

# Sample Deliverables: Editing & Proofreading

## Overview:

This document provides a sample of what you can expect when we undertake editing and proofreading of your document.

For each project, we typically undertake the following:

- Fix typos, punctuation issues and ensure consistency of your spelling (UK or US).
- Undertake light rewriting of poorly presented sentences to improve readability and ease improvement
  - Correct areas where clarification and additional explanation is needed.

Highlight areas where additional references are needed (e.g. sweeping your reference list in the correct format (e.g. APA).

- Generate the table of contents page, list of figures and tables.
- Ensure consistent style figure and table captions.
- Ensure consistency of heading levels and styles.
- Ensure that your format/page layout is in line with your institution's requirements\*

\* You will need to provide us with your institution's requirements for these points.

Examples of these corrections are provided on the pages that follow.

## Queries:

If you have any questions regarding our editing and proofreading service, please feel free to email us at \_\_\_\_\_

[support@hamnicwritingservices.com](mailto:support@hamnicwritingservices.com) or [book a consultation](#) at HAMNIC Solutions

Get your work [meticulously edited and proofread](#) by qualified, dissertation specialists, who understand exactly what the markers want at [hamnicwritingservices.com](http://hamnicwritingservices.com)

## Contents

2.2.1 – Trustor’s propensity to trust	2
2.2.2 – Institution-based trust	3
Reference List	4

### 2.2.1 – Trustor’s propensity to trust

Building on the psychology discipline discussed in Section 2.1.1, a trustor’s disposition or propensity

to trust is a trait that impacts their generalised trust of others. In other words, how likely they are to trust various entities in general.

Schoorman *et al.* (2007) proposes that propensity to trust are is a moderating variable in developing organisational trust, particularly in the early stages of a relationship. Lee and Turban, (2001), Gefen (2000) and Teo and Liu (2007) extended this theory to the e-commerce environment, and found that higher propensity to trust positively affected user trust in e-commerce vendors, whilst Gill *et al.* (2005) found propensity to play a key role in situations where information about trustworthiness was ambiguous. However, Koufaris and Hampton-Sosa (2004) found no support for the theory in their study, also in the e-commerce environment.

It is proposed that propensity to trust is influenced by various factors, including personality (Freitag and Bauer, 2015), cultural backgrounds (Fukuyama, 1995), age (Gilbert and Tang, 1998; Nielsen, 2015; Gilbert and Tang 1998) and gender (Paxton, 2007). However, the nature and directionality of these relationships does vary significantly across studies.

Returning to the context of the CFD broker, an understanding of the relative impact of trustor propensity on trust, as well as the variation of propensity across cultures, age groups and genders, will could prove valuable in terms of target market selection and marketing messaging. This leads to the following hypotheses:

**H<sub>1</sub>:** *A customer’s propensity to trust will be positively related to their willingness to trust a CFD broker.*

Get your work [meticulously edited and proofread](#) by qualified, dissertation specialists, who understand exactly what the markers want at [hamnicwritingservices.com](http://hamnicwritingservices.com)

**Commented [A1]:** I’ve inserted an automated table of contents here to ensure all your sections are accurately please update this table (right-click, “Update table”).

**Commented [A2]:** I’ve formatted this as a heading for clarity, which will be automatically linked to in your table of

**Formatted:** Heading 2, Line spacing: single

**Commented [A3]: Clarity and flow of argument:**  
to improve the clarity and flow of your argument.

**Commented [A4]: Format in-text citation:**  
italicizing et al and using a full stop. I’ve formatted this accordingly.

**Commented [A5]: Grammatical issue:**  
I’ve corrected the subject verb agreement.

**Formatted:** Font: Italic, Complex Script Font: Italic

**Commented [A6]: In-text and end-text references:**  
there is alignment between the two sections.

**Commented [A7]: Punctuation correction:**  
Incorrect use of comma – I have corrected it.

**Commented [A8]: In-text citation:**  
present tense. In quantitative research these are typically cited in the past tense.

**Formatted:** Font: Italic, Complex Script Font: Italic

**Commented [A9]: In-text citation:**  
the past tense.

**Commented [A10]: Clarification and additional information needed:**  
you are referring to the study per se, or to the e-commerce environment specifically. Currently this statement is a bit

**Commented [A11]: In-text citation:**  
to, it is customary to list the sources in a specific order. In this case the most recent first. I have made the adjustments.

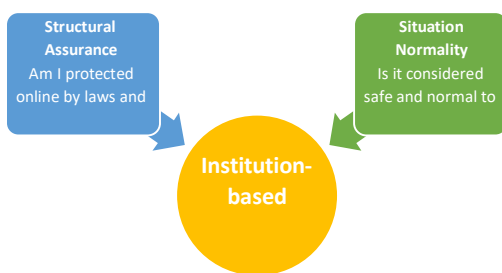
**Commented [A12]: Suggestion or improvement:**  
use of “will” here. You cannot substantiate this claim here yet.

## 2.2.32 – Institution-based trust

Building on the sociological perspective discussed in Section 2.2.1, a trustor's belief that the necessary technological and legal safeguards, systems and controls are present to ensure a desirable outcome – that is, institution-based trust – presents a key determinant of willingness to trust (McKnight *et al.*, 2002b). This institution-based trust pertains to the presence of the necessary technological and legal safeguards, to ensure a desirable outcome. This. Notably, this is of particular relevance to the online environment in which CFD brokers operate, given that 85% of South Africans reporting concern of regarding their sensitive information being bought or sold online. (CIGI and IPSOS, 2015).

McKnight *et al.* (2002b) dissect institution-based trust into *structural assurance* and *situational normality* (Figure XYZ). *Structural assurance* refers to the trustor's belief that structural protection mechanisms such as regulations, guarantees and legal recourse are in place and sufficiently protect them from undesirable outcomes. *Situational normality* refers to the trustor's belief that the transactional behaviour in the given environment is normal and favourable – in other words, how 'normal' is it to purchase and share information online?

Figure XYZ – Components of institution-based trust (McKnight *et al.*, 2002b)



An understanding of the impact of institution-based trust, as well as the variation of propensity across segments, would prove valuable in shaping marketing messaging to relevant audiences, as well as website design decisions. For example, the use of third-party security assurance seals could

All content © Grad Coach. Strictly no editing, sharing or reproduction allowed.

**Commented [A13]: Correct numbering:**

2.2.2. I have corrected it.

**Formatted:** Heading 2, Line spacing: single

**Commented [A14]: Consistency:**

to maintain consistency in terms of this practice.

**Commented [A15]: Referencing and citation:**

this would be listed both in-text and in the Reference list as (b).

**Commented [A16]: Light rewriting:**

from readability and academic narrative flow. Thus, I have edited this into shorter sentences for clarity.

**Formatted:** Font: Italic, Complex Script Font: Italic

**Commented [A17]: Light rewriting**

**Commented [A18]: Grammatical issue**

**Commented [A19]: Punctuation:**

the end of a sentence.

**Commented [A20]: Correction of misspelling**

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Commented [A21]: Suggestions for improvement:**

To highlight concepts, you could italicise these.

**Commented [A22]: Figures and tables:**

is a partial edit (not the full document), I cannot insert this for you.

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Commented [A23]: Consistency of UK spelling:**

Your institution requires adherence to UK English.

**Commented [A24]: Figures and tables:**

that a caption for a figure is typically below the figure itself.

**Formatted:** Font: Not Italic, Complex Script Font: Not Italic

**Formatted:** Font: Not Italic, Complex Script Font: Not Italic

aid in addressing structural assurance concerns. Institution-based trust considerations therefore lead to the following hypothesis:

**H<sub>2</sub>: A customer's institution-based trust will be positively related to their willingness to trust a CFD broker.**

## References List

~~Baier, A., 1986. Trust and Antitrust. *Ethics* 96, 231–260.~~

CIGI, IPSOS, 2015. 2016 CIGI-Ipsos Global Survey on Internet Security and Trust [WWW—Documentonline]. CENTRE FOR INTERNATIONAL GOVERNANCE INNOVATION. Available at: URT—<https://www.cigionline.org/internet-survey-2016> (Accessed: 6:19:16) 19 July 2016.

Freitag, M., & Bauer, P.C., 2015. Personality traits and the propensity to trust friends and strangers. *The Social Science Journal*.

Fukuyama, F., 1995. *Trust: The social virtues and the creation of prosperity*. Free Press, New York: Free Press.

Gefen, D., 2000. E-commerce: the role of familiarity and trust. *Omega*, 28, 725–37.

Gilbert, J., & Tang, T., 1998. An Examination of Organizational Trust Antecedents. *Public Personnel Management*, 27, 321–38.

Gill, H., Boies, K., Finegan, J., & McNally, J., 2005. Antecedents of trust: establishing a boundary condition for the relation between propensity to trust and intention to trust. *Journal of Business and Psychology*, 19.

Koufaris, M., & Hampton-Sosa, W., 2004. The development of initial trust in an online company by new customers. *Information & Management*, 41, 377–97.

McKnight, D., Choudhury, V., & Kacmar, C., 2002b. Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. *Information Systems Research*, 13, 334–359.

Nielsen, 2015. GLOBAL TRUST IN ADVERTISING. The Nielsen Company.

Schoorman, F.D., Mayer, R.C., & Davis, J.H., 2007. AN INTEGRATIVE MODEL OF ORGANIZATIONAL TRUST: PAST, PRESENT, AND FUTURE. *Academy of Management Review*, 32, 344–354.

Teo, T., & Liu, J., 2007. Consumer trust in e-commerce in the United States, Singapore and China. *Omega*, 35, 22–38.

**Commented [A25]:** Typos and misspellings

**Commented [A26]:** Reference required:

be useful as it is not common knowledge (and therefore should be referenced).

**Commented [A27]:** Reference List correct format: This is the correct heading format per your university's

Remember to start this on a new page once you've completed your revisions.

**Formatted:** Font: Bold, Complex Script Font: Bold

**Commented [A28]:** Reference list correct format:

not a Bibliography. Therefore, you should only include sources that appear in-text.

**Commented [A29]:** This source is incomplete. Please insert volume, issue and page numbers of journal.

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

**Formatted:** Font: Italic, Complex Script Font: Italic

Get your work [meticulously edited and proofread](https://hamnicwritingservices.com) by qualified, dissertation specialists, who understand exactly what the markers want at [hamnicwritingservices.com](https://hamnicwritingservices.com)