

MULTI-CRITERIA ANALYSIS OF WWW DOMAIN EFFICIENCY ON SOCIAL BEHAVIOR IN CYBER SPACE

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Abstract: The level of technological development, as well as technology, allows a contemporary individual to put any possible files, photos or multimedia contents on his internet-connected computer. As a result, nowadays we practically have an enormous amount of data, available to almost any possible individual worldwide. People make connections over Web service throughout internet as visible communication. World Wide Web represents the most prominent internet field thus partly influencing internet users in contemporary world. Defining efficiency of World Wide Web domain within cyber space means a lot to social behavior.

This paper deals with estimating efficiency of World Wide Web domain on social affairs in cyber space with the use of multi-criteria analysis. Based on the criteria chosen, World Wide Web domain efficiency assessment in cyber space has been conducted, with the emphasis on the influences towards efficiency in the domain of fulfilled influences on social affairs. Identification of such World Wide Web fields facilitates the process of technological progress on one hand or facilitates recognition, prevention and protection of human and material resources on the other hand. World Wide Web domain efficiency in cyber space analysis has been performed through the method of Analytic Hierarchy Process (AHP method), while the efficiency expertise of World Wide Web domain on social behavior in cyber space has been performed within a software tool "Super Decision 2.6.0 – RC1". For the sake of the comparative data analysis, an "on-line" survey has been made on a representative sample of 148 individuals, applying a five-degree Likert Scale of attitudes as well as the analysis of obtained data within a software tool used for statistical data processing "Statistical Package for the Social Sciences".

Upon a completion of performed analysis based on an influence significance, the following World Wide Web domains were singled out: Facebook, Youtube, Wikipedia and Twitter.

Keywords: World Wide Web domain, cyber space, multi-criteria analysis, AHP method.

INTRODUCTION

Basics of Web service

Modern technology allows every single individual to put lines, photos, multimedia contents interconnected as well as self-designed on his internet-connected computer. Internet represents a resource within a visible communication field allowing communication worldwide. Internet communication is performed through Web service whereby most people do not make either conceptual or categorical difference between the Internet and World Wide Web.

World Wide Web cannot be interpreted as a synonym for the internet. However, it does represent the most prominent part of the internet which can be defined as a techno-social system based on tech-

nological networks where people interact. Techno-social term refers to a system that improves human cognition as well as communication and cooperation. In other words, "Cooperation goes arm in arm with communication while communication requires previous knowledge" (Christian Fuchs, 2010).

Due to these facts, Web domains become a field significant for the shaping of social behavior as well as for the influence within cyber space, therefore they must be analyzed and explored as an occurrence.

The history of Web service

Historically speaking, Web technology has evolved as of 1980s when Web 1.0 technology was

first presented all through the conceptual consideration of symbiotic networks also known as Web 4.0.

Web 1.0

The main feature of Web 1.0 technology suggests one-way communication where Web is considered to be a source of information. Web 1.0 represents the first generation of Web which is interpreted by Tim Berners-Lee as “a network system with its basic purpose to observe and read documents and to gain knowledge based upon documents observed and read” (Brian Getting, 2007). The basic purpose of Web 1.0 establishing is to create informative sites where companies can place and convey information towards wide auditorium. Thus formed network system provides a limited interaction between a user and contents placed on Web sites, allowing only browsing and reading information.

Web 2.0

Web 2.0 architecture is designed to let and support users, while accessing and using applications, create contents thus giving their contribution to a Web content or application. Such interactive relation allows a user to participate in creating Web content continuously collecting data on interaction performed. The data is turned into new forms, visualized and used in innovative ways. Web 2.0 term was officially defined in 2004 by Dale Dougherty, vice president of O'Reilly Media, during O'Reilly Media and MediaLive International conference (Tim Berners-Lee, 1998). Tim O'Reilly defines Web 2.0

on his Web page as: “Web 2.0 represents a revolution in computer industry caused by choosing internet as an interactive platform with a clearly defined goal. The goal is: Creating applications which use network effects in order to enable interactive use of contents for as many possible users.”

Web 2.0 is not just a technology that is used, but a change in a manner of contemplating as well as a focus change towards a social segment Web. Basic differences between Web 1.0 and Web 2.0 have been listed in the Table 1.

Web 3.0

John Markoff suggests Web 3.0 as a third Web generation (Spivack Nova, 2011). The main idea of Web 3.0 is to define and connect structural data for the sake of more effective detection, automation, integration and re-use of various information (Ossi, Nykänen, 2003). Web 3.0 aims to connect, integrate and analyze data from various data sets in order to achieve a new flow of information that is to convey information out of a domain of comprehending into a domain of knowledge.

Web 4.0

Web 4.0 is still just an idea, without any clear definition Web 4.0 is also known as a symbiotic network. This network is defined by the interaction between people and machines within symbiosis. The idea for functioning Web 4.0 service is based on communication through powerful interface such as mind-controlled interface (Hemnath, 2010).

Table 1. Basic differences between Web 1.0 u Web 2.0

Number.	Comparative criterion	Web 1.0	Web 2.0
1.	Way of using	Reading	Writing
2.	Users	Companies and Corporation	Users themselves
3.	Communication architecture	Client-server	Peer-to-Peer
4.	Most important standard	HTML	XHTML, XML, CSS
5.	Pages	Private	Blogs
6.	Way of providing information	Portals	RSS (different sources)
7.	Data organization	Taxonomy (making category groups)	Tags (users choose themselves a key word for categorization)
8.	Data transfer technology	Wire	Wireless
9.	Ownership	Personal ownership	Sharing
10.	Company – technology leader	Netscape	Google
11.	Way of interacting	Web forms	Web applications
12.	Downloading contents from various sites	Screen scraping	API (Application Programming Interface), RSS, XML
13.	Internet connection	Slow analog modem connection „dial-up“	Broadband online - fast
14.	Costs	Hardware price	Data permeability cost

AHP method of World Wide Web domain efficiency on social behavior within cyber space

Multi-criteria analysis of AHP method implemented in this paper aims to determine efficiency of World Wide Web domain within cyber space of utmost significance on social behavior. One of the advantages of AHP method is a possibility to convert nonmaterial factors into numerical values as well as systematic value assessment of chosen factors in pairs through a number of sets comparison series (Saaty, T. 2008). Comparisons can be defined by algebraic expression through the assessment matrix that is through paired comparisons (Seungbum L., 2011).

Algebraic expression of assessment matrix that is paired comparisons is defined by the following:

$$A = \begin{bmatrix} a_{11} & a_{12} & a_{1n} \\ a_{12} & a_{22} & a_{2n} \\ \vdots & \vdots & \vdots \\ a_{n1} & a_{n2} & a_{nm} \end{bmatrix} \quad (1)$$

When completing the assessment, that is paired comparison matrix, it is required to fill in upper (or lower) triangle part of the matrix only. Value 1 lies on the main diagonal (a decision maker is always in-different while comparing alternative with oneself). The rest of the matrix is completed with reciprocal values (reciprocity rule, $a_{ij} a_{ji} = \frac{1}{a_{ij} a_{ij}}$). Grade consistency is secured that way ($a_{ij} * a_{ji}=1$). Whereby $a_{ij} a_{ij}$ stands for relative significance i out of j ,

$a_{ij} = \frac{1}{a_{ij} a_{ij}} = \frac{1}{a_{ij}}$ and $a_{ij} a_{ij} = 1$ when $i = j$. Then the value of the vector $\widehat{W} \widehat{W}$ significance is calculated by the following formula:

$$\widehat{A} * \widehat{W} = \lambda_{max} * \widehat{W} \quad (2)$$

Whereby $\lambda_{max} \lambda_{max}$ represents the greatest inherent value for $\widehat{A} \widehat{A}$ (each of the parameter value sets for which differential equation has no zero solution (own function) under circumstances provided).

World Wide Web method analysis of domain efficiency on social behavior

Rapid development of modern technology, computer technologies as well as internet technologies made “the whole world a global village” according

to Marshall McLuhan in his work. Web domains can and do accomplish a great significance on all social structures as well as any social classes in a country worldwide. At the beginning of a massive use of internet, people were limited to sending “e-mail” messages, while today, with the use of social networks they are practically exposed to a 24-hour-a-day influence. Such exposure to World Wide Web contents leads to a change in social behavior which can be aimed and pointed to a desired direction, which is why it is a necessity to analyze influences on social behavior achieved through Web domains as well as to realize social changes due to these uses.

This paper deals with efficiency in terms of accomplished results or the effect of World Wide Web domain on social behavior in cyber space realizing listed influences through five different phases of research:

- **Research phase 1** deals with social behavior for the sake of determining the most important factors which affect social behavior in a society.
- **Research phase 2** deals with a statistical analysis on attendance as well as ranking some Web domains in cyber space. The analysis in Phase 2 aims to analyze criterion of “availability” which is to be compared in Phases 3 and 4 with the results of *online* survey, processed by a software tool used for statistical data processing “Statistical Package for the Social Sciences” as well as with the survey results of prominent and professional experts in the domain field within a software tool „Super Decision 2.6.0 – RC1“.
- **Research phase 3** deals with an “on-line” questionnaire on a representative citizen sample as well as a statistical data process within a software tool “Statistical Package for the Social Sciences”, in order to determine media with a significant influence on efficiency of World Wide Web domain on social behavior in cyber space.
- **Research phase 4** deals with the survey of prominent and professional experts in the domain field. The survey results have been processed by the software tool “Super Decision 2.6.0 – RC1”. The aim of this phase is a comparative analysis of different Web domains as

well as a determined efficiency level of Web domain due to elaborated criteria.

- **Research phase 5** deals with summing up obtained results for the sake of determining the significance of some Web domains on social behavior in cyber space.

Research phase number one

Different attitudes find roots in every basic social behavior. Allport believes that “attitude represents neutral and mental competence based on experience thus directly or dynamically influencing individual’s behavior towards objects and situations he comes across” (Allport, G.W., 1935). This definition emphasizes attainment of attitudes, denies inherence and again emphasizes dynamical influence “our actions depend on our attitude”.

Social attitudes cover three different factors: cognitive, emotional and conative.

Cognitive factor covers beliefs as well as knowledge on objects towards which an attitude exists. That knowledge can be really narrow but it can also be an entirely developed system of knowledge.

Emotional factor implies that attitudes always include emotions towards an object we form our attitude on. It is also possible to appear as a complete line of emotions.

Conative factor implies there is always a tendency of doing something. Willful doing towards computer technics “an object we have attitude about, there can be just willingness to act yet can also manifest as a sequel of actions” (Greenwald, A. G., 1995).

All three factors of social attitudes are here considered as a whole within a context of efficiency World Wide Web domain has on social behavior in cyber space. Availability realization as well as Web domain ranking have been made in order to identify quantitative domain properties within which efficient influence on social behavior can be possibly performed.

Research phase number two- Web domain ranking with the use of developed “on-line” tools

Availability realization as well as Web domain ranking have been conducted with the help of tools developed on the site “Alexa” ranking. “Alexa” ranking is a worked out ranking system, defined by “Alexa”, a

branch company of Californian Amazon, specialized to offer commercial Web traffic information. Besides “Alexa”, as a source of information for similar researches, sites like SimilarWeb and Ranking can also be used since they deal with similar issues.

Web domain ranking is calculated this way: the average number of daily visitors combined with average pages displayed on a site during three-months’ time. Web domain with the greatest number of mentioned metrics combinations is ranked as number 1.

All data is obtained of the internet users’ subset using one of 25.000 browser extensions for Google Chrome, Firefox, Internet explorer etc. Apart from the above mentioned, “Alexa analytics” also lets the overview of Web domain ranking in certain countries as well as certain browsing categories such as: health-care, science, the military, academic society etc.

Research phase number three - “on-line” survey by a sample of a population interviewed

Towards this paper’s purposes, an “on-line” survey has been performed by a sample of a population. „On-line” survey covered 148 people from August to December of 2017, in order to view attitudes according to the similarity of comprehending defined terms. The questionnaire used in a survey has been created according to Likert Scale of attitudes (Vasilijevic D., 2016), handed out to various examinees who needed to express their level of agreeing/disagreeing on a five-degree scale where: “1-I completely disagree”, “2-I disagree”, “3-I have no opinion”, “4-I agree” and “5-I completely agree”. Upon the completion of “on-line” survey, a statistical data processing has been performed within a software tool “Statistical Package for the Social Sciences”.

Table 2 deals with a structure of respondents by their gender. Table 3 deals with a structure of respondents by their qualifications. Table 4 deals with a structure of respondents by their place of residing.

Table 2. Structure of respondents by their gender

Gender	Frequency	Percent	Valid percent	Cumulative percent
Male	89	60.1	60.1	60.1
Valid Female	59	39.9	39.9	100.0
Total	148	100.0	100.0	

Source: The author

Table 3. Structure of respondents by the level of education

	Frequency	Percent	Valid percent	Cumulative percent
High school	28	18.9	18.9	18.9
Vocational school	15	10.1	10.1	29.1
College	30	20.3	20.3	49.3
Master's degree	60	40.5	40.5	89.9
PhD	15	10.1	10.1	100.0
Total	148	100.0	100.0	

Source: The author

Table 4. Structure of respondents by their place of residing

	Frequency	Percent	Valid percent	Cumulative percent
Netherlands	15	10.1	10.1	10.1
Croatia	29	19.6	19.6	29.7
Macedonia	15	10.1	10.1	39.9
Slovenia	29	19.6	19.6	59.5
Serbia	45	30.4	30.4	89.9
USA	15	10.1	10.1	100.0
Total	148	100.0	100.0	

Source: The author

Research phase number four –The application of AHP research method of World Wide Web domain efficiency on social behavior in cyber space

The ultimate purpose of AHP multi-criteria analysis is to determine the efficiency of World Wide Web domain on social behavior in cyber space.

This paper explains AHP method as a tool used to process the data obtained through the survey of prominent and professional experts in the domain fields while the interviewing results are processed by a software tool “Super Decision 2.6.0 – RC1”. This phase’s goal reflects in the comparative analysis of different Web domains as well as a determined level

of Web domain efficiency due to worked out criterion.

Diagram 1 depicts a graphic model of AHP method used in this paper.

For the sake of identifying criterion of deciding while making a multi-criteria analysis by AHP method, respondents have been asked to express their attitude according to the following: cost, infrastructure, procedures, knowledge and a dialogue according to obtained results given in Table 5.

In order to simplify the application of the method, “Super Decision 2.6.0 – RC1” software that supports decisions has been used. AHP method has been implied in this paper through five phases:

1. Structuring the problem;
2. Social behavior phenomenon examining;
3. Data collecting;
4. Relative level of difficulty assessment;
5. Problem solving;

Structuring the problem

This issue is consisted of decomposition of a certain complex decision matter into a series of hierarchy (Fallahpour, A., 2017), where each level represents a small number of managed attributes (Bimal N., 2010).

Social behavior phenomenon examining

The above mentioned phenomenon has been performed through the grading of a larger number of alternatives on a scale what makes an accurate assessment more difficult. Consequently, a paired comparison has been conducted. It has also been noticed that the most convenient scale for a research is the one from 1 to 9 (Likert or Saaty scale).

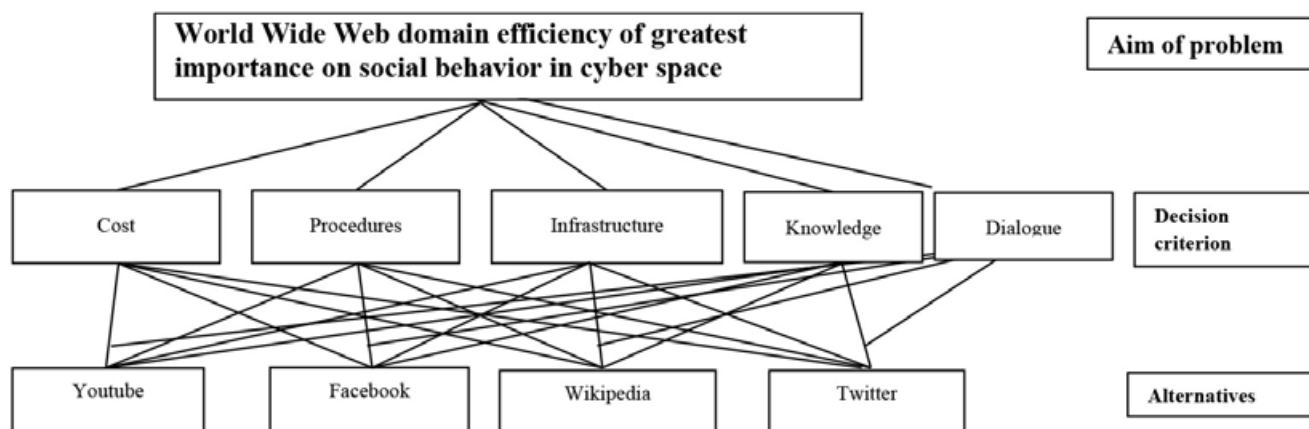


Diagram 1. A graphic model of AHP method

Table 5. Results of interviewing on the significance of the criteria

	Cost	Infrastructure	Procedures	Availability	Knowledge	Entertainment	Dialogue
N	Valid	148	148	148	148	148	148
	Missing	0	0	0	0	0	0
Mean	3.9392	3.8851	4.8851	4.0068	4.8851	1.9932	3.3514
Std. error of mean	.01971	.02630	.02630	.04011	.02630	.02795	.06277
Median	4.0000	4.0000	5.0000	4.0000	5.0000	2.0000	3.0000
Mode	4.00	4.00	5.00	4.00	5.00	2.00	3.00
Std. deviation	.23979	.31994	.31994	.48790	.31994	.34000	.76367
Variance	.058	.102	.102	.238	.102	.116	.583
Range	1.00	1.00	1.00	2.00	1.00	2.00	2.00
Minimum	3.00	3.00	4.00	3.00	4.00	1.00	3.00
Maximum	4.00	4.00	5.00	5.00	5.00	3.00	5.00

Source: The authors

The smaller scale cannot properly differentiate alternatives while the larger scale aggravates showing differences.

Comparison of paired alternatives according to a defined criteria is performed in assessment matrices. This paper defines following criteria for the need of research: cost, infrastructure, procedures, availability, knowledge and a dialogue.

Results of interviewing on the significance of the criteria are listed below in Table 5.

According to the fact that criteria “entertainment” values 1.9932, significantly less than values of other criterion, it is not specified as a criteria to be analyzed.

Table 6: Saaty scale of nine points [11]

Scale	Explanation/Ranking
9	Absolutely the most significant/desirable
8	Very strong towards absolutely the most significant/desirable
7	Very strong towards very significant/desirable
6	Strong towards very strong
5	Stronger towards more significant/desirable
4	Weaker towards stronger
3	Weaker towards more significant/desirable
2	Equal towards weaker
1	Equally significant/desirable
0,50	Equal towards smaller, weaker
0,33	Weaker, less significant/desirable
0,25	Weaker to smaller stronger
0,20	Strong, less significant/desirable
0,17	Strong towards very strong/smaller
0,14	Very strong, less significant/ desirable
0,13	Very strong towards absolutely smaller
0,11	Absolutely the least significant/desirable

Data collecting

Data collecting is conducted through “on-line” internet survey where examinees have been asked to fill in Saaty nine-point-Scale of attitudes in order to rank the significance of criterion within comparison pairs.

The third phase of AHP method starts with data collection as well as their assessment. A decision maker assigns relative grades to pairs of attributes regarding one hierarchy level which is for all the levels of entire hierarchy [11].

For the sake of the comparative analysis of results obtained within a software package “Super Decision 2.6.0 - RC1” this paper displays results obtained by an „online“ survey on a sample of 215 people different gender, education and age. The survey aims to realize attitudes towards similarity of comprehending defined issues. The questionnaire has been created according to Likert Scale of attitudes (Vasilijevic D., 2010), thus forwarded to respondents who have been asked to express their level of agreeing or disagreeing for each statement on a five-degree scale such as:

- “I completely disagree”,
- “I disagree”,
- “I have no opinion”,
- “I agree” and
- “I completely agree”.

Data obtained upon the survey have been processed by the software tool “Statistical Package for the Social Sciences“. Obtained data have been compared with processed data within a software package “Super Decision 2.6.0 - RC1” through interview-

ing experts in a domain field. Chapter 3 in this paper displays results of data processed in a software package “Statistical Package for the Social Sciences“.

Analysis of the relative level of difficulty

This analysis is made by the completion of an assessment matrix. This matrix completion is performed in the way where “the estimator“, by providing values from 1 to 9, actually compares alternatives. Value 1 stands for the equal preference among compared alternatives while value 9 stands for the extreme alternative preference in comparison with another alternative (Triantaphyllou, E. ,2000).

Problem solving determination

This is the final phase of AHP method. It implies finding a composite normalized vector. Upon the determination of the criteria activities order within a model, next level demands determining an alternative significance order within an each criteria analyzed in a model. Finally, the overall analysis of the problem is performed like this: each alternative involvement is multiplied with the level of difficulty criteria analyzed. Upon this all the values sum up for each alternative separately. Obtained result represents the analyzed alternative difficulty level within a model. The level of difficulty is in the same manner determined for all other alternatives in a model.

Significance ranking towards finding a solution to the problem solving with the use of AHP method is applicable in many systems which require the

choice of the best possible solution or alternative. Such systems are for example: healthcare system-while choosing the best possible treatment for instance, or a military system-while selecting armament etc. [15].

AHP method belongs to a group of popular methods since it provides the possibility of identification and analysis of decision maker’s consistency within a process the comparison of elements in hierarchy. Since the alternative comparison is based on personal assessment by a decision maker, its constant monitoring is needed for the sake of achieving a necessary accuracy.

This method provides the monitoring of assessment consistency in any moment while comparing alternative pairs with the use of a consistency index:

$$CI = (\lambda_{max} - n) / (n - 1) \tag{3}$$

consistency relation is calculated:

$$CR = CI / RI \tag{4}$$

where RI stands for random index (matrix consistency index of value *n* randomly generated compared pairs).

The final solution to the problem is determined through an expertise of World Wide Web domain efficiency of greatest significance on social behavior in cyber space. This expertise is performed by the application of AHP method in a software tool “Su-

Table 7. Web domain global rank on 5th January 2018

Rank	Domain	Purpose	Time spent on a site-daily (min:sec)	Daily browsing time per visitor	Percentage of traffic achieved while using a browser	The total of all sites linking
1	Google.com	Allows a global search of information including Web domains, photos and videos.	7:38	8.69	4.80%	4,114,642
2	Youtube.com	Allows videos to be put on with the possibility to give a mark of a content as well as to give a comment.	8:19	4.81	15.90%	3,106,319
3	Facebook.com	Social service that connects people, keeps friendship connections, loads photos, shares.	10:17	4.03	8.70%	8,251,598
4	Baidu.com	Leading Chinese browser allows a simple and reliable browsing in Chinese language as well as putting multimedia contents.	7:33	5.92	8.30%	194,758
5	Wikipedia.org	Free encyclopedia written by common users participation with the use of wiki software.	4:15	3.29	66.80%	2,200,261

per Decision 2.6.0 – RC1“ through an interviewing five prominent experts in a domain field which is the subject of analysis.

Results of the World Wide Web domain efficiency on social behavior within a cyber space

Results obtained upon examining a global rank of Web domain on “Alexa“ site are displayed in Table 7.

The research conducted indicates that due to the significance of daily average of unique visitors as well as of average display of site pages Youtube.com and Facebook.com stand out as two leading domains. Observation of Wikipedia.org as well as Twitter, Inc. is also of great importance since they represent domains within which there is a possibility to influence social behavior in cyber space.

Data analysis obtained by interviewing prominent experts

The first step in data analysis is the environment structuring as well as the preparation of data input.

Data obtained by interviewing prominent experts in a domain field which is the subject of research are displayed in tables 8,9,10,11 and 12.

Table 8. Field expertise 1

Graphic	Alternatives	Total	Normal	Ideal	Ranking
	Facebook	0.5257	0.5257	1.0000	1
	Twitter	0.0726	0.0726	0.1381	4
	Wikipedia	0.1828	0.1828	0.3477	3
	Youtube	0.2189	0.2189	0.4163	2

Table 9. Field expertise 2

Graphic	Alternatives	Total	Normal	Ideal	Ranking
	Facebook	0.6437	0.6437	1.0000	1
	Twitter	0.0545	0.0545	0.0847	4
	Wikipedia	0.1492	0.1492	0.2317	3
	Youtube	0.1526	0.1526	0.2370	2

Table 10. Field expertise 3

Graphic	Alternatives	Total	Normal	Ideal	Ranking
	Facebook	0.6793	0.6793	1.0000	1
	Twitter	0.0531	0.0531	0.0782	4
	Wikipedia	0.1109	0.1109	0.1632	3
	Youtube	0.1567	0.1567	0.2307	2

Table 11. Field expertise 4

Graphic	Alternatives	Total	Normal	Ideal	Ranking
	Facebook	0.7288	0.7288	1.0000	1
	Twitter	0.0622	0.0622	0.0854	4
	Wikipedia	0.1212	0.1212	0.1663	2
	Youtube	0.0878	0.0878	0.1205	3

Table 12. Field expertise 5

Graphic	Alternatives	Total	Normal	Ideal	Ranking
	Facebook	0.7033	0.7033	1.0000	1
	Twitter	0.0635	0.0635	0.0903	4
	Wikipedia	0.1403	0.1403	0.1994	2
	Youtube	0.0930	0.0930	0.1322	3

Summing up results obtained by the application of AHP method points out that the expertise of World Wide Web domain efficiency of utmost significance on social behavior in cyber space ranks World Wide Web domains according to the following:

1. Facebook (100% of interviewed experts agreed);
2. Youtube (60% of interviewed experts agreed);
3. Wikipedia (60% of interviewed experts agreed);
4. Twitter (100% of interviewed experts agreed).

The analysis of data obtained by “on-line“ interviewing

The results of “on-line“ survey according to the similarity of comprehending World Wide Web domain efficiency on social behavior in cyber space are displayed in Table 12.

Table 12. The results of respondents' attitudes due to the similarity of comprehending

	Youtube	Facebook	Wikipedia	Twitter
N	Valid	148	148	148
	Missing	0	0	0
Mean	4.0000	4.6959	2.9122	3.6892
Std. error of mean	.03713	.05309	.05747	.06421
Median	4.0000	5.0000	3.0000	4.0000
Mode	4.00	5.00	3.00	4.00
Std. deviation	.45175	.64585	.69916	.78117
Variance	.204	.417	.489	.610
Range	2.00	2.00	2.00	3.00
Minimum	3.00	3.00	2.00	2.00
Maximum	5.00	5.00	4.00	5.00
Sum	592.00	695.00	431.00	546.00

Source: The authors

The result of the “on-line” survey indicates that respondents are ranked according to the significance of World Wide Web domain efficiency on social behavior in cyber space in the following manner:

1. Facebook;
2. Youtube;
3. Twitter;
4. Wikipedia.

DISCUSSION ON RESULTS AND CONCLUSION

Upon the comparative analysis of results obtained in AHP method as well as according to prominent experts' data of a domain field, plus due to “on-line” survey results by a representative sample of a respondent, we can conclude that the aiming alternatives regarding “World Wide Web domain efficiency of utmost significance on social behavior in cyber space” the following are leveled by their significance: rank one - “Facebook”, rank two - “Youtube”, rank three - “Wikipedia” and rank four - “Twitter”.

The difference has been identified while ranking alternatives “Youtube” and “Wikipedia”. According to the aim set in this paper, World Wide Web domain efficiency is of utmost significance on social behavior in cyber space, while taking into consideration the definition of cyber space “Cyber space as an environment within which a cognitive world (sensory world) is created through intellectual acting with the help of information and communication systems” (Vasiljevic, D. 2018). Moreover, cyber space division as well as the fact that prominent Serbian experts have been interviewed, what's more the respondents come from various surrounding countries, all of the mentioned before helps to achieve one of the conclusions: “Twitter” is more significant than “Wikipedia” for Micro and Meso cyber space as an alternative for the influence transfer in cyber space. On the other hand, “Wikipedia” is more significant than “Twitter” in Macro cyber space as an alternative for the influence transfer in cyber space.

“Alexa analytics” site also displays results obtained by multi-criteria analysis with the use of AHP method.

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