Pretense is a direct conflict between what you say in one situation and what you say in another (lying, withholding information).

Sincerity or Brutal Honesty is defined here as an honest report of my point of view; includes thoughtless certainty that my view is accurate.

Accuracy is defined here as separating mutually observable facts from explanation of those facts. This includes the recognition that my perceptions are not reality.

Authenticity is defined as a genuine appreciation of various views and factors, researching where they intersect, for new insight and opportunity.