

$$T = \frac{C+R+I}{S}$$

T = Trustworthiness

C = Credibility

R = Reliability

I = Intimacy

S = Self Interest

Name:

$$T \square = \frac{C \square + R \square + I \square}{S \square}$$

Name:

$$T \square = \frac{C \square + R \square + I \square}{S \square}$$

Name:

$$T \square = \frac{C \square + R \square + I \square}{S \square}$$