

# The Decision To Trust Model

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<i>Low</i>	<b>Risk Tolerance</b>	<i>High</i>	} <b>Trustor Factors</b>
<i>Low</i>	<b>Adjustment</b>	<i>High</i>	
<i>Low</i>	<b>Power</b>	<i>High</i>	

<i>Low</i>	<b>Situational Security</b>	<i>High</i>	} <b>Situational Factors</b>
<i>Poor</i>	<b>Communication</b>	<i>Good</i>	
<i>Not Demonstrated</i>	<b>Benevolent Concern</b>	<i>Demonstrated</i>	
<i>Conflicting</i>	<b>Alignment of Interests</b>	<i>Aligned</i>	
<i>Not Apparent</i>	<b>Similarities</b>	<i>Apparent</i>	
<i>Low</i>	<b>Integrity/Predictability</b>	<i>High</i>	
<i>Low</i>	<b>Capability</b>	<i>High</i>	

**Distrusting  
Choice**

**Trusting  
Choice**

