

Trends show that privacy concerns are raising but end users are not armed with enough mechanism to protect themselves. One of the mechanisms that could help users in this sense is Privacy Enhancing Tools (PETs). However these tools are reportedly having low adaptation and users tend to be reluctant to integrate them as part of their daily Internet usage. Unique characteristics of these tools along with paradoxical behavior and attitude of users calls for more inquiry to create more attractive tools. From the first call by Cranor (1999) in end-user privacy enhancing tools, a large body of this call is answered by computer scientist with at just conceptual level (Bélanger & Crossler, 2011). Laudon (1996) argues that a large part of crisis within privacy is lack of tools within the market while recent research shows that “Designers often forget to consider how they would measure the effectiveness of privacy protection tools, and that is something IS researchers should seek to answer” (Bélanger & Crossler, 2011, p. 1022). My current research involves with designing a methodology that could be used to evaluate the PETs with end user interaction. The theoretical framework of the research is based on the Genre theory. Yates & Orlikowski (1992, p. 301) defined genres within the boundaries of organizations as: “A genre of organizational communication (e.g., a recommendation letter or a proposal) is a typified communicative action invoked in response to a recurrent situation.” Each genre is categorized by its substance and form (Yates & Orlikowski, 1992). Substance refers to motives, logic and themes presented in a communication which is conveyed through Form as a standard unit of communication shaped evidently and linguistic. Form can also have [at least] three elements in organizational communication: structural features (such standard units and formatting of a letter, agenda, etc.), communication medium (the thing that facilitates the communication such as pen, fax, etc.) and language or symbol system (defined as linguistic characteristics of the form with respect to the type of genre such as informal day to day language or formal written invitation letter.) Built upon Yates & Orlikowski's (1992) and Erickson's (1997) “socially-constructed” notion of genre, (Palen & Dourish, 2003) defined genres of disclosure as a unified principle of “socially-constructed patterns of privacy management” which is “regularly reproduced arrangements of people, technology and practice that yield identifiable and socially meaningful styles of interaction, information, etc.”. As some examples of patterns of meaningful information disclosure in the LL we can enumerate: a user reveals his usage of a certain application in their setting, reporting of sensor's data to developers, etc. Violations of privacy in this respect can be defined as the situations where one feels that disclosure has a direct relationship between the genre and its intended usage. This means that personal privacy is the degree to which a system fails to align its user's intended usage of genre of disclosure from its actual use. (Lederer, Hong, Dey, & Landay, 2004) invites scholars and designers of privacy-affecting systems to identify genres of disclosure to give users the possibility to “(1) understand the extent of the system's alignment with those genres and (2) conduct socially meaningful action that supports them”.

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