5 Core Social Needs: The **BUCET** Model

- **Belongingness Violation**
  “He/she rejects me/my values.”

- **Understanding Violation**
  “I don’t get his/her beliefs.”

- **Control Violation**
  “He/she tries to control my life.”

- **Enhancement Violation**
  “He/she acts morally superior.”

- **Trust Violation**
  “He/she is not honest or fair.”

**Perception of Hypocrisy**

**Message Rejection**

**AIN'T NOBODY**

**GOT TIME FOR THAT!**