

	<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>POSITIVE-NEGATIVE</b>	<b>NEUTRAL</b>
<b>PERCEIVED</b>	They will believe the project will proceed to completion. Eventually, however, when problems occur, they will not believe the chance for success.	They are being deceived or misled as they see a commitment to their safety, health, or well-being which will not be met when the project is done.	They will be the recipient of others' trust. "Trust" does not imply they must believe in the project (especially in the early stages).	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.
<b>EXPERIENCED</b>	They will not feel that they have been deceived or misled. They will feel that they have been deceived or misled.	They will feel that they have been deceived or misled. They will feel that they have been deceived or misled.	They will not feel that they have been deceived or misled. They will not feel that they have been deceived or misled.	They will not feel that they have been deceived or misled. They will not feel that they have been deceived or misled.
<b>BEHAVIOR</b>	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.
<b>EMOTION</b>	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.
<b>ATTITUDE</b>	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.
<b>OPINION</b>	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.	They will not believe the project will proceed to completion. They will not believe the project will be successful. They will not believe the project will be successful.