend. Even so, she should have scored highly on Excitement-seeking (13%), since her character talks explicitly about her need for excitement.

Relatively high scores on Agreeableness (71%): higher scores than Phantom Lady are consonant with her girly-girl persona: Modesty (90%), Uncompromising (95%) and Cooperation (63%).

Low scores on Emotional Range (38%): Substantially higher scores on Susceptible to stress (36%) and Self-consciousness (77%) than those of Phantom Lady (18% and 35%, respectively), is in keeping with her role as dependent of the good will of father and boyfriend.

**WATSON PERSONALITY INSIGHTS PROFILE:
EVELYN ELLIS (CRIMINAL MASTERMIND)
IN PHANTOM LADY #17**



WATSON PERSONALITY INSIGHTS PROFILE ANALYSIS: EVELYN ELLIS (CRIMINAL MASTERMIND) IN PHANTOM LADY #17

A "true crime" story in Phantom lady #17 was devoted to Evelyn Ellis and her exploits, resulting in a 630-word transcript, sufficient to meet the Watson Personality Insights profile minimum.

High scores on Openness (80%): Adventurousness (87%) and Intellect (67%) are consonant with her job: a skilled and bold criminal strategist.

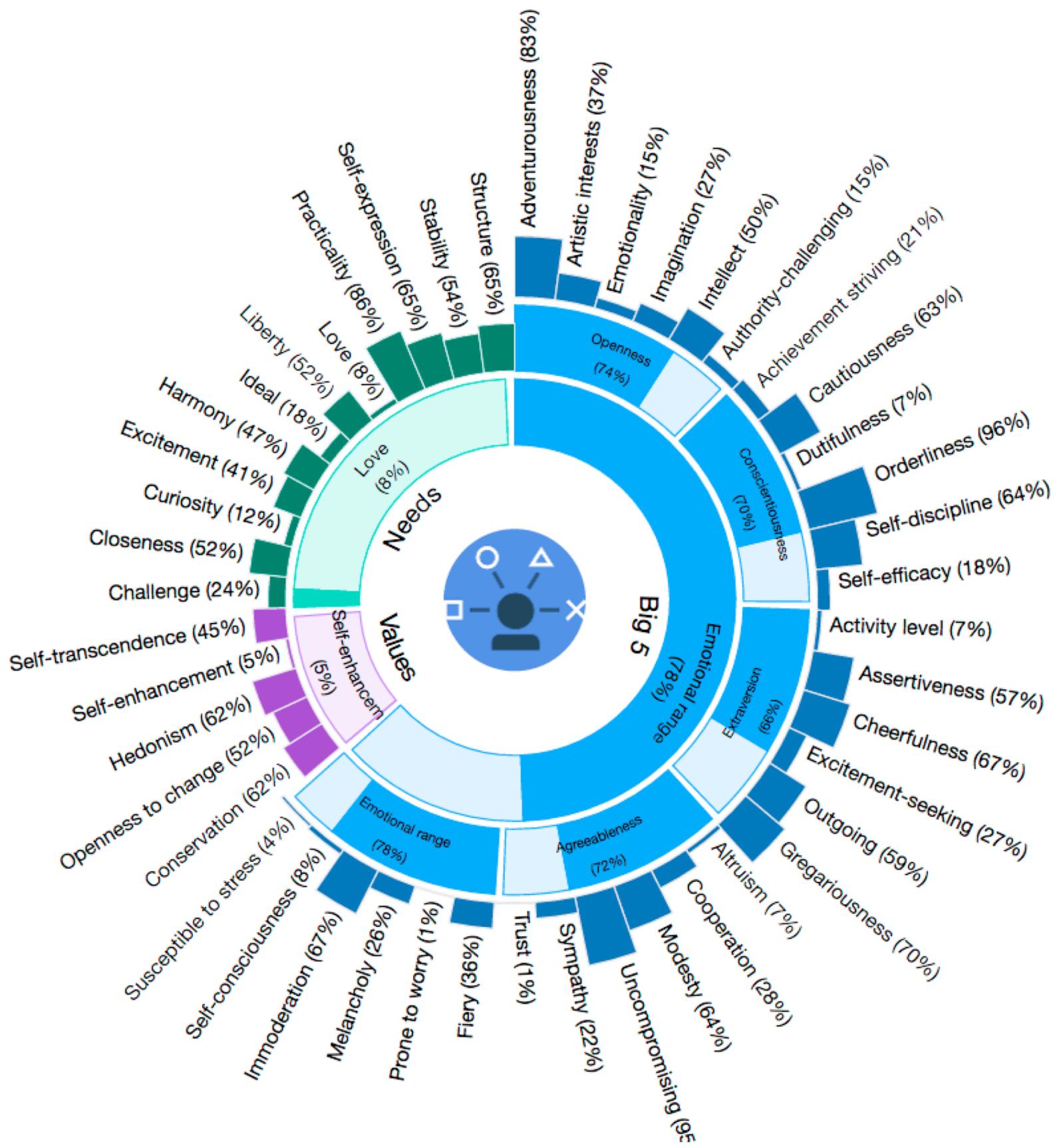
Relatively high scores on Conscientiousness (73%): high scores on Cautiousness (75%) Orderliness (96%) and Self-discipline (66%) ring true as characteristics enabling her to succeed at train-robbing.

Relatively low scores on Extraversion (37%): highest being Assertiveness (58%) and Gregariousness (53%), perhaps the latter higher than expected due to the writer never giving her any "thought" speeches -- she is always addressing/commanding someone.

Lower scores on Agreeableness (47%): low Sympathy (21%), Altruism (8%) and Trust (2%) consonant with the personality of a criminal either on the job or organizing the next train heist.

High scores on Emotional Range (77%): Unlike Phantom Lady or Sandra Knight, low scores for Self-consciousness (14%) and Susceptible to stress (2%) bespeak Evelyn's self-confidence and boldness. A higher score for Immoderation (69%) may point to an impulsive, assertive side of her personality that comes across in her first meeting with what will become the Ellis Gang.

WATSON PERSONALITY INSIGHTS PROFILE: ALL CROOKS (COMPOSITE) IN PHANTOM LADY #17



WATSON PERSONALITY INSIGHTS PROFILE ANALYSIS: ALL CROOKS (COMPOSITE) IN PHANTOM LADY #17

Watson Personality Insights documentation asserts the validity of testing composite personalities that comprise, say, a consumer product user group. "All Crooks" includes the speeches of ten men and one woman, Evelyn Ellis, found in all three stories in Phantom Lady #17 (1888 words in all).

Relatively high scores on Openness (74%): Adventurousness (83%) and Intellect (50%) with low Authority-challenging (15%) is a reasonable "blend" of two criminal masterminds and a small army of criminal soldiers who follow orders.

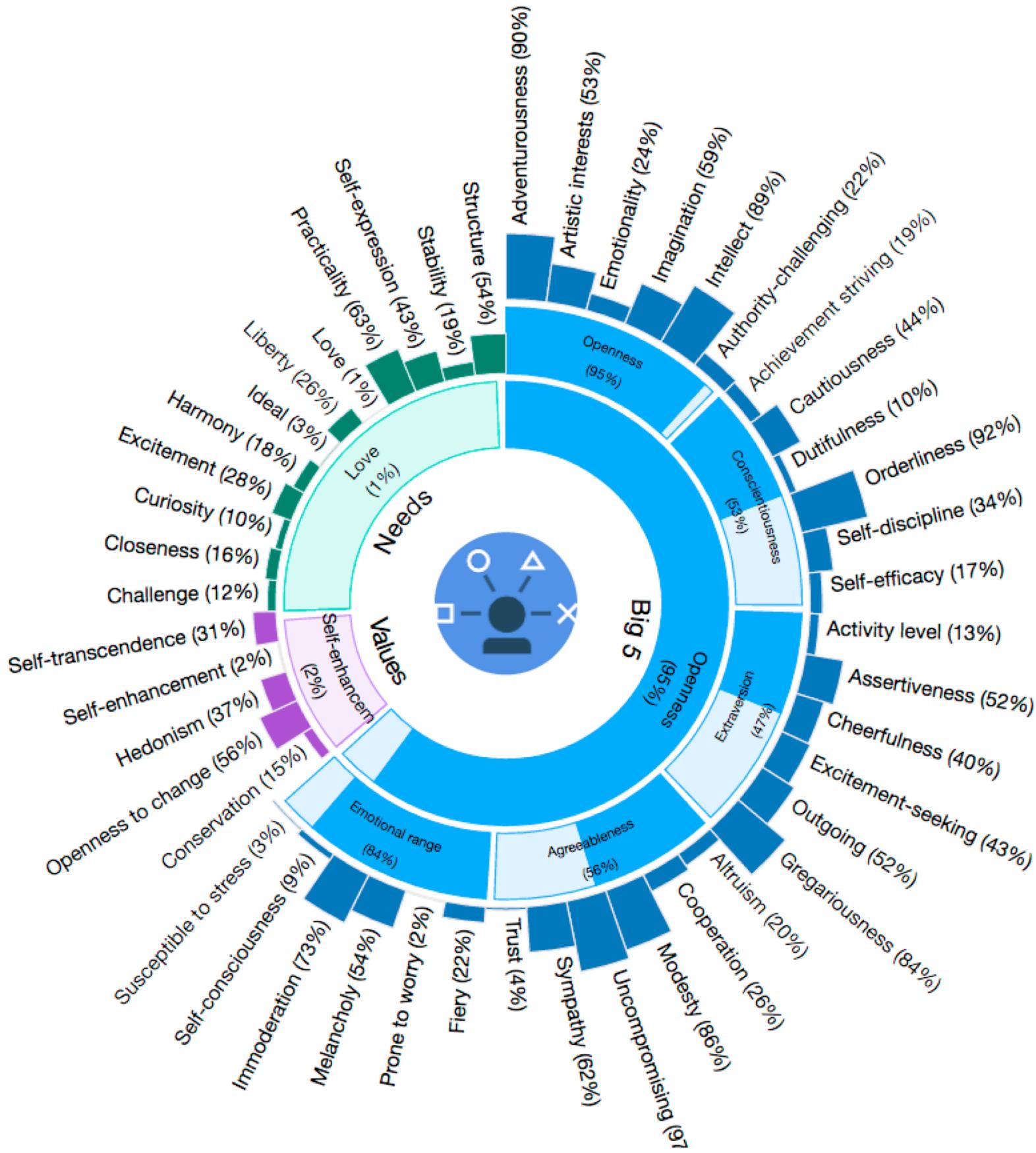
Relatively high scores on Conscientiousness (70%): high scores on Cautiousness (63%) Orderliness (96%) and Self-discipline (64%) are almost identical with the Evelyn Ellis profile.

Modestly high scores on Extraversion (66%): highest being Assertiveness (57%) Cheerfulness (67%) and Gregariousness (70%) perhaps due to the fact that the underlying crooks are constantly dialoging with each other and their respective bosses.

Relatively high scores on Agreeableness (72%): low Sympathy (22%), Altruism (7%) and Trust (1%), but a high score on Uncompromising (95%) is very similar to the Ellis profile.

High scores on Emotional Range (76%): Unlike Phantom Lady or Sandra Knight, extremely low scores for Self-consciousness (8%) and Susceptible to stress (4%) bespeak criminal self-confidence and boldness, perhaps rashness. A higher score for Immoderation (67%) underscores their impulsiveness that leads to their inevitable undoing.

**WATSON PERSONALITY INSIGHTS PROFILE:
ALL POLICE (COMPOSITE)
IN PHANTOM LADY #17**



WATSON PERSONALITY INSIGHTS PROFILE ANALYSIS: ALL POLICE (COMPOSITE) IN PHANTOM LADY #17

Watson Personality Insights documentation asserts the validity of testing composite personalities that comprise, say, a consumer product user group. "All Police" includes the speeches of nine men, found in all three stories in Phantom Lady #17 (272 words in all, far below the minimum expected for this AI tool).

High scores on Openness (90%): Adventurousness (90%), Intellect (89%), but with Imagination (59%) and Artistic interests (53%) give the cops well-roundedness (and intelligence) lacking in the criminal personas.

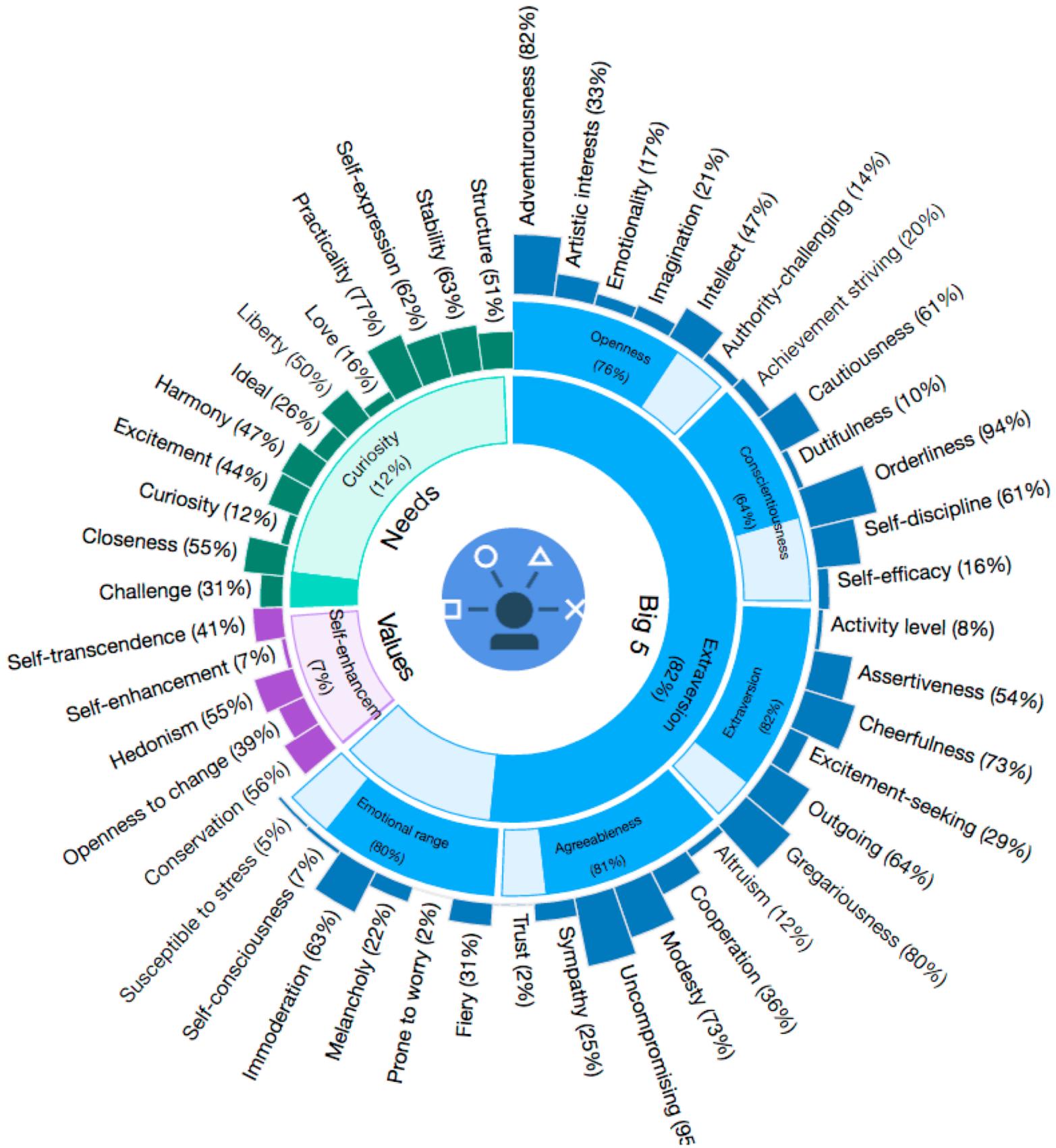
Modest high scores on Conscientiousness (53%): highest scores on Cautiousness (44%) and Orderliness (92%) -- how could effective cops not ace Orderliness?

Modestly low scores on Extraversion (47%): highest being Assertiveness (52%) Outgoing (52%) and Gregariousness (84%) -- the cops say nice things to Phantom Lady and each other, while the crooks reserve their few words of support for each other.

Modest high scores on Agreeableness (58%): high Uncompromising (97%), Sympathy (62%), and Modesty (86%) but low Trust (4%) supports a persona that is uncompromising, empathic, and uncomfortable being the center of attention -- and that is distrustful.

High scores on Emotional Range (84%): Very similar to the scores earned by the composite crooks, with the exception being that the police, with 54% versus 26% Melancholy, "think quite often about the things you are unhappy about."

WATSON PERSONALITY INSIGHTS PROFILE: ALL MEN (COMPOSITE) IN PHANTOM LADY #17



**WATSON PERSONALITY INSIGHTS PROFILE:
ALL MEN (COMPOSITE)
IN PHANTOM LADY #17**

Watson Personality Insights documentation asserts the validity of testing composite personalities that comprise, say, a consumer product user group. "All men" includes the speeches of 24 men, found in all three stories in Phantom Lady #17 (1993 words in all).

Relatively high scores on Openness (76%): Adventurousness (82%) and Intellect (47%), but with lower scores for Imagination (21%) and Artistic interests (33%) give this composite persona a desire to explore options with some cognitive breadth, with a fairly prosaic respect for authority. The composite women score far higher on Authority-challenging (46%) than their male counterparts (14%).

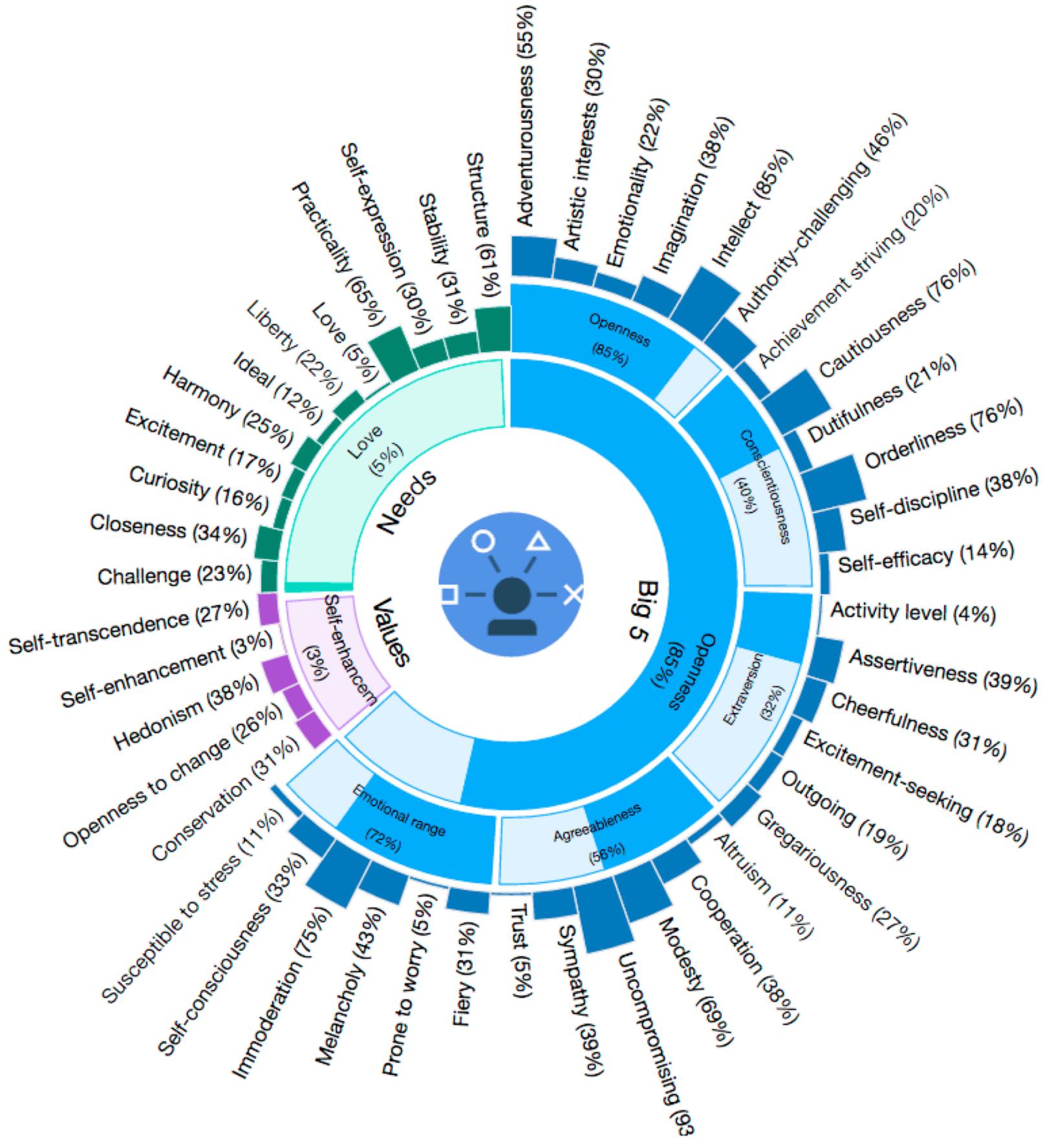
Modest high scores on Conscientiousness (64%): highest scores on Cautiousness (61%), Orderliness (94%) and Self-discipline (61%) yields a composite of a structure-driven personality who thinks before he acts.

High scores on Extraversion (82%): highest being Cheerfulness (73%) Outgoing (64%) and Gregariousness (80%) -- the men in the stories are constantly talking to other characters, and Don Borden, Sandra Knight's boyfriend, is irritatingly cheerful. The women in Phantom Lady #17 are decidedly less cheerful (31%) and gregarious (27%).

High scores on Agreeableness (81%): high Uncompromising (95%) and Modesty (73%) but low Trust (2%) supports a persona that is uncompromising and uncomfortable being the center of attention -- and that is distrustful to boot. The women are more sympathetic (39%) and less modest (69%).

High scores on Emotional Range (80%): Watson Personality Insights assigns a curiously high overall score to Emotional Range when Immoderation is 63%, with nothing else higher than 31% (Fiery). Difficult to reconcile this edge towards hedonism with most of the male figures in Phantom lady #17, the exception being Don Borden.

WATSON PERSONALITY INSIGHTS PROFILE: ALL WOMEN (COMPOSITE) IN PHANTOM LADY #17



WATSON PERSONALITY INSIGHTS PROFILE ANALYSIS: ALL WOMEN (COMPOSITE) IN PHANTOM LADY #17

Watson Personality Insights documentation asserts the validity of testing composite personalities that comprise, say, a consumer product user group. "All women" includes the speeches of 4 women, found in all three stories in Phantom Lady #17 (1867 words in all).

High scores on Openness (85%): Adventurousness (55%), Intellect (85%) and, surprisingly, Authority-challenging (46%), contrasts with the more adventurous, less intelligent and far more authority-driven males.

Modest low scores on Conscientiousness (40%): highest scores on Cautiousness (76%), Orderliness (76%) and Self-discipline (38%) yields a composite of a less structure-driven personality who thinks more than her male counterparts before she acts.

Lower scores on Extraversion (32%): highest being Assertiveness (39%) Cheerfulness (31%) and Gregariousness (27%) -- the men in the stories are constantly talking to other characters, whereas the women talk to themselves or the reader (Phantom Lady is the narrator in the Evelyn Ellis story), and are accordingly less extraverted as a group.

Modest higher scores on Agreeableness (58%): high Uncompromising (93%), Modesty (69%) and Sympathy (39%) but low Trust (5%) supports a persona that is uncompromising, more empathic and more uncomfortable being the center of attention than their male counterparts.

Relatively high scores on Emotional Range (72%): Immoderation (75%), Melancholy (43%) and Self-consciousness (33%) are substantially higher than their male counterparts -- more hedonistic, more pre-occupied with "things you are unhappy about" and far more self-conscious than the menfolk.

RESOURCES:

IBM WATSON PERSONALITY INSIGHTS: MODELS

[HTTPS://WWW.IBM.COM/WATSON/DEVELOPERCLOUD/DOC/PERSONALITY-INSIGHTS/MODELS.HTML](https://www.ibm.com/watson/developercloud/doc/personality-insights/models.html)

IBM WATSON PERSONALITY INSIGHTS: USAGE GUIDANCE

[HTTPS://WWW.IBM.COM/WATSON/DEVELOPERCLOUD/DOC/PERSONALITY-INSIGHTS/GUIDANCE.HTML](https://www.ibm.com/watson/developercloud/doc/personality-insights/guidance.html)

IBM WATSON PERSONALITY INSIGHTS: THE SCIENCE BEHIND THE SERVICE

[HTTPS://WWW.IBM.COM/WATSON/DEVELOPERCLOUD/DOC/PERSONALITY-INSIGHTS/SCIENCE.HTML](https://www.ibm.com/watson/developercloud/doc/personality-insights/science.html)

IBM WATSON PERSONALITY INSIGHTS: RESEARCH REFERENCES

[HTTPS://WWW.IBM.COM/WATSON/DEVELOPERCLOUD/DOC/PERSONALITY-INSIGHTS/REFERENCES.HTML](https://www.ibm.com/watson/developercloud/doc/personality-insights/references.html)

IBM WATSON PERSONALITY INSIGHTS: DEMO

[HTTPS://PERSONALITY-INSIGHTS-LIVEDEMO.MYBLUEMIX.NET/?](https://personality-insights-livedemo.mybluemix.net/?)

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CHOOSE "BODY OF TEXT" THEN PASTE "YOUR OWN TEXT" INTO THE EMPTY FIELD. PRESS "ANALYZE" AND
THEN FOLLOW THE HYPERLINK AT THE BOTTOM: [View personality traits in sunburst visualization](#)

I STRONGLY RECOMMEND YOU IGNORE THE "PERSONALITY PORTRAIT SUMMARY."