Data Article

Data on security implications of the adoption of Internet of Things by public relations professionals

Lanre Amodu*, Oscar Odiboh, Suleiman Usaini, Darlynton Yartey, Thelma Ekanem

Department of Mass Communication, Covenant University, Nigeria

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A B S T R A C T
The dataset is on public relations professionals’ views on the security issues related to the adoption of the Internet of Things (IoT) for the activities. The data were generated through the administration of online questionnaire to 100 public relations professionals in Nigeria and were analyzed using the Analysis of Variance (ANOVA).

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1. Data

Public relations is generally defined as a management function that establishes and maintains mutually beneficial relationship between an organisation and its relevant publics [1,2]. To build relationships, exchange of information is essential [3]. Several scholars have explored public relations’ use of the Internet and social media platforms for better stakeholders engage [4–7]. There is, however, dearth of research on the potentials of the adoption of the Internet of Things (IoT) for public relations.

* Corresponding author.
E-mail addresses: lanre.amodu@covenantuniversity.edu.ng (L. Amodu), odion.odiboh@covenantuniversity.edu.ng (O. Odiboh), sule.usaini@covenantuniversity.edu.ng (S. Usaini), yartey.darlynton@covenantuniversity.edu.ng (D. Yartey), thelma.ekanem@covenantuniversity.edu.ng (T. Ekanem).

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IoT had been described as the interconnectivity of things online in such a way that they interact without human interference [8]. It involves giving “senses” to objects that are online to enable them generate and transmit data. While the practice of public relations online still elicits fear of the security implications of managing sensitive information on the cyber space, the fear is likely to be more significant in the face of having several datapoints interconnected, which suggests that an unauthorized access to one is potentially an access to all.

The dataset is on factors that can influence public relations professionals’ perception of security issues relating to the adoption of IoT. The survey research adopted snowball technique to sample the opinion of respondents. Analysis of Variance (ANOVA) was used to test the factors that may ultimately affect the professionals' interest in IoT. Tables 1–6 present the results of the analysis. Considering that the use of IoT in public relations is largely an unexplored area, this data is relevant for academic use by extending the frontiers of research and prompting crucial conversations on it. The data are also useful to managements of public relations organisations and businesses with in-house public relations units as they make critical decisions with regard to technology adoption.

2. Experimental design, materials and methods

The data were generated from an online survey conducted among 100 public relations professionals. The snowball sampling technique was used to select the respondents. The research was carried out over six months in which major online platforms of public relations associations and organisations were used to invite participation. It was, however, observed that several professionals and even association members preferred to fill hard copies of the questionnaire. This request could not be
accommodated in the research considering that the subject is ICT related and online participation is considered a precondition for involvement in the study. This factor, therefore, affected the number of respondents for the research. The questionnaire used for the data collection was designed by the researchers specifically to elicit response on the variables under consideration. Statistical Package for Social Science (SPSS) was used to analyze the data.

**Ethical considerations**

The researchers ensured that participants in the research were aware of the purpose of the data gathering and how the data will be used. Their anonymity was guaranteed by using a Google form that

Table 2

| Age     | Percentage (%) |
|---------|----------------|
| 20–30   | 53             |
| 31–40   | 18             |
| 41 and above | 29 |
| Total   | 100            |

Table 3

| Organisation Type                        | Percentage (%) |
|------------------------------------------|----------------|
| In-house Public Relations Unit           | 64             |
| Independent Public Relations Firm        | 36             |
| Total                                    | 100            |

Table 4

| Model | Sum of Squares | df | Mean Square | F    | Sig  |
|-------|----------------|----|-------------|------|------|
| 1     | Regression     | .662| .132        | .556 | .733 |
| Residual | 22.378 | 94 | .238        |      |      |
| Total |                | 23.040| 99          |      |      |

Table 5

| Model | Sum of Squares | df | Mean Square | F   | Sig  |
|-------|----------------|----|-------------|-----|------|
| 1     | Regression     | 18.360| 5  | 3.672 | 3.459 | .007  |
| Residual | 99.800 | 94 | 1.062 |      |      |
| Total |                | 118.160| 99 |      |      |

Table 6

| Model | Sum of Squares | df | Mean Square | F   | Sig  |
|-------|----------------|----|-------------|-----|------|
| 1     | Regression     | 43.491| 5  | 8.698 | 3.223 | .010  |
| Residual | 253.719 | 94 | 2.699 |      |      |
| Total |                | 297.211| 99 |      |      |
was devoid of any personal identification of the respondents. They were also assured that the data were strictly for research purposes and their responses would be kept confidential.

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Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.dib.2019.104663.

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