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EVALUATING THE BLACK SWANS OF SOCIAL MEDIA: MEASURING THE EXTENT OF RIGHT OF ACCESS TO INFORMATION THROUGH AN INVENTIVE FUZZY LOGIC APPROACH

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ABSTRACT

Right of access to information (RAI) is interrelated with the social media value (SMV) and cross-bordered. Every citizen shall have RAI which is in possession of public authorities. However, RAI is not an unlimited privilege as grounds of denial are recognized in law. The factors of denial are *inter alia* invasion of privacy, undermine defence of State, prejudice to economy, harm government's integrity- all black-swans. SMV is the process of yielding intangible benefits from media to its stakeholders. Nevertheless, legislation is ambiguous about the extent to which the RAI is curtailed. Hence, SMV is unquantified, uncertain and non-measurable; apparent benefits are less than actual. Objectives are to measure the extent to which the RAI is curtailed and monitor the level to which SMV is realized. Secondly, to validate the model in the field to impute future orientation in measuring SMV. The study proposes a systematically reviewed inventive technology solution to quantify SMV. (Dis)benefits will be computed with words and translated into numerical through computing with numbers method. The fuzzy inference system will input fifty cases and generate an output through fuzzification. A cross-sectional study supported by ten experts' opinions obtained through crowd sourcing for site triangulation. Socio-fuzzy consensus underpins field data analysis. The fuzzy constraint variables are coupled to ascertain the dualistic fuzzy effect on SMV. The system generated nine fuzzy rules and five linguistic identifier outputs- "always"=5, "at most times"=4, "sometimes"=3, "seldom"=2, "never"=1. SMV is a fuzzy variable that expresses the realization of media benefits and can be evaluated at citizen, institutional, national, and international strata. The model can be utilized by media entities and policy makers to strategize futuristic evaluations of SMV.

Keywords: SMV, black-swans, fuzzy logic, RAI, legislation, stakeholders