LEVEL #3:

DECEPTION

BLI's NEW Competitive Advantage System Level #3: Deception
*You Can't Lie to Me**

> "You may deceive all the people part of the time, and part of the people all the time, but not all the people all the time."
>
> — Abraham Lincoln

READY FOR THE TRUTH ABOUT DECEPTION?

The truth is:

» A common myth is that liars fidget, but the truth is people actually tend to move less when they are concentrating on the lie. What's your fidget baseline? Does your foot bounce up and down a mile a minute? Do you constantly touch your hair? Do you rub your hands together or play with your cuticles?

» The more you increase the "cognitive load" on the person you are about to confront, the more likely they'll slip up. Think about the last time you made a mistake. Did you miss a turn on the highway? Did you forget to email someone a receipt? Did you forget to call someone back? Or worse, did you mess up a project at work? Was there a lot on your mind? I bet there was!

» The liar may suddenly slump in their chair, lower their voice, look down, turn their feet curled inward (or) point toward the exit, all because they want out of there. How does your body change when you start to get uncomfortable and you want to get out of the room?

» Smiling can indicate honesty when it comes to small stakes, but in a high stakes lie — like why your husband has a woman's phone number on a napkin in his jacket pocket — smiling can indicate deception. Have you ever had someone lie to your face while they were smiling? Have you felt yourself smile when someone almost caught you in a lie, even a little lie?

» Shoulder shrugging, looking down, or grooming gestures are significant when they person you are confronting is saying one thing, but their nonverbals are telling a completely different story. Have you ever watched a famous person lie on TV and you knew immediately that they were not being 100% forthright?

*Based on the Washington Post Best-Selling book You Can't Lie to Me by Janine Driver.

READY FOR THE TRUTH ABOUT BEING SCAMMED?

The truth is:

» According to the Federal Trade Commission, one in 10 adults in the US will fall victim to fraud every year.

Can you name 10 people in your life? Which one do you think is most likely to be scammed? Who do you think you could lie to and they would 100% believe you and never know you lied?

» Not surprisingly, most fraud takes place online.

Have you received emails or ads online that you immediately thought were suspicious? Have you ever been pulled in by click bait ads and found yourself on an internet site that looked scammy?

» In a recent study based on interviews with 1,408 consumers who submitted tips to the Better Business Bureau between 2015 and 2018, and they found:
- 47% people who were contacted by scammers suspected fraud immediately, so they didn't engage.
- 30% of people engaged with the scammer, but did not lose money
- 23% engaged and lost money to a scammer.
- 91% of targets who were contacted by scammers over social media engaged, and 53% lost money.
- 81% of respondents who encountered fraud via a website engaged, and 50% lost money.

Where is the most common place you've seen or heard scams? What do you do when you see them? Have you had a child, or know someone who has a child, who has gotten scammed and pulled into web-pages and offers that are scams? If you have kids, how are you currently safe-guarding them from online scams?

Now let's travel back in time to last year and take a quick snapshot of just some of the deception that made the headlines over the past year or two.

NOTE: Because I no longer analyze current politicians, I'll be staying away from all the political and media deception.

In the last several years, we have all been given a front-row seat to the vast world of deception. Some shocking — and not-so-shocking — headlines include:
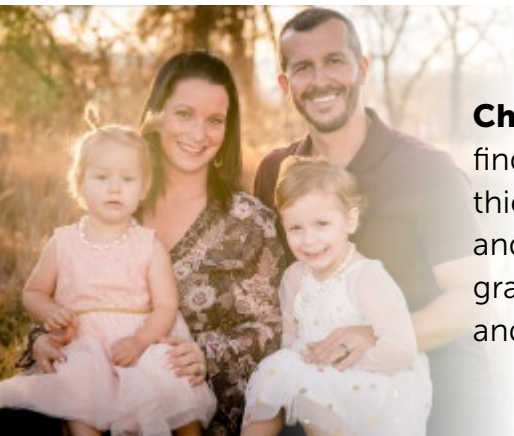
Chris Watts' crocodile pleas to help find his pregnant wife, Shan'ann and thier two young daughters, Bella (4) and Celeste (3), to which later he graphically confesses to strangling and killing them all.

"Empire" actor **Jussie Smollett** doing a terrible acting job lying about a racist and homophobic hate crime that supposedly happened to him outside his apartment in Chicago.

NBA basketball player **Tristan Thompson** reportedly cheated on **Khloe Kardashian** while she was pregnant with his child.

Elizabeth Holmes, who in 2015, Forbes magazine called the "youngest and wealthiest self-made female billionaire in America," scammed the world with her non-functioning blood testing technology at Theranos.

The college admissions scandal put celebs like **Felicity Huffman** and **Lori Loughlin** on the front page of every rag mag for months.

Singer **R. Kelly**, who was charged with ten counts of felony aggravated criminal sex abuse, gave a dramatic interview with Gayle King on "CBS This Morning" where he oddly stood up, cried and screamed, while addressing the camera directly, "Quit playing! I didn't do this stuff! This is not me! I'm fighting for my fucking life!"

Jeffrey Epstein, American financier with an elite social circle, who pled guilty to a felony charge of solicitation of prostitution involving a minor, was in jail awaiting trial regarding sex trafficking minors, when on August 10, 2019, he was found dead in his cell and the medical examiner ruled it a suicide.

Prince Andrew, the Duke of York, leaked numerous verbal and nonverbal hot spots during a shocking tv interview he gave at Buckingham Palace where he spoke about his friendship with convicted sex offender Jeffrey Epstein and the allegations against him by one of Epstein's victims.

Whether you're into the celeb gossip or the corporate scams, perhaps you'd agree that in your world, the ability to separate fact from fiction is critical when it comes to protecting your family, your friends, your finances, and yourself?

Imagine your coworker, who is also a friend, forgot for three days in a row to ask you to join her for a walk during your lunch break. Oh, she still went for the walk, just not with you. When you asked her about it, she said the same thing all three days, "Oh, sorry. I know you think I blew you off on purpose, but the truth is I was on the phone dealing with something complicated and because I was distracted, I left for my walk without you."

You suspect there is something she isn't telling you, but you don't know what questions to ask and you don't know how to decode her verbals, nonverbals, and her statement. Was it something you did, or is she walking with someone new?

Here's what happened to me...

Kim must have not been paying attention during orientation day because when she lied to me, she failed miserably. She must have forgot I do this detecting deception thing for a living!

Kim was my intern for 6-months before I offered her a paid position as my director of content development. She was in her young twenties and man was she creative, organized, smart, reliable — every CEO's dream-come-true employee. After almost two years working together I asked Kim if she would be interested in house-sitting for me while my husband and our only son (at that time) went to Maine for 5 weeks. Because Kim and her boyfriend both still lived with their corresponding families, she jumped at the chance when I said her boyfriend could stay at the house too.

All I asked was that they follow my three simple requests:

Request #1: Take care of our dog, Hamilton (feed him, let him in at night, and let him out in the morning).

Request #2: Sleep in any of the bedrooms, we have four, just NOT the master bedroom.

Request #3: Keep the house clean — pick up after yourselves daily.

Had you been with my family and me in Maine, you would've seen that our vacation was wonderful, we went swimming in the ocean, walked the beach daily, and had BBQs with family every weekend. Thankfully, we were able to enjoy our long vacation because we knew that Hamilton and our house were in great hands.

However, during our last week in Maine, the weather was unfortunately chilly and raining, so we decided to drive back home, to Virginia, a day early. I called Kim the day before our 10-hour drive to let her know that we were returning sooner than we expected because of the crummy weather.

Wouldn't you agree this would be the perfect time to tidy up, do the dishes, wash the sheets, and make sure the house looked the way your boss left it, if not even cleaner?

Umm, yaaa, that did NOT happen. Now, come on! I GAVE HER A HEADS-UP!

We packed our minivan the night before so we could hit the road at 3am to avoid traffic going through NYC. When we pulled up to our house, a little before 1pm, we were completely blind-sided by what we walked into. We were immediately suspicious when we walked in our front door of the house and saw Kim's boyfriend come out the basement side door, off to the left of our house, he ran to his car quickly, carrying a cat, and he drove off.

Our wooden floors were sticky, there were empty beer cans and bottles everywhere, the kitchen was loaded with dirty dishes, and all our food in our freezer was eaten. Our house looked like it was the scene out of the 1978 movie, "National Lampoon's Animal House." I stood there in shock before heading up the six steps to my bedroom, where the bed was a mess, so I knew Kim and her boyfriend stayed in our master bedroom after all.

As you might imagine, I was not happy. Immediately, I pulled the sheets off my bed to wash them and out fell, from the bottom of the sheets, a several decades old ratty gray stuffed bunny. I screamed as loud as I could, with frustration and an f-bomb or two, "Gross!"

While my husband started picking up the trash all over the floor, I called Kim. Within the next 30 minutes Kim would lie to me over the phone and later by text. When I confronted her on what led her to sleep in the one room I asked her NOT to sleep in she responded,

> **Kim:** "I would never sleep in your room. Just like I would never sleep with my boyfriend in my parents' bed!"

> **Me:** "Kim, you and I both know you slept in my bed."

> **Kim:** "Ok, yesterday my boyfriend and I just watched a movie in your room. (start/stop sentence) Umm, I swear to God, just laid on top of the covers. Actually, didn't sleep in there. You can even call my boyfriend and ask him, he'll tell you."

> **Me:** "So, I can throw away this stuffed animal I found inside the sheets toward the bottom of my bed?"

Can you spot the deceptive "hot spots" in Kim's words? While it's ideal to see and hear people when detecting deception, you can also spot when something is up without being in the same room with someone. You can even spot problems over the phone, in a text, or in an email.

Have you ever felt like your prospect, significant other, teen, your online match, or sales person on the other end of that phone call might be holding something back from you, but you couldn't quite put your finger on why you thought that? Maybe it was something they did with their body language, or an unexpected facial expression, or maybe it's because their numbers just didn't add up or they were talking a lot, but really NOT saying anything at all because they use a bunch of hype-words?

THEM: "Our sales for our new product have been sky-rocketing!"

YOU *(inside your head)*: "Umm, okay, what do you mean by 'sky-rocketing'?"

Here's the deal, when it comes to sales...

Research suggests that most buyers often don't trust salespeople (shocking, rrrrright?), so as a result they tend to be on the defensive and they will lie to you (gasp here). And lies from customers can misdirect new product investments. Then there are lies from your suppliers, which can erode company profits; lies from colleagues, which can impact the budget you get for key projects; and lies from your team, which can lead to missed deadlines and out-of-control budgets. And the damage that deception causes can go on and on.

Being able to detect these lies can make a dramatic difference in your success as a leader. As a matter of fact, many business superstars believe that having the ability to detect deception is not only valuable, but a critical element for any sales and leadership success.

IMAGINE: What would be different in your life if you could increase your ability to make money, kick problems and worries to the curb, and get a better night's rest simply by learning how to detect a lie the moment it starts (or even before)?

IMAGINE: If you had an easy-to-use test that tipped you off the instant a potential client, friend, or loved one held something back from you?

IMAGINE: Becoming an innate lie detector so powerful it becomes an unconscious skill, applicable with any person, in any situation, to help you act fast before what began as an innocent white lie suddenly takes hold of you, your paycheck, or your happiness.

Whether you are communicating face-to-face or through phone calls, e-mails, texts, Facebook posts, or handwritten notes, during this segment of your training, you will receive all the tools and confidence you need to spot deception so you can get to the truth faster.

Welcome to **Level #3: Deception** in **"7 Levels of Reading & Influencing Human Behavior!"**

Let's drive on in...

Did you know?

Of all the facial expressions, the smile may be the most deceptive. There are around 18 different smiles, but only one, the Duchenne smile, reflects genuine happiness.

WHO IS THE BEST AT SEPARATING FACT FROM FICTION?

Most people are no better than chance when it comes to detecting deception. And a meta-analysis of 193 studies involving over 14,000 subjects found that that's true: the average accuracy rate is about 54%. However, there are some professions, whose accuracy rates are much higher than others — and the most accurate ones might surprise you.
(Go figure: Your teacher *did* know when you were lying about your homework!)

As you'll see, sales professionals are NOT on the list, so wouldn't you agree this might be an awesome opportunity for you to kick up your decoding deception skills so you can spot non-verbal objections, concerns, and other red flags?

PROFESSION	ACCURACY RATE
Teachers	70.00%
Social Workers	66.25%
Criminals	65.40%
Secret Service Agents	65.12%
Psychologists	61.56%
Judges	59.01%
Police Officers	55.16%
Customs Officers	55.30%
Federal Officers	54.54%
Students	54.20%
Detectives	51.16%
Parole Officers	40.42%
Total Number of Studies	193
Total Number of People Studied	14,379

BASELINING BLUNDERS

For years, I've taught that your first step in detecting deception is getting a person's baseline, also called, a person's "norm," which stands for their "normal" verbal and nonverbal responses when they are telling the truth during non-threatening, superficial small talk. Baselining someone takes less than a minute. Ideally, the more time you have to get someone's baseline, the better, but often you have a short window, so you'll need to turn up your visual and auditory communication channels.

However, recent research has proved that this approach is, at the least, ineffective, and at the most, more detrimental to the person telling the truth, and here's why:

» Most deceptive people, who you don't personally know, are onto you when you start chit-chatting about mundane things then take a hairpin turn into the real reason for your conversation. This gives them an advantage, it's like you just punched in your ATM passcode while they were standing right next to you.

» As for the truth-tellers, they are relaxed when you are small talking, but when you pump the brakes and confront them on something, because they were not expected you to do this, they may appear nervous, uncomfortable, and their baseline will likely change, which then gives you a false positive that they are lying, when in fact, they are telling you the TRUTH!

» Instead of switching from casual to interrogative questions we should be using what's called a "comparable truth baseline." The authors of the study give this definition: "Comparable means that the baseline the investigator uses must be similar in content, stakes, and cognitive and emotional involvement to investigative questions." (Palena et al., 2018, p. 125.)

» In a 2019 study, participants went on a treasure hunt; some people were told to tell the truth and others to lie about what happened along the way. The participants were then interviewed either in the old school small talk baselining method or the newer comparable truth baseline. These interviews were videotaped and 74 participants watched the tapes in an effort to spot the liars.

COMPARABLE TRUTH BASELINE		SMALL TALK BASELINE	
Kind of Question:	Open-ended question	**Kind of Question:**	Open-ended question
Topics Discussed:	About the tasks themselves	**Topics Discussed:**	Participants were asked about school or work and then separately asked to describe what they did in the treasure hunt-like task.
Result:	In the comparable truth condition, liars did a poorer job of describing information about the place and/or the arrangement of people and objects in the room.	**Result:**	Liars and truth-tellers behaved identically in the small talk condition of this experiment. And the participants watching the videos were better able to detect the deception.

With all that being said, I still believe there is great value in getting everyone's normal baseline prior to confronting them on the issue you're concerned about. At the very least, it will help you practice tuning up your visual information channel. And that can lead to spotting when someone might not be lying, but they are concerned about something.

Plus, through baselining others, you'll increase your emotional intelligence and you'll be able to see what your baseline says about you, your confidence level, and your beliefs!

BASELINE MADE EASY

Everyone has a different baseline, when it comes to nonverbal communication, look at people from their heads to their shoulders, down their body to their knees and toes (like in that childhood song).

For instance, actress Jennifer Lawrence's baseline on a TV interview is a completely different baseline than if Shonda Rhimes was being interviewed or if Don Rickles and Frank Sinatra were chatting on a talk show – everyone has their own unique baseline:

Consider the differences between these celebrities' hand gestures, facial expressions, how often do they blink or look away, how often do they touch their face or rub their neck, are they fidgety and animated or calm with little gesturing; do they have slumped posture or straight posture; where do their feet point to: are their toes in the air or are their feet practically glued to the ground?
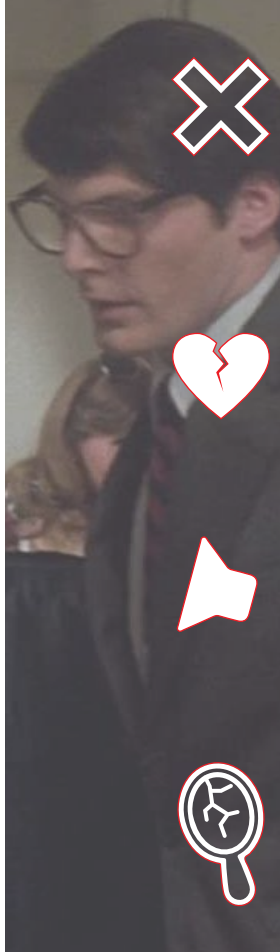

Pacifies Often

Uses a lot of large hand gestures and body movements

Body language comes across as confident, intense, or angry

Slumped Posture

Straight Posture

QUICK TIP:

| BAD POSTURE | VS | GOOD POSTURE |

HEALTH
Back pain, often caused by extended hours of poor posture, is becoming increasingly common because of the amount of time we spend hunched over smartphones and slouching in front of computers.
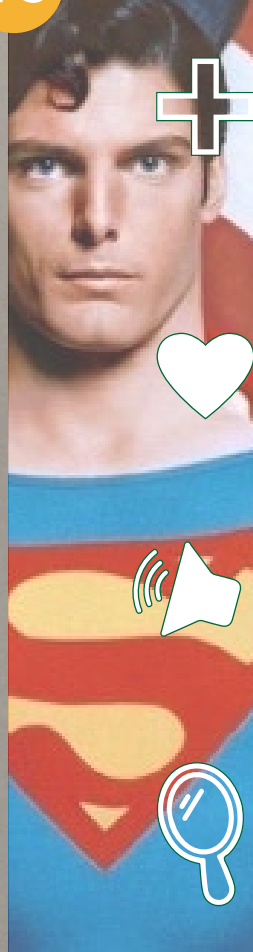
FEEL
Slouching not only makes you look tired, but it also makes you feel sluggish, fearful, and self-conscious.

COMMUNICATION
Poor posture communicates to those around you that you may be bored, nervous, fearful, or self-conscious.

APPEARANCE
Besides the obvious hunchback syndrome, slouching can make you look unhealthy, unattractive, and even a couple pounds heavier.

HEALTH
Practicing good posture engages your core, opens up your diaphragm to help you breathe better, and gives your organs the room they need to aid in digestion.

FEEL
Straightening up and maintaining good posture can actually help increase energy, productivity, and even reduce stress.

COMMUNICATION
Simply pulling your shoulder back, chin up, and back straight communicates confidence, presence, and openness — and helps you own the room.

APPEARANCE
Holding yourself upright and in good posture can help you look younger, more vibrant, and attractive.

DID YOU KNOW?
Posture is the number one reason for doctors visits and missed workdays after the common cold.

Adapted from graphic found at lumobodytech.com

What's your baseline reveal about you? Does your baseline match how you feel on the inside? Is there something you learned about yourself that surprised you? If I were to pull a picture of you off your phone or social media page, which category would I put you in above? Would you be with Joe Exotic & Jim Carrey, J-Lo & A-Rod, Ann Hathaway & Denzel Washington, or Tom Cruise & Rihanna? Are you happy with your answer? If not, what can you do about it?

The world of detecting deception is complicated and vast, so I'm copying two articles below to give you a ton of super cool data from some of the leading researchers. And in our short time together in class, you'll learn about identifying your biases, asking the right kind of questions, best practices to protect yourself from being scammed, the future of scammers, Statement Analysis, and we will review some body language moves and micro-expressions.

Reprinted article exactly as it was written:

FBI BULLETIN: EXPLOITING VERBAL MARKERS OF DECEPTION ACROSS ETHNIC LINES

Extraneous Information

Truth tellers typically provide more details relevant to the question raised; conversely, liars provide more information that does not answer the question. Extraneous information helps writers or speakers avoid a question posed by the investigator, justify their actions, or even help distance themselves from the act through lying by commission. It enables a writer or speaker to engage in a discussion irrelevant to the question posed.

Equivocation

Deceptive persons often use intentionally vague or ambiguous words. They enable speakers or writers to distance themselves from the act of lying by tempering the action about to be described or by discounting the message even before it is transmitted. Equivocation includes words or phrases, such as "maybe," "believe," "kind of," "sort of," "about," or "to the best of my knowledge."

Nonprompted Negation

When responding to an open-ended question, such as Tell me what you did last Thursday, honest individuals provide information pertaining to what they actually did on the day in question. Nonprompted negation occurs when speakers or writers share what they did not do and use words, such as "no," "not," "never," "didn't," "couldn't," or "wouldn't." A response, such as "I didn't talk to anyone," does not answer the question, and research has shown that when persons offer what they did not do in response to an open-ended question, a strong possibility exists that they are attempting to deceive.

Moderating Adverbs

These adverbs fall under three categories. They include 1) intensifying adverbs (e.g., "very," "really," "truthfully," or "honestly"), typically used when speakers or writers are attempting to convince another person of something; 2) minimizing adverbs (e.g., "only," "just," "simply," or "merely"), often employed to downplay or minimize the role of the speaker or writer; and 3) editing adverbs (e.g., "after," "then," "next," "while," "so," and "when"), possibly used as a temporal lacuna, suggesting an attempt by the speaker or writer to intentionally edit or omit information that might be critical to the inquiry.
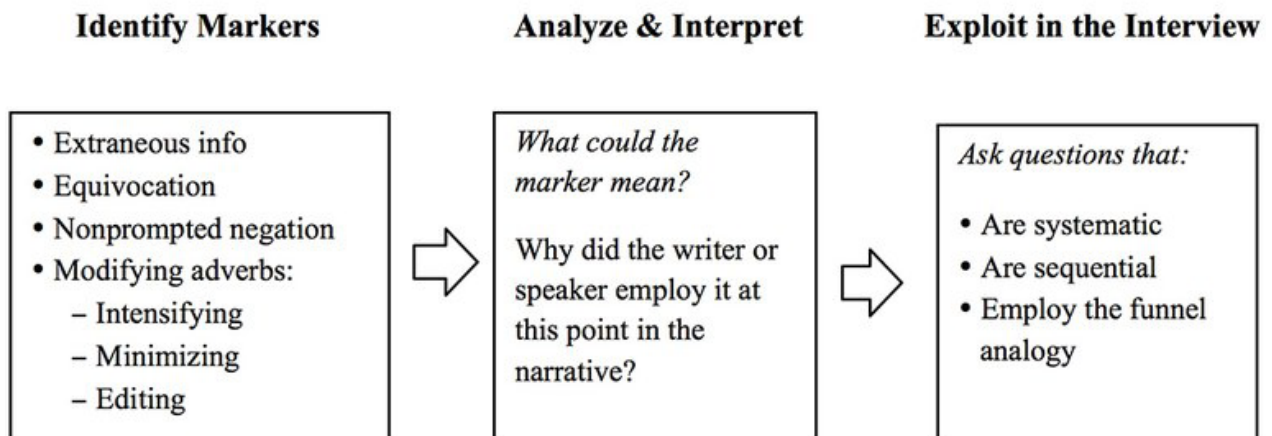
THREE-FOLD PROCESS

Researchers have concluded what experienced investigators have known intuitively for some time—that is, when most people fail to tell the truth, they will omit information as opposed to telling an outright lie. As such, people generally will use verbal markers of deception in an effort to exclude or gloss over details in their narrative.

Investigators should focus on learning to recognize the verbal markers of deception that the study, described above, identified as most prominent in the written statements and interview transcripts. They then should become familiar with what the specific indicators could signify; that is, investigators should be able to analyze and interpret the use of the markers within the context of the narrative, be it in a written statement or during an interview.

Finally, investigators should strive to develop a thorough questioning approach to use during interviews that is designed to exploit their analysis and interpretation of the verbal markers of deception. The approach should be systematic, capitalizing on subjects' use of the verbal markers and guiding them to provide more complete and accurate information. It also should be sequential, asked in a manner consistent with the chronological flow of interviewees' oral or written narratives. And, the approach should employ the funnel analogy, wherein the questioning process is viewed as a funnel that in its design is broad near the top, gradually narrowing until it culminates in a small opening at the bottom. Using this analogy, interviewers begin with broad, open-ended inquiries gradually followed up with more specific, narrow questions culminating with the employment of specific behavioral assessment or indicator-type questions. Throughout the process, investigators should continue to focus on those areas in subjects' narratives where any verbal markers of deception may exist.

Verbal Markers of Deception

Identify Markers

- Extraneous info
- Equivocation
- Nonprompted negation
- Modifying adverbs:
  - Intensifying
  - Minimizing
  - Editing

Analyze & Interpret

What could the marker mean?

Why did the writer or speaker employ it at this point in the narrative?

Exploit in the Interview

Ask questions that:

- Are systematic
- Are sequential
- Employ the funnel analogy

The opening scenario serves as an excellent example. Prior to conducting the interview, investigators asked the subject to provide them with a statement written in English describing his activities on the day the most recent robbery took place. The question that investigators posed to the suspect was, "Tell us everything that you did last Thursday."

In response, he provided the following written statement:

> *I got up around 8:00 a.m. I didn't talk to anyone. I then drove to Mike's house, where we watched a soccer game on TV. The team from England was playing the national German team. I don't really recall doing much else except going back home at precisely 4:15 p.m.*

Members of the task force analyzing the suspect's brief written statement should see many of the same verbal markers of deception that they typically do in deceptive narratives written by native English speakers. This strengthens their case as they proceed to interview the suspect using the insights gained in the course of their analysis. Their objective is to exploit the weaknesses apparent in his story by following up with specific investigative questions on topics based on the analysis of the statement. The suspect has revealed that, perhaps, there is much more to what he did on the day in question than what he thus far has provided, and those hidden details likely will emerge in the strategic and tactical follow-up based on the analysis of the statement.

Verbal Marker What to look/listen for	Interpretation What could the marker mean?	Exploitation Investigative questions
Around 8:00 a.m. Precisely at 4:15 p.m.	Equivocation—words or phrases that are intentionally vague, such as "maybe," "believe," "kind of," "around," "sort of," and "to the best of my knowledge" Why is the writer being vague about the time he got up? Is this his baseline verbal behavior? In contrast, why is he so specific about the time he got home?	You said you "got up around 8:00 a.m." What time did you wake up? Tell me more about what you did before you got up? How do you know it was "around 8:00 a.m."? Who was with you when you went to sleep? Who was with you when you woke up that morning?
I didn't talk to anyone.	Nonprompted negation—words used to tell what he did not do, as opposed to what he did do, possibly in an attempt to deceive Why does he feel the need to write that he didn't talk to anyone (equivocation)? Who did he talk to? Why is he not more specific about the identity of this individual?	Walk me through your morning from the moment you woke up until the time you got to Mike's house. You said, "I didn't talk to anyone." What did you mean by this? Why was this significant enough for you to include in your statement? Who did you talk to? What did you talk about? Where did this take place?

Reprinted Article: FBI Bulletin: Exploiting Verbal Markers Of Deception Across Ethnic Lines

| Verbal Marker What to look/listen for	Interpretation What could the marker mean?	Exploitation Investigative questions
I then drove to Mike's house.	Editing adverb — words, such as "then," "later," "so," "as," "when," "after," and "while," are used to edit or omit information. What is the writer leaving out about his activities prior to driving to Mike's house?	Walk me through your morning and tell me what you did from the time you left home to the time you arrived at Mike's. Take me through it step by step. What happened next?
The team from England was playing the national German team.	Extraneous info—anything that does not answer the question and may be used by writers or speakers to justify their actions or deflect because they do not want to answer the question. Why does he feel the need to talk about the soccer game? What actions, activities, or conversations with Mike or others is he omitting?	You obviously like soccer. Tell me more about the game. Walk me through your viewing of it. Besides you and Mike, who else was there? What else did you do while you were at Mike's? What time did you arrive? Leave?
I don't really recall.	Nonprompted negation What is he choosing not to reveal about his activities at Mike's or after he left Mike's prior to returning home?	What time did you leave Mike's? OK, you wrote that you got home at "precisely 4:15 pm." Walk me through your day, from the time you left Mike's until you got home.
I don't really recall.	Intensifying adverb—words, such as "really," "honestly," and "truthfully," used to try to convince the reader or listener Why does he feel the need to convince the interviewers that he did not recall what he did?	See questions above. (Apparently, the writer is attempting to avoid discussing his actions, and this must be thoroughly explored.)
Doing much else.	Equivocation Why does he use such imprecise, vague language?	You wrote that you "don't really recall doing much else." OK, walk me through this. You're at Mike's watching the soccer game. What happened next?

CONCLUSION

Equipped with a methodical approach based upon their analysis and exploitation of the verbal markers of deception within the bank robbery suspect's statement, investigators patiently probe the merits of his story. During the interview they listen for any additional and spontaneous verbal markers that the suspect might employ to conceal his activities. They then can use the same methodical approach rooted in their experience and supported by relevant research.

Based on the study described above, empirical evidence exists that clearly shows the merits of statement analysis as an investigative tool that is not limited to native English speakers. To the contrary, it is a valuable tool investigators can employ regardless of whether the interviewee is a native or nonnative English speaker. Investigators can rely on verbal markers of deception within the English language that can point to areas of possible lying by omission. The study's findings should bolster the confidence of investigators who obtain statements from or conduct interviews of individuals from different ethnic groups and have been trained to listen for, interpret, and exploit universal verbal markers of deception.

Reprinted Article: FBI Bulletin: Exploiting Verbal Markers Of Deception Across Ethnic Lines
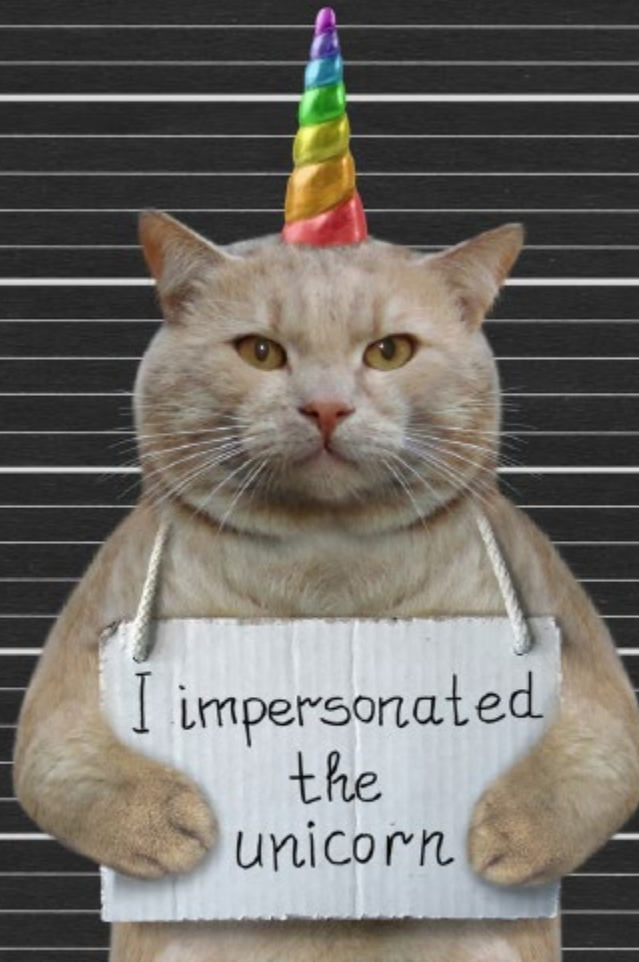
Reprinted article exactly as it was written:

Originally appeared on American Psychological Association; March, 2016

Research has consistently shown that people's ability to detect lies is no more accurate than chance, or flipping a coin. This finding holds across all types of people — students, psychologists, judges, job interviewers and law enforcement personnel (Personality and Social Psychology Review, 2006). Particularly when investigating crime, the need for accurate deception detection is critical for police officers who must get criminals off the streets without detaining innocent suspects.

Traditional police practices in deception detection stem from early theories on lying that assume liars will exhibit stress-based cues because they fear being caught and feel guilty about lying. This theory led researchers to search for reliable behavioral indicators of deception. They examined behaviors such as posture shifts, gaze aversion, and foot and hand movements, without much success.

"There really is no Pinocchio's nose," says Judee Burgoon, PhD, a professor of communication at the University of Arizona.

Given these early findings, today's researchers are exploring new methods of deception detection. Instead of looking at people for visual cues that they may be dissembling — such as a lack of eye contact or fidgeting — psychologists are now focused on developing proactive strategies that interviewers can use to elicit signs of deception, says Maria Hartwig, PhD, associate professor of psychology at John Jay College of Criminal Justice.

"The view now is that the interaction between deceiver and observer is a strategic interplay," she says.

Such research has "enormous potential to revolutionize law enforcement, military and private sector investigations," says Christian Meissner, PhD, a professor of psychology at Iowa State University, who studies the psychological processes underlying investigative interviews.

Questions and cues

"Liars have a dilemma," says Ray Bull, PhD, a professor of criminal investigation at the University of Derby, in the United Kingdom. "They have to make up a story to account for the time of wrongdoing, but they can't be sure what evidence the interviewer has against them."

Both Bull and Hartwig conduct research on criminal investigative interview techniques that encourage interviewees to talk while interviewers slowly reveal evidence.

Their research consistently shows that being strategic about revealing evidence of criminal acts to suspects increases deception detection accuracy rates above chance levels (Journal of Investigative Psychology and Offender Profiling, 2011; Law and Human Behavior, 2006). For example, Hartwig and colleagues conducted a series of studies to show that withholding evidence until late in the interview leaves room for guilty

suspects to blatantly lie, for instance by denying being in the area of the crime. When the interviewer reveals evidence showing the suspect was there — such as surveillance footage — the suspect has to scramble to make up another lie, or tell the truth. The suspect may admit to being in the area, but still deny the crime. If the interviewer then presents more evidence, such as matching fingerprints from the crime scene, the liar will find it increasingly difficult to keep up the deception (Credibility Assessment: Scientific Research and Applications, 2014).

Aldert Vrij, PhD, a professor of applied social psychology at the University of Portsmouth in the United Kingdom, also focuses his research on using strategies to outsmart liars. "Liars are doing more than telling their stories — they need to make a convincing impression," he says. "If the interviewer makes the interview more difficult, it makes the already difficult task of lying even harder."

Another way to make lying more difficult is to increase interviewees' cognitive load by, for example, asking them to tell their stories in reverse order. Truth tellers can rely on their memories to tell their story backwards, often adding more details, but liars tend to struggle. Research shows that liars also often provide fewer details about time, location and things they heard. They also speak more slowly, with more hesitations and grammatical errors (Law and Human Behavior, 2008).

Encouraging interviewees to say more during their interviews also helps to identify liars. "Truth tellers do not immediately say everything they need to say, so when the interviewer encourages them to say more, they give additional information," says Vrij. "Liars typically have a prepared story with little more to say. They might not have the imagination to come up with more or they may be reluctant to say more for fear they will get caught."

It's particularly useful to ask unexpected questions in interviews, Vrij has found. Because liars often prepare their stories, surprise questions can leave them floundering for a response or contradicting themselves (Applied Cognitive Psychology, 2014).

Other avenues of research are examining how liars and nonliars talk. Burgoon studies sentence complexity, phrase redundancy, statement context and other factors that can distinguish truth tellers from liars (Journal of Language and Social Psychology, 2006).

"If liars plan what they are going to say, they will have a larger quantity of words," she says. "But, if liars have to answer on the spot, they say less relative to truth tellers."

That's because trying to control what they say uses up cognitive resources. They may use more single-syllable words, repeat particular words or use words that convey uncertainty, such as "might" rather than "will," she says.

Examining word count and word choice works well for analysis of text, such as interview transcripts, 911 call transcripts, witness and suspect written statements, and in analysis of written evidence such as emails and social media posts. Research is still needed to understand how well investigators can pick up these cues in real time, says Burgoon.

Research is also examining the communication between co-conspirators by exploring how two or more people interact as they try to deceive interviewers (Human Factors: The Journal of the Human Factors and Ergonomics Society, 2012).

"In field situations, such as checkpoints and street corners, people conspire and collude to get away with crime and terrorist acts," says psychologist James Driskell, PhD, president of the Florida Maxima Corporation, a company that conducts research in

behavioral and social science.

"If two people are lying, they have to concoct a story that is consistent with their co-conspirator so they don't arouse suspicion," says Driskell. "If an officer needs to engage them on the street, it would be useful to know what indicators to look for in their responses."

Compared with truth tellers, when liars tell their story together they tend to not interact with each other and they are less likely to elaborate on each other's responses, he says. "Truthful dyads are much more interactive as they reconstruct a shared event from memory," he says.

Culture and context

While recent lie-detection research has centered on verbal reports, there is still a role for behavioral cues in deception detection research, says David Matsumoto, PhD, professor of psychology at San Francisco State University and CEO of Humintell, a consulting company that trains people to read human emotions.

Behavioral cues might change depending on the types of questions asked and the interview circumstances, he says. "Researchers need to take into account different investigative contexts and circumstances that might elicit different behavioral responses."

One context Matsumoto has studied is culture. In recent research, he found culture-specific differences in tone of voice and vocal characteristics. For example, his research shows that Chinese participants tend to speak in higher pitched voices when lying compared to truth telling whereas Hispanics tend to speak in lower pitches when lying compared to truth telling (International Journal of Psychology, 2015).

Leanne ten Brinke, PhD, a postdoctoral fellow in psychology at the University of California at Berkeley, also considers context in her research, but focuses on how people may unconsciously spot deception.

Ten Brinke conducted preliminary research to explore how indirect measures of deception compare to direct, or conscious, measures. In one study, research participants watched videos of truth tellers and liars and then classified words such as "dishonest" and "deceitful" versus "honest" and "genuine."

"The trick of the task is that images of the people in the videos were subliminally flashed while participants classified the words," ten Brinke explains. She found that participants were faster at classifying words associated with lying when flashed images of liars. The same was found for pairs of truthful words and images. In contrast, when making conscious judgments, participants were accurate only about half the time (Psychological Science, 2014).

While the concept of unconscious deception detection is a relatively new direction in research, it highlights one more of the diverse areas psychologists are exploring. These expanding directions in research have resulted in novel investigations that might finally lead to accuracy rates above chance levels.

"A lot of research is flying in the face of law enforcement training and common beliefs," says Meissner. "As we conduct more research, we will learn more about deception detection. This research has enormous potential to revolutionize law enforcement, military and private sector investigations."

Phew... That's all folks!

During your LIVE class this week you'll drive on in to detecting deception in ways you may never considered before.

Be sure to have your blue pen and your paper to mindmap all the content you'll get during our time together.

I look forward to inspiring you to look at your world in a different way!

With excitement,

Janine

MEASURABLE LEARNING OBJECTIVES:

- ☐ Discuss the top 10 myths about detecting deception.
- ☐ Discover the best way to keep your phone from getting hacked.
- ☐ Stop doing this at airports if you want to protect yourself.
- ☐ Consider freezing your credit so you can avoid trouble.
- ☐ The #1 reason people don't think of ways to prevent being scammed and how to avoid this happening to you.
- ☐ Who gets scammed most often and what to do if you're in one of the vulnerability groups.
- ☐ What are Frank Abagnale Jr's top 11 tips to make smarter decisions?
- ☐ Uncover the truth about scarcity, urgency, and flattery and what can you do to prevent being pulled into a scam.
- ☐ How do scammers immediately make you feel like you've been friends for years and how can you stop and not fall for their tricks.
- ☐ What are the top password dos and don'ts so you can protect your computer, your data, and your life?
- ☐ What is critical thinking and how can it help us prevent getting taken advantage of?
- ☐ Determine if you are a sheep or a wolf.
- ☐ Unlock the power of words; what do certain words really mean?
- ☐ Learn "Miller's Law" and spot the reality of what people are literally saying to you.
- ☐ Unlock what happens inside the brain when someone is lying vs. telling the truth.

☐ Analyze written statements and spot the verbal and structural markers of deception through Statement Analysis.

☐ Reveal the 25 top signs that someone might be lying.

☐ Outsmart any prospect, client, vendor, co-worker, boss, teen, or date who is keeping something from you through mastering the art and science of spotting deceptive "hot spots" with both verbal and nonverbal communication.

☐ Discuss when you must strategically let you're the other person know what they aren't saying vs. hold your tongue and say nothing and instead use that information to your advantage and avoid compromising situations.

☐ Decode "Embedded Commands," the secret messages behind the words people use and know exactly what they aren't telling you without them knowing how you know.

☐ Think and talk like a hostage negotiator and get the people in your life eating out of the palm of your hand.

☐ Hire honest employees, date truthful people, and learn to spot the tell-tale signs that a person is holding something back.

☐ Plus, much more!

Level #3: Deception   Topic:

Did you know?
People who are lying tend to change their head position quickly.

Level #3: Deception Topic:

Did you know?
A normal, relaxed blinking rate is 6–8 blinks per minute, and the eyes are closed for about 1/10th of a second.

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Level #3: Deception   Topic:

Did you know?
People under pressure, especially when being deceptive, are more likely to dramatically increase their blinking rate.

Level #3: Deception   Topic:

Level #3: Deception   Topic:

Did you know?
A recent study conducted Weizmann Institute of Science in Rehovot, Israel shows that humans shake hands in order to exchange body odors.

Level #3: Deception   Topic:

Did you know?
While women also mirror men's body language, men are reluctant to mirror a woman's gestures or posture unless he is in courtship mode.

Level #3: Deception   Topic:

Did you know?
Women's tears transmit chemosensory signals that lower testosterone levels and dampens arousal in men.

Level #3: Deception   Topic:

Did you know?
Custom officers note that passengers who point their feet toward the exit while turning to the officer to make their custom's declaration are more likely to be concealing something they should have declared. While their faces and the words are obliging, their feet reveal otherwise.