1. Sign on to the [Azure portal](https://portal.azure.com/).
2. Click **New** > **Intelligence + analytics** > **Data Lake Analytics**.
3. Select Cognitive Services
   * On the Create blade Enter a Name for the service.
   * Choose a Subscription
   * Select Bing Search APIs for API Type
   * Select a Pricing Tier
   * Select Use Existing for Resource group and select the Photosharing
   * Read Policy and click accept.
4. Open the previously created resource.
5. On the Cognitive Services Blade click overview.
6. On the Overview Blade locate the Endpoint address.
   * Should look like this <https://api.cognitive.microsoft.com/bing/v5.0>
   * Copy this link. It will be used later.
7. On the Overview Blade, Locate the Manage Key section.
   * Click Show Access Keys
   * Copy Key 1. It will be used later.

Here is an example of how to use the bing search cognitive services.

public async Task<List<NewsResult>> GetHikingNews()

{

var results = new List<NewsResult>();

var webClient = new HttpClient();

webClient.DefaultRequestHeaders.Add("Ocp-Apim-Subscription-Key", "Place Your Key Here");

byte[] searchResults = await webClient.GetByteArrayAsync("https://api.cognitive.microsoft.com/bing/v5.0/news/search?q=hiking&mkt=en-us");

var serializer = new JsonSerializer();

using (var stream = new MemoryStream(searchResults))

using (var reader = new StreamReader(stream))

using (var jsonReader = new JsonTextReader(reader))

{

results = serializer.Deserialize<NewsSearch>(jsonReader).NewsResult;

}

return results;

}

1. Place the Key and the Endpoint into your application. You can Use the web client or the HTTP class to get a connection to the internet.
2. You will need to deserialize the Json data that is provided from Bing. It will return as a collection of news articles. I utilized a List to store this information in my application.