**S9 Table**

Summary of hierarchical regression analysis for institutional public communication activity - new media channels (N=1243)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   |  | **Model 1** |  | **Model 2** |
|  |  | ***B*** | ***SE B*** | ***β*** |  | ***B*** | ***SE B*** | ***β*** |
| **Step 1: Context variables** |  |  |  |  |  |  |  |  |
| Size |   | 0.00 | 0.00 | 0.06\* |  | 0.00 | 0.00 | 0.05\* |
| Research budget |   | 0.02 | 0.00 | 0.25\*\*\* |  | 0.01 | 0.00 | 0.20\*\*\* |
| Nat Sci |   | 0.00 | 0.01 | 0.00 |  | -0.01 | 0.01 | -0.02 |
| Eng & Techn |   | -0.02 | 0.01 | -0.07 |  | -0.02 | 0.01 | -0.08 |
| Medical & Health sci |   | -0.02 | 0.01 | -0.06 |  | -0.01 | 0.01 | -0.04 |
| Social sci |   | 0.02 | 0.01 | 0.07 |  | 0.00 | 0.01 | 0.01 |
| Humanities |   | 0.03 | 0.01 | 0.12\* |  | 0.01 | 0.01 | 0.04 |
| Germany |   | -0.08 | 0.01 | -0.30\*\*\* |  | -0.08 | 0.01 | -0.28\*\*\* |
| Italy |   | -0.05 | 0.01 | -0.20\*\*\* |  | -0.05 | 0.01 | -0.20\*\*\* |
| Portugal |   | -0.08 | 0.01 | -0.25\*\*\* |  | -0.11 | 0.01 | -0.34\*\*\* |
| Netherlands |   | -0.04 | 0.01 | -0.09\*\* |  | -0.03 | 0.01 | -0.07\* |
| United Kingdom |   | -0.01 | 0.01 |  -0.04 |  | -0.01 | 0.01 | -0.02 |
| United States of America |   | -0.05 | 0.01 | -0.18\*\*\* |  | -0.06 | 0.01 | -0.19\*\*\* |
| Japan |   | -0.09 | 0.01 | -0.32\*\*\* |  | -0.10 | 0.01 | -0.34\*\*\* |
| **Step 2: PC-related variables** |   |   |   |   |   |   |
| Active researchers |   |   |   |   |   | 0.01 | 0.00 | 0.16\*\*\* |
| Policy |   |   |   |   |   | 0.03 | 0.01 | 0.13\*\*\* |
| Funding |   |   |   |   |   | 0.02 | 0.00 | 0.18\*\*\* |
| Staffing |   |   |   |   |   | 0.04 | 0.01 | 0.16\*\*\* |
| (Constant) |   | 0.02 |   |   |   | -0.08 |   |   |
| *Adjusted R2* |   | 0.17 |   | 0.30 |
| *R2* change |   | 0.18 |   | 0.14 |
| *F* for change in *R* |   | 18.81\*\*\* |   | 61.56\*\*\* |
|  \**p* < .05 \*\**p* < .01 \*\*\**p* <.001. |   |   |   |   |   |   |   |   |