

Topline Results
Fall 2015-Winter 2016 Survey of Scientists

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John C. Besley
Anthony D. Dudo
Shupeiy Yuan

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Table: Age, Gender, and Race

	Age			Male			White			Black			Asian			Hispanic		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General	63.11	12.81	1087	0.70	0.46	1090	0.91	0.29	1109	.01	0.08	1109	0.06	0.24	1109	0.04	0.19	1097
Biological	54.24	13.77	682	0.55	0.50	687	0.84	0.36	696	.02	0.15	696	0.11	0.31	696	0.04	0.20	693
Geophysical	50.90	12.80	908	0.65	0.48	896	0.90	0.30	918	.01	0.08	918	0.06	0.24	918	0.03	0.17	912
Geological	56.85	15.14	729	0.67	0.47	723	0.92	0.27	753	.01	0.09	753	0.03	0.16	753	0.02	0.13	741
Ecological	55.27	14.12	345	0.58	0.49	343	0.94	0.23	350	.01	0.09	350	0.02	0.15	350	0.05	0.22	348
Chemistry	51.26	13.21	492	0.69	0.46	487	0.89	0.31	485	.03	0.18	404	0.09	0.29	412	0.05	0.22	499
Biochemistry	54.43	13.98	369	0.61	0.49	365	0.85	0.35	375	.02	0.14	375	0.09	0.29	375	0.06	0.24	370
Social Science	50.80	13.06	926	0.61	0.49	924	0.89	0.31	933	.03	0.18	933	0.04	0.19	933	0.05	0.21	929

Data presented are from Ph.D. holders at U.S. universities. Overall response rate by society ranged from 5% (chemistry) to 22% (social science), although these figures include additional non-selected respondents who may not have held a Ph.D., worked at a university, or been based in the United States.

Between three and five waves of data collection were used for each society (i.e., an initial invitation followed by additional reminders). Initial analyses were done to see if there were differences between response waves for demographic, behavioral, and attitudinal questions. No consistent pattern of differences were found, suggesting that respondents who responded to the initial wave were similar to those who responded to later waves.

Overall, it is clear that scientists surveyed (p. 2) are relatively more male, and white compared to the U.S. population which, according census.gov, is approximately 51% female and 77% white (<https://www.census.gov/quickfacts/table/PST045215/00>).

Table: Online and traditional media use

	Science media use: Online only news sites (e.g., Slate, Huffington Post)			Science media use: Blogs, online forums, including message boards and wikis			Science media use: Social networking sites (e.g, Facebook, Twitter, LinkedIn)			Science media use: Video sharing sites (e.g., Youtube, Vine)			Online science media use scale (alpha = .77)		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General	3.69	1.99	1095	2.94	1.79	1097	2.70	1.94	1095	2.50	1.37	1096	2.95	1.36	1090
Biological	4.04	1.96	686	3.09	1.83	685	3.17	2.09	686	2.63	1.44	685	3.22	1.41	681
Geophysical	4.08	1.91	911	3.24	1.77	911	3.34	2.17	910	2.80	1.43	912	3.36	1.42	905
Geological	3.85	2.00	740	2.95	1.77	742	3.04	2.17	741	2.69	1.54	741	3.14	1.48	736
Ecological	3.78	1.90	350	3.01	1.69	350	3.09	2.10	349	2.56	1.40	349	3.12	1.37	348
Chemistry	3.69	1.95	495	2.89	1.71	493	3.02	1.97	493	2.68	1.35	495	3.07	1.32	491
Biochemistry	3.66	2.01	373	2.79	1.76	371	2.82	1.98	373	2.50	1.41	373	2.94	1.42	371
Social Science	5.28	1.73	920	4.33	1.88	918	4.25	2.30	918	2.93	1.52	917	4.20	1.37	912

	Science media use: Television and films/documentaries (including online)			Science media use: Magazines (including online)			Science media use: Newspapers (including online)			Science media use: Radio (including online)			Traditional science media use scale (alpha = .70)		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General	3.43	1.47	1091	4.68	1.41	1097	5.27	1.61	1095	4.45	1.96	1097	4.46	1.14	1086
Biological	3.41	1.46	683	4.13	1.65	680	4.59	1.79	683	4.05	1.97	685	4.04	1.23	674
Geophysical	3.23	1.36	910	3.98	1.55	912	4.87	1.72	912	4.42	2.00	913	4.12	1.22	905
Geological	3.56	1.55	742	4.07	1.60	742	4.82	1.84	744	4.36	2.04	740	4.20	1.32	736
Ecological	3.15	1.47	350	3.90	1.61	348	4.84	1.85	348	4.63	2.00	350	4.14	1.25	346
Chemistry	3.23	1.38	494	4.02	1.54	495	4.33	1.86	496	3.55	1.95	495	3.78	1.20	492
Biochemistry	3.26	1.38	372	4.25	1.65	368	4.61	1.85	372	3.99	2.02	373	4.03	1.28	366
Social Science	3.78	1.63	917	4.43	1.63	918	6.12	1.34	921	4.95	2.02	918	4.82	1.14	912

Notes: Respondents selected between "Never" (1) and "Everyday" (8) for all questions

Respondents used traditional media (including online versions) more often than newer, online channels of information (p. 3). Members of the social science societies surveyed were the most frequent users of all media types, often by substantial margins.

Table: Funding source in recent years

	Finding Source: NSF			Funding Source: NIH			Funding Source: Department of Defense			Finding Source: Other government agency/dept		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General	0.42	0.49	1109	0.36	0.48	1109	0.08	0.28	1109	0.26	0.44	1109
Biological	0.22	0.41	696	0.55	0.50	696	0.07	0.26	696	0.19	0.39	696
Geophysical	0.72	0.45	918	0.02	0.14	918	0.10	0.30	918	0.53	0.50	918
Geological	0.51	0.50	753	0.01	0.09	753	0.03	0.16	753	0.26	0.44	753
Ecological	0.53	0.50	350	0.05	0.23	350	0.05	0.23	350	0.36	0.48	350
Chemistry	0.42	0.49	501	0.24	0.43	501	0.10	0.31	501	0.19	0.39	501
Biochemistry	0.29	0.45	375	0.69	0.47	375	0.07	0.25	375	0.07	0.26	375
Social Science	0.17	0.38	933	0.01	0.11	933	0.05	0.21	933	0.09	0.28	933

	Funding Source: Private Organizations			Funding Source: Non-profit Organizations			Funding Source: Others		
	M	SD	N	M	SD	N	M	SD	N
General	0.20	0.40	1109	0.28	0.45	1109	0.12	0.33	1109
Biological	0.27	0.45	696	0.28	0.45	696	0.11	0.32	696
Geophysical	0.18	0.38	918	0.24	0.43	918	0.12	0.33	918
Geological	0.21	0.41	753	0.23	0.42	753	0.17	0.38	753
Ecological	0.14	0.35	350	0.37	0.48	350	0.22	0.41	350
Chemistry	0.21	0.41	501	0.23	0.42	501	0.11	0.31	501
Biochemistry	0.13	0.34	375	0.36	0.48	375	0.09	0.29	375
Social Science	0.05	0.23	933	0.31	0.46	933	0.10	0.30	933

Notes: Respondents were asked to select all the applicable funding sources from the most recent five years.

Respondents received funding from a range of sources with substantial variation by society (p. 4).

Table: Descriptive statistics and frequency for ideology

	M	SD	N	Very conservative	Conservative	Somewhat conservative	Moderate	Somewhat liberal	Liberal	Very liberal
General	5.62	1.22	1081	0%	2%	4%	11%	17%	42%	23%
Biological	5.23	1.45	668	1%	7%	5%	15%	15%	42%	15%
Geophysical	5.55	1.23	883	1%	2%	4%	12%	19%	41%	21%
Geological	5.31	1.32	724	1%	4%	4%	16%	20%	39%	16%
Ecological	5.83	1.08	343	0%	1%	1%	10%	15%	45%	27%
Chemistry	4.86	1.56	478	3%	8%	8%	17%	20%	33%	11%
Biochemistry	5.36	1.26	363	0%	2%	7%	14%	21%	39%	17%
Social Science	5.63	1.31	909	0%	3%	4%	13%	16%	37%	28%

Notes: Respondents were asked how they would describe their political views on a five-point scale from "very conservative" (1) to "very liberal" (5).

Respondents from all societies surveyed were much more likely to report being liberal than conservative (p. 5). The chemistry society members surveyed were the least likely to report being politically liberal; this pattern did not extend to the biochemistry group.

Table: Past engagement and willingness to engage

	Past Engagement: F2F			Past Engagement: News Media			Past Engagement: Online			Past Engagement: Policy Policy Makers		
	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>
General	2.64	1.57	1105	2.10	1.27	1096	2.32	1.88	1093	1.85	1.24	1087
Biological	2.46	1.58	696	1.81	1.09	693	2.42	1.87	692	1.57	1.04	690
Geophysical	2.78	1.51	918	2.25	1.27	913	2.71	2.00	911	1.86	1.25	900
Geological	3.05	1.58	750	2.08	1.17	747	2.64	2.06	742	1.76	1.21	729
Ecological	2.97	1.43	348	2.29	1.29	346	2.70	1.94	343	2.13	1.29	338
Chemistry	2.33	1.39	500	1.61	0.96	498	2.05	1.64	497	1.39	0.87	491
Biochemistry	2.20	1.37	374	1.60	0.86	371	2.04	1.66	370	1.48	0.83	365
Social Science	3.08	1.57	928	3.10	1.66	925	3.25	2.14	924	2.27	1.46	896

	Willingness to Engage: F2F			Willingness to Engage: News Media			Willingness to Engage: Online			Willingness to Engage: Policy Makers		
	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>
General	5.63	1.50	1105	5.13	1.74	1102	3.97	2.05	1103	5.25	1.64	1103
Biological	5.79	1.37	688	5.00	1.74	685	4.48	2.02	685	5.28	1.64	686
Geophysical	5.96	1.27	917	5.43	1.55	916	4.61	1.94	913	5.42	1.52	916
Geological	5.93	1.40	738	5.15	1.71	735	4.24	2.08	735	5.13	1.69	735
Ecological	6.09	1.23	349	5.55	1.54	349	4.45	2.01	349	5.62	1.53	349
Chemistry	5.37	1.63	495	4.61	1.83	494	4.12	1.97	494	4.71	1.85	495
Biochemistry	5.46	1.60	372	4.82	1.84	370	4.07	2.05	369	5.06	1.69	371
Social Science	5.98	1.25	932	5.79	1.46	930	4.83	1.98	930	5.79	1.42	930

Notes: For past engagement, respondents were asked "about how often they have participated in" various forms "of engagement within the last year." Response options were "never" (0), "less than once a month" (1), "once a month" (2), "2-3 times a month" (3), "once a week" (4), "2-3 times a week" (5), and "daily" (6). For willingness, respondents were asked "Looking forward, how willing would you be to take part in the following types of engagement or outreach in the next 12 months? Select the point between the two labels that best describes your level of willingness or unwillingness." Respondents were asked to answer using a 7-point scale anchored by "not at all willing" (1) and "very willing" (7) with "neutral" as the middle (4) option.

Face-to-face engagement was generally the most commonly performed type of past engagement and the type of engagement for which respondents generally indicated the highest level of willingness (p. 6). Willingness, however, was quite high across most forms of engagement with the notable exception that there was less overall willingness for online engagement.

Across societies, social scientists and ecologists were often the most likely to have engaged and express high levels of willingness.

Table: Beliefs about engagement and motives for engagement

	Motivation: I became a scientist to work for the public good			Motivation: I am currently trying to make a positive impact on the world through my science			Attitudes: Unenjoyable/Enjoyable			Attitudes: Unpleasant/Pleasant			Attitudes about engagement scale (average of 'enjoyable and 'pleasant,' $r = .83$)		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	4.86	1.59	382	5.82	1.25	382	5.65	1.30	383	5.56	1.31	383	5.61	1.23	383
Media	4.69	1.65	331	5.72	1.32	332	4.96	1.53	333	4.84	1.54	331	4.90	1.47	331
Online	4.53	1.63	389	5.62	1.24	390	4.55	1.50	390	4.49	1.46	388	4.53	1.40	388
<i>Biological</i>															
F2F	5.06	1.49	355	5.91	1.17	355	5.69	1.12	354	5.58	1.20	355	5.64	1.07	354
Online	5.15	1.38	340	5.83	1.06	340	4.88	1.55	337	4.75	1.54	337	4.82	1.46	335
<i>Geophysical</i>															
F2F	4.66	1.57	316	5.84	1.08	316	5.58	1.31	316	5.49	1.24	315	5.53	1.21	315
Media	4.68	1.61	323	5.82	1.09	323	5.01	1.37	322	4.91	1.35	322	4.96	1.30	322
Online	4.51	1.61	277	5.68	1.25	278	4.66	1.52	278	4.45	1.50	278	4.56	1.42	278
<i>Geological</i>															
F2F	4.05	1.65	256	5.50	1.25	258	5.64	1.30	258	5.55	1.30	258	5.59	1.24	258
Media	4.39	1.58	249	5.61	1.19	248	4.75	1.50	249	4.64	1.45	247	4.69	1.40	247
Online	4.41	1.67	241	5.65	1.32	240	4.43	1.66	242	4.33	1.64	241	4.38	1.61	241
<i>Ecological</i>															
F2F	4.78	1.60	348	5.99	1.01	348	5.46	1.26	349	5.32	1.38	348	5.39	1.24	348
<i>Chemical</i>															
F2F	4.90	1.59	184	5.72	1.17	184	5.43	1.42	184	5.34	1.42	184	5.39	1.34	184
Media	4.65	1.63	160	5.63	1.21	160	4.65	1.51	160	4.57	1.47	160	4.61	1.44	160
Online	4.80	1.43	157	5.55	1.21	157	4.59	1.48	157	4.48	1.41	157	4.54	1.39	157
<i>Biochemical</i>															
F2F	5.00	1.53	374	5.86	1.11	374	5.38	1.35	373	5.23	1.44	372	5.30	1.32	372
<i>Social science</i>															
Media	4.89	1.67	922	5.63	1.27	921	5.03	1.55	929	4.93	1.55	930	4.98	1.50	929

Notes: Motivation questions and audience questions used had respondents select between "strongly disagree" (1) and "strongly agree". For the attitude questions, respondents selected between "Useless/Unenjoyable/etc." (1) and "Useful/Enjoyable/etc." (7).

Table: Beliefs about engagement and motives for engagement (continued)

	Audience: Treat you with respect			Audience: Listen to what you have to say			Audience perception scale ($r = .68$)		
	M	SD	N	M	SD	N	M	SD	N
General									
F2F	5.89	0.96	384	5.50	1.04	385	5.70	0.90	384
Media	5.47	1.10	331	4.90	1.21	331	5.19	1.03	331
Online	4.93	1.33	383	4.63	1.26	385	4.79	1.19	383
Biological									
F2F	5.74	1.04	355	5.39	1.13	355	5.57	1.01	354
Online	4.95	1.38	337	4.61	1.28	337	4.78	1.23	337
Geophysical									
F2F	5.69	1.03	316	5.36	1.10	316	5.53	0.96	316
Media	5.47	1.13	322	5.04	1.12	322	5.26	1.01	322
Online	4.65	1.42	274	4.40	1.41	275	4.52	1.30	274
Geological									
F2F	5.68	1.13	257	5.30	1.18	257	5.50	1.05	256
Media	5.30	1.20	247	4.97	1.20	248	5.14	1.10	247
Online	4.70	1.42	239	4.55	1.33	240	4.63	1.26	239
Ecological									
F2F	5.77	1.03	349	5.40	1.01	349	5.59	0.93	349
Chemical									
F2F	5.73	1.05	184	5.17	1.17	184	5.45	1.00	184
Media	5.09	1.25	160	4.44	1.23	160	4.76	1.12	160
Online	4.76	1.33	157	4.39	1.24	157	4.58	1.17	157
Biochemical									
F2F	5.65	1.13	375	5.21	1.16	374	5.43	1.04	374
Social science									
Media	5.09	1.29	928	4.69	1.25	929	4.89	1.14	928

Notes: Motivation questions and audience questions used saw respondents select between "strongly disagree" (1) and "strongly agree".

For the questions reported here and on subsequent pages where data is presented in a similar format, respondents were randomly assigned to answer questions only in the context of a single 'mode' of engagement, whether face-to-face, mediated, or online. This means that the sample size for each mode is somewhat lower than the overall sample size. This needs to be taken into account when considering margin of sampling error.

For motivation (p. 7), on average, respondents said they became a scientist to work for the public good and that they were trying to make a positive impact on the world through their science.

For attitudes toward engagement, respondents were generally more likely to say they saw engagement as likely to be enjoyable and pleasant. However, scores were typically lower for mediated engagement when compared to face-to-face engagement, and lower still for online engagement.

For attitudes toward the audience (p. 8), respondents indicated that they expected that the people with whom they would likely interact would generally treat them with respect and would listen to what they had to say. Again, however, these perceptions were sequentially lower for respondents who were asked about engaging via the news media or online, in comparison to those asked about face-to-face engagement.

Differences between societies were generally small.

Table: Beliefs about norms

	Descriptive Norms: My colleagues participate in this type of public engagement regularly			Descriptive Norms: This type of public engagement is commonly practiced by my colleagues			Descriptive Norms Scale (r = .82)			Subjective Norms: ... my colleagues would respect someone who participates in this type of public engagement			My colleagues do not approve of this type of public engagement (Reversed)			Subjective Norms Scale (r = .55)		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	3.95	1.52	379	3.91	1.57	381	3.93	1.47	379	5.35	1.22	382	5.45	1.34	379	5.40	1.10	379
Media	3.84	1.47	332	3.77	1.49	333	3.80	1.42	332	5.15	1.15	332	5.28	1.32	333	5.21	1.10	332
Online	3.65	1.45	388	3.65	1.42	388	3.65	1.37	388	4.71	1.30	389	4.96	1.38	389	4.83	1.19	388
Biological																		
F2F	3.94	1.50	355	3.88	1.55	355	3.91	1.43	354	5.23	1.30	356	5.38	1.39	356	5.31	1.20	356
Online	3.67	1.43	340	3.56	1.41	339	3.62	1.35	339	4.90	1.27	340	5.02	1.37	340	4.96	1.16	340
Geophysical																		
F2F	4.23	1.43	316	4.18	1.44	316	4.21	1.36	316	5.34	1.29	316	5.61	1.33	316	5.48	1.16	316
Media	4.34	1.47	323	4.32	1.48	323	4.33	1.39	323	5.27	1.29	323	5.54	1.34	323	5.41	1.20	323
Online	3.96	1.41	275	3.90	1.44	274	3.93	1.35	274	4.87	1.26	277	5.08	1.24	275	4.97	1.09	275
Geological																		
F2F	4.14	1.51	258	4.10	1.57	256	4.12	1.44	256	5.17	1.37	258	5.41	1.48	256	5.30	1.26	256
Media	3.95	1.57	246	3.98	1.59	246	3.96	1.51	246	5.13	1.30	247	5.34	1.38	247	5.23	1.16	246
Online	3.87	1.47	241	3.78	1.48	240	3.83	1.42	240	4.80	1.36	241	5.08	1.41	240	4.94	1.23	240
Ecological																		
F2F	4.28	1.48	350	4.18	1.56	349	4.23	1.45	349	5.23	1.37	349	5.42	1.39	350	5.33	1.24	349
Chemical																		
F2F	3.89	1.59	184	3.86	1.49	184	3.88	1.48	184	5.36	1.15	184	5.65	1.19	184	5.51	1.03	184
Media	3.26	1.45	160	3.31	1.42	159	3.29	1.36	159	5.01	1.14	160	5.15	1.28	160	5.08	1.06	160
Online	3.53	1.34	156	3.44	1.29	156	3.48	1.21	156	4.76	1.33	157	4.94	1.32	156	4.85	1.16	156
Biochemical																		
F2F	3.67	1.49	373	3.65	1.47	374	3.66	1.42	373	5.18	1.23	373	5.34	1.33	374	5.26	1.11	373
Social science																		
Media	4.69	1.51	927	4.69	1.52	927	4.69	1.45	926	5.28	1.22	927	5.49	1.32	927	5.38	1.14	926

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Efficacy

	Internal Efficacy: I am skilled at this type of public engagement			This type of public engagement is difficult for me (reversed)			Internal efficacy scale (r = .66)			External Efficacy: I don't think this type of public engagement can make a difference in society (Reversed)			External Efficacy: This type of public engagement is probably a waste of scientists' time (Reversed)			External efficacy scale (r = .57)		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	4.64	1.49	382	4.75	1.71	383	4.70	1.44	382	5.89	1.24	383.00	6.21	0.92	383	6.05	0.92	383
Media	4.06	1.63	332	4.32	1.65	333	4.19	1.50	332	5.82	1.29	333	5.98	1.11	333	5.90	1.01	333
Online	3.47	1.62	389	3.92	1.68	390	3.69	1.51	389	5.26	1.35	389	5.31	1.36	390	5.28	1.24	389
Biological																		
F2F	4.51	1.49	356	4.67	1.62	356	4.59	1.40	356	5.94	1.24	354	6.12	1.00	356	6.03	0.96	354
Online	3.78	1.65	340	4.27	1.75	339	4.03	1.54	339	5.31	1.45	340	5.30	1.43	340	5.31	1.30	340
Geophysical																		
F2F	4.70	1.54	316	4.68	1.66	316	4.69	1.45	316	5.97	1.21	316	6.02	1.13	316	5.99	1.04	316
Media	4.18	1.50	323	4.15	1.66	323	4.16	1.41	323	5.89	1.23	323	5.98	1.12	322	5.93	1.02	322
Online	3.60	1.53	279	3.94	1.74	279	3.77	1.49	279	5.22	1.45	279	5.12	1.56	278	5.17	1.34	278
Geological																		
F2F	4.78	1.53	258	4.81	1.66	258	4.80	1.44	258	6.02	1.19	258	6.08	1.14	258	6.05	1.03	258
Media	4.19	1.59	248	4.20	1.69	249	4.20	1.51	248	5.79	1.22	249	5.88	1.15	249	5.83	1.01	249
Online	3.57	1.70	243	4.00	1.72	242	3.79	1.58	242	5.24	1.37	243	5.18	1.47	244	5.21	1.30	243
Ecological																		
F2F	4.61	1.59	348	4.42	1.70	349	4.52	1.50	348	5.95	1.23	349	6.11	1.08	349	6.03	1.00	349
Chemical																		
F2F	4.39	1.46	184	4.43	1.61	184	4.41	1.40	184	5.72	1.23	184	5.77	1.20	184	5.74	1.06	184
Media	3.59	1.54	160	3.89	1.52	160	3.74	1.36	160	5.66	1.27	160	5.53	1.40	160	5.59	1.18	160
Online	3.53	1.47	157	3.88	1.58	157	3.70	1.36	157	5.03	1.33	157	5.03	1.36	157	5.03	1.21	157
Biochemical																		
F2F	4.20	1.47	374	4.30	1.57	374	4.25	1.38	374	5.79	1.31	374	5.88	1.21	374	5.83	1.09	374
Social science																		
Media	4.72	1.46	928	4.72	1.69	927	4.72	1.44	927	5.57	1.30	928	5.81	1.24	926	5.69	1.12	926

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table Efficacy (continued)

	Time: I do not have the time to communicate effectively with the public about my research (reversed)			Time: I wish I had more time to communicate with the public		
	M	SD	N	M	SD	N
General						
F2F	4.77	1.55	383	4.84	1.38	383
Media	4.62	1.55	332	4.66	1.36	332
Online	4.34	1.55	390	4.86	1.25	390
Biological						
F2F	4.41	1.54	355	5.03	1.21	356
Online	4.11	1.51	340	4.85	1.33	340
Geophysical						
F2F	4.34	1.61	316	5.21	1.25	314
Media	4.56	1.61	323	4.96	1.22	323
Online	4.17	1.64	278	4.99	1.27	278
Geological						
F2F	4.55	1.64	256	4.98	1.35	255
Media	4.54	1.53	248	4.65	1.40	249
Online	4.21	1.64	241	4.79	1.40	240
Ecological						
F2F	4.41	1.56	347	5.08	1.30	349
Chemical						
F2F	4.15	1.57	184	5.02	1.11	184
Media	4.09	1.41	159	4.59	1.33	160
Online	4.09	1.41	159	4.59	1.33	160
Biochemical						
F2F	4.30	1.63	373	5.00	1.32	374
Social science						
Media	4.38	1.61	923	4.82	1.414	922

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

For norms (p. 9), scientists had a mix of views (i.e., mean was toward the mid-point of the scale) with regard to the degree to which they thought their colleagues were engaging (i.e., perceived descriptive norms). There was only limited variation between societies and engagement modes.

In general, respondents across modes and societies also indicated that they thought their colleagues would have generally positive reactions to those who engaged (i.e., injunctive norms).

For efficacy (pp. 10), responding scientists varied in the degree to which they said they had the skill to engage effectively, especially those who were asked about engagement with the news media or online engagement (i.e., internal efficacy). There were few substantive differences by society.

Respondents, however, indicated that they generally thought that engagement had the potential to have an impact on society (i.e., external efficacy). Face-to-face, and engagement through the news media was generally seen in a more positive way than online engagement but online engagement still received scores well above the scale mid-point. There was again only limited variation by society.

For time (p. 11), respondents varied in the degree to which they said that they time for engagement and many indicated that they wished they had more time.

Table: Societal goals for public engagement

	Societal Goal: Getting policy makers to use scientific evidence			Societal Goal: Helping ensure our culture values science			Societal Goal: Helping people use science to make better personal decisions			Societal Goal: Obtaining adequate funding for scientific research			Societal Goal: Getting more young people to choose scientific careers			Societal Goal: Helping to diversify the STEM workforce		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>																		
F2F	6.32	1.06	383	6.15	1.20	383	5.58	1.35	384	5.50	1.52	383	5.25	1.41	384	5.02	1.43	381
Media	6.45	0.95	332	6.10	1.17	328	5.50	1.34	332	5.68	1.32	332	5.19	1.31	331	5.07	1.40	331
Online	6.36	1.01	389	6.15	1.09	386	5.41	1.36	388	5.55	1.43	387	5.25	1.38	389	4.96	1.52	387
<i>Biological</i>																		
F2F	6.32	1.02	354	6.29	1.00	356	5.82	1.24	354	5.73	1.36	354	5.50	1.35	356	5.19	1.39	351
Online	6.27	1.03	337	6.08	1.11	338	5.68	1.22	339	5.82	1.36	337	5.43	1.33	338	5.25	1.33	337
<i>Geophysical</i>																		
F2F	6.38	0.92	315	6.08	1.19	315	5.51	1.42	313	5.00	1.55	315	5.02	1.42	315	5.05	1.41	315
Media	6.50	0.82	321	6.10	1.11	321	5.48	1.42	321	5.22	1.50	319	5.13	1.31	322	5.12	1.44	317
Online	6.23	1.23	276	6.07	1.09	277	5.37	1.41	276	4.99	1.57	277	5.07	1.45	275	4.99	1.49	277
<i>Geological</i>																		
F2F	6.36	1.00	259	6.10	1.13	259	5.71	1.33	257	5.18	1.51	256	5.43	1.25	256	5.00	1.35	257
Media	6.48	0.84	248	6.07	1.22	246	5.77	1.30	246	5.20	1.61	244	5.39	1.22	246	5.03	1.65	244
Online	6.41	1.07	241	6.15	1.07	241	5.69	1.27	241	5.03	1.65	239	5.64	1.26	241	5.00	1.58	237
<i>Ecological</i>																		
F2F	6.43	0.97	348	6.13	1.05	347	5.65	1.35	350	4.91	1.53	348	5.07	1.36	348	5.13	1.42	346
<i>Chemical</i>																		
F2F	6.16	1.15	183	6.23	0.99	182	5.60	1.35	182	5.48	1.50	181	5.41	1.48	182	5.02	1.61	183
Media	6.11	1.14	159	5.97	1.16	157	5.37	1.37	160	5.57	1.44	158	5.25	1.42	160	4.84	1.62	158
Online	6.01	1.38	157	5.93	1.10	156	5.44	1.40	156	5.39	1.50	156	5.13	1.50	157	4.91	1.63	156
<i>Biochemical</i>																		
F2F	6.29	1.02	373	6.19	1.09	373	5.58	1.33	375	5.95	1.31	371	5.18	1.34	373	5.19	1.37	371
<i>Social science</i>																		
Media	6.12	1.27	930	5.47	1.42	926	5.12	1.63	927	4.68	1.70	927	4.08	1.62	923	4.45	1.80	922

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

There was almost universal endorsement of the goals of getting policy makers to use evidence and ensuring our culture values science. (p. 12) High means for the goal of getting people to make better personal decisions, and ensure adequate funds for science also indicates large proportions of the scientists surveyed endorsed these goals.

Recruitment goals rated the lowest of the societal goals but were still seen as important, relative to the mid-point of the seven-point scale.

For personal goals (p. 14), a desire to increase the impact of one's research and fulfilling a sense of duty to society, (both of which might also be considered a societal goal) were seen as similar in importance to many of the societal goals.

Enjoyment was rated as similar to recruitment whereas the goals of trying to obtain research funding and networking were rated somewhat less positively, near the mid-point of the scale.

For objectives (pp. 15-16), scientists indicated that the outcomes they would most prioritize were the relatively traditional objectives of helping to inform people about scientific issues and getting people excited. Defending science from those who spread falsehood and showing that the community cares about society were also prioritized relatively frequently.

Objectives associated with demonstrating openness, showing that scientists share community values, and framing were consistently the next most common set of objectives. These were followed by hearing from others and showing expertise. The final two objectives, it should be noted, were the only two objectives that consistently averaged less than about a 5 on the 7-point scale provided to respondents.

Another notable pattern is that the social scientists surveyed frequently had the lowest prioritization of objectives, although this might reflect a tendency not to choose high scores for all objectives. The social scientists also, however, selected objectives such as showing expertise more frequently than other respondents.

Table: Personal goals for public engagement

	Personal Goal: Increasing the impact of research			Personal Goal: Fulfilling a sense of duty to society			Personal Goal: Personal enjoyment			Personal Goal: Obtaining research funding			Personal Goal: Meeting other scientists		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	5.83	1.18	381	5.72	1.19	384	5.09	1.34	381	4.06	1.76	381	4.05	1.61	383
Media	5.84	1.22	332	5.80	1.17	333	4.67	1.59	331	4.25	1.69	330	4.01	1.58	330
Online	5.73	1.27	386	5.55	1.39	386	4.73	1.54	382	4.13	1.80	384	3.95	1.61	383
<i>Biological</i>															
F2F	5.84	1.20	355	5.68	1.32	354	5.00	1.46	354	4.65	1.65	353	4.48	1.59	354
Online	5.77	1.24	339	5.59	1.39	339	5.06	1.46	336	4.69	1.77	337	4.51	1.46	338
<i>Geophysical</i>															
F2F	5.84	1.17	316	5.67	1.33	314	4.98	1.37	316	4.15	1.60	316	4.06	1.52	314
Media	5.90	1.19	322	5.77	1.31	323	4.76	1.48	321	4.16	1.63	321	3.84	1.61	322
Online	5.75	1.23	276	5.53	1.39	275	4.88	1.51	276	3.86	1.68	275	4.02	1.65	275
<i>Geological</i>															
F2F	5.56	1.28	259	5.60	1.37	258	5.06	1.59	259	3.93	1.78	255	4.25	1.59	257
Media	5.57	1.33	247	5.60	1.36	248	4.91	1.71	245	4.05	1.81	244	4.17	1.59	242
Online	5.53	1.43	239	5.40	1.46	241	5.01	1.55	240	3.69	1.79	239	4.29	1.58	239
<i>Ecological</i>															
F2F	5.89	1.20	349	5.79	1.27	349	4.97	1.41	348	3.81	1.57	348	4.00	1.50	345
<i>Chemical</i>															
F2F	5.35	1.44	184	5.52	1.35	184	5.11	1.58	184	4.33	1.75	183	4.51	1.62	183
Media	5.46	1.38	160	5.54	1.27	160	4.76	1.51	160	4.41	1.67	158	4.03	1.46	158
Online	5.52	1.33	157	5.31	1.38	157	5.15	1.48	156	4.48	1.78	157	4.68	1.47	156
<i>Biochemical</i>															
F2F	5.90	1.19	372	5.53	1.38	373	4.87	1.50	372	4.93	1.65	371	4.52	1.58	372
<i>Social science</i>															
Media	6.01	1.18	924	5.88	1.29	924	4.69	1.57	922	3.80	1.74	921	3.70	1.67	920

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Objective Prioritization

	Objectives: Helping to inform people about scientific issues			Objectives: Getting people interested or excited about science			Objectives: Defending science from those who spread falsehoods			Objectives: Showing that the scientific community cares about society's well-being			Objectives: Demonstrating the scientific community's openness ...		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	6.21	0.92	381	5.98	1.05	380	5.78	1.33	380	5.71	1.11	381	5.49	1.19	377
Media	6.26	0.81	331	5.87	1.04	332	5.93	1.26	332	5.74	1.17	329	5.51	1.21	331
Online	6.08	0.99	385	5.72	1.17	385	5.91	1.30	385	5.43	1.26	382	5.44	1.20	384
<i>Biological</i>															
F2F	6.27	0.86	354	6.01	1.10	354	6.01	1.29	353	5.80	1.11	351	5.47	1.22	352
Online	6.16	0.91	335	5.92	1.08	333	6.06	1.14	332	5.79	1.11	336	5.59	1.16	334
<i>Geophysical</i>															
F2F	6.22	0.94	316	5.89	1.20	316	5.62	1.35	315	5.44	1.25	314	5.37	1.26	315
Media	6.34	0.80	322	5.77	1.17	322	5.76	1.31	322	5.49	1.16	322	5.44	1.25	322
Online	6.19	0.95	277	5.84	1.17	276	5.62	1.41	277	5.44	1.21	276	5.42	1.17	275
<i>Geological</i>															
F2F	6.21	0.88	257	5.91	1.08	257	5.95	1.36	257	5.60	1.12	256	5.41	1.24	257
Media	6.34	0.88	247	5.99	1.03	247	6.02	1.28	248	5.68	1.22	247	5.53	1.23	247
Online	6.29	0.84	241	5.97	1.05	239	5.86	1.41	240	5.58	1.21	238	5.48	1.22	239
<i>Ecological</i>															
F2F	6.18	0.92	349	5.89	1.10	350	5.55	1.36	346	5.46	1.20	348	5.23	1.27	347
<i>Chemical</i>															
F2F	6.15	0.89	183	5.74	1.19	184	5.83	1.28	183	5.62	1.14	182	5.45	1.19	184
Media	5.99	1.02	158	5.57	1.21	157	5.67	1.48	159	5.56	1.18	159	5.16	1.23	158
Online	5.85	1.13	156	5.60	1.25	156	5.69	1.43	156	5.38	1.23	156	5.31	1.36	156
<i>Biochemical</i>															
F2F	6.07	0.97	372	5.94	1.03	372	5.80	1.39	371	5.71	1.14	371	5.56	1.13	373
<i>Social science</i>															
Media	6.06	1.08	924	4.94	1.46	921	5.59	1.42	923	5.05	1.47	920	4.95	1.41	918

Notes: Respondents selected between "Very low important" (1) and "Very high importance" (7) for all questions.

Table: Objective Prioritization (continued)

	Objectives: Showing that scientists share community values			Objectives: Framing research implications so ... public think about a topic in a way that resonates with ... values			Objectives: Hearing what others think about scientific issues			Objectives: Showing the scientific community's expertise		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	5.31	1.23	379	5.27	1.347	379	5.17	1.21	380	4.83	1.39	380
Media	5.17	1.37	331	5.20	1.448	327	4.84	1.35	331	4.90	1.29	332
Online	4.94	1.33	383	5.12	1.400	382	4.85	1.31	384	4.85	1.36	383
<i>Biological</i>												
F2F	5.39	1.24	352	5.37	1.326	351	5.23	1.22	353	4.99	1.23	351
Online	5.28	1.28	333	5.39	1.273	334	5.15	1.16	333	4.96	1.29	334
<i>Geophysical</i>												
F2F	5.01	1.38	316	5.24	1.384	312	4.89	1.35	316	4.66	1.39	316
Media	4.94	1.42	321	5.21	1.417	321	4.72	1.32	321	4.87	1.38	321
Online	4.89	1.39	277	5.03	1.485	276	4.76	1.28	275	4.83	1.36	275
<i>Geological</i>												
F2F	5.15	1.36	255	5.18	1.431	256	4.93	1.35	255	4.93	1.37	256
Media	5.23	1.32	247	5.17	1.383	245	4.90	1.39	248	5.07	1.37	246
Online	5.15	1.32	240	5.19	1.361	237	4.89	1.32	239	4.96	1.23	237
<i>Ecological</i>												
F2F	5.08	1.34	347	5.33	1.388	345	4.83	1.29	349	4.51	1.34	349
<i>Chemical</i>												
F2F	5.33	1.26	184	5.08	1.365	183	4.93	1.38	184	4.85	1.32	184
Media	5.00	1.34	159	5.12	1.420	158	4.79	1.23	158	4.69	1.31	158
Online	5.03	1.30	156	4.83	1.429	155	4.98	1.29	156	4.85	1.37	155
<i>Biochemical</i>												
F2F	5.27	1.33	371	5.30	1.326	369	5.10	1.25	374	4.61	1.34	372
<i>Social science</i>												
Media	4.25	1.60	921	5.07	1.558	921	4.47	1.49	918	5.30	1.38	922

Notes: Respondents selected between "Very low important" (1) and "Very high importance" (7) for all questions.

For ethicality (pp. 18-19), very high means (around 6 on a 7-point scale) suggest that the scientists surveyed had few concerns about the ethicality of the objectives associated with helping to inform people about science, defending science, or exciting people about science. The ethicality of demonstrating openness, showing caring, and hearing what others think are nearly as high.

There are minor drops for ethicality for the objective of hearing from others, showing that scientists care and showing expertise. The ethicality for framing was consistently the lowest, although the mean is still well above the scale mid-point for almost all of the societies.

There do not appear to be substantive or consistent differences by mode (i.e., perceived ethicality of objectives were similar whether the respondent was asked about face-to-face, news mediated, or online engagement). The society of the respondent seems similarly unimportant.

For injunctive norms, (pp., 20-21), informing, exciting and defending are all similarly high across survey mode and society. Responding scientists were, on average, a little less sure their colleagues would look well on other scientists who sought to demonstrate expertise, caring and openness. Framing, showing values, and hearing from others were lower still, though still above the scale midpoint, in most cases.

While respondents from most of the societies seem to provide similar responses, the social science society gave somewhat lower ratings for many of the non-information-related objectives.

For descriptive norms (pp. 22-23), the scientists surveyed indicated that they thought their colleagues most often focused on defending, informing, and exciting. Showing expertise, caring, and openness were seen as somewhat less common. The least common objectives that scientists from across the different types of societies saw were showing community values and listening to others.

For external efficacy (pp. 24-25), the respondents appeared to have a lot of belief in the likely impact of almost all the potential objectives about which they were asked. Exciting and informing people ranked highest, in most cases, followed by very similar scores for the rest of the objectives.

There was little variation by engagement mode or society, although the social scientist society members who participated appear to have been a little more skeptical about the value of hearing from others, and showing that scientists share community values.

For internal efficacy (pp. 26-27), respondents appeared to believe they had the most skill at informing and exciting and the least skill at framing and showing they share community values. There was limited variation by society and by model, although the social scientists appeared to believe they had someone higher in some places.

Finally, scientists also indicated they had thought most about exciting, informing and defending (pp. 28-29). The other objectives were relatively less likely to have been considered, regardless of mode or society. Further, given that the means for often at the mid-point for the scale, this suggests that about half of those surveyed had given relatively limited thought to most of the objectives about which they were asked prior to taking the survey.

Information about ethicality, normative, and efficacy beliefs are also provided by objective (pp. 30-38).

Table: Beliefs about ethicality of objectives

	Ethicality: Helping to inform people about scientific issues			Ethicality: Defending science from those who spread falsehoods			Ethicality: Getting people interested or excited about science			Ethicality: Demonstrating the scientific community's openness ...			Ethicality: Showing that the scientific community cares about society's well-being		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	6.07	1.05	376	6.09	1.06	376	5.92	1.13	375	5.82	1.13	369	5.79	1.13	371
Media	6.16	0.94	321	6.21	0.97	323	5.94	1.08	323	5.88	1.09	325	5.79	1.09	326
Online	5.96	1.07	375	6.05	1.08	380	5.82	1.17	380	5.71	1.18	375	5.65	1.23	376
<i>Biological</i>															
F2F	5.92	1.13	351	5.90	1.16	351	5.70	1.24	351	5.64	1.14	350	5.62	1.12	346
Online	5.88	1.06	327	6.01	1.04	329	5.75	1.20	326	5.66	1.17	327	5.74	1.12	329
<i>Geophysical</i>															
F2F	6.04	1.05	315	5.97	1.13	315	5.76	1.21	315	5.80	1.08	314	5.60	1.18	313
Media	6.05	1.00	313	5.95	1.11	316	5.79	1.24	312	5.78	1.08	315	5.60	1.15	313
Online	5.86	1.12	270	5.87	1.20	270	5.72	1.30	271	5.74	1.18	268	5.55	1.21	266
<i>Geological</i>															
F2F	5.94	1.11	249	5.86	1.39	250	5.81	1.24	247	5.70	1.25	247	5.60	1.24	247
Media	6.08	1.03	238	6.09	1.12	240	5.88	1.10	241	5.75	1.18	234	5.70	1.13	235
Online	5.92	1.20	233	5.99	1.20	237	5.86	1.18	237	5.76	1.08	233	5.66	1.16	233
<i>Ecological</i>															
F2F	6.10	1.08	343	5.96	1.08	345	5.90	1.21	345	5.80	1.08	343	5.73	1.15	341
<i>Chemical</i>															
F2F	5.83	1.13	179	5.90	1.10	176	5.62	1.27	180	5.56	1.10	179	5.54	1.18	180
Media	5.81	1.17	156	5.82	1.19	158	5.50	1.25	158	5.47	1.21	158	5.55	1.14	158
Online	5.86	1.15	154	5.82	1.21	154	5.50	1.27	150	5.50	1.20	153	5.50	1.24	152
<i>Biochemical</i>															
F2F	5.96	0.96	368	5.98	1.05	369	5.69	1.15	367	5.71	1.12	367	5.68	1.05	365
<i>Social science</i>															
Media	5.99	1.08	881	5.97	1.15	879	5.61	1.21	881	5.74	1.14	881	5.50	1.26	876

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Beliefs about ethicality of objectives (continued)

	Ethicality: Hearing what others think about scientific issues			Ethicality: Showing that scientists share community values			Ethicality: Showing the scientific community's expertise			Ethicality: Framing research implications so ... public think about a topic in a way that resonates with ... values		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	5.68	1.12	371	5.45	1.30	373	5.44	1.26	372	5.30	1.30	369
Media	5.64	1.23	318	5.39	1.30	323	5.53	1.22	321	5.25	1.40	318
Online	5.47	1.26	375	5.25	1.31	377	5.39	1.26	376	5.13	1.44	373
<i>Biological</i>												
F2F	5.56	1.19	345	5.36	1.23	348	5.28	1.29	346	5.10	1.30	346
Online	5.57	1.21	329	5.47	1.11	329	5.35	1.29	330	5.22	1.25	326
<i>Geophysical</i>												
F2F	5.58	1.21	314	5.24	1.31	315	5.30	1.24	315	5.13	1.35	314
Media	5.38	1.25	315	5.16	1.25	320	5.19	1.29	315	5.06	1.44	314
Online	5.35	1.34	268	5.22	1.28	268	5.25	1.28	267	5.12	1.39	269
<i>Geological</i>												
F2F	5.52	1.31	243	5.25	1.29	247	5.28	1.47	248	5.22	1.34	246
Media	5.46	1.24	235	5.34	1.28	235	5.46	1.27	237	5.14	1.41	241
Online	5.31	1.32	229	5.29	1.29	229	5.37	1.31	233	5.08	1.46	230
<i>Ecological</i>												
F2F	5.74	1.14	340	5.34	1.33	345	5.26	1.30	345	5.28	1.34	342
<i>Chemical</i>												
F2F	5.49	1.15	181	5.27	1.39	179	5.27	1.34	179	5.06	1.48	177
Media	5.28	1.21	159	5.16	1.24	158	5.01	1.39	158	4.80	1.54	157
Online	5.30	1.28	152	5.15	1.22	154	5.20	1.24	154	4.92	1.37	151
<i>Biochemical</i>												
F2F	5.47	1.14	367	5.34	1.20	368	5.23	1.20	369	5.24	1.32	364
<i>Social science</i>												
Media	5.36	1.24	872	4.84	1.40	862	5.53	1.28	881	4.90	1.49	872

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Beliefs about injunctive norms

	Injunctive norms: Helping to inform people about scientific issues			Injunctive norms: Defending science from those who spread falsehoods			Injunctive norms: Getting people interested or excited about science			Injunctive norms: Showing the scientific community's expertise			Injunctive norms: Showing that the scientific community cares about society's well- being		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	5.70	1.16	375	5.76	1.15	377	5.71	1.08	376	5.27	1.16	371	5.25	1.13	374
Media	5.79	1.04	324	5.90	1.04	324	5.70	1.09	323	5.28	1.12	322	5.20	1.05	328
Online	5.57	1.15	378	5.65	1.20	381	5.46	1.17	380	5.19	1.23	378	4.98	1.21	376
<i>Biological</i>															
F2F	5.59	1.22	353	5.74	1.24	352	5.61	1.16	353	5.20	1.16	350	5.19	1.24	349
Online	5.54	1.15	328	5.77	1.10	331	5.54	1.19	328	5.16	1.27	329	5.29	1.18	329
<i>Geophysical</i>															
F2F	5.69	1.11	315	5.62	1.15	315	5.57	1.11	316	5.18	1.14	315	5.10	1.15	316
Media	5.81	1.07	314	5.72	1.10	316	5.70	1.07	315	5.20	1.16	316	5.17	1.17	313
Online	5.54	1.13	274	5.41	1.32	272	5.47	1.21	273	5.18	1.19	270	4.99	1.20	268
<i>Geological</i>															
F2F	5.58	1.18	251	5.51	1.34	251	5.55	1.20	248	5.19	1.26	250	4.92	1.31	248
Media	5.76	1.13	241	5.79	1.14	240	5.67	1.16	243	5.31	1.22	237	5.13	1.25	240
Online	5.62	1.13	235	5.62	1.27	237	5.52	1.16	237	5.17	1.15	232	5.07	1.20	230
<i>Ecological</i>															
F2F	5.78	1.03	346	5.66	1.07	348	5.56	1.04	343	5.26	1.16	346	5.04	1.20	342
<i>Chemical</i>															
F2F	5.51	1.06	179	5.61	1.14	181	5.52	1.10	180	5.22	1.06	179	5.12	1.11	181
Media	5.66	1.03	157	5.59	1.23	158	5.44	1.21	158	5.18	1.18	158	5.22	1.16	158
Online	5.51	1.11	155	5.66	1.14	154	5.41	1.12	152	5.06	1.16	154	5.03	1.20	152
<i>Biochemical</i>															
F2F	5.55	1.06	371	5.68	1.13	371	5.51	1.06	369	5.07	1.19	371	5.17	1.11	370
<i>Social science</i>															
Media	5.55	1.18	882	5.60	1.19	881	4.98	1.24	882	5.41	1.19	882	4.87	1.25	880

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Beliefs about injunctive norms (continued)

	Injunctive norms: Demonstrating the scientific community's openness ...			Injunctive norms: Framing research implications so ... public think about a topic in a way that resonates with ... values			Injunctive norms: Showing that scientists share community values			Injunctive norms: Hearing what others think about scientific issues		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	5.15	1.17	371	4.81	1.16	370	4.72	1.16	373	4.65	1.19	371
Media	5.24	1.19	327	4.75	1.21	322	4.71	1.18	324	5.64	1.18	323
Online	4.99	1.24	378	4.58	1.29	375	4.50	1.27	379	4.42	1.30	376
<i>Biological</i>												
F2F	5.13	1.22	350	4.79	1.27	347	4.86	1.25	351	4.71	1.29	349
Online	5.14	1.19	328	4.84	1.24	329	4.87	1.25	331	4.70	1.34	330
<i>Geophysical</i>												
F2F	5.18	1.10	315	4.66	1.25	314	4.54	1.20	314	4.45	1.22	313
Media	5.36	1.11	316	4.63	1.35	316	4.58	1.16	320	4.57	1.26	315
Online	5.07	1.16	269	4.66	1.28	269	4.43	1.22	270	4.36	1.24	269
<i>Geological</i>												
F2F	5.13	1.21	247	4.67	1.35	246	4.59	1.38	246	4.55	1.31	245
Media	5.32	1.15	238	4.71	1.30	242	4.66	1.30	235	4.59	1.30	237
Online	5.16	1.25	233	4.68	1.31	231	4.65	1.26	231	4.54	1.37	231
<i>Ecological</i>												
F2F	5.06	1.15	343	4.64	1.23	343	4.43	1.18	346	4.48	1.22	343
<i>Chemical</i>												
F2F	5.12	1.09	179	4.69	1.30	178	4.86	1.26	180	4.61	1.21	181
Media	4.93	1.27	158	4.52	1.32	157	4.61	1.21	157	4.42	1.29	159
Online	4.92	1.26	153	4.67	1.22	153	4.55	1.17	154	4.53	1.24	152
<i>Biochemical</i>												
F2F	5.17	1.17	367	4.72	1.25	365	4.68	1.20	370	4.55	1.27	369
<i>Social science</i>												
Media	5.05	1.21	884	4.42	1.34	881	4.12	1.28	867	4.37	1.27	877

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Beliefs about descriptive norms

	Descriptive norms: Defending science from those who spread falsehoods			Descriptive norms: Helping to inform people about scientific issues			Descriptive norms: Getting people interested or excited about science			Descriptive norms: Showing the scientific community's expertise			Descriptive norms: Showing that the scientific community cares about society's well- being		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	5.44	1.31	378	5.31	1.33	375	5.31	1.24	376	4.91	1.31	372	4.81	1.31	374
Media	5.53	1.25	323	5.29	1.32	323	5.22	1.32	325	4.87	1.33	322	4.70	1.26	327
Online	5.36	1.38	381	5.11	1.36	378	5.05	1.36	380	4.78	1.34	378	4.52	1.35	376
<i>Biological</i>															
F2F	5.49	1.34	352	5.19	1.31	353	5.20	1.31	351	4.83	1.25	349	4.73	1.34	348
Online	5.42	1.32	331	5.01	1.39	327	5.13	1.42	327	4.78	1.30	330	4.69	1.38	329
<i>Geophysical</i>															
F2F	5.33	1.27	315	5.35	1.31	315	5.22	1.23	316	4.90	1.29	314	4.67	1.30	315
Media	5.32	1.32	316	5.40	1.33	314	5.26	1.25	315	4.86	1.27	316	4.73	1.33	313
Online	4.93	1.48	269	5.04	1.38	273	5.03	1.36	273	4.78	1.32	268	4.43	1.37	268
<i>Geological</i>															
F2F	5.26	1.51	250	5.16	1.39	250	5.14	1.44	247	4.90	1.36	250	4.51	1.45	247
Media	5.46	1.30	242	5.39	1.30	243	5.38	1.27	243	5.00	1.39	238	4.75	1.40	241
Online	5.29	1.41	237	5.24	1.41	235	5.17	1.37	237	4.84	1.33	233	4.59	1.38	233
<i>Ecological</i>															
F2F	5.40	1.21	348	5.50	1.30	346	5.26	1.22	345	4.99	1.20	346	4.64	1.31	342
<i>Chemical</i>															
F2F	5.23	1.38	181	5.08	1.35	179	5.22	1.34	181	4.72	1.28	180	4.66	1.31	181
Media	5.18	1.33	158	5.18	1.31	157	5.09	1.31	157	4.70	1.30	158	4.74	1.28	157
Online	5.27	1.37	154	4.93	1.41	155	4.98	1.38	152	4.66	1.40	154	4.45	1.35	152
<i>Biochemical</i>															
F2F	5.33	1.28	369	5.05	1.30	368	5.10	1.25	369	4.73	1.28	370	4.66	1.28	369
<i>Social science</i>															
Media	5.25	1.38	880	5.12	1.43	881	4.49	1.43	882	5.03	1.38	880	4.57	1.38	883

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table: Beliefs about descriptive norms (continued)

	Descriptive norms: Demonstrating the scientific community's openness ...			Descriptive norms: Framing research implications so ... public think about a topic in a way that resonates with ... values			Descriptive norms: Showing that scientists share community values			Descriptive norms: Hearing what others think about scientific issues		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	4.65	1.31	372	4.34	1.23	370	4.19	1.27	373	4.13	1.28	371
Media	4.76	1.32	327	4.21	1.29	322	4.22	1.26	323	5.64	1.25	323
Online	4.52	1.41	376	4.11	1.41	375	4.00	1.34	379	3.99	1.33	376
<i>Biological</i>												
F2F	4.68	1.30	350	4.32	1.33	347	4.31	1.35	351	4.18	1.31	347
Online	4.69	1.34	327	4.29	1.36	329	4.19	1.38	329	4.18	1.42	328
<i>Geophysical</i>												
F2F	4.73	1.26	313	4.32	1.29	315	4.06	1.27	314	3.98	1.26	312
Media	4.78	1.32	317	4.15	1.35	316	4.09	1.28	320	3.94	1.36	315
Online	4.49	1.37	267	4.20	1.32	270	3.93	1.34	269	3.76	1.28	269
<i>Geological</i>												
F2F	4.68	1.31	244	4.21	1.34	245	4.07	1.37	247	4.03	1.36	245
Media	4.81	1.32	238	4.34	1.27	241	4.31	1.45	236	4.31	1.30	237
Online	4.70	1.42	234	4.27	1.47	230	4.26	1.38	230	4.19	1.45	231
<i>Ecological</i>												
F2F	4.61	1.28	344	4.31	1.32	344	4.08	1.27	346	3.97	1.31	340
<i>Chemical</i>												
F2F	4.55	1.34	179	4.25	1.39	178	4.37	1.39	180	4.12	1.37	181
Media	4.53	1.24	158	4.06	1.30	157	4.11	1.30	157	3.93	1.23	159
Online	4.30	1.37	152	4.05	1.31	152	3.99	1.29	154	3.94	1.31	152
<i>Biochemical</i>												
F2F	4.63	1.29	365	4.27	1.30	366	4.18	1.29	369	4.05	1.24	366
<i>Social science</i>												
Media	3.97	1.39	874	4.10	1.43	879	3.80	1.38	866	4.40	1.39	880

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table: Beliefs about objective impact (external efficacy)

	External efficacy: Getting people interested or excited about science			External efficacy: Helping to inform people about scientific issues			External efficacy: Showing the scientific community's expertise			External efficacy: Showing that the scientific community cares about society's well-being			External efficacy: Defending science from those who spread falsehoods		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	6.16	0.86	376	6.11	0.85	375	5.78	0.97	368	5.76	1.01	374	5.60	1.20	375
Media	6.10	0.86	325	6.06	0.87	322	5.77	0.90	322	5.68	0.93	326	5.63	1.15	323
Online	6.01	0.95	379	5.89	0.99	377	5.66	1.00	376	5.62	1.04	370	5.50	1.29	379
<i>Biological</i>															
F2F	6.16	0.83	351	6.12	0.78	353	5.81	0.95	347	5.79	0.90	346	5.70	1.15	350
Online	6.10	0.88	327	5.96	0.86	327	5.62	1.01	330	5.66	0.98	328	5.63	1.16	329
<i>Geophysical</i>															
F2F	6.11	0.86	316	6.09	0.85	315	5.72	0.95	314	5.71	0.99	315	5.45	1.30	315
Media	6.21	0.82	315	6.19	0.79	314	5.70	0.98	316	5.67	1.01	310	5.51	1.28	315
Online	6.17	0.87	273	5.98	0.93	274	5.70	0.96	269	5.63	1.02	266	5.20	1.43	271
<i>Geological</i>															
F2F	6.07	0.98	248	5.99	0.93	251	5.71	1.08	248	5.68	1.07	248	5.46	1.36	248
Media	6.05	0.92	243	6.07	0.84	241	5.74	0.99	238	5.58	1.02	240	5.65	1.14	241
Online	6.15	0.82	236	5.93	0.98	232	5.63	1.05	232	5.63	1.06	233	5.53	1.29	236
<i>Ecological</i>															
F2F	6.24	0.76	346	6.20	0.72	345	5.78	0.90	343	5.76	0.86	342	5.48	1.26	347
<i>Chemical</i>															
F2F	6.04	0.92	181	5.90	0.88	178	5.64	1.07	179	5.67	1.06	180	5.34	1.28	181
Media	5.94	0.88	158	5.82	0.98	157	5.52	1.07	158	5.56	1.03	158	5.30	1.34	157
Online	6.06	0.92	152	5.82	0.92	154	5.58	1.00	154	5.61	0.99	152	5.57	1.09	153
<i>Biochemical</i>															
F2F	6.07	0.86	367	5.99	0.82	369	5.67	0.96	370	5.72	0.94	369	5.59	1.14	370
<i>Social science</i>															
Media	5.58	1.03	881	5.86	0.94	880	5.65	1.02	878	5.36	1.03	877	5.50	1.20	878

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table: Beliefs about objective impact (external efficacy, continued)

	External efficacy: Demonstrating the scientific community's openness ...			External efficacy: Hearing what others think about scientific issues			External efficacy: Framing research implications so ... public think about a topic in a way that resonates with ... values			External efficacy: Showing that scientists share community values		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	5.57	1.05	371	5.54	1.06	371	5.53	1.10	369	5.51	1.06	372
Media	5.61	1.06	327	5.64	1.05	320	5.48	1.15	321	5.51	1.05	324
Online	5.49	1.11	376	5.39	1.11	374	5.43	1.12	372	5.35	1.10	376
<i>Biological</i>												
F2F	5.66	0.98	348	5.61	0.99	347	5.56	1.09	344	5.60	0.95	349
Online	5.53	1.02	327	5.39	1.08	328	5.48	1.07	327	5.48	1.02	331
<i>Geophysical</i>												
F2F	5.54	1.05	314	5.57	1.08	313	5.54	1.05	315	5.40	1.11	314
Media	5.60	1.08	315	5.40	1.18	313	5.59	1.06	315	5.46	1.06	319
Online	5.41	1.12	268	5.29	1.15	268	5.53	1.09	270	5.37	1.09	270
<i>Geological</i>												
F2F	5.57	1.05	246	5.55	1.10	245	5.57	1.09	244	5.40	1.19	244
Media	5.56	1.04	237	5.40	1.08	236	5.43	1.13	242	5.40	1.10	236
Online	5.54	1.07	234	5.41	1.15	230	5.35	1.19	230	5.44	1.09	231
<i>Ecological</i>												
F2F	5.60	1.00	342	5.65	1.03	342	5.70	1.07	344	5.57	0.97	345
<i>Chemical</i>												
F2F	5.54	1.04	178	5.44	1.03	181	5.43	1.10	177	5.44	1.05	179
Media	5.39	1.05	158	5.30	1.02	159	5.28	1.22	157	5.27	1.06	158
Online	5.40	1.02	153	5.38	1.08	152	5.28	1.11	152	5.34	1.07	154
<i>Biochemical</i>												
F2F	5.49	1.03	367	5.48	1.01	369	5.51	1.09	365	5.57	0.97	370
<i>Social science</i>												
Media	5.30	1.09	881	5.04	1.18	873	5.28	1.11	877	5.01	1.19	865

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table: Beliefs about personal skills (internal efficacy)

	Internal efficacy: Helping to inform people about scientific issues			Internal efficacy: Getting people interested or excited about science			Internal efficacy: Showing the scientific community's expertise			Internal efficacy: Hearing what others think about scientific issues			Internal efficacy: Showing that the scientific community cares about society's well-being		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	5.34	1.18	375	5.26	1.18	375	4.98	1.23	371	4.85	1.25	370	4.82	1.30	374
Media	5.12	1.39	324	4.91	1.37	325	4.69	1.40	322	5.64	1.35	323	4.54	1.39	327
Online	4.97	1.41	375	4.86	1.46	380	4.61	1.44	377	4.47	1.46	375	4.38	1.52	376
<i>Biological</i>															
F2F	5.33	1.03	353	5.33	1.14	351	4.99	1.15	347	4.96	1.12	347	4.89	1.18	348
Online	5.05	1.35	326	5.10	1.37	326	4.62	1.37	328	4.71	1.35	327	4.58	1.30	328
<i>Geophysical</i>															
F2F	5.51	1.04	315	5.35	1.08	316	5.09	1.11	314	5.03	1.16	314	4.99	1.17	315
Media	5.40	1.10	314	5.17	1.12	315	4.92	1.10	316	4.71	1.25	314	4.72	1.19	313
Online	5.23	1.20	274	5.11	1.27	273	4.84	1.22	267	4.56	1.32	269	4.57	1.36	267
<i>Geological</i>															
F2F	5.45	1.09	250	5.39	1.15	248	5.10	1.19	250	5.02	1.17	245	4.94	1.26	248
Media	5.25	1.20	243	5.34	1.19	243	4.81	1.35	237	4.83	1.26	237	4.69	1.32	241
Online	5.33	1.23	234	5.40	1.31	237	4.91	1.31	232	4.71	1.35	231	4.77	1.37	231
<i>Ecological</i>															
F2F	5.48	1.16	345	5.34	1.15	346	4.97	1.19	344	4.92	1.20	341	4.81	1.25	341
<i>Chemical</i>															
F2F	5.23	1.17	178	5.21	1.28	181	4.79	1.33	180	4.78	1.30	179	4.72	1.36	181
Media	4.88	1.33	157	4.87	1.36	158	4.46	1.26	158	4.46	1.21	158	4.42	1.28	157
Online	4.87	1.34	154	4.94	1.43	151	4.49	1.30	152	4.58	1.32	152	4.43	1.33	151
<i>Biochemical</i>															
F2F	5.09	1.27	370	5.08	1.33	368	4.75	1.27	370	4.69	1.30	368	4.66	1.27	368
<i>Social science</i>															
Media	5.41	1.12	880	4.95	1.28	882	5.11	1.22	879	4.86	1.22	869	4.87	1.26	879

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table: Beliefs about personal skills (internal efficacy, continued)

	Internal efficacy: Defending science from those who spread falsehoods			Internal efficacy: Demonstrating the scientific community's openness ...			Internal efficacy: Showing that scientists share community values			Internal efficacy: Framing research implications so ... public think about a topic in a way that resonates with ... values		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	4.80	1.34	377	4.77	1.31	371	4.61	1.34	373	4.54	1.37	370
Media	4.53	1.47	324	4.53	1.45	327	4.28	1.40	324	4.18	1.44	322
Online	4.43	1.54	380	4.43	1.47	376	4.13	1.51	378	4.09	1.47	375
<i>Biological</i>												
F2F	4.73	1.33	352	4.81	1.17	349	4.77	1.15	350	4.57	1.23	346
Online	4.59	1.46	330	4.55	1.33	327	4.34	1.34	328	4.25	1.39	326
<i>Geophysical</i>												
F2F	4.73	1.29	314	4.94	1.16	314	4.69	1.18	314	4.59	1.25	315
Media	4.62	1.31	316	4.74	1.19	315	4.43	1.19	320	4.44	1.25	315
Online	4.41	1.35	271	4.63	1.25	270	4.41	1.25	270	4.44	1.34	268
<i>Geological</i>												
F2F	4.80	1.35	249	4.98	1.24	247	4.72	1.31	247	4.59	1.35	245
Media	4.79	1.40	242	4.73	1.32	238	4.58	1.32	236	4.44	1.40	239
Online	4.78	1.40	237	4.76	1.34	234	4.58	1.40	231	4.48	1.38	229
<i>Ecological</i>												
F2F	4.56	1.42	348	4.78	1.25	344	4.55	1.26	346	4.60	1.32	344
<i>Chemical</i>												
F2F	4.62	1.39	179	4.63	1.32	179	4.51	1.43	179	4.39	1.50	177
Media	4.34	1.41	158	4.37	1.38	158	4.18	1.24	158	3.97	1.50	156
Online	4.54	1.46	153	4.39	1.34	153	4.26	1.39	153	4.02	1.41	151
<i>Biochemical</i>												
F2F	4.57	1.35	371	4.60	1.37	368	4.50	1.33	370	4.32	1.40	367
<i>Social science</i>												
Media	5.00	1.27	879	4.92	1.24	881	4.50	1.27	866	4.69	1.30	876

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions

Table: Prior consideration of objectives

	Prior consideration: Getting people interested or excited about science			Prior consideration: Helping to inform people about scientific issues			Prior consideration: Defending science from those who spread falsehoods			Prior consideration: Showing that the scientific community cares about society's well- being			Prior consideration: Showing the scientific community's expertise		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>															
F2F	5.10	1.59	375	5.02	1.64	373	4.78	1.74	374	4.11	1.76	370	4.04	1.68	370
Media	4.86	1.59	324	4.89	1.63	324	4.72	1.66	324	4.01	1.65	326	3.80	1.58	322
Online	4.74	1.74	376	4.80	1.77	373	4.70	1.77	378	3.82	1.73	374	3.71	1.64	374
<i>Biological</i>															
F2F	5.05	1.50	348	4.86	1.51	348	4.87	1.60	348	4.18	1.53	346	3.87	1.51	345
Online	4.76	1.72	326	4.67	1.68	326	4.70	1.68	330	3.98	1.71	326	3.71	1.65	330
<i>Geophysical</i>															
F2F	5.24	1.46	314	5.26	1.42	314	5.07	1.52	314	4.21	1.58	314	4.14	1.51	315
Media	5.25	1.42	314	5.34	1.34	314	5.14	1.45	313	4.23	1.66	313	4.04	1.60	315
Online	5.00	1.69	272	4.92	1.63	272	4.73	1.71	271	3.94	1.71	265	3.98	1.64	269
<i>Geological</i>															
F2F	5.25	1.68	246	5.11	1.62	249	5.00	1.69	249	4.22	1.70	246	4.12	1.67	249
Media	5.32	1.50	241	5.14	1.48	241	5.03	1.67	239	4.09	1.68	240	4.07	1.71	237
Online	5.21	1.50	234	5.07	1.51	233	4.96	1.68	237	4.10	1.68	231	3.93	1.60	230
<i>Ecological</i>															
F2F	5.48	1.36	344	5.57	1.32	344	5.10	1.54	348	4.32	1.57	339	4.17	1.57	344
<i>Chemical</i>															
F2F	5.05	1.65	181	4.77	1.60	179	4.73	1.73	180	4.11	1.67	180	3.96	1.64	180
Media	4.76	1.64	157	4.67	1.61	157	4.57	1.65	157	3.96	1.57	158	3.69	1.51	157
Online	4.82	1.65	152	4.43	1.66	154	4.53	1.72	154	3.77	1.71	152	3.56	1.68	154
<i>Biochemical</i>															
F2F	5.03	1.52	367	4.80	1.58	371	4.66	1.63	369	4.13	1.55	363	3.83	1.46	370
<i>Social science</i>															
Media	4.21	1.75	882	5.01	1.57	881	4.61	1.74	879	3.97	1.77	879	4.40	1.71	879

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions,

Table: Prior consideration of objectives (continued)

	Prior consideration: Demonstrating the scientific community's openness ...			Prior consideration: Hearing what others think about scientific issues			Prior consideration: Framing research implications so ... public think about a topic in a way that resonates with ... values			Prior consideration: Showing that scientists share community values		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>												
F2F	3.96	1.69	370	3.96	1.60	369	3.87	1.65	368	3.77	1.65	371
Media	3.86	1.64	326	3.76	1.60	322	3.60	1.70	321	3.63	1.59	324
Online	3.74	1.71	375	3.67	1.66	374	3.58	1.71	368	3.38	1.62	377
<i>Biological</i>												
F2F	4.06	1.48	345	4.02	1.50	345	3.87	1.60	346	3.85	1.58	345
Online	3.79	1.64	327	3.83	1.61	324	3.64	1.69	327	3.54	1.69	329
<i>Geophysical</i>												
F2F	4.26	1.58	314	4.06	1.54	314	4.17	1.64	313	3.78	1.54	315
Media	4.09	1.63	317	3.89	1.61	314	4.02	1.74	314	3.64	1.63	318
Online	4.03	1.66	270	3.58	1.66	268	3.88	1.78	269	3.60	1.74	270
<i>Geological</i>												
F2F	3.87	1.67	245	4.04	1.75	245	4.02	1.78	246	3.66	1.71	247
Media	4.03	1.58	236	3.87	1.70	235	3.86	1.78	241	3.60	1.64	233
Online	4.06	1.67	233	3.98	1.64	231	3.99	1.72	229	3.80	1.66	229
<i>Ecological</i>												
F2F	4.15	1.60	342	4.23	1.57	339	4.38	1.70	342	3.78	1.59	342
<i>Chemical</i>												
F2F	3.88	1.67	179	3.91	1.78	181	3.88	1.77	177	3.87	1.76	179
Media	3.64	1.57	157	3.50	1.50	158	3.38	1.74	157	3.47	1.52	158
Online	3.63	1.67	152	3.46	1.60	152	3.42	1.66	153	3.27	1.57	151
<i>Biochemical</i>												
F2F	3.92	1.57	365	3.83	1.55	369	3.75	1.68	366	3.61	1.63	368
<i>Social science</i>												
Media	3.92	1.74	883	3.67	1.69	867	3.88	1.79	878	3.42	1.70	862

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Information objective

	Objective, Information: This objective is ethical			Objective, Information: Scientists who pursue this objective would be well regarded by their peers			Objective, Information: My colleagues would put a high priority on this objective			Objective, Information: Achieving this ... is possible for a good communicator			Objective, Information: I have the skills needed to achieve this objective			Objective, Information: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	6.07	1.05	376	5.70	1.16	375	5.31	1.33	375	6.11	0.85	375	5.34	1.18	375	5.02	1.64	373
Media	6.16	0.94	321	5.79	1.04	324	5.29	1.32	323	6.06	0.87	322	5.12	1.39	324	4.89	1.63	324
Online	5.96	1.07	375	5.57	1.15	378	5.11	1.36	378	5.89	0.99	377	4.97	1.41	375	4.80	1.77	373
Biological																		
F2F	5.92	1.13	351	5.59	1.22	353	5.19	1.31	353	6.12	0.78	353	5.33	1.03	353	4.86	1.51	348
Online	5.88	1.06	327	5.54	1.15	328	5.01	1.39	327	5.96	0.86	327	5.05	1.35	326	4.67	1.68	326
Geophysical																		
F2F	6.04	1.05	315	5.69	1.11	315	5.35	1.31	315	6.09	0.85	315	5.51	1.04	315	5.26	1.42	314
Media	6.05	1.00	313	5.81	1.07	314	5.40	1.33	314	6.19	0.79	314	5.40	1.10	314	5.34	1.34	314
Online	5.86	1.12	270	5.54	1.13	274	5.04	1.38	273	5.98	0.93	274	5.23	1.20	274	4.92	1.63	272
Geological																		
F2F	5.94	1.11	249	5.58	1.18	251	5.16	1.39	250	5.99	0.93	251	5.45	1.09	250	5.11	1.62	249
Media	6.08	1.03	238	5.76	1.13	241	5.39	1.30	243	6.07	0.84	241	5.25	1.20	243	5.14	1.48	241
Online	5.92	1.20	233	5.62	1.13	235	5.24	1.41	235	5.93	0.98	232	5.33	1.23	234	5.07	1.51	233
Ecological																		
F2F	6.10	1.08	343	5.78	1.03	346	5.50	1.30	346	6.20	0.72	345	5.48	1.16	345	5.57	1.32	344
Chemical																		
F2F	5.83	1.13	179	5.51	1.06	179	5.08	1.35	179	5.90	0.88	178	5.23	1.17	178	4.77	1.60	179
Media	5.81	1.17	156	5.66	1.03	157	5.18	1.31	157	5.82	0.98	157	4.88	1.33	157	4.67	1.61	157
Online	5.86	1.15	154	5.51	1.11	155	4.93	1.41	155	5.82	0.92	154	4.87	1.34	154	4.43	1.66	154
Biochemical																		
F2F	5.96	0.96	368	5.55	1.06	371	5.05	1.30	368	5.99	0.82	369	5.09	1.27	370	4.80	1.58	371
Social science																		
Media	5.99	1.08	881	5.55	1.18	882	5.12	1.43	881	5.86	0.94	880	5.41	1.12	880	5.01	1.57	881

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Excite/interest objective

	Objective, Excite: This objective is ethical			Objective, Excite: Scientists who pursue this objective would be well regarded by their peers			Objective, Excite: My colleagues would put a high priority on this objective			Objective, Excite: Achieving this objective is possible for a good communicator			Objective, Excite: I have the skills needed to achieve this objective			Objective, Excite: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	5.92	1.13	375	5.71	1.08	376	5.31	1.24	376	6.16	0.86	376	5.26	1.18	375	5.10	1.59	375
Media	5.94	1.08	323	5.70	1.09	323	5.22	1.32	325	6.10	0.86	325	4.91	1.37	325	4.86	1.59	324
Online	5.82	1.17	380	5.46	1.17	380	5.05	1.36	380	6.01	0.95	379	4.86	1.46	380	4.74	1.74	376
Biological																		
F2F	5.70	1.24	351	5.61	1.16	353	5.20	1.31	351	6.16	0.83	351	5.33	1.14	351	5.05	1.50	348
Online	5.75	1.20	326	5.54	1.19	328	5.13	1.42	327	6.10	0.88	327	5.10	1.37	326	4.76	1.72	326
Geophysical																		
F2F	5.76	1.21	315	5.57	1.11	316	5.22	1.23	316	6.11	0.86	316	5.35	1.08	316	5.24	1.46	314
Media	5.79	1.24	312	5.70	1.07	315	5.26	1.25	315	6.21	0.82	315	5.17	1.12	315	5.25	1.42	314
Online	5.72	1.30	271	5.47	1.21	273	5.03	1.36	273	6.17	0.87	273	5.11	1.27	273	5.00	1.69	272
Geological																		
F2F	5.81	1.24	247	5.55	1.20	248	5.14	1.44	247	6.07	0.98	248	5.39	1.15	248	5.25	1.68	246
Media	5.88	1.10	241	5.67	1.16	243	5.38	1.27	243	6.05	0.92	243	5.34	1.19	243	5.32	1.50	241
Online	5.86	1.18	237	5.52	1.16	237	5.17	1.37	237	6.15	0.82	236	5.40	1.31	237	5.21	1.50	234
Ecological																		
F2F	5.90	1.21	345	5.56	1.04	343	5.26	1.22	345	6.24	0.76	346	5.34	1.15	346	5.48	1.36	344
Chemical																		
F2F	5.62	1.27	180	5.52	1.10	180	5.22	1.34	181	6.04	0.92	181	5.21	1.28	181	5.05	1.65	181
Media	5.50	1.25	158	5.44	1.21	158	5.09	1.31	157	5.94	0.88	158	4.87	1.36	158	4.76	1.64	157
Online	5.50	1.27	150	5.41	1.12	152	4.98	1.38	152	6.06	0.92	152	4.94	1.43	151	4.82	1.65	152
Biochemical																		
F2F	5.69	1.15	367	5.51	1.06	369	5.10	1.25	369	6.07	0.86	367	5.08	1.33	368	5.03	1.52	367
Social science																		
Media	5.61	1.21	881	4.98	1.24	882	4.49	1.43	882	5.58	1.03	881	4.95	1.28	882	4.21	1.75	882

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Defend science objective

	Objective, Defend: This objective is ethical			Objective, Defend: Scientists who pursue this ... would be well regarded by their peers			Objective, Defend: My colleagues would put a high priority on this objective			Objective, Defend: Achieving this objective is possible for a good communicator			Objective, Defend: I have the skills needed to achieve this objective			Objective, Defend: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	6.09	1.06	376	5.76	1.15	377	5.44	1.31	378	5.60	1.20	375	4.80	1.34	377	4.78	1.74	374
Media	6.21	0.97	323	5.90	1.04	324	5.53	1.25	323	5.63	1.15	323	4.53	1.47	324	4.72	1.66	324
Online	6.05	1.08	380	5.65	1.20	381	5.36	1.38	381	5.50	1.29	379	4.43	1.54	380	4.70	1.77	378
Biological																		
F2F	5.90	1.16	351	5.74	1.24	352	5.49	1.34	352	5.70	1.15	350	4.73	1.33	352	4.87	1.60	348
Online	6.01	1.04	329	5.77	1.10	331	5.42	1.32	331	5.63	1.16	329	4.59	1.46	330	4.70	1.68	330
Geophysical																		
F2F	5.97	1.13	315	5.62	1.15	315	5.33	1.27	315	5.45	1.30	315	4.73	1.29	314	5.07	1.52	314
Media	5.95	1.11	316	5.72	1.10	316	5.32	1.32	316	5.51	1.28	315	4.62	1.31	316	5.14	1.45	313
Online	5.87	1.20	270	5.41	1.32	272	4.93	1.48	269	5.20	1.43	271	4.41	1.35	271	4.73	1.71	271
Geological																		
F2F	5.86	1.39	250	5.51	1.34	251	5.26	1.51	250	5.46	1.36	248	4.80	1.35	249	5.00	1.69	249
Media	6.09	1.12	240	5.79	1.14	240	5.46	1.30	242	5.65	1.14	241	4.79	1.40	242	5.03	1.67	239
Online	5.99	1.20	237	5.62	1.27	237	5.29	1.41	237	5.53	1.29	236	4.78	1.40	237	4.96	1.68	237
Ecological																		
F2F	5.96	1.08	345	5.66	1.07	348	5.40	1.21	348	5.48	1.26	347	4.56	1.42	348	5.10	1.54	348
Chemical																		
F2F	5.90	1.10	176	5.61	1.14	181	5.23	1.38	181	5.34	1.28	181	4.62	1.39	179	4.73	1.73	180
Media	5.82	1.19	158	5.59	1.23	158	5.18	1.33	158	5.30	1.34	157	4.34	1.41	158	4.57	1.65	157
Online	5.82	1.21	154	5.66	1.14	154	5.27	1.37	154	5.57	1.09	153	4.54	1.46	153	4.53	1.72	154
Biochemical																		
F2F	5.98	1.05	369	5.68	1.13	371	5.33	1.28	369	5.59	1.14	370	4.57	1.35	371	4.66	1.63	369
Social science																		
Media	5.97	1.15	879	5.60	1.19	881	5.25	1.38	880	5.50	1.20	878	5.00	1.27	879	4.61	1.74	879

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Hearing from others objective

	Objective, Hear: This objective is ethical			Objective, Hear: Scientists who pursue this ... would be well regarded by their peers			Objective, Hear: My colleagues would put a high priority on this objective			Objective, Hear: Achieving this objective is possible for a good communicator			Objective, Hear: I have the skills needed to achieve this objective			Objective, Hear: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	5.68	1.12	371	4.65	1.19	371	4.13	1.28	371	5.54	1.06	371	4.85	1.25	370	3.96	1.60	369
Media	5.64	1.23	318	4.67	1.18	323	4.10	1.25	323	5.42	1.05	320	4.64	1.35	323	3.76	1.60	322
Online	5.47	1.26	375	4.42	1.30	376	3.99	1.33	376	5.39	1.11	374	4.47	1.46	375	3.67	1.66	374
Biological																		
F2F	5.56	1.19	345	4.71	1.29	349	4.18	1.31	347	5.61	0.99	347	4.96	1.12	347	4.02	1.50	345
Online	5.57	1.21	329	4.70	1.34	330	4.18	1.42	328	5.39	1.08	328	4.71	1.35	327	3.83	1.61	324
Geophysical																		
F2F	5.58	1.21	314	4.45	1.22	313	3.98	1.26	312	5.57	1.08	313	5.03	1.16	314	4.06	1.54	314
Media	5.38	1.25	315	4.57	1.26	315	3.94	1.36	315	5.40	1.18	313	4.71	1.25	314	3.89	1.61	314
Online	5.35	1.34	268	4.36	1.24	269	3.76	1.28	269	5.29	1.15	268	4.56	1.32	269	3.58	1.66	268
Geological																		
F2F	5.52	1.31	243	4.55	1.31	245	4.03	1.36	245	5.55	1.10	245	5.02	1.17	245	4.04	1.75	245
Media	5.46	1.24	235	4.59	1.30	237	4.31	1.30	237	5.40	1.08	236	4.83	1.26	237	3.87	1.70	235
Online	5.31	1.32	229	4.54	1.37	231	4.19	1.45	231	5.41	1.15	230	4.71	1.35	231	3.98	1.64	231
Ecological																		
F2F	5.74	1.14	340	4.48	1.22	343	3.97	1.31	340	5.65	1.03	342	4.92	1.20	341	4.23	1.57	339
Chemical																		
F2F	5.49	1.15	181	4.61	1.21	181	4.12	1.37	181	5.44	1.03	181	4.78	1.30	179	3.91	1.78	181
Media	5.28	1.21	159	4.42	1.29	159	3.93	1.23	159	5.30	1.02	159	4.46	1.21	158	3.50	1.50	158
Online	5.30	1.28	152	4.53	1.24	152	3.94	1.31	152	5.38	1.08	152	4.58	1.32	152	3.46	1.60	152
Biochemical																		
F2F	5.47	1.14	367	4.55	1.27	369	4.05	1.24	366	5.48	1.01	369	4.69	1.30	368	3.83	1.55	369
Social science																		
Media	5.36	1.24	872	4.37	1.27	877	3.97	1.39	874	5.04	1.18	873	4.86	1.22	869	3.67	1.69	867

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Openness and transparency objective

	Objective, Openness: This objective is ethical			Objective, Openness: Scientists who pursue this objective would be well regarded by their peers			Objective, Openness: My colleagues would put a high priority on this objective			Objective, Openness: Achieving this objective is possible for a good communicator			Objective, Openness: I have the skills needed to achieve this objective			Objective, Openness: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>																		
F2F	5.82	1.13	369	5.15	1.17	371	4.65	1.31	372	5.57	1.05	371	4.77	1.31	371	3.96	1.69	370
Media	5.88	1.09	325	5.24	1.19	327	4.76	1.32	327	5.61	1.06	327	4.53	1.45	327	3.86	1.64	326
Online	5.71	1.18	375	4.99	1.24	378	4.52	1.41	376	5.49	1.11	376	4.43	1.47	376	3.74	1.71	375
<i>Biological</i>																		
F2F	5.64	1.14	350	5.13	1.22	350	4.68	1.30	350	5.66	0.98	348	4.81	1.17	349	4.06	1.48	345
Online	5.66	1.17	327	5.14	1.19	328	4.69	1.34	327	5.53	1.02	327	4.55	1.33	327	3.79	1.64	327
<i>Geophysical</i>																		
F2F	5.80	1.08	314	5.18	1.10	315	4.73	1.26	313	5.54	1.05	314	4.94	1.16	314	4.26	1.58	314
Media	5.78	1.08	315	5.36	1.11	316	4.78	1.32	317	5.60	1.08	315	4.74	1.19	315	4.09	1.63	317
Online	5.74	1.18	268	5.07	1.16	269	4.49	1.37	267	5.41	1.12	268	4.63	1.25	270	4.03	1.66	270
<i>Geological</i>																		
F2F	5.70	1.25	247	5.13	1.21	247	4.68	1.31	244	5.57	1.05	246	4.98	1.24	247	3.87	1.67	245
Media	5.75	1.18	234	5.32	1.15	238	4.81	1.32	238	5.56	1.04	237	4.73	1.32	238	4.03	1.58	236
Online	5.76	1.08	233	5.16	1.25	233	4.70	1.42	234	5.54	1.07	234	4.76	1.34	234	4.06	1.67	233
<i>Ecological</i>																		
F2F	5.80	1.08	343	5.06	1.15	343	4.61	1.28	344	5.60	1.00	342	4.78	1.25	344	4.15	1.60	342
<i>Chemical</i>																		
F2F	5.56	1.10	179	5.12	1.09	179	4.55	1.34	179	5.54	1.04	178	4.63	1.32	179	3.88	1.67	179
Media	5.47	1.21	158	4.93	1.27	158	4.53	1.24	158	5.39	1.05	158	4.37	1.38	158	3.64	1.57	157
Online	5.50	1.20	153	4.92	1.26	153	4.30	1.37	152	5.40	1.02	153	4.39	1.34	153	3.63	1.67	152
<i>Biochemical</i>																		
F2F	5.71	1.12	367	5.17	1.17	367	4.63	1.29	365	5.49	1.03	367	4.60	1.37	368	3.92	1.57	365
<i>Social science</i>																		
Media	5.74	1.14	881	5.05	1.21	884	4.57	1.38	883	5.30	1.09	881	4.92	1.24	881	3.92	1.74	883

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Framing objective

	Objective, Frame: This objective is ethical			Objective, Frame: Scientists who pursue this ... would be well regarded by their peers			Objective, Frame: My colleagues would put a high priority on this objective			Objective, Frame: Achieving this objective is possible for a good communicator			Objective, Frame: I have the skills needed to achieve this objective			Objective, Frame: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
General																		
F2F	5.30	1.30	369	4.81	1.16	370	4.34	1.23	370	5.53	1.10	369	4.54	1.37	370	3.87	1.65	368
Media	5.25	1.40	318	4.75	1.21	322	4.21	1.29	322	5.48	1.15	321	4.18	1.44	322	3.60	1.70	321
Online	5.13	1.44	373	4.58	1.29	375	4.11	1.41	375	5.43	1.12	372	4.09	1.47	375	3.58	1.71	368
Biological																		
F2F	5.10	1.30	346	4.79	1.27	347	4.32	1.33	347	5.56	1.09	344	4.57	1.23	346	3.87	1.60	346
Online	5.22	1.25	326	4.84	1.24	329	4.29	1.36	329	5.48	1.07	327	4.25	1.39	326	3.64	1.69	327
Geophysical																		
F2F	5.13	1.35	314	4.66	1.25	314	4.32	1.29	315	5.54	1.05	315	4.59	1.25	315	4.17	1.64	313
Media	5.06	1.44	314	4.63	1.35	316	4.15	1.35	316	5.59	1.06	315	4.44	1.25	315	4.02	1.74	314
Online	5.12	1.39	269	4.66	1.28	269	4.20	1.32	270	5.53	1.09	270	4.44	1.34	268	3.88	1.78	269
Geological																		
F2F	5.22	1.34	246	4.67	1.35	246	4.21	1.34	245	5.57	1.09	244	4.59	1.35	245	4.02	1.78	246
Media	5.14	1.41	241	4.71	1.30	242	4.34	1.27	241	5.43	1.13	242	4.44	1.40	239	3.86	1.78	241
Online	5.08	1.46	230	4.68	1.31	231	4.27	1.47	230	5.35	1.19	230	4.48	1.38	229	3.99	1.72	229
Ecological																		
F2F	5.28	1.34	342	4.64	1.23	343	4.31	1.32	344	5.70	1.07	344	4.60	1.32	344	4.38	1.70	342
Chemical																		
F2F	5.06	1.48	177	4.69	1.30	178	4.25	1.39	178	5.43	1.10	177	4.39	1.50	177	3.88	1.77	177
Media	4.80	1.54	157	4.52	1.32	157	4.06	1.30	157	5.28	1.22	157	3.97	1.50	156	3.38	1.74	157
Online	4.92	1.37	151	4.67	1.22	153	4.05	1.31	152	5.28	1.11	152	4.02	1.41	151	3.42	1.66	153
Biochemical																		
F2F	5.24	1.32	364	4.72	1.25	365	4.27	1.30	366	5.51	1.09	365	4.32	1.40	367	3.75	1.68	366
Social science																		
Media	4.90	1.49	872	4.42	1.34	881	4.10	1.43	879	5.28	1.11	877	4.69	1.30	876	3.88	1.79	878

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Warmth and caring objective

	Objective, Warmth: This objective is ethical			Objective, Warmth: Scientists who pursue this ... would be well regarded by their peers			Objective, Warmth: My colleagues would put a high priority on this objective			Objective, Warmth: Achieving this objective is possible for a good communicator			Objective, Warmth: I have the skills needed to achieve this objective			Objective, Warmth: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>																		
F2F	5.79	1.13	371	5.25	1.13	374	4.81	1.31	374	5.76	1.01	374	4.82	1.30	374	4.11	1.76	370
Media	5.79	1.09	326	5.20	1.05	328	4.70	1.26	327	5.68	0.93	326	4.54	1.39	327	4.01	1.65	326
Online	5.65	1.23	376	4.98	1.21	376	4.52	1.35	376	5.62	1.04	370	4.38	1.52	376	3.82	1.73	374
<i>Biological</i>																		
F2F	5.62	1.12	346	5.19	1.24	349	4.73	1.34	348	5.79	0.90	346	4.89	1.18	348	4.18	1.53	346
Online	5.74	1.12	329	5.29	1.18	329	4.69	1.38	329	5.66	0.98	328	4.58	1.30	328	3.98	1.71	326
<i>Geophysical</i>																		
F2F	5.60	1.18	313	5.10	1.15	316	4.67	1.30	315	5.71	0.99	315	4.99	1.17	315	4.21	1.58	314
Media	5.60	1.15	313	5.17	1.17	313	4.73	1.33	313	5.67	1.01	310	4.72	1.19	313	4.23	1.66	313
Online	5.55	1.21	266	4.99	1.20	268	4.43	1.37	268	5.63	1.02	266	4.57	1.36	267	3.94	1.71	265
<i>Geological</i>																		
F2F	5.60	1.24	247	4.92	1.31	248	4.51	1.45	247	5.68	1.07	248	4.94	1.26	248	4.22	1.70	246
Media	5.70	1.13	235	5.13	1.25	240	4.75	1.40	241	5.58	1.02	240	4.69	1.32	241	4.09	1.68	240
Online	5.66	1.16	233	5.07	1.20	230	4.59	1.38	233	5.63	1.06	233	4.77	1.37	231	4.10	1.68	231
<i>Ecological</i>																		
F2F	5.73	1.15	341	5.04	1.20	342	4.64	1.31	342	5.76	0.86	342	4.81	1.26	341	4.32	1.57	339
<i>Chemical</i>																		
F2F	5.54	1.18	180	5.12	1.11	181	4.66	1.31	181	5.67	1.06	180	4.72	1.36	181	4.11	1.67	180
Media	5.55	1.14	158	5.22	1.16	158	4.74	1.28	157	5.56	1.03	158	4.42	1.28	157	3.96	1.57	158
Online	5.50	1.24	152	5.03	1.20	152	4.45	1.35	152	5.61	0.99	152	4.43	1.33	151	3.77	1.71	152
<i>Biochemical</i>																		
F2F	5.68	1.05	365	5.17	1.11	370	4.66	1.28	369	5.72	0.94	369	4.66	1.27	368	4.13	1.55	363
<i>Social science</i>																		
Media	5.50	1.26	876	4.87	1.25	880	4.40	1.39	880	5.36	1.03	877	4.87	1.26	879	3.97	1.77	879

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Show expertise objective

	Objective, Show Expertise: This objective is ethical			Objective, Show Expertise: Scientists who pursue this objective would be well regarded by their peers			Objective, Show Expertise: My colleagues would put a high priority on this objective			Objective, Show Expertise: Achieving this objective is possible for a good communicator			Objective, Show Expertise: I have the skills needed to achieve this objective			Objective, Show Expertise: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>																		
F2F	5.44	1.26	372	5.27	1.16	371	4.91	1.31	372	5.78	0.97	368	4.98	1.23	371	4.04	1.68	370
Media	5.53	1.22	321	5.28	1.12	322	4.87	1.33	322	5.77	0.90	322	4.69	1.40	322	3.80	1.58	322
Online	5.39	1.26	376	5.19	1.23	378	4.78	1.34	378	5.66	1.00	376	4.61	1.44	377	3.71	1.64	374
<i>Biological</i>																		
F2F	5.28	1.29	346	5.20	1.16	350	4.83	1.25	349	5.81	0.95	347	4.99	1.15	347	3.87	1.51	345
Online	5.35	1.29	330	5.16	1.27	329	4.78	1.30	330	5.62	1.01	330	4.62	1.37	328	3.71	1.65	330
<i>Geophysical</i>																		
F2F	5.30	1.24	315	5.18	1.14	315	4.90	1.29	314	5.72	0.95	314	5.09	1.11	314	4.14	1.51	315
Media	5.19	1.29	315	5.20	1.16	316	4.86	1.27	316	5.70	0.98	316	4.92	1.10	316	4.04	1.60	315
Online	5.25	1.28	267	5.18	1.19	270	4.78	1.32	268	5.70	0.96	269	4.84	1.22	267	3.98	1.64	269
<i>Geological</i>																		
F2F	5.28	1.47	248	5.19	1.26	250	4.90	1.36	250	5.71	1.08	248	5.10	1.19	250	4.12	1.67	249
Media	5.46	1.27	237	5.31	1.22	237	5.00	1.39	238	5.74	0.99	238	4.81	1.35	237	4.07	1.71	237
Online	5.37	1.31	233	5.17	1.15	232	4.84	1.33	233	5.63	1.05	232	4.91	1.31	232	3.93	1.60	230
<i>Ecological</i>																		
F2F	5.26	1.30	345	5.26	1.16	346	4.99	1.20	346	5.78	0.90	343	4.97	1.19	344	4.17	1.57	344
<i>Chemical</i>																		
F2F	5.27	1.34	179	5.22	1.06	179	4.72	1.28	180	5.64	1.07	179	4.79	1.33	180	3.96	1.64	180
Media	5.01	1.39	158	5.18	1.18	158	4.70	1.30	158	5.52	1.07	158	4.46	1.26	158	3.69	1.51	157
Online	5.20	1.24	154	5.06	1.16	154	4.66	1.40	154	5.58	1.00	154	4.49	1.30	152	3.56	1.68	154
<i>Biochemical</i>																		
F2F	5.23	1.20	369	5.07	1.19	371	4.73	1.28	370	5.67	0.96	370	4.75	1.27	370	3.83	1.46	370
<i>Social science</i>																		
Media	5.53	1.28	881	5.41	1.19	882	5.03	1.38	880	5.65	1.02	878	5.11	1.22	879	4.40	1.71	879

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.

Table: Show shared values and identity

	Objective, Shared Values: This objective is ethical			Objective, Shared Values: Scientists who pursue this objective would be well regarded by their peers			Objective, Shared Values: My colleagues would put a high priority on this objective			Objective, Shared Values: Achieving this objective is possible for a good communicator			Objective, Shared Values: I have the skills needed to achieve this objective			Objective, Shared Values: Prior to this survey, I had thought a lot about this potential engagement objective		
	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
<i>General</i>																		
F2F	5.45	1.30	373	4.72	1.16	373	4.19	1.27	373	5.51	1.06	372	4.61	1.34	373	3.77	1.65	371
Media	5.39	1.30	323	4.71	1.18	324	4.22	1.26	323	5.51	1.05	324	4.28	1.40	324	3.63	1.59	324
Online	5.25	1.31	377	4.50	1.27	379	4.00	1.34	379	5.35	1.10	376	4.13	1.51	378	3.38	1.62	377
<i>Biological</i>																		
F2F	5.36	1.23	348	4.86	1.25	351	4.31	1.35	351	5.60	0.95	349	4.77	1.15	350	3.85	1.58	345
Online	5.47	1.11	329	4.87	1.25	331	4.19	1.38	329	5.48	1.02	331	4.34	1.34	328	3.54	1.69	329
<i>Geophysical</i>																		
F2F	5.24	1.31	315	4.54	1.20	314	4.06	1.27	314	5.40	1.11	314	4.69	1.18	314	3.78	1.54	315
Media	5.16	1.25	320	4.58	1.16	320	4.09	1.28	320	5.46	1.06	319	4.43	1.19	320	3.64	1.63	318
Online	5.22	1.28	268	4.43	1.22	270	3.93	1.34	269	5.37	1.09	270	4.41	1.25	270	3.60	1.74	270
<i>Geological</i>																		
F2F	5.25	1.29	247	4.59	1.38	246	4.07	1.37	247	5.40	1.19	244	4.72	1.31	247	3.66	1.71	247
Media	5.34	1.28	235	4.66	1.30	235	4.31	1.45	236	5.40	1.10	236	4.58	1.32	236	3.60	1.64	233
Online	5.29	1.29	229	4.65	1.26	231	4.26	1.38	230	5.44	1.09	231	4.58	1.40	231	3.80	1.66	229
<i>Ecological</i>																		
F2F	5.34	1.33	345	4.43	1.18	346	4.08	1.27	346	5.57	0.97	345	4.55	1.26	346	3.78	1.59	342
<i>Chemical</i>																		
F2F	5.27	1.39	179	4.86	1.26	180	4.37	1.39	180	5.44	1.05	179	4.51	1.43	179	3.87	1.76	179
Media	5.16	1.24	158	4.61	1.21	157	4.11	1.30	157	5.27	1.06	158	4.18	1.24	158	3.47	1.52	158
Online	5.15	1.22	154	4.55	1.17	154	3.99	1.29	154	5.34	1.07	154	4.26	1.39	153	3.27	1.57	151
<i>Biochemical</i>																		
F2F	5.34	1.20	368	4.68	1.20	370	4.18	1.29	369	5.57	0.97	370	4.50	1.33	370	3.61	1.63	368
<i>Social science</i>																		
Media	4.84	1.40	862	4.12	1.28	867	3.80	1.38	866	5.01	1.19	865	4.50	1.27	866	3.42	1.70	862

Notes: Respondents selected between "strongly disagree" (1) and "strongly agree" (7) for all questions.