

DIFFERENTIATING BETWEEN CATEGORY-BASED AND PERSON-BASED TRUST

Category-Based Trust	Person-Based Trust
<p>Definition: Category-based trust is trust and credibility given to individuals or groups solely based on their membership in a group or category that is viewed as trustworthy (such as rank or level of experience).</p> <p>Category-based trust can be relied upon during:</p> <ul style="list-style-type: none">• Clear-cut, procedural situations.• Situations that require quick decision making related to the trustee's experience.	<p>Definition: Person-based trust is trust and personal credibility based on the steady collection of information about an individual's attributes. Someone who has person-based trust will exhibit professionalism, integrity, and care for others.</p> <p>Person-based trust can be relied upon during:</p> <ul style="list-style-type: none">• Situations in which the trustor must influence others outside the chain of command.• Unusual situations that require complex decision making and problem solving.• Situations involving personal issues. <p>Person-based trust can foster:</p> <ul style="list-style-type: none">• Reliance trust.• Disclosure trust.