

Abstract

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CEE pattern of IoT accross the Hungarian communications context

This publication attempts to analyse the presence of the Internet of Things platform in Hungary through the communication context, with particular regard to the data protection aspect. The presentation of the Hungarian example provides an opportunity to draw up a Central and Eastern European pattern and as a result to understand, what common knowledge is necessary in addition to creating the right economic and regulatory environment in the region, for IoT tools to gain space, in what form we need to communicate the changing world in order to avoid the development of information asymmetry in the relationship between consumers and technology companies.

The research deals with the relationship of Hungarian citizens to innovation and public trust. In particular, news on government observations, innovation or data theft can affect the willingness to data provision. There is an interrelation between the public trust characteristic for a country and the willingness to try out unknown technology tools, and our relationship to our health can predict how open we are to the possibilities provided by the IoT.

The methodology of the research is based on the following pillars:

- Mapping the presence of the IoT market through manifestations on the Internet using text analysis.

- Editorial co-operation with the most visited Hungarian online news portal, Index.hu.