

Personality Insights API

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The Personality Insights API is based on REST WebServices, using JSON (www.json.org) as the input and output format. It also uses UTF-8 as character encoding.

All examples in this document uses the software cURL (<http://curl.haxx.se/>) to send requests to the API, and were tested in a Linux environment.

API Explorer and Testing

Users of the Personality Insights API can use an online tool to easily explore the API result. The online tool is available at <https://personality-insights.sentimonitor.com/>.

For testing purposes, it is possible to login into the tool with the following credentials:

User: `testuser`

Password: `testpass123`

Token: `JHGwFk7UU4uy8hKQnRs9ftV43fDKUUpms2qnxqXUSPj7jCYnszErmJusXDJXZbxq`

Please note that all results generated with the testing credentials should be used only to explore the API input and output format, and does not represent a real analysis on the input text.

Authentication

All requisitions on the Personality Insights API must be authenticated.

The authentication of an API call is made using the Bearer Authentication protocol. In it, the HTTP request must include an HTTP header with name **"Authorization"** and value **"Bearer <authorization token>"**, where the value of the **"<authorization token>"** must be

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replaced by the actual user Token. The authorization token is an alphanumeric string with up to 255 characters.

Example:

```
curl -i -XGET https://personality-insights.sentimonitor.com/api/profile -H
"Authorization: Bearer
JHGwFk7UU4uy8hKQnRs9ftV43fDKUUpms2qnxqXUSPj7jCYnszErmJusXDJXZbxq"
```

Retrieving the Profile for an Input Text

URL: <https://personality-insights.sentimonitor.com/api/profile>

HTTP Method: POST

Input: text in JSON format.

```
{
  "text": "The document body",
  "language": "pt-br",
  "outputFormat": "csv",
}
```

Where:

- The field **text** is mandatory, and must have the text to extract the writer profile;
- The field **language** is mandatory, and must have the language in which the field **text** was written. For now, the field support only the value **pt-br** (meaning that the text was written in brazilian portuguese);
- The field **outputFormat** is optional. If present, must have the value **json** (to retrieve results in JSON format) or **csv** (to retrieve results in CSV format). If not present, the API will assume JSON format as default.

Output: JSON with the computed text author profile. Example:

```
{
  "word_count": 1,
  "processed_language": "pt-br",
  "personality": [
    {
      "trait_id": "big5_openness",
      "name": "Openness",
    }
  ]
}
```

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```
"category": "personality",
"percentile": 0.0157480315,
"significant": true,
"children": [
  {
    "trait_id": "facet_adventurousness",
    "name": "Adventurousness",
    "category": "personality",
    "percentile": 0.8031496063,
    "significant": true
  },
  {
    "trait_id": "facet_artistic_interests",
    "name": "Artistic interests",
    "category": "personality",
    "percentile": 0.0472440945,
    "significant": false
  },
  {
    "trait_id": "facet_emotionality",
    "name": "Emotionality",
    "category": "personality",
    "percentile": 0.5275590551,
    "significant": false
  },
  {
    "trait_id": "facet_imagination",
    "name": "Imagination",
    "category": "personality",
    "percentile": 0.1181102362,
    "significant": true
  },
  {
    "trait_id": "facet_intellect",
    "name": "Intellect",
    "category": "personality",
    "percentile": 0.9212598425,
    "significant": true
  },
  {
    "trait_id": "facet_liberalism",
    "name": "Authority-challenging",
    "category": "personality",
    "percentile": 0.7637795276,
    "significant": false
  }
]
```

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```
]
},
{
  "trait_id": "big5_conscientiousness",
  "name": "Conscientiousness",
  "category": "personality",
  "percentile": 0.6929133858,
  "significant": false,
  "children": [
    {
      "trait_id": "facet_achievement_striving",
      "name": "Achievement striving",
      "category": "personality",
      "percentile": 0.6377952756,
      "significant": true
    },
    {
      "trait_id": "facet_cautiousness",
      "name": "Cautiousness",
      "category": "personality",
      "percentile": 0.4015748031,
      "significant": true
    },
    {
      "trait_id": "facet_dutifulness",
      "name": "Dutifulness",
      "category": "personality",
      "percentile": 0.3070866142,
      "significant": true
    },
    {
      "trait_id": "facet_orderliness",
      "name": "Orderliness",
      "category": "personality",
      "percentile": 0.6535433071,
      "significant": true
    },
    {
      "trait_id": "facet_self_discipline",
      "name": "Self-discipline",
      "category": "personality",
      "percentile": 0.3937007874,
      "significant": true
    },
    {
      "trait_id": "facet_self_efficacy",
```

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```
    "name": "Self-efficacy",
    "category": "personality",
    "percentile": 0.1732283465,
    "significant": false
  }
]
},
{
  "trait_id": "big5_extraversion",
  "name": "Extraversion",
  "category": "personality",
  "percentile": 0.7165354331,
  "significant": true,
  "children": [
    {
      "trait_id": "facet_activity_level",
      "name": "Activity level",
      "category": "personality",
      "percentile": 0.874015748,
      "significant": false
    },
    {
      "trait_id": "facet_assertiveness",
      "name": "Assertiveness",
      "category": "personality",
      "percentile": 0.5984251969,
      "significant": true
    },
    {
      "trait_id": "facet_cheerfulness",
      "name": "Cheerfulness",
      "category": "personality",
      "percentile": 0.9921259843,
      "significant": true
    },
    {
      "trait_id": "facet_excitement_seeking",
      "name": "Excitement-seeking",
      "category": "personality",
      "percentile": 0.6456692913,
      "significant": true
    },
    {
      "trait_id": "facet_friendliness",
      "name": "Outgoing",
      "category": "personality",
```

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```
    "percentile": 0.905511811,
    "significant": true
  },
  {
    "trait_id": "facet_gregariousness",
    "name": "Gregariousness",
    "category": "personality",
    "percentile": 0.094488189,
    "significant": true
  }
]
},
{
  "trait_id": "big5_agreeableness",
  "name": "Agreeableness",
  "category": "personality",
  "percentile": 0.2047244094,
  "significant": true,
  "children": [
    {
      "trait_id": "facet_altruism",
      "name": "Altruism",
      "category": "personality",
      "percentile": 0.8976377953,
      "significant": false
    },
    {
      "trait_id": "facet_cooperation",
      "name": "Cooperation",
      "category": "personality",
      "percentile": 0.0472440945,
      "significant": false
    },
    {
      "trait_id": "facet_modesty",
      "name": "Modesty",
      "category": "personality",
      "percentile": 0.5039370079,
      "significant": true
    },
    {
      "trait_id": "facet_morality",
      "name": "Uncompromising",
      "category": "personality",
      "percentile": 0.6456692913,
      "significant": true
    }
  ]
}
```

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```
    },
    {
      "trait_id": "facet_sympathy",
      "name": "Sympathy",
      "category": "personality",
      "percentile": 0.3149606299,
      "significant": false
    },
    {
      "trait_id": "facet_trust",
      "name": "Trust",
      "category": "personality",
      "percentile": 0.2283464567,
      "significant": true
    }
  ]
},
{
  "trait_id": "big5_neuroticism",
  "name": "Emotional range",
  "category": "personality",
  "percentile": 0.7007874016,
  "significant": false,
  "children": [
    {
      "trait_id": "facet_anger",
      "name": "Fiery",
      "category": "personality",
      "percentile": 0.8661417323,
      "significant": true
    },
    {
      "trait_id": "facet_anxiety",
      "name": "Prone to worry",
      "category": "personality",
      "percentile": 0.1811023622,
      "significant": false
    },
    {
      "trait_id": "facet_depression",
      "name": "Melancholy",
      "category": "personality",
      "percentile": 1,
      "significant": true
    }
  ],
}
```

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```
    "trait_id": "facet_immoderation",
    "name": "Immoderation",
    "category": "personality",
    "percentile": 0.2125984252,
    "significant": true
  },
  {
    "trait_id": "facet_self_consciousness",
    "name": "Self-consciousness",
    "category": "personality",
    "percentile": 0.3385826772,
    "significant": true
  },
  {
    "trait_id": "facet_vulnerability",
    "name": "Susceptible to stress",
    "category": "personality",
    "percentile": 0.9527559055,
    "significant": true
  }
]
},
"warnings": []
}
```

Example:

```
curl -i -XPUT https://personality-insights.sentimonitor.com/api/profile -H
"Authorization: Bearer
JHGwFk7UU4uy8hKQnRs9ftV43fDKUUpms2qnxqXUSPj7jCYnszErmJusXDJXZbxq" -H
"Content-Type: application/json" -d '{"text":"Test text", "language":
"pt-br", "outputFormat":"json"}'
```