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Professor Larry Gross, Editor  
*International Journal of Communication*

Submission of an Article Titled  
"Trust and Online Privacy Concerns in a General Population of Internet Users" for  
Publication in the *International Journal of Communication*

Dear Professor Gross:

I am submitting an original research article titled "Trust and Online Privacy Concerns in a General Population of Internet Users" for publication in the *International Journal of Communication*. I confirm that this work is original and that it has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

In this work, I study the etiology of online privacy concerns, with a dedicated focus on trust. I causally pair two measures of trust with three measures of online privacy concerns to form five hypotheses, which I then test using data from a general population survey in the Republic of Cyprus (in the article I refer to "a Mediterranean society" for blind review). The survey is part of the *World Internet Project*.

The main conclusion of the study is that trust (in people and in institutions) reduces privacy concerns (about violations by people, corporations, and governments). The study does not test a particular theory, nor does it aim to expand or amend any existing theory; rather, it aspires to be a general theoretical contribution, as trust has been part of various theoretical approaches.

Some of the features that make this work worthwhile are the following:

- I model general trust, i.e., a general expectation that people and institutions are trustworthy (rather than specific trust, i.e., trustworthiness of specific organizations, networks or firms) as a cause (rather than as an effect) of privacy concerns.
- I elaborate on how trust makes the difference in privacy concerns above and beyond social capital, to conclude that it is trust, rather than participation in social networks per se, that reduces privacy concerns.

- The data are from a representative sample of the general population of internet users (selected from the telephone directory by systematic random sampling, not recruited online).
- Beyond statistical significance, I also discuss the substantive significance of the observed effects, providing the necessary information (units of measurement, theoretical range of the variables, and unstandardized regression coefficients) for effect size calculations.

Thank you very much in advance for considering my work.

Sincerely,

A handwritten signature in blue ink, consisting of several overlapping loops and a final flourish.