



UNSW
SYDNEY



The Emotional Basis of Trust

Trust is grounded in emotional experience. Understanding the emotional basis of trust is key to not only building and maintaining it, but also repairing it when broken. A scientific approach in this domain yields deep insights into the nature of human behaviour.

Competitive advantage

Expertise in:

- Identifying which emotions influence trust, and when they exert influence
- Understanding the sources and consequences of emotional experiences
- Studying interpersonal dynamics in the context of both novel and ongoing relationships
- Building insights across individuals, groups, and organisations
- Developing interventions to promote positive outcomes
- Deploying a range of research designs, including experiments, field research, and longitudinal studies
- Collecting and analysing complex datasets

Impact

- Increased awareness of the emotional factors that influence trust across sectors of society
- Improved relationship management
- Enhanced policy development that appreciates the emotional basis of trust

Successful applications

- Deploying interventions, grounded in empirical science, that serve to enhance individual or collective experience
- Optimised communication strategies

Capabilities and resources

- State-of-the-art technology facilities, including psychophysiological recording equipment and multi-angle video-recording capabilities
- Behavioural paradigms deploying immersive virtual reality technology

More Information

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