



Truler

A new dimension in **interpreting self-reported data**

Truler is a tool that enhances both qualitative and quantitative research by identifying discrepancies between self-reported responses and behavioral patterns commonly associated with deception, self-deception, or avoidance of difficult topics. This is done in a safe and ethical way for respondents, enabling the collection of **more reliable data from questionnaires and interviews** - especially in areas that are sensitive or hard to explore directly.

By combining natural language processing, statistical modeling, and vocal signal analysis, we achieve approximately **80% accuracy** in detecting insincere responses. We also assess susceptibility to self-deception, manipulateness, mental toughness, and mental sensitivity - critical factors in interpreting responses given in social, emotional, or market-related contexts.

How we **work**

- **Study design:** We develop questionnaires (in 10 languages), scales, communication strategies, and open-ended questions.
- **Distribution:** Participants receive a link and instructions for self-completion.
- **Data collection:** Clients gain access to summary reports and raw data for further analysis.
- **Analysis:** We identify levels of sincerity, defensive responses, and implicit content to support better diagnostics and more accurate decisions.

Key outcomes

- The ability to filter out superficial or facade-driven responses.
- Differentiation between truly engaged participants and others—along with the option to analyze their unique profiles.
- Extraction of hidden motivators and preferences, often inaccessible through direct surveys.
- Insight into the emotional difficulty and sensitivity of topics for the surveyed participants — especially in taboo areas (e.g., guilt, shame).
- Integration of the group’s psychological profile into product, service, or message design (e.g., stress tolerance).
- Identification of language patterns and messages that build trust within specific audience segments.
- Remote research capabilities that reduce operational and logistical costs.
- Greater precision in designing solutions that are hard to replicate or imitate.

Potential **applications**

- Identifying needs (including unspoken, implicit ones)
- Testing and refining communication (especially where emotionally charged)
- Evaluating authenticity of reactions to products or services
- Analyzing how messaging influences target groups over time

Truler goes beyond surface-level declarations to uncover people’s true beliefs, emotions, and motivations—delivering deep, credible insights.

It empowers clients with clear, actionable perspectives that inspire courageous, well-informed decisions—driving measurable positive change and lasting growth.