

A conceptual diagram illustrating the components of perceived credibility. It consists of three circles arranged horizontally. The first circle on the left contains the text 'Perceived trustworthiness'. To its right is a plus sign '+'. The second circle in the middle contains the text 'Perceived expertise'. To its right is a right-pointing arrow '→'. The third circle on the right contains the text 'Perceived Credibility'.

Perceived  
trustworthiness

+

Perceived  
expertise



Perceived  
Credibility