

SOCIAL
SCIENCES



Relaxing with Bunnies, Erin Miller,
IUE Student 2024

THE RELEVANCE OF TRUST IN RELATIONSHIPS

Chelsea DeWitt

Abstract

Relationships and social interactions take up a large part of a person's life and can be easy or difficult for people to maintain when trust is implemented. Many people are left wondering who is trustworthy or how to build a relationship involving trust. Creating a safe environment in therapy is vital between therapist and client. Humans have unique characteristics that are difficult to replicate, which include being able to observe and decipher facial expressions. There was evidence found that supported the relationship between the unique neurochemical, oxytocin, and the relationship between cooperation and trust. The dramatic surge in internet usage can put many interpersonal skills to the test, considering body language is hidden. Artificial intelligence is increasingly being used as technology advances, including within medical settings. AI is new enough that there is still hesitation for people to give their trust, possibly for good reason. This literature review found support for an over-reliance on AI technology within a medical setting, suggesting that AI may not be beneficial in every situation. Therapists have an important task of teaching people how to trust responsibly. Human social lives are based on trust, beginning in childhood, and continuing throughout adulthood.

Keywords: Psychology, relationships, trust, neurochemical oxytocin, therapist and client, trust responsibly, safe environment, therapy, counseling, AI, Artificial Intelligence, therapy setting, body language , online, social media

The Relevance of Trust in Relationships

The foundation of relationships in any setting is built on trust, which is the firm belief in the reliability, truth, ability, or strength of someone. One of the unique characteristics of humans is the capability of experiencing complex emotions, which sets humans apart from other primates and animals. The development of trust would have been natural to humans, and in some cases, vital for survival. Research has found that oxytocin drives a “tend and defend” behavior by promoting in-group trust and cooperation, and defensive, but not aggression toward competing out-groups (De Dreu et al., 2010). Defending close and personal groups of people would have aided in survival and would have been beneficial for personal interactions. Before humans were able to communicate with language, brains were neurochemically wired to function solely based on nonverbal cues. In both modes of communication, oxytocin was a large factor in the evolutionary aspect of human social behavior. By examining neurochemicals, children’s behavior, artificial intelligence, and the impact of online usage, we will see the impact trust has on interpersonal relationships and how therapy can play an important role.

Neurochemistry and Behavior

People who have a limited understanding of the role neurochemicals play in their behavior may be confused as to why they behave in certain ways. De Dreu et al. (2010) conducted a double-blind controlled study that found oxytocin increased within in-group trust ($p < 0.01$). While there was a threat to generalizability in this research, there is still supporting evidence that oxytocin influences our trust in other people. It would appear that the more oxytocin a person has, the easier cooperation is obtained. Oxytocin also corresponds to loving others. When we love people, we may be more inclined to trust despite there being a risk of a negative outcome. Understanding the biological

drive for our behaviors may be one of the first steps to take in therapy. Being inclined to trust those whom we love may be an important conversation to have, because those who are in our inner circle may not always be beneficial to us.

From the moment an infant is born, their brain develops extraordinarily fast every day. By the time toddlers can walk and start talking, the brain is working out how to increase the chances of survival. Learning who is trustworthy and who is not would have been an important survival tactic. Children have the same capacity as adults when making judgments about trustworthiness (Ewing et al., 2019), supporting that there is a biological initiative for trust. A moderate sample of 48 younger children and 55 older children supported that children were biased toward happy faces compared to angry facial expressions. Although children's brains are underdeveloped, they are still hardwired to detect facial expressions in adults. Investments were highest for happy faces ($M = 2.66$), compared to neutral ($M = 1.79$), and angry faces ($M = 0.90$). Significantly fewer tokens were invested in angry faces relative to neutral faces ($p < 0.001$), giving additional support that growing brains can make calculated decisions (Ewing et al., 2019). Although there were some threats to the validity of this study, there is still adequate support that children have a strong early perception of trust. During our ancestor's history, being able to make accurate decisions on whom to trust may have been the difference between life and death for young children. Taking this into account, trust seems to be a genetic predisposition that humans are born with.

Starting from a young age, children can be observed deciding who is trustworthy and who is less likely to be trusted. By fifteen months of age, children are categorized as secure, ambivalent, or avoidant in their relationships with their mothers (Harris et al., 2012). Attachment styles may have an impact on how trusting a child could potentially be and impact their choices with others. Attachment styles can additionally have a profound impact on decisions made

regarding relationships, ranging from romantic relationships to just friendships. There is some evidence that suggests early relationships children have with their mothers and experiences may translate into different styles of attachment in adulthood. A secure attachment style is marked by trusting that the other person will continue to offer love and support. Children raised in a secure attachment style are also able to have an easier time dealing with difficult relationships as adults. An ambivalent attachment style is marked by having the fear of abandonment and having the feeling of one's needs not being met. The avoidant attachment style is marked by having a defensive detachment from the other person. When there is a lack of ability to trust people, keeping relationships can prove to be difficult. Therapists can help clients realize that trust is natural in relationships and therapists can additionally help clients realize what attachment style they have.

Moving towards a secure attachment style would be the most beneficial in relationships, as many instances in life can push someone out of a secure attachment style. Working to get out of an insecure or anxious attachment style may take a great deal of time, depending on the situation that pushed them out of a secure attachment style. As children grow, their social circle continues to widen beyond the family. Natural attachment styles that have been procured since a young age influence the various signals of trustworthiness. Children who have a secure attachment style and a secure base with their parents have a strong foundation to compare strangers with. As children expand their social group, trustworthiness will be compared to their familiar caregivers, permitting their parents provided positive examples of trust. Parents who provide poor examples of trust during childhood may subject their children to interpersonal relationship difficulties during adulthood.

Positive relationships are crucial in therapeutic settings. Therapists are supposed to be a strong foundation of support for clients and if there is no trust, clients will be less likely to show any

inclination of opening up. Those with an insecure attachment have a high probability of being anxious and will struggle to trust anyone. Preceding studies have tended to either explore associations between attachment to therapist and alliance/outcomes or associations between client general attachment patterns and alliance/outcomes, but have not discovered the differential effects of attachment to therapist versus general attachment style (Taylor et al., 2014). Being able to have a secure attachment with a therapist would be expected to help a client build trust and discuss shared goals. An avoidant or anxious attachment style would furthermore be expected to be problematic. Age was significantly negatively correlated with attachment anxiety at baseline, $r = -0.37$, $p < 0.01$, indicating that with increasing age, attachment anxiety decreased (Taylor et al., 2014).

This analysis, despite being a small sample of 58 participants, can suggest that although someone has had a traumatic past, dealing with anxiety may become easier with age. Creating a larger sample and involving a control group would enhance the validity of the results. An important characteristic of a secure attachment with a therapist is the ability to perceive the therapist as a secure foundation, which can often be difficult and painful for people. Those children who grew up with poor examples of positive attachment styles may have the most difficulties when attempting to make changes in their relationships. If there is no secure base and no trust between therapist and client, there is a high probability that there will be no progress within that relationship. Therapists also have the task of teaching their clients that the environment will most likely be different outside of an office, so learning coping and regulation skills to take outside of the office is vital.

First Impressions and Relationships

First impressions play a substantial role in gaining trust with people. Yu et al. (2014) conducted a study that found trusting people were 81.63% willing to share at the beginning of games, compared

to untrustworthy people who were only 67.74% willing to share. Additionally, 75.47% of trustworthy people were willing to reciprocate during games, whereas only 61.70% of untrustworthy people were willing to reciprocate in the beginning. People are more likely to reciprocate if someone appears to have a trustworthy face. People can initially start with a high level of trust and keep that trust as long as the opposing person reciprocates trust. Due to many people being naturally inclined to trust, there can also be speculation that many people also have too much general faith in humanity. Having blind faith may lead to careless decisions regarding others. Careless decisions can lead to someone being taken advantage of by others.

Testing the waters is not uncommon for people, as this is a way to check if someone is trustworthy or not. Others who are consistently giving trustworthy actions would lead to the conclusion that they are most likely a generally trustworthy person. If someone were to do something questionable, this might lead to a poor first impression. The unfortunate aspect of first impressions is that they will continue to live in the back of a person's mind, and will continue to influence future decisions regarding that individual. An undeniable part of the human mind is that people tend to obtain stereotypes easily, especially if raised in that style of environment. Therapists have the challenge of breaking certain stereotypes clients may hold because they can be harmful. A difficult task is to make an individual feel comfortable enough to come back in the future. Challenging personal beliefs could potentially make a client feel angry and defensive. Therapists may often be one of the first trusting relationships developed after a tragic past and possibly will have to work hard to make the environment welcoming.

Building a trustworthy relationship not only applies to in-person relationships but also applies to the internet. First impressions are not only important in person, they also play a vital role in online relationships as well. As internet usage increases around the world,

the understanding of interpersonal relationships has changed as well. Lacking cognitive or verbal feedback, studying first impressions on the internet can be difficult. Positive first impressions will lead a person to want to continue to give their trust. Sometimes making judgements is not always about what is communicated, but how information is communicated. Research has indicated that in online purchases, the higher the ratings of store trustworthiness and task efficiency, the higher the rating on the likelihood of repeated purchases, $F(3,75) = 43.8, p < 0.01$ (Basso et al., 2001). Surveys can be a great way to receive personal feedback on studies, but these methods can also lead to potential false or biased opinions. Virtual meetings have become increasingly popular as it saves a person from leaving their home. This would be beneficial for people who cannot travel, but there are still risks regarding making trustworthy decisions. If people trust their therapist, they will keep coming back for support regardless if the meeting is in person or online.

What Impacts Trust

Although gaining trust online can be difficult, using reasoning skills is important so poor decisions are not made. In addition to making poor decisions online, some people may give out their trust prematurely. Prematurely trusting information received online can lead to falling for scams or downloading malware. According to Baumeister and Leary (1995), the belongingness hypothesis entails that people strive to have a minimum number of social acquaintances that are ideally positive or pleasant. The need to belong is a strong desire within humans and this desired need pushes people to seek out company and close friendships with others, regardless of how those relationships are obtained. When trust is lacking between people, complications will almost often arise within the relationship and can create tension. For many relationships, ranging from family to friends, love and trust go hand in hand. Humans can express many different types of love, which

can be familial love or intimate love. The level and depth of trust can begin to vary among partners in intimate relationships.

Trust develops from past experiences and continues to develop as the relationship matures. Holmes and colleagues (1985) found that people who are in relationships put their trust in dependability and predictability with their partner, finding that 19% of participants had a strong positive affect, while only 7% were involved with a strong negative affect. These authors argue that the emotional tone of a participant's relationship will reflect their latent approach and avoidance of conflict, and result in an unstable dialect between polarities of feeling. Measuring emotions can be difficult with current technology, so using self-report measures is one of the easiest methods to measure reports, despite the threat of biased answers. Lack of trust can cause friction within relationships of any sort. To determine if someone is trustworthy, people need to be able to figure out if the other individual is reliable or dependable. Previous experiences may leave a person with mental defenses against fully trusting someone. Mental defensiveness is another common challenge therapists face when creating a relationship with a client. As a professional, staying reliable and dependable is exceedingly important. Therapists have an important role with clients to discuss and teach how to decipher intentions from people who are trusted. Everyone has motives and it is crucial to determine whether or not those motives are beneficial. Managing how we trust shapes the future.

Trust is also important between management and employees to create a positive environment (Martins, 2002). Positive relationships between management and employees create a positive working environment and will contribute to staying happy. Although the relationship between a therapist and client is personal, there still needs to be professionalism. Those who are seeking counseling are already struggling mentally or emotionally, so keeping a positive environment may ease some of the mental discomforts felt by the client. Everyone

has different personality aspects that can be measured. The “big five” personality aspects included conscientiousness, agreeableness, emotional stability, resourcefulness, and extraversion. Among the employees that were studied, results supported a positive relationship between the “big five” and managerial practices, regarding agreeableness measured in the questionnaire, which had a significant appearance of the “big five” personality characteristics (Martins, 2002). There can be varying measures in how someone ranks in the personality aspects, which will ultimately influence trustworthiness. Positive energy is needed by a therapist to be received positively by the client. As artificial intelligence continues to creep into medical settings, people are left wondering whether or not AI can be trusted.

Artificial Intelligence and Therapy

Many are becoming increasingly aware that technology usage is taking the place of human interactions. This was first noticed in restaurants and fast-food chains, but it may come as a surprise that AI is becoming popular in medical settings. Patients are unfortunately left with the decision of how trustworthy AI can be when it comes to medical decisions. AI has unlimited access to information, but there is still the concern of how well that limitless information transfers over to the human body in person. In many cases, AI is not the first choice for people and even if coerced to choose AI, the opinion of a human is still valued (Juravle et al., 2020). The degree of trust is also dependent on what the patient is dealing with, placing less trust in AI if the illness is severe. AI seems to only be able to give face-value information. Although AI has the capability of accessing a larger database for information and may find answers faster than humans, there is still the uncertainty that the answer may be wrong. Human knowledge has an advantage over artificial intelligence because certain human characteristics cannot be deciphered by technology. Emotions are individualistic and a trait that AI may never be able to

fully comprehend because they are programmed. People want to feel a personal connection with professionals and working with AI cuts off personal connection. With emotions being cut off from AI, an important emotional function is also cut off, which is the ability to co-regulate. Working with people in person during times of heightened emotional states, therapists can remain calm and co-regulate with their patients. Lacking coregulation between in-person and AI enhances an emotional disconnect, potentially leaving patients frustrated. Therapists teaching clients how to co-regulate increases overall well-being that can be implemented throughout one's lifespan. Co-regulation also comes easier from people who are trusted. Creating a personal connection opens up the opportunity for trust within that relationship. On the contrary, some people have had such traumatic events that making connections with people may be nearly impossible in the beginning. AI could potentially offer an alternative to those who struggle to make personal connections. People with trauma or personal discomfort may have an easier time trusting AI with their problems.

Artificial intelligence can give many improvements to life, but it is still imperfect by nature. When the AI provided incorrect information, roughly 10% of GPs were able to properly disagree (Micocci et al., 2021). These findings are in alignment with previous studies, suggesting that over-reliance on computerized systems may be triggered by a confirmatory bias. Humans still need to be knowledgeable due to AI being imperfect and still requiring human cognition. People may be putting too much trust in AI, strengthening any negative stereotypes that surround the usage of technology. AI will always lack personality characteristics that people have and it is easier to read human body language than AI. Not being able to read body language might increase the discomfort felt by the patient and could contribute to creating an awkward environment. Talking to a therapist may be easier for people to do because body language can be gauged. Relying on artificial intelligence might also leave the client

feeling out of control of the situation. When clients can engage and observe a therapist's body language, they can control the direction of the conversation. Additionally, therapists who rely too much on AI may leave clients feeling as though their feelings are not being taken into consideration. This lack of consideration might hinder trustworthiness within the relationship. Conducting this study as an experimental design may give further insight into how people feel regarding trust and AI as researchers are directly able to manipulate AI responses and measure patient's responses.

Many patients are disappointed with therapists who do not relate to them on a personal level (Palmadottir, 2006). The happier clients are with their therapist, the happier clients will remain in the relationship. When clients remain happy within the relationship, there is more likely to be continuous trust. Therapists working harder to ensure their client is involved in their sessions and decision-making leaves higher satisfaction in the relationship. When there is a higher satisfaction within the relationship, people might be more willing to open up and start to trust. If trust is lacking within the relationship, patients may often find themselves closing up in sessions, hindering their progress. Patients may be under the assumption that progress will happen quickly, not realizing how important building trust with a therapist is. Building trust slowly and steadily creates a healthy relationship that is more likely to last in the future.

Impacts on Relationships

Healthy relationships extend throughout life for everyone, continuing past adulthood. Elderly patients may not express healthy boundaries regarding their health. Some elderly patients have additionally been found to place a lot of faith in their doctor when they have had mostly positive experiences (Wrede-Sach et al., 2013). Putting blind faith in their doctors may end disastrously because the elderly can be exploited. With the elderly being against change at

times, including being unwilling to attempt to trust others, this could negatively impact interpersonal relationships. Therapists may need to spend a great deal of time helping elderly patients realize that change is normal in society and everyday life. Elderly people who put their trust blindly in others may not realize they are being wronged and unfortunately could struggle with setting boundaries regarding their health. As technology continues to advance, many elderly people have the notion that they do not know anything and go with the flow, being less likely to speak up when they feel something is wrong. Not knowing when to speak up could continue damaging the trust in relationships. Therapists could spend a lot of time working with the elderly and teaching them how to stand up for themselves in a positive manner.

Having trust benefits interpersonal relationships in the long run for many people within many different types of relationships. Those who are lacking in trust experience larger variations in perceptions of relationship quality compared with people who report more trust (Campbell et al., 2010). Research has suggested that relationships that are secure and high in trust have fewer instabilities within that relationship. People who are uncertain whether or not their partner can be trusted may pay special attention to body language cues. Observing for rejection cues could potentially trigger defensive strategies to protect feelings and leave an individual feeling in control of the situation. Many people do not like to feel vulnerable in relationships and will tend to keep their guard up. Therapists and counselors will often find that they need to teach individuals that feeling vulnerable is important within relationships. In certain unfortunate circumstances, vulnerability can lead to being manipulated by others.

Manipulation can happen anywhere, and being aware of how easily manipulation can happen is important in daily life. Being social creatures, humans can fall for manipulation without being aware. Some factors influence vulnerable users who engage in risky

online behaviors. Some users have been found to give out personal information about themselves and others (Aïmeur & Sahnoune, 2019). Many people may be unaware that they are engaging in risky online behavior because they feel comfortable. People must be able to reflect and observe that risky behaviors are being engaged, which is leaving personal lives vulnerable and other's personal lives vulnerable. Oversharing personal information may happen because people want to feel connected to others, and they possibly feel as though sharing personal information is one way to receive that attention. Sharing other's private information runs the risk of damaging trust between relationships. Something additional to consider is that sharing the personal information of others will risk putting them in a vulnerable position and possibly put them in a position for them to be manipulated. Therapists can help people learn how to gain acceptance in relationships healthily and without running the risk of damaging other relationships. Not everyone on the internet is a friend and not everyone online has a person's best interest in mind.

According to Gainous et al. (2018), people need to be careful where they put their trust. Putting too much trust in certain media sources can heavily impact our view of the world and political opinion. People choose specific media outlets to get information from, not questioning whether they are reliable with their information. Being able to determine if information is trustworthy is important, along with being able to learn how to look out for misleading information so trust is not misplaced. Learning how to build up trust skills confidently can play an important role between a therapist and a client. Those who willingly give their trust to any resource can run into the issue of believing false information. Naturally, believing false information can lead to a sense of betrayal when the truth is discovered. The feeling of betrayal can be a great teacher in certain circumstances, teaching people to be more careful when taking in information. As people learn skills for trusting media, those skills can be transferred to learning to

determine if a person is trustworthy.

Possibilities for Future Research

There are many areas for future research. As artificial intelligence is being adapted into medical settings, research should target how people feel. AI has started to be implemented in certain medical settings, but not so much in mental health settings. Future research can look at how comfortable people are when sharing personal or private information, especially for patients who have had traumatic experiences with people. A patient who is traumatized could fully be aware that they need support, but may not know how to trust a person. An additional area of research could be observing how easy access to technology impacts trust, along with how damaging giving out too much trust can be. Being too trusting can leave a person in a vulnerable situation by exposing themselves to the possibility of being manipulated. Easy access to the internet and technology may increase the chances of engaging in risky behavior, especially in children. Those who are more secluded within social groups may become desperate to form connections with people, including predators online. Without being able to see an online person, there is no way possible to gauge body language or physical cues for deceit. Researching children and internet usage may be beneficial for the future. Many research studies tend to have difficulties with their limits on gathering data, particularly in places outside of North America. Language barriers can be a common hindrance when studies are conducted. Future research could focus on language barriers and consider different cultures. A final future research idea pertains to the elderly. In many studies, the majority of the population studied are middle-aged or younger. Looking for more ways to include elderly patients in studies would increase the generalizability.

There is no denying that relationships are vital and the basis of human social lives. From childhood to late adulthood, people

continuously use judgment cues to determine if others are trustworthy. Being able to determine trustworthiness may have started as an evolutionary survival tool and continued to be a beneficial tactic throughout life. Our personality traits and attachment styles begin from infancy, which will influence a person's willingness to trust in a relationship. As technology continues to advance, humans as a species need to learn to enhance their social skills. Ranging from easy access to online media to the increasing usage of artificial intelligence, comprehensive technology skills are needed to determine if information that is published is trustworthy. Therapists are one of the first lines of defense when it comes to teaching people how to alter their social skills. Learning how to trust therapists may be difficult, but it proves to be substantially beneficial in the long run. The more a person learns how to trust responsibly, the more fulfilling relationships can be formed. ■

REFERENCES

- Aïmeur, E., & Sahnoun, Z. (2019). Privacy, trust, and manipulation in online relationships. *Journal of Technology in Human Services*, 38(2), 159–183. <https://doi.org/10.1080/15228835.2019.1610140>
- Basso, A., Goldberg, D. T., Greenspan, S., & Weimer, D. M. (2001). First impressions: Emotional and cognitive factors underlying judgments of trust e-commerce. *Proceedings of the 3rd ACM Conference on Electronic Commerce*. <https://doi.org/10.1145/501158.501173>
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117(3), 497–529. <https://doi.org/10.1037/0033-2909.117.3.497>
- Campbell, L., Simpson, J. A., Boldry, J. G., & Rubin, H. B. (2010). Trust, variability in relationship evaluations, and relationship processes. *Journal of Personality and Social Psychology*, 99(1), 14–31. <https://doi.org/10.1037/a0019714>
- De Dreu, C. K. W., Greer, L. L., Handgraaf, M. J. J., Shalvi, S., Van Kleef, G. A., Baas, M., Velden, F. S. T., Van Dijk, E., & Feith, S. W. W. (2010). The neuropeptide oxytocin regulates parochial altruism in intergroup conflict among humans. *Science*, 328, 1408–1411. <https://doi.org/10.1126/science.1189047>

- Ewing, L., Sutherland, C. A. M., & Willis, M. L. (2019). Children show adult-like facial appearance biases when trusting others. *Developmental Psychology*, 55(8), 1694–1701. <https://doi.org/10.1037/dev0000747>
- Gainous, J., Abbott, J. P., & Wagner, K. M. (2018). Traditional versus internet media in a restricted information environment: How trust in the medium matters. *Political Behavior*, 41(2), 401–422. <https://doi.org/10.1007/s11109-018-9456-6>
- Harris, P. L., Corriveau, K. H., Pasquini, E. S., Koenig, M., Fusaro, M., & Clément, F. (2012). Credulity and the development of Selective Trust in early childhood. *Foundations of Metacognition*, 193–210. <https://doi.org/10.1093/acprof:oso/9780199646739.003.0013>
- Holmes, J. G., Rempel, J. K., & Zanna, M. P. (1985). Trust in close relationships. *Journal of Personality and Social Psychology*, 49(1), 95–112. <https://doi.org/10.1037/0022-3514.49.1.95>
- Juravle, G., Boudouraki, A., Terziyska, M., & Rezsescu, C. (2020). Trust in artificial intelligence for medical diagnoses. *In Progress in Brain Research*, 253, 263–282. <https://doi.org/10.1016/bs.pbr.2020.06.006>
- Martins, N. (2002). A model for managing trust. *International Journal of Manpower*, 23(8), 754–769. <https://doi.org/10.1108/01437720210453984>
- Micocci, M., Borsci, S., Thakerar, V., Walne, S., Manshadi, Y., Edridge, F., Mullarkey, D., Buckle, P., & Hanna, G. B. (2021). Attitudes towards Trusting Artificial Intelligence Insights and Factors to Prevent the Passive Adherence of GPs: A Pilot Study. *Journal of Clinical Medicine*, 10(14), 1–11. <https://doi.org/10.3390/jcm10143101>
- Pálmadóttir, G. (2006). Client-Therapist relationships: Experiences of occupational therapy clients in rehabilitation. *British Journal of Occupational Therapy*, 69(9), 394–401. <https://doi.org/10.1177/030802260606900902>
- Taylor, P., Rietzschel, J., Danquah, A., & Berry, K. (2014). The role of attachment style, attachment to therapist, and working alliance in response to psychological therapy. *British Journal of Medical Psychology*, 88(3), 240–253. <https://doi.org/10.1111/papt.12045>
- Wrede-Sach, J., Voigt, I., Diederichs-Egidi, H., Hummers-Pradier, E., Dierks, M., & Junius-Walker, U. (2013). Decision-making of older patients in context of the doctor-patient relationship: A typology ranging from “self-determined” to “doctor-trusting” patients. *International Journal of Family Medicine*, 1–10. <https://doi.org/10.1155/2013/478498>
- Yu, M., Saleem, M., & González, C. (2014). Developing trust: First impressions and experience. *Journal of Economic Psychology*, 43, 16–29. <https://doi.org/10.1016/j.joep.2014.04.004>