

# Supplementary material

Table 1: Inter-item correlation

	Accountability	Competence	Credibility	Integrity	Authority	Productivity	Benevolence
Accountability	-	0.62	0.59	0.66	0.53	0.57	0.50
Competence	0.62	-	0.56	0.59	0.69	0.52	0.48
Credibility	0.59	0.56	-	0.53	0.49	0.53	0.59
Integrity	0.66	0.59	0.53	-	0.67	0.63	0.62
Authority	0.53	0.69	0.49	0.67	-	0.62	0.56
Productivity	0.57	0.52	0.53	0.63	0.62	-	0.78
Benevolence	0.50	0.48	0.59	0.62	0.56	0.78	-

Table 2: Average agreement (and standard deviation) toward statements about PR strategy

	Public university (N=21)	Private university (N=30)	Research institution (N=16)	Total (N=67)	<i>F</i>	<i>Pearson's correlation with index of perceived public trust</i>
[PR01] Releasing news about our scientific achievements is important to our PR strategy	1.38 (0.97)	1.07 (0.72)	1.64 (0.63)	1.30 (0.82)	2.56	0.30*
[PR02] We prefer to stay away from the media spotlight	-0.65 (1.06)	-0.42 (1.17)	0.10 (1.29)	-0.39 (1.16)	1.33	0.19
[PR03] Our department has clear guidelines on how to conduct public relations	0.44 (1.10)	0.52 (0.98)	0.75 (0.75)	0.54 (0.97)	0.37	0.35**
[PR04] It is crucial for us to attract media coverage	1.33 (0.59)	1.31 (0.71)	1.36 (0.75)	1.33 (0.68)	0.02	0.16

Note: Items are measured by a 5-point scale ranging from -2 (strongly disagree) to +2 (strongly agree).

\* $p < .05$ , \*\* $p < .01$

**Supplementary material**

Table 3

	Public university (N=21)	Private university (N=30)	Research institution (N=16)	Total (N=67)	<i>F</i>	<i>Pearson's correlation with index of perceived public trust</i>
[MR01] In general, we have good relationships with the media	1.14 (0.66)	1.14 (0.64)	1.19 (0.66)	1.15 (0.64)	0.03	0.20
[MR02] The media have a lot of misunderstandings about us	-0.07 (0.88)	0.00 (1.08)	-0.45 (1.64)	-0.13 (1.17)	0.56	-0.01
[MR03] The media are not interested in research done at our university/research institution	0.00 (1.00)	0.41 (1.18)	-0.17 (1.60)	0.20 (1.19)	0.80	-0.15
[MR04] The media are interested in news about our university/research institution	0.72 (0.90)	0.85 (0.68)	1.13 (0.62)	0.88 (0.74)	1.33	0.30*
[MR05] Providing good service for journalists often does not pay off for us	0.21 (0.80)	0.30 (0.88)	0.67 (0.87)	0.35 (0.85)	0.83	-0.16
[MR06] Visibility in the media helps us attract new students/better staffs	1.19 (0.81)	1.17 (0.71)	0.87 (0.83)	1.11 (0.77)	0.95	0.19
[MR07] Visibility in the media promotes our collaboration with the industry	1.14 (0.57)	0.93 (0.55)	1.13 (0.64)	1.05 (0.58)	1.04	0.18
[MR08] Visibility in the media helps us at getting grants and public funding	0.61 (0.98)	0.73 (0.96)	0.57 (1.09)	0.66 (0.98)	0.14	-0.22
[MR09] The media are often hostile towards us	-0.40 (0.82)	-0.67 (1.11)	-0.73 (1.35)	-0.60 (1.08)	0.37	-0.07
[MR10] It is difficult for us to attract media interest	-0.15 (1.46)	0.48 (1.04)	0.44 (1.13)	0.29 (1.20)	1.26	-0.05
[MR11] If the media report about us, we are usually quite satisfied with the coverage	0.70 (0.66)	1.00 (0.80)	1.14 (0.66)	0.94 (0.74)	1.72	-0.03

Note: Items are measured by a 5-point scale ranging from -2 (strongly disagree) to +2 (strongly agree).

\* $p < .05$ , \*\* $p < .01$