



**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

Dr Lisa A. Williams

School of Psychology

T: +61 2 9385 1643

E: [lwilliams@unsw.edu.au](mailto:lwilliams@unsw.edu.au)

UNSW Knowledge Exchange

[knowledge.exchange@unsw.edu.au](mailto:knowledge.exchange@unsw.edu.au)

[www.capabilities.unsw.edu.au](http://www.capabilities.unsw.edu.au)

+61 (2) 9385 5008