

The Nature of British Politics: What do British Party Manifestos say about the parties' characters?  
 (As told by IBM's Watson – the world's most advanced Artificial Intelligence computer)

Labour	Conservatives	Liberal Democrats	UKIP
You are heartfelt, rational and restrained.	You are rational, heartfelt and genial.	You are analytical, heartfelt and tranquil.	You are shrewd, somewhat insensitive and tranquil.
You are self-controlled: you have control over your desires, which are not particularly intense. You are calm under pressure: you handle unexpected events calmly and effectively. And you are calm-seeking: you prefer activities that are quiet, calm, and safe.	You are empathetic: you feel what others feel and are compassionate towards them. You are driven: you have high goals for yourself and work hard to achieve them. And you are energetic: you enjoy a fast-paced, busy schedule with many activities.	You are self-controlled: you have control over your desires, which are not particularly intense. You are deliberate: you carefully think through decisions before making them. And you are energetic: you enjoy a fast-paced, busy schedule with many activities.	You are self-controlled: you have control over your desires, which are not particularly intense. You are philosophical: you are open to and intrigued by new ideas and love to explore them. And you are empathetic: you feel what others feel and are compassionate towards them. Your choices are driven by a desire for self-expression.
Your choices are driven by a desire for modernity.	Your choices are driven by a desire for modernity.	Your choices are driven by a desire for modernity.	You are relatively unconcerned with tradition: you care more about making your own path than following what others have done.
You are relatively unconcerned with both tradition and taking pleasure in life. You care more about making your own path than following what others have done. And you prefer activities with a purpose greater than just personal enjoyment.	You are relatively unconcerned with taking pleasure in life: you prefer activities with a purpose greater than just personal enjoyment. 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 taking pleasure in life: you prefer activities with a purpose greater than just personal enjoyment. You consider independence to guide a large part of what you do: you like to set your own goals to decide how to best achieve them.	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.

The text used for analysis was taken for each of the political party's websites in March 2015. The analysis was completed using IBM Watson's Personality Insights Demonstration on <http://watson-um-demo.mybluemix.net/?reset=true>.

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Big 5 Personality Type	Labour	Conservatives	Liberal Democrats	UKIP
<p><b>Openness</b>                      (Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has. It is also described as the extent to which a person is imaginative or independent, and depicts a personal preference for a variety of activities over a strict routine. Some disagreement remains about how to interpret the openness factor, which is sometimes called "intellect" rather than openness to experience.) (Source: Wikipedia)</p>	96%	87%	81%	98%
<p><b>Conscientiousness</b>                      (A tendency to be organized and dependable, show self-discipline, act dutifully, aim for achievement, and prefer planned rather than spontaneous behavior.) (Source: Wikipedia)</p>	94%	97%	88%	81%
<p><b>Extraversion</b>                      (Energy, positive emotions, surgency, assertiveness, sociability and the tendency to seek stimulation in the company of others, and talkativeness.) (Source: Wikipedia)</p>	16%	19%	19%	18%
<p><b>Agreeableness</b>                      (A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well tempered or not.) (Source: Wikipedia)</p>	21%	81%	70%	17%
<p><b>Emotional range</b>                      (The tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, and vulnerability. Neuroticism also refers to the degree of emotional stability and impulse control and is sometimes referred to by its low pole, "emotional stability".) (Source: Wikipedia)</p>	5%	3%	18%	17%

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Values	Labour	Conservatives	Liberal Democrats	UKIP
Conservation	2%	9%	36%	1%
Openness to change	80%	87%	92%	95%
Hedonism	2%	0%	1%	13%
Self-enhancement	40%	94%	19%	44%
Self-transcendence	97%	96%	49%	98%
Needs	Labour	Conservatives	Liberal Democrats	UKIP
Challenge	97%	100%	98%	38%
Closeness	31%	100%	42%	100%
Curiosity	1%	14%	48%	25%
Excitement	22%	69%	71%	100%
Harmony	31%	100%	95%	100%
Ideal	0%	0%	100%	25%
Liberty	100%	100%	100%	98%
Love	69%	100%	90%	93%
Practicality	1%	74%	0%	67%
Self-expression	100%	98%	100%	100%
Stability	42%	97%	0%	3%
Structure	82%	100%	52%	7%

	Labour	Conservatives	Liberal Democrats	UKIP
<b>Openness</b>	<b>96%</b>	<b>87%</b>	<b>81%</b>	<b>98%</b>
Adventurousness	95%	91%	88%	93%
Artistic interests	68%	88%	72%	47%
Emotionality	9%	21%	12%	13%
Imagination	93%	64%	68%	96%

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Intellect	97%	92%	89%	98%
Authority-challenging	84%	44%	49%	93%
<b>Conscientiousness</b>	<b>94%</b>	<b>97%</b>	<b>88%</b>	<b>81%</b>
Achievement striving	84%	100%	93%	85%
Cautiousness	95%	95%	97%	92%
Dutifulness	59%	95%	85%	50%
Orderliness	19%	22%	23%	3%
Self-discipline	83%	96%	79%	48%
Self-efficacy	95%	100%	94%	93%
<b>Extraversion</b>	<b>16%</b>	<b>19%</b>	<b>19%</b>	<b>18%</b>
Activity level	76%	100%	97%	14%
Assertiveness	14%	39%	5%	23%
Cheerfulness	10%	39%	33%	8%
Excitement-seeking	2%	4%	2%	2%
Outgoing	60%	96%	93%	34%
Gregariousness	9%	62%	68%	6%
<b>Agreeableness</b>	<b>21%</b>	<b>81%</b>	<b>70%</b>	<b>17%</b>
Altruism	86%	98%	94%	78%
Cooperation	62%	91%	91%	76%
Modesty	8%	74%	76%	3%
Uncompromising	50%	92%	96%	14%
Sympathy	95%	100%	92%	98%
Trust	75%	94%	97%	42%
<b>Emotional range</b>	<b>5%</b>	<b>3%</b>	<b>18%</b>	<b>17%</b>
Fiery	13%	7%	25%	15%
Prone to worry	2%	4%	19%	8%
Melancholy	3%	1%	3%	9%

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Immoderation	0%	0%	1%	0%
Self-consciousness	1%	11%	6%	9%
Susceptible to stress	0%	3%	9%	4%

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