

PRIMARY DIMENSIONS OF SOURCE CREDIBILITY

1. Competence (Expertise, Expertness, Qualification, Authority)

qualified-unqualified, expert-inexpert, informed-uninformed, intelligent-unintelligent, experienced-inexperienced, trained-untrained, skilled-unskilled

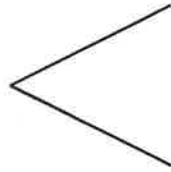
2. Trustworthiness (Character, Honesty, Safety, Personal Integrity)

honest-dishonest, trustworthy-untrustworthy, unbiased-biased, openminded-closedminded, fair-unfair, unselfish-selfish, just-unjust

source who is

advocating

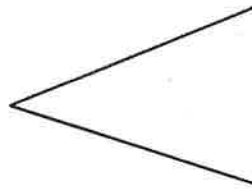
generous



large award

small award

stingy



large award

small award