

PUBLIC RELATIONS RESEARCH AND CONDUCT OF GENERALLY-ACCEPTABLE PEACEFUL CENSUS EXERCISES IN NIGERIA

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Abstract

This study examined the pre-project public relations research and the performance of National Population Commission's (NPC's) census exercises in Nigeria. The specific objectives of the study were to; determine the extent pre-project research will be effective for achieving successful census exercises by the NPC in Nigeria; ascertain the extent pre-project research will improve the relationship between Nigerian publics and the NPC in the conduct of census exercises in Nigeria. For the methodology, explorative survey design was employed in the study. The population of the study was 20,525,843 million people, from which a sample size of 392 was statistically determined. The systematic random sampling technique was used in selecting the sample elements and in administering the questionnaire. The results indicate that: Pre-project research is significantly effective for achieving successful census exercises in Nigeria; and also significantly effective in improving the relationship between the Nigerian publics and the NPC during the conduct of census exercises in the country.

Keywords: Peaceful, Public Relations, Pre-Project Research, Census Exercises, Organizational Performance.

Introduction

According to Okonkwo & Nnabuko (2022), increasing globalization alongside the rapid development of media and technology has resulted in a situation that nobody could accurately predict and or anticipate public relations problems. And the inability to accurately predict these public relations problems has led to ineffective communications with the target publics. Every management has a duty and responsibility to manage the organization and its publics, including National Population Commission (NPC) through its functions of planning, organizing, leading, and controlling, hence public relations is considered a management discipline; and no organization worth its name can afford to ignore public relations (Okonkwo & Nnabuko, 2022). According to Jethwaney & Sarkar (2012) as cited in Okonkwo & Nnabuko (2022), public relations is a distinctive management discipline which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep abreast of and effectively utilize change, serving as an early warning system to keep anticipating trends; and uses research and sound ethical communication techniques as its principal tools. The quality of these relationships determines the extent of the success, and is also an important indicator of the long-term contribution that

public relations make to their organizational effectiveness towards enhanced performances (Jethwaney & Sarkar, 2012; Okonkwo & Nnabuko, 2022).

In order to build a relationship with target publics and maintain it on a high level, public relations specialists use a variety of strategies. Some of the most useful tools include: public relations' research, public relations' education/mass-enlightenment, media relations, corporate image management, and corporate reputation management (Nkwocha, 2016). However, the National Population Commission (NPC) is the government agency saddled with the responsibility of conducting population census in Nigeria. The act establishing the agency is called NPC Act and was promulgated in 1991, as cited in Okonkwo & Nnabuko (2022). The NPC's challenges in conducting population census in Nigeria, has become a serious worry to all concerned stakeholders in the Nigeria project. The inability of the government and governmental agency saddled with this responsibility of conducting population census since 2006 is as a result of agency's inability to understand the real importance of accurate census figure to a nation especially in planning and development.

Developed economies like Italy employed public relations communication campaign in the 2019 population census, built on what the Italian National Institute of Statistics (2019), called an integrated, articulated and flexible marketing communication specific plans comprising of: advertising plan, social digital plan, classic and digital public relations plan, press office plan, and the placement plan. All these point to one thing – that successful census demands a credible image of the implementers, called “trusted members” (Okonkwo & Nnabuko, 2022; U.S. Census Bureau, 2020; US HTC, 2020), census consumers' or target audiences' research (UK Office for National Statistics, 2011), public relations plan for winning the support of all stakeholders (U.S. Census Bureau, 2020), media relations plan (Statistics Canada, 2016), advertising plan (U.S. Census Bureau, 2020); social media plans (Italian National Institute of Statistics, 2019), mass education plan (U.S. Census Bureau, 2020, UK Office for National Statistics, 2011), and the census implementation, monitoring and evaluation plan (UK Office for National Statistics, 2011).

According to the U.S. Census Bureau (2020), every successful census campaign must be designed with persuasive public relations communication tools to convince people to participate in the census and encourage others to do the same. This requires trusted messengers with public-relations attitudes who are considered safe and credible by the people they are engaging (U.S. Census Bureau, 2020; US HTC, 2020). The U.S. Census Bureau (2020), listed the following five public relations tool kits for a successful census: trusted/credible messengers, digital tools and tested messages, clear identification of the target publics through research, stakeholders' participation outreach, and a “train the trainer” programs (U.S. Census Bureau, 2020; Elliott, Santos, Martin & Runes, 2020; Okonkwo & Nnabuko, 2022).

According to Worldometer (2022), Nigeria is the most populous country in Africa with a population of 206,139,589, and requires a good and articulate census program to ensure that the actual population figure of the nation is known and at public domain, in order to enhance qualitative planning and development. Although, it is averred that past Nigerian governments has never succeeded in conducting population census devoid of controversies, and allegations of manipulations of census figures (Okafor, 2007; Ikeji, 2011; Idike & Eme, 2015; Okonkwo & Nnabuko, 2022). This accounts so much for the incessant census figures' controversy which has never been regarded as reliable, hence, casting doubt on the quality. A population census is the process of planning, enumerating, collecting, compiling and publishing demographic, economic and social data of all persons in a country or delimited territory at a

specified period of time. Census, be it population census, household, etc, is the procedure of systematically acquiring and recording information about the members of a given population. The term is used mostly in connection with national population and housing censuses; other common censuses include agriculture, business, and traffic censuses (Brown & Thaqi, 2013; Okonkwo & Nnabuko, 2022). The United Nations Fund for Population Activities asserts that census is important for the economic, social and political development of any nation. It is a vital statistical tool for governmental planning, budgeting, decision-making, policies and projects prioritizations and actions (Okonkwo & Nnabuko, 2022; UNFPA, 2008; Okafor, 2007).

According to Okonkwo & Nnabuko (2022), after all these decades, Nigeria seems not yet ready in conducting credible and acceptable census, and bearing these in mind, could pre-project public relations research be actually used as an antidote to effectively conduct a credible census and manage the population census problems plaguing Nigeria? The major focus of this study is to ascertain the effect of pre-project public relations research on the performance of National Population Commission census exercises in Nigeria.

Statement of the Problem

The government agency saddled with the responsibility of conducting credible population census have been facing criticisms, due to the fact that either the government or the agency seems to understand the need for acceptable census figures in a country. Almost all the population censuses conducted in the country had been marred by allegations of manipulations, controversies, conflict, record-doctoring, economic interests, political interests, distrust, and religious biases (Akerlele, 2007; Adim, 2007; Reference.com, 2011; Okonkwo & Nnabuko, 2022). No issue has generated controversy, intense debate and ethnic antagonism more than that of manipulation of National census figures in Nigeria (Aliyu, 2013). Consequently, Nigerians have developed systemic apathy towards census and have the belief that no census can succeed in Nigeria, whether conducted by a civilian or military government (Onyeka-Ben, 2007; Aliyu, 2013; Idike and Eme, 2015). Okonkwo & Nnabuko (2022) aver that these controversies and political-economy of censuses in Nigeria have raged on for several years with allegations of inflation, manipulation and politicization of figures to derive long term economic and political benefits of revenue sharing, allocation of Federal House of Representatives seats and politics of number between North, South, Islam and Christianity (Aliyu, 2013; Tinubu, 2007; Yakasai, 2002).

Public relations experts believes that problems like these accrued from the fact that government and governmental agencies do not often use pre-project research to determine perceptions, views and opinions of the target publics, and then employ the right media strategies in addressing such. Hence, in order to build healthy relationship with the target audience which is inevitable for any public relations programmes' success, public relations specialists often use techniques and strategies like public relations pre-project research in ascertaining the significant in tracking the opinions of the target public; in accommodating the opinions of its publics in planning and packaging census exercises in Nigeria; also in finding out if the public relations pre-project and used by the NPC before conducting census exercise; is the public relations pre-project significant in achieving successful census exercises in Nigeria, public relations pre-project research significantly improving relationship between NPC and its public, and many other strategies (Nkwocha, 2016; Odigbo, 2016; Okonkwo & Nnabuko, 2022).

This study, however, intends to unveil the one that is most salient for the conduct of successful census in a multi-ethnic country like Nigeria, which is pre-project public relations'

research, (Okogie, 2006; Idike & Eme, 2015; Akerele, 2007; Muogbo & Subair, 2007). Ascertaining the extent to which these public relations strategies has contributed in improving the performance National Population Commission of Nigeria (NPC) in the conduct of population census exercises in Nigeria is the major focus of this study.

Research Objectives

The broad objective of this study is to ascertain the effect of pre-project public relations research on the performance of National Population Commission in conducting census exercises in Nigeria. The specific objectives are:

- i. To determine to what extent pre-project research will be effective for achieving successful census exercises by the NPC in Nigeria.
- ii. To ascertain to what extent pre-project research will improve NPC relationship with the Nigerian publics before conducting census exercises in Nigeria.

Review of Related Literature

This study assessed works done by other scholars and relevant sources of information on population census, concepts, theories as well as public relations strategies that are related to the study.

Conceptual Review

The conceptual framework of this study dwells more on public relations research concept, public relations concept and public relations two-way communications concept. These are treated as follows.

Public Relations Research

Research is a scientific exercise, which entails a systematic, planned, organized, objective, formal process of problem identification, gathering data, processing the data, analyzing the data, interpreting the data including generating information for solving the problem identified (Odigbo, 2018; Okonkwo & Nnabuko, 2022). However, public relations research is a scientific exercise, which entails a systematic, planned, organized, objective, formal process of identifying a public relations problem, issue or challenges, gathering data on the matter, processing the data, analyzing the data, interpreting the data and generating information for solving the public relations problem, issue or challenges identified. Every public relations programs or project starts with research and ends with research. This entails baseline or pre-project research and post-project or evaluative research. Hence, research is an essential element in public relations (Okigbo, 1999; Bradley, 2011; Okonkwo & Nnabuko, 2022). This is why the International Public Relations' Association's definition of public relations popularly called the 'Mexican Statement (1978)' starts by saying that "public relations is the art and social science of analyzing trends,".

Research is a key to winning public relations practice, communications or marketing efforts, not only in the business world, but also in the non-profit and government sectors like the National Population Commission. Without research, practitioners of public relations, public affairs, promotional, and related communications programs and activities for their institutions would be working in the dark, without any guidance or clear sense of direction (Al Neaimi, Al Ramsi, Al Shams & Saeed, 2016). Public relations research, as the names indicates emphasizes the entire public relations process, examines the interactions relationship that exists between organizations and their key target publics. For the public relations or public affairs officer, a suitable definition of public relations research is that it is a vital tool for truth and opinion gathering through systematic effort aimed at discovering, confirming and, or understanding through objective appraisal the facts or opinions pertaining to precise problem,

situation, or opportunity (IPR, 2011; Al-Jenaibi, 2013; Stacks, Melissa & Linjuan, 2015; Okonkwo & Nnabuko, 2022).

Public relations research helps to define not only what is known, but also what we don't. This is why the Institute for Public Relations supports public relations research, as emphasized in its Mexican Statement, and recommends this to practitioners, educators, researchers and the customers they assist (Institute for Public Relations, para.1, 2011; Okonkwo & Nnabuko, 2022). Public relations research, however, like any other type of corporate research should strive to meet several ends. First, it should be driven by the general organizational goals and objectives. Second, public relations research must address achievable and measurable goals. Third, public relations research must have specific uses that should match the organizational goals. Fourth, public relations research should be programmatic rather than one-shot case-by-case instance driven. The concerned organization also needs to have the budget and resources to carry out this research (Stacks, Melissa & Linjuan, 2015).

Again, Stacks et al., (2015), opine that public relations research monitors developments and trends as part of the organization's environmental scanning function. Second, it examines the current public relations position on an issue or problem. Third, it serves to assess the organization's communication activities and functions, such as messaging and corporate credibility, trust, relationships, reputation including confidence in the organization. Fourth, it continuously and systematically measures the organization's communication effectiveness. Fifth, it tracks audience perceptions of the organization over time. Sixth, it looks for gaps in the current research that need filling. Seventh, it evaluates over time the progress made in achieving organizational goals and objectives and offers suggestions for improved decision-making.

Public Relations

Public Relations News of New York (2004), opine that public relations is the management function that examines public attitudes, identifies the policies including procedures of an individual or an organization with the public interest, and plans and executes programmes of action to earn public understanding including acceptance. This implies that both individuals and organizations need public relations in their interactions with various publics. Cutlip, Centre & Broom (1994) as cited in Okonkwo & Nnabuko (2022), aver that public relations is "management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends." The above definition implies that public relations being a two-way communication process between an organization and its recognized publics are meant to benefit both parties. In other words, mutual understanding can only come through effective two-way communications Okonkwo & Nnabuko (2022).

According to the British Institute of Public Relations (BIPR) as cited in Black (1989), sees public relations as a "deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics". The implication of this is that public relations is not a haphazard endeavor, but a process that is consciously premeditated to achieve a specified aspiration or purpose, that is usually mutual understanding between an organization and its publics, and it must be planned. "Sustained effort" means that a public relations process, programmes or project does not end until it has achieved its objectives. Hence, every public relations process, programmes or project must be carried out to coherent end, despite the challenges that may be encountered in the process.

According to Jefkins (1987) as cited in Okonkwo & Nnabuko (2022) aver that "public relations consists of forms of premeditated exchange of information both inward and outward

between an organization and its publics for the purpose of achieving objectives with reference to mutual understanding". From the above definition, "inward and outward communication" consists of two-way communications that involve the organization and its internal and external publics. According to the Mexican statement as cited in Okonkwo & Nnabuko (2022), opine that public relations is the art and social science of analyzing trends, predicting their consequences, counseling organization's leaders as well as implementing a planned programmes of action which serves both the organization and the public interest. This definition was adopted at the First World Congress of the International Public Relations Associations held in Mexico in 1978. This definition suggests that public relations is multi-disciplinary and takes expertise and knowledge from the social sciences and arts. For instance, the survey research method has become very useful in public relations to find out peoples' perceptions, opinions, attitudes including beliefs in order to predict their behaviour and level of acceptability of the programmes, project / or policy.

As a management function, Harlow (1981) as cited in Okonkwo & Nnabuko (2022), opine that public relations is a distinctive management function that assists in establishing and maintaining mutual lines of communication, understanding, acceptance including cooperation between an organization and its publics, which involves the management of problems or issues, aid management to keep informed on and receptive to public, define and emphasizes the responsibilities of organization to serve the public interest, help the organization to keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends, and uses research, sound and ethical communication as its principal tools.

All the fore-going entails that public relations monitors and researches issues in the environment and tries to align the policies and programme of the organization in such a way that it will benefit both the organization and the public so that there will be a mutually beneficial outcome. This is why Canfield (2004), aver that public relations is social philosophy of management articulated in policies and practices that are communicated to the publics to obtain its sympathetic and friendliness. Public relations, therefore, are used to build relationships with employees, customers, stockholders, voters, or the general public (Al-Jenaibi, 2013).

Public Relations Two-way Communications

According to Black (2004), every public relations conflict, crisis or problem emanates from either lack of information/communication, poor information/communication or inadequate information/communication, and their solutions lie in effective two-way communication based on truth and full information. Here lies the essence of two-way communications in public relations practice. According to Grunig and Hunt (1984), this public relations concept emphasizes that dialogue must occur so that it can be spell-out and understand the position of an organization's publics. Hence, both parties involved may be ignorant of the other's values and understanding if they do not have a dialogue (Grunig, 2001). The suitable technique to be employed here is the accommodative technique. As a form of crisis preparation tool, two-way symmetrical model suggests building communication relationships and alliances with an organization's internal and external publics on a continuing basis before a crisis. Organizations which have positive relationships with their stakeholders are more likely to survive a crisis or less damage (Pearson & Clair, 1998; Ulmer et al., 2007; Ulmer, 2001). Organizations in a crisis should not just listen to stakeholders they agree with, but rather identify all potential stakeholders and establish processes to include all, even those the organization does not agree with (Jaques, 2010).

Theoretical Framework

The theoretical construct for this study hinges on public relations two-way symmetrical communications' model and corporate image management and identity management model as the best options for the success and generally acceptable census in Nigeria.

Public Relations Two-Way Symmetrical Communications' Model

Model Name	Type of Communication	Model Characteristics
One-way asymmetrical model	One-way communication	Uses persuasion and manipulation to influence audiences to behave as the organization desires. Do not use research to find out how its public(s) feel about the organization.
Two-way symmetrical model	Two-way communication	Uses communication to negotiate with public, resolve conflict, and promote mutual understanding and respect between the organization and its public(s).

Fig. 2.4 Grunig's one-way and two-way models of public relations.

Source: Westbrook (1999), The Four Models of Public relations, <http://iml.jou.ufl.edu/projects/fall99/westbrook/models.htm>

Unlike the one-way symmetrical model where organizations force down anything they wish to communicate down the throats of their publics, the two-way symmetrical public relations is based on research and uses communication to manage conflict and improve understanding with the public(s). The two-way symmetrical model is a public relations philosophy that believes that organizations and their publics should adjust to each other. It focuses on achieving mutual understanding and two-way communication rather than one-way persuasion. That is why the two-way symmetrical model is also called: mixed motives, collaborative advocacy, and cooperative antagonism, because it balances self-interests with the interest of others in a give-and-take process that can waver between advocacy and collaboration (Westbrook, 1999). Hence, this model is termed the most ethical communication because in it, all groups are made part of the resolution of problems. Thus, the two-way symmetrical model is a "win-win" communication system in which the organization and the public use communication to achieve a decision acceptable to both sides. The model places public relations because it considers both parties in the public relations situation.

Empirical Review

In this part of this study, the researcher will be reviewing several studies conducted by others, and relate same to this study.

In a study by Neaimi, Ramsi, Shamsi and Sae (2016) as cited in Okonkwo & Nnabuko (2022), titled "research in public relations" which was conducted in the United Arab Emirate (UAE) amongst corporate organizations, the essence of public relations research was emphasized in all ramifications of organizations' operations. The study which adopted a quantitative survey research methodology, identified four critical areas of organization's public relations research as the benchmark for the analysis. The four areas were: (a) the pre-program levels. (b) The functional or implementation level. (c)The organizational analysis

level, and (d) the societal analysis level. In the study which had a sample size 110, Neaimi et al. (2016), distributed questionnaire copies in different public relations departments at different government and private departments in the UAE which included Hospitals, Hotels, Land department, Etisalat, Municipalities and Ministries. They received 100 questionnaire copies out of 110 that were distributed. The age of the employees surveyed ranged from 20 to over 40. The demographic distribution on gender showed that the female respondents were 69 percent, and the male 31 percent. The educational levels of the respondents ranged from Bachelor degrees, Diploma, Higher Diploma and High school. The researchers adopted percentage frequencies in their statistical analysis. In their major findings, 85 percent of the respondents agreed that public relations research is important for the organizations/government especially for analyzing their outside environment or external publics, for drawing plans for their future work, which will help to reduce errors (Neaimi et al., 2016).

In another public relations research study by Al-Jenaibi (2014) as cited in Okonkwo & Nnabuko (2022), was also conducted in the United Arab Emirate among corporate organizations in that country, sees public relations research as being very critical to organizations' success. The study drew cases from extensive research conducted in various public relations firms in the United Arab Emirates, and describes contemporary research practices on which these firms are building. In-depth analyses were conducted in national, international, small, average, and high-scale public relations firms to determine how research is helping, at various levels, to excel and impress client organizations. Mixed research methods were used in which 350 questionnaire copies were distributed and 17 face-to-face interviews also conducted over 7 months. The data collected were analyzed through multiple regression statistical tools. Results suggest that the economic, social, and institutional characteristics of public relations firms in the United Arab Emirates are dissimilar to other countries, so extensive public relations research is required to improve their organizational performance at both local and international levels. The implications of this result to our present study is buttressed by the findings of a previous study by Kirat (2005) in Hong Kong which found that pre-public relations research has helped formulate principles that apply to diversified cultures through improved relationship and cooperation. That public relations research helps organizations to grow, and has been critical for the evolution of the industry. However, the role of public relations research would be ineffective in the UAE without significant investments of time, money, and other resources into the research.

Methodology

The researchers adopted explorative survey design for this study. The area of this study is Nigeria but the research study is however limited to three cities of Enugu, from the East; Lagos, from the West, and Abuja, from the North. The target population as recorded by the NPC (2016), and FBS (2017), is put at 20,525,843 million people, made up of Enugu (4,411,119), Lagos (12,550,598), and Abuja (3,564,126). Since the population is known, the researchers used Taro Yamane in determining the sample size and 392 respondents were selected as the sample size for this study. Structured questionnaire was used as the main instrument for data collection. Content validity was used to validate the instrument, while the test-retest method was used to affirm the reliability of the research instrument.

Results and Discussion

After analyzing the hypotheses, the following results were obtained;

- i. That pre-project research is significantly effective for achieving successful census exercises in Nigeria.

- ii. That pre-project research is significantly effective in improve NPC relationship with the Nigerian publics before conducting census exercises in Nigeria.

From the first result of this study indicates that pre-project research is significantly effective in enhancing relationship between NPC and its publics, and agrees with Stacks, Melissa & Linjuan, (2015); Okonkwo & Nnabuko, (2022); National Institute of Statistics (2019), that public relations research monitors developments and trends as part of the organization's environmental scanning function, it examines the current public relations position on an issue or problem, it assesses the organization's communication activities, and also gauges public trust and confidence in an organization. The second result shows that pre-project research is significantly effective in enhancing relationship with the Nigerian publics before conducting census exercises in Nigeria. This result finds support in the stand of (U.S. Census Bureau, 2020; US HTC, 2020; UK Office for National Statistics, 2011; Alfonso & Miguel ,2006), that every successful census campaign requires trusted messengers with public-relations attitudes who are considered trustworthy and credible by the people they are engaging.

Conclusion

Every country, including Nigeria requires a good and articulate census exercises that will be successful and acceptable to all citizens and the international community. Acceptable and successful population figures of any nation enhance qualitative planning and national development. This is made possible through post-census public relations research or target audiences' research, a post-opinion research, aimed at building mutual understanding, building better relationship with the publics/ stakeholders and the diverse media channels, coupled with effective census monitoring and evaluation plan. This is the only way to convince all Nigerians to participate in any census exercise and encourage them to willingly accept the result afterwards. Then and only then, will we have a credible tool for successful national planning and development.

Recommendations

Based on the findings and conclusion of this study, the following recommendations were proffered:

1. The National Population Commission of Nigeria should give pre-project public relations research a priority place in its campaigns, so as to boost its public cooperation amongst the local and international publics towards enhancing successful census exercises in Nigeria.
2. The National Population Commission of Nigeria should use strategic public relations team in carrying out pre-project research to shore up its public perceptions, trusts and confidence towards improving effective relationship with Nigerian publics before conducting census exercises in Nigeria.
3. The National Population Commission of Nigeria should employ state-of-the-arts and international-best-practices media relations strategies in winning the cooperation and support on the international and local mass media in all its census exercises in Nigeria.

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APPENDIX**Hypothesis 1**

H₀: Pre-project public relations research will not be significantly effective for achieving successful census exercises by NPC in Nigeria.

H₁: Pre-project public relations research will be significantly effective for achieving successful census exercises by NPC in Nigeria.

ANOVA will be used in testing the hypothesis

Means**Test Table 1: Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Responses * questions	15	100.0%	0	.0%	15	100.0%

Test Table 2: Report

Responses

Responses	Mean	N	Std. Deviation
SA	72.0000	3	3.14343
A	85.0000	3	3.90113
UD	34.0000	3	4.10295
D	61.0000	3	5.17116
SD	51.0000	3	2.93622
Total	60.6000	15	4.51213

Test Table 3: ANOVA

Responses

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21438.800	4	6113.002	33.131	.000
Within Groups	4303.000	15	211.010		
Total	25517.000	19			

Interpretation

A test of comparison of the mean responses from test table 1 (Report) indicates that those who Strongly Agreed have a mean of 72.0000 with a standard deviation of 3.14343. Those who Agreed have a mean of 85.0000 with a standard deviation of 3.90113. Those who Disagreed have a mean of 61.0000 and a standard deviation of 5.17116, while those who strongly disagreed have a mean of 51.0000 and a standard deviation of 2.93622. Those who are Undecided have a mean of 34.0000 and a standard deviation of 4.10295.

Further test using ANOVA (Table 2) to determine whether to accept or reject the null hypothesis at a significant level of five percent, gave $F_{\text{calculated}} = 33.131$ which is greater than $F_{\text{critical}} = F(0.05,4,10) = 3.48$

Decision

Since $F_{\text{calculated}} = 33.131$ is greater than $F_{\text{critical}} = 3.48$, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_i) is accepted which says that: “Pre-project public relations research will be significantly effective for achieving successful census exercises by the NPC in Nigeria.”

Hypothesis 2

- H_0 : Pre-project public relations research will not be significantly effective in improving the relationship between the Nigerian publics and the NPC conduct of census exercises in Nigeria.
- H_1 : Pre-project public relations research will be significantly effective in improving the relationship between the Nigerian publics and the NPC before conducting census exercises in Nigeria.

Analysis of Variance (ANOVA) was used in testing the hypothesis.

Means

Test Table 4: Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Responses * questions	13.00	61.17%	1.00	33.00%	5.00	100.0%

Test Table 5: Report

Responses

Responses	Mean	N	Std. Deviation
SA	89.2120	4	1.55139
A	135.4553	4	3.17616
UD	16.9500	4	1.27101
D	37.3715	4	6.11268
SD	45.3201	4	3.21313
Total	76.5000	20	17.12155

Test Table 6: ANOVA

Responses

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6742.412	4	2344.117	121.051	.002
Within Groups	214.910	5	32.117		
Total	12371.600	9			

Interpretation

A test of comparison of the mean responses from test table 4 (Report) indicates that those who Strongly Agreed have a mean of 89.2120 with a standard deviation of 1.55139. Those who Agreed have a mean of 135.4553 with a standard deviation of 3.17616. Those who Disagreed have a mean of 37.3715 and a standard deviation of 6.11268, while those who Strongly Disagreed have a mean of 45.3201 and a standard deviation of 3.21313. Those who were Undecided have a mean of 16.9500 and a standard deviation of 1.27101.

Further test on test table 5 using ANOVA to determine whether to accept or reject the null hypothesis at a significant level of five percent (See ANOVA table 11) gave $F_{\text{calculated}} = 121.051$ which is greater than $F_{\text{critical}} = F(0.05, 4, 10) = 3.48$

Decision

Since $F_{\text{calculated}} = 121.051$ is greater than $F_{\text{critical}} = 3.48$, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted which states that: "Pre-project public relations research will be significantly effective in improving the relationship between the Nigerian publics and the NPC conduct of census exercises in Nigeria.