Personality Insights

Gain insight into how and why people think, act, and feel the way they do. This service applies linguistic analytics and personality theory to infer attributes from a person's unstructured text.

🔗 **Resources:**

[API Reference](#)
[Documentation](#)
[Fork on Github](#)
[Fork and Deploy on Bluemix](#)

Try the Service

You need text written by the person whose personality you're interested in. It should contain words about every day experiences, thoughts, and responses.

For statistically significant results, [you need at least 3500 words and ideally 6000](#). You can still play with the demo if you have at least 100 words, but you should take those results with a grain of salt.

↻ Reset

Tweets and Replies	**Body of Text**

Choose:

2012 Debate - Barack Obama

Diary - Anne Frank

Reflection - Gandhi

Your own text

Choose language: ◯ English ◯ Spanish **Analyze**

Output

The scores you see are all percentiles. They are comparing one person to a broader population. For example, a 90% on Extraversion does not mean that the person is 90% extroverted. It means that for that single trait, the person is more extroverted than 90% of the people in the population.

Our sample population consists of Twitter users who tweet in respective language and whose personalities we calculated using our model.

Personality Portrait

8949 words analyzed: Very Strong Analysis

Summary

You are a bit verbose and somewhat shortsighted.

You are laid-back: you appreciate a relaxed pace in life. You are assertive: you tend to speak up and take charge of situations, and you are comfortable leading groups. And you are respectful of authority: you prefer following with tradition in order to maintain a sense of stability.

Your choices are driven by a desire for self-expression.

You consider helping others to guide a large part of what you do: you think it is important to take care of the people around you. You are relatively unconcerned with tradition: you care more about making your own path than following what others have done.

How did we get this?

You are likely to_____

- ⊘ Buy eco-friendly
- ⊘ Put health at risk
- ⊘ Take financial risks

You are unlikely to_____

- ⊗ Use a coupon
- ⊗ Click on an ad
- ⊗ Follow on social media

Personality

*% = percentile

Introversion/Extraversion ⌄

91%

Assertiveness

91%

Gregariousness

84%

Cheerfulness

83%

Excitement-seeking

78%

Outgoing

70%

Activity level

8%

Agreeableness ∧

67%

Modesty

48%

Altruism

46%

Uncompromising

26%

Sympathy

24%

Cooperation

18%

Trust

14%

Emotional range ∧

52%

Melancholy

73%

Prone to worry

66%

Fiery

64%

Impulsiveness

64%

Susceptible to stress

53%

Self-consciousness

41%

Conscientiousness ⌃

31%

Orderliness

41%

Achievement striving

27%

Self-discipline

26%

Cautiousness

24%

Dutifulness

23%

Self-efficacy

15%

Openness ⌄

30%
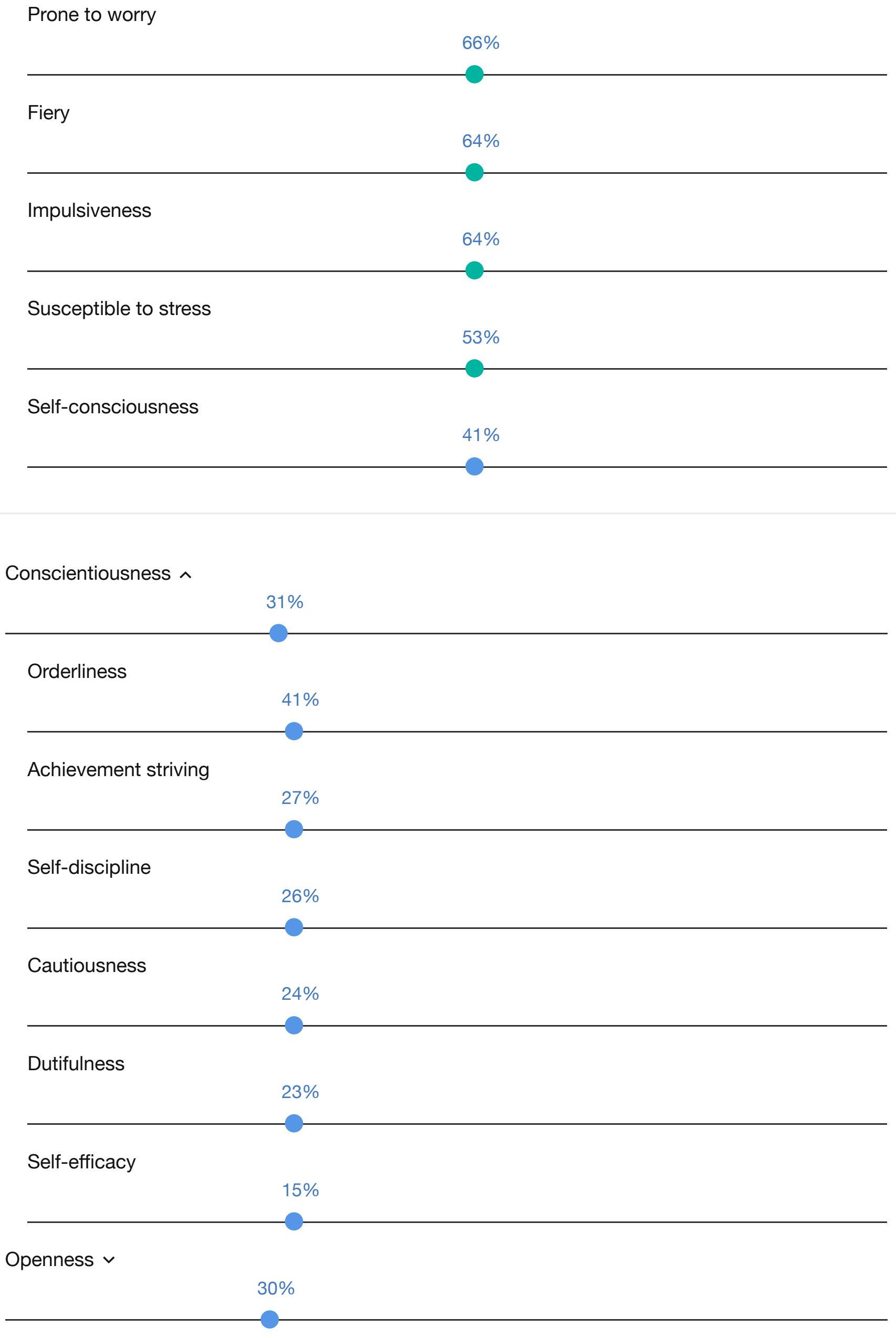
Consumer Needs

*% = percentile

Self-expression

77%

Ideal

76%

Closeness

73%

Liberty

72%

Excitement

71%

Curiosity

67%

Stability

67%

Structure

54%

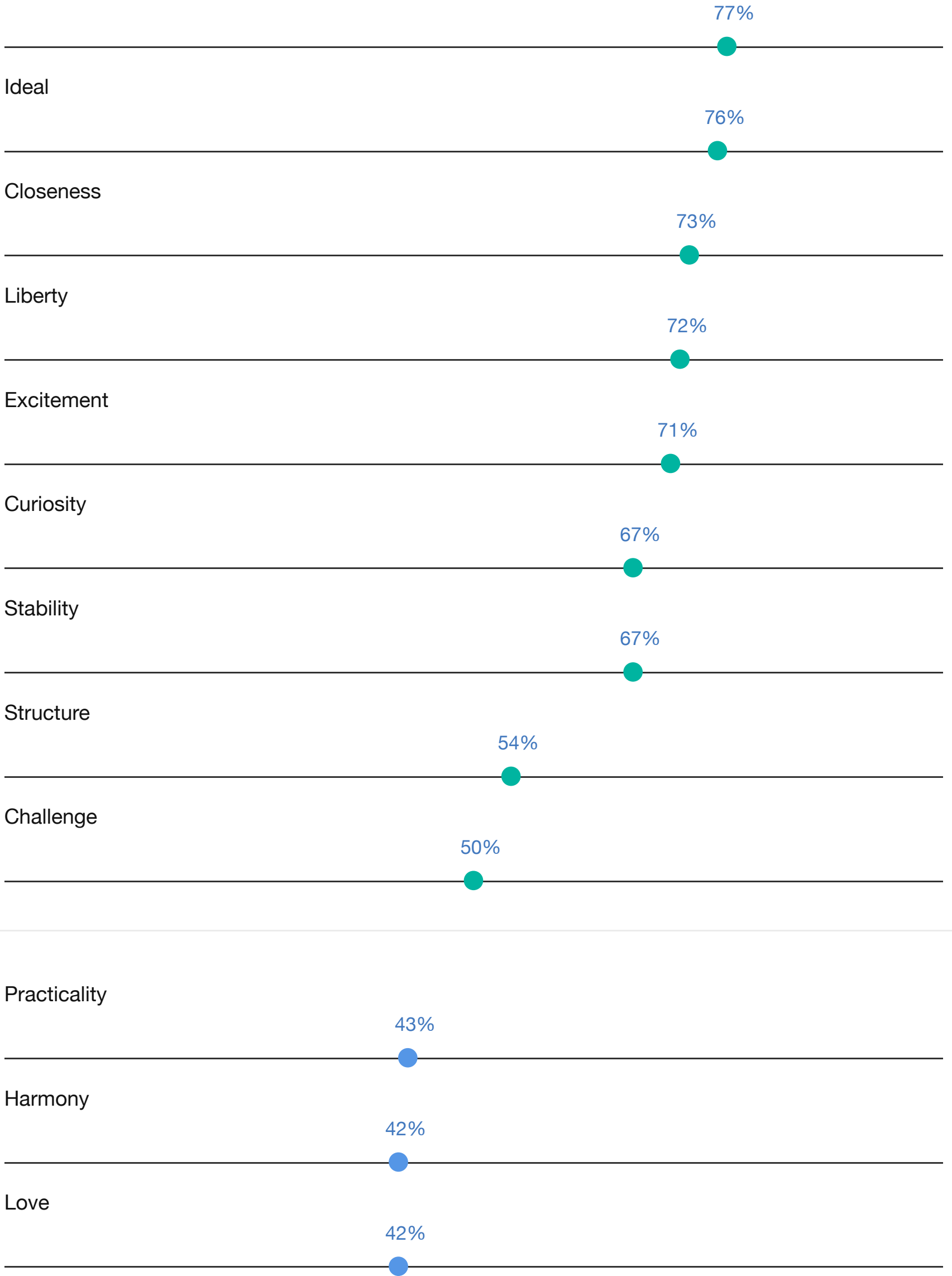**Challenge**

50%

Practicality

43%

Harmony

42%

Love

42%

Values

*% = percentile

Helping others

82%

Taking pleasure in life

80%

Stimulation

70%

Achievement

29%

Tradition

19%

<> View JSON

What else do these results say? See the science behind the service.