Supplementary Information File

Appendix A – Descriptives and Correlation matrices

Table 1. *Watchdog role perceptions*

	Traditional Watchdog Role Expectations	Traditional Watchdog Role Performance	Big Tech Watchdog Role Expectations	Big Tech Watchdog Role Performance
Traditional Watchdog Role Expectations	-			
Traditional Watchdog Role Performance	0.248	-		
Big Tech Watchdog Role Expectations	0.667	0.248	-	
Big Tech Watchdog Role Performance	0.211	0.658	0.269	-

Table 2. *Corporate Accountability mechanisms*

	News media	National government	Independent oversight board	The public	Regulatory body
News media	-				
National government	0.54	-			
Independent oversight board	0.43	0.60	-		
The public	0.48	0.40	0.49	-	
Regulatory body	0.45	0.63	0.62	0.50	-

Table 3. *Descriptives Corporate Accountability Mechanisms*

Corporate Accountability Mechanisms	All	France	Germany	India	Netherlands	Poland	United Kingdom	United States
News media	4.71 (1.62)	4.56 (1.67)	4.49 (1.56)	4.96 (1.77)	4.66 (1.40)	4.72 (1.46)	4.83 (1.52)	4.74 (1.79)
National government	5.31 (1.58)	5.08 (1.64)	5.34 (1.55)	5.29 (1.63)	5.57 (1.34)	4.94 (1.60)	5.82 (1.38)	5.19 (1.68)
Independent oversight board	5.12 (1.57)	5.05 (1.58)	5.20 (1.54)	4.81 (1.65)	5.48 (1.32)	4.83 (1.61)	5.48 (1.43)	5.03 (1.63)
The public	5.09 (1.54)	5.01 (1.56)	5.06 (1.46)	5.14 (1.69)	4.67 (1.32)	5.22 (1.50)	5.17 (1.50)	5.32 (1.60)
Regulatory bodies	5.31 (1.55)	5.13 (1.55)	5.32 (1.52)	5.12 (1.65)	5.49 (1.29)	5.37 (1.47)	5.71 (1.45)	5.09 (1.72)

Table 4. Country classification

Classification	France	Germany	India	Netherlands	Poland	United Kingdom	United States
Press Freedom Index 2022[1]	26	16	150	28	66	24	42
Media system (Hallin & Mancini, 2004)[2]	Polarized Pluralist/ Democratic Corporatist	Democratic corporatist	Liberal[3]/ Hybrid[1]	Democratic corporatist	Transitional[1]/ Polarized Pluralist [4]	Liberal	Liberal
Media Trust	29%	50%	41%	56%	42%	34%	26%
Internet penetration[5]	92%	96%	54%	96%	78%	95%	90%

[1] https://rsf.org/en/index?year=2022
[2] Hallin DC, Mancini P. *Comparing Media Systems: Three Models of Media and Politics*. Cambridge University Press; 2004.
[3] Baig, F., & Mushtaq, S. (2016). Indian media system: An application of comparative media approach. *South Asian Studies*, 31(02), 439-457.
[4] Dobek-Ostrowska, B., & Glowacki, M. (Eds.). (2008). Introduction: Central European media between politicization and commercialization. In *Comparing media systems in Central Europe: Between commercialization and politicization*. Wrocław, Poland: Wroclaw University Press.
[5] Newman, N., Fletcher, R., Robertson, C. T., Eddy, K., & Nielsen, R. K. (2022). Reuters Institute Digital News Report 2022.

Appendix B – Discrepancies in Watchdog Role Perceptions

Discrepancies within a traditional watchdog role

When looking at the traditional watchdog role, we find significant differences between role expectations (M=5.19, SD=1.64) and role performance evaluations (M= 4.15, SD=1.57), $t(2736)= 27.71$, $p< .001$, two-tailed. The mean difference is M= 1.04, and s Cohen's d of d=0.65 confirms large differences between traditional role expectations and role performance evaluations.

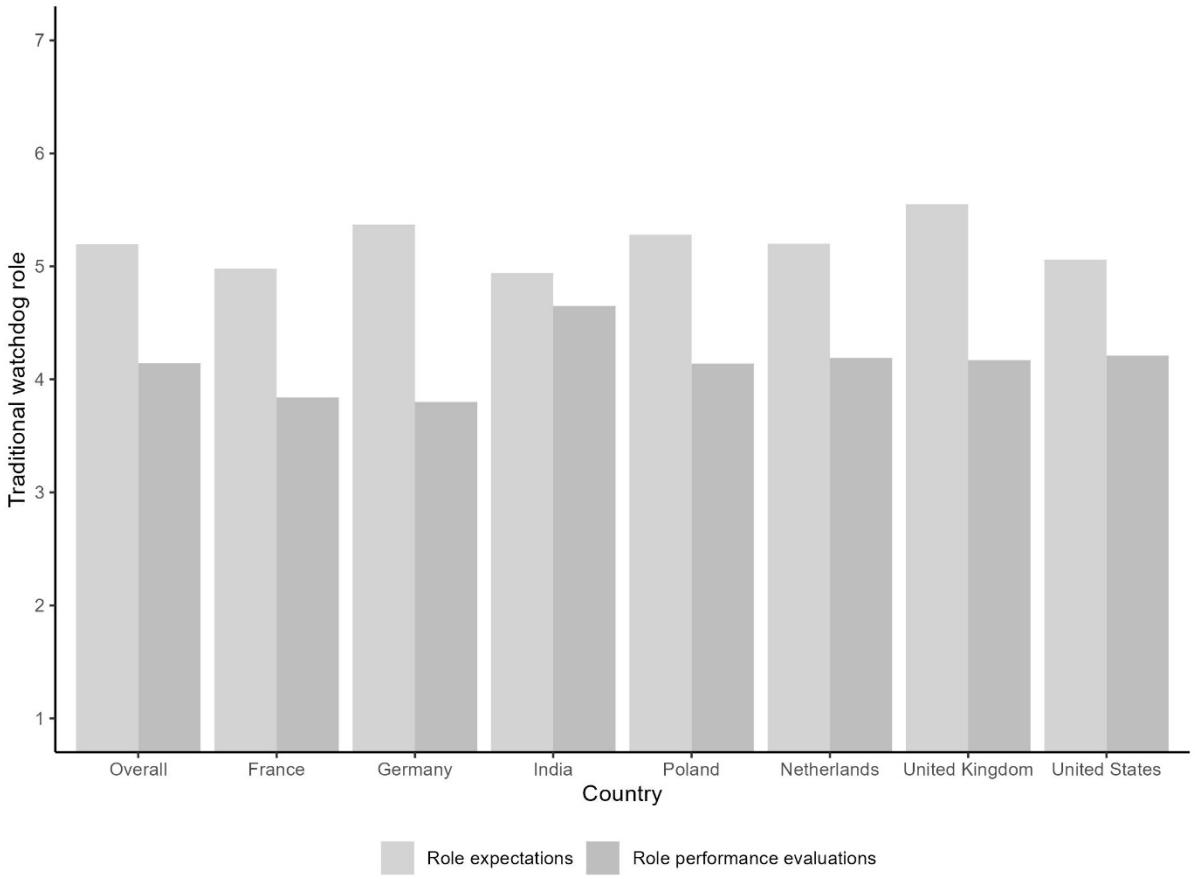

Figure 1. Differences in role expectations and role performance evaluations in the traditional watchdog role.

Appendix C – Analyses per country

Table 1. *Regression models run for each country (RQ3)*

	Dependent variable:						
	News media's relative role as suitable Big Tech accountability mechanism						
Countries	France	Germany	India	Poland	Netherlands	United Kingdom	United States
Role expectation-performance evaluation discrepancies	-0.012	0.079*	-0.013	0.086**	0.149***	0.093**	-0.019
	(0.044)	(0.045)	(0.039)	(0.035)	(0.041)	(0.038)	(0.030)
Age	0.002	-0.017***	0.0004	0.001	-0.005	-0.011**	-0.006
	(0.006)	(0.006)	(0.005)	(0.005)	(0.005)	(0.005)	(0.004)
Gender (male)	-0.009	0.248	-0.296**	-0.169	0.189	0.177	0.011
	(0.151)	(0.156)	(0.122)	(0.136)	(0.131)	(0.139)	(0.122)
Higher education	-0.180	-0.292*	-0.110	-0.017	-0.235*	-0.555**	0.126
	(0.160)	(0.169)	(0.141)	(0.165)	(0.132)	(0.228)	(0.119)
Personal attitude towards Big Tech	0.013	-0.124*	-0.035	0.019	0.026	0.029	-0.086**
	(0.061)	(0.065)	(0.038)	(0.052)	(0.058)	(0.053)	(0.039)
Traditional news consumption	-0.020	0.004	0.068	0.084*	-0.077*	0.051	0.092**
	(0.055)	(0.052)	(0.048)	(0.047)	(0.046)	(0.046)	(0.041)

Social media news consumption	0.099*	0.110*	0.048	0.029	0.024	-0.044	0.097**
	(0.058)	(0.062)	(0.049)	(0.047)	(0.049)	(0.053)	(0.045)
Constant	-0.746*	0.623	-0.258	-0.742*	-0.009	0.204	-0.476*
	(0.441)	(0.461)	(0.288)	(0.382)	(0.393)	(0.424)	(0.285)
Observations	365	362	379	373	367	390	468
R^2	0.013	0.085	0.042	0.036	0.069	0.054	0.081
Adjusted R^2	-0.006	0.066	0.024	0.018	0.051	0.037	0.067
Residual Std. Error	1.419 (df = 357)	1.426 (df = 354)	1.178 (df = 371)	1.284 (df = 365)	1.225 (df = 359)	1.327 (df = 382)	1.249 (df = 460)
F Statistic	0.692 (df = 7; 357)	4.670*** (df = 7; 354)	2.324** (df = 7; 371)	1.969* (df = 7; 365)	3.815*** (df = 7; 359)	3.126*** (df = 7; 382)	5.812*** (df = 7; 460)

Note: Beta (unstandardized) coefficients. *p<0.1; **p<0.05; ***p<0.01

Table 2. *Regression models run for each country (RQ4)*

	Dependent variable:						
	Media trust						
Country	France	Germany	India	Poland	Netherlands	United Kingdom	United States
Role expectation-performance evaluation discrepancies	0.025	0.104***	0.053**	0.031	0.058*	0.132***	0.091***
	(0.031)	(0.038)	(0.022)	(0.023)	(0.032)	(0.027)	(0.025)
Age	0.005	0.008*	0.004	0.008***	0.0003	0.005	0.001
	(0.004)	(0.005)	(0.003)	(0.003)	(0.004)	(0.003)	(0.003)
Gender (male)	-0.041	0.060	-0.074	-0.014	-0.072	-0.031	-0.119
	(0.108)	(0.130)	(0.069)	(0.089)	(0.105)	(0.096)	(0.104)
Higher education	0.365***	-0.099	-0.027	-0.084	0.305***	0.177	0.054
	(0.114)	(0.141)	(0.079)	(0.108)	(0.105)	(0.159)	(0.101)
Personal attitude towards Big Tech	0.218***	0.168***	0.168***	0.227***	0.065	0.229***	0.295***
	(0.043)	(0.054)	(0.021)	(0.034)	(0.046)	(0.037)	(0.033)
Traditional news consumption	0.100**	0.176***	0.059**	0.161***	0.231***	0.184***	0.023
	(0.039)	(0.044)	(0.027)	(0.031)	(0.037)	(0.032)	(0.035)

Social media news consumption	-0.017	-0.099*	0.003	-0.074**	-0.209***	-0.130***	0.054
	(0.041)	(0.052)	(0.027)	(0.031)	(0.039)	(0.037)	(0.038)
Constant	2.395***	3.111***	3.101***	2.466***	3.750***	2.655***	2.464***
	(0.315)	(0.385)	(0.162)	(0.251)	(0.314)	(0.295)	(0.242)
Observations	365	362	379	373	367	390	468
R^2	0.151	0.137	0.249	0.224	0.198	0.287	0.282
Adjusted R^2	0.134	0.120	0.235	0.210	0.182	0.274	0.271
Residual Std. Error	1.013 (df = 357)	1.190 (df = 354)	0.661 (df = 371)	0.842 (df = 365)	0.979 (df = 359)	0.923 (df = 382)	1.059 (df = 460)
F Statistic	9.053*** (df = 7; 357)	8.004*** (df = 7; 354)	17.598*** (df = 7; 371)	15.088*** (df = 7; 365)	12.642*** (df = 7; 359)	22.020*** (df = 7; 382)	25.768*** (df = 7; 460)

Note: Beta (unstandardized) coefficients. *p<0.1; **p<0.05; ***p<0.01

Table 3. *Regression models run for each country (RQ5)*

	Dependent variable:						
	Big Tech watchdog role expectation-performance evaluation discrepancies						
Country	France	Germany	India	Poland	Netherlands	United Kingdom	United States
Traditional news consumption	-0.123*	-0.073	-0.046	-0.032	0.095	-0.081	-0.059
	(0.066)	(0.062)	(0.064)	(0.069)	(0.060)	(0.062)	(0.064)
Social media news consumption	0.095	0.113	0.049	0.077	0.011	0.083	0.116*
	(0.069)	(0.073)	(0.065)	(0.070)	(0.063)	(0.071)	(0.070)
Age	0.003	-0.003	-0.017***	-0.0002	0.0002	-0.002	-0.016**
	(0.007)	(0.007)	(0.006)	(0.007)	(0.006)	(0.006)	(0.006)
Gender (male)	-0.207	-0.395**	-0.003	-0.001	0.116	-0.234	-0.455**
	(0.182)	(0.183)	(0.162)	(0.202)	(0.170)	(0.185)	(0.190)
Higher education	0.081	0.129	-0.050	0.036	-0.283*	-0.480	-0.111
	(0.192)	(0.200)	(0.187)	(0.246)	(0.170)	(0.304)	(0.187)
Personal attitude towards Big Tech	0.387***	0.295***	-0.069	0.222***	0.285***	0.459***	0.321***
	(0.070)	(0.075)	(0.051)	(0.077)	(0.073)	(0.067)	(0.059)

Constant	-2.679***	-2.475***	0.749**	-2.386***	-2.749***	-2.729***	-1.527***
	(0.511)	(0.528)	(0.380)	(0.557)	(0.490)	(0.550)	(0.440)
Observations	365	362	379	373	367	390	468
R^2	0.092	0.073	0.041	0.029	0.072	0.134	0.143
Adjusted R^2	0.077	0.057	0.025	0.013	0.056	0.121	0.132
Residual Std. Error	1.705 (df = 358)	1.683 (df = 355)	1.560 (df = 372)	1.916 (df = 366)	1.594 (df = 360)	1.774 (df = 383)	1.951 (df = 461)
F Statistic	6.063*** (df = 6; 358)	4.638*** (df = 6; 355)	2.635** (df = 6; 372)	1.838* (df = 6; 366)	4.631*** (df = 6; 360)	9.897*** (df = 6; 383)	12.795*** (df = 6; 461)

Note: Beta (unstandardized) coefficients · *p<0.1; **p<0.05; ***p<0.01

Appendix D – Exploratory Analyses: Interaction Effects of Big Tech watchdog role expectations and performance evaluations on Big Tech accountability and media trust

Table 1. Regression models for RQ3 and RQ4 with interaction terms for Big Tech watchdog role expectations and performance evaluations.

	Dependent variable:	
	News media's relative role as suitable Big Tech accountability mechanism	Media trust
Big Tech watchdog role expectations	-0.037	-0.152***
	(0.037)	(0.027)
Big Tech watchdog role performance evaluations	0.040	-0.065
	(0.055)	(0.040)
Age	-0.006***	0.002*
	(0.002)	(0.001)
Gender (male)	0.010	-0.054
	(0.051)	(0.037)
Higher education	-0.149***	0.106**
	(0.057)	(0.042)

Personal attitude towards Big Tech	-0.054***	0.157***
	(0.020)	(0.014)
Traditional news consumption	0.025	0.116***
	(0.018)	(0.013)
Social media news consumption	0.061***	-0.070***
	(0.019)	(0.014)
France	-0.043	0.220***
	(0.092)	(0.067)
Germany	-0.219**	0.582***
	(0.093)	(0.068)
India	0.088	0.151**
	(0.096)	(0.070)
Netherlands	-0.205**	0.613***
	(0.093)	(0.068)
Poland	0.039	0.238***
	(0.093)	(0.068)
United Kingdom	-0.204**	0.245***

	(0.093)	(0.068)
Big Tech watchdog role expectations * role performance evaluations	0.013	0.044***
	(0.009)	(0.007)
Constant	-0.352	2.926***
	(0.240)	(0.175)
Observations	2,704	2,704
R^2	0.058	0.265
Adjusted R^2	0.053	0.261
Residual Std. Error	1.305 (df = 2688)	0.954 (df = 2688)
F Statistic	11.083*** (df = 15; 2688)	64.650*** (df = 15; 2688)

Note:

*p<0.1; **p<0.05; ***p<0.01

Table 2. *Regression models for each country (RQ3).*

	Dependent variable:						
	Big Tech accountability						
	France	Germany	India	Poland	Netherlands	United Kingdom	United States
Big Tech watchdog role expectations	0.050	0.362***	0.020	-0.201**	-0.124	-0.344**	-0.003
	(0.114)	(0.125)	(0.085)	(0.102)	(0.120)	(0.135)	(0.070)
Big Tech watchdog role performance evaluations	-0.002	0.856***	-0.011	-0.115	0.161	-0.363*	-0.063
	(0.189)	(0.219)	(0.103)	(0.161)	(0.174)	(0.206)	(0.099)
Age	-0.0001	-0.017***	0.001	0.0002	-0.006	-0.012**	-0.007*
	(0.005)	(0.006)	(0.005)	(0.005)	(0.005)	(0.005)	(0.004)
Gender (male)	0.059	0.250	-0.304**	-0.170	0.174	0.196	0.006
	(0.149)	(0.156)	(0.123)	(0.136)	(0.131)	(0.137)	(0.122)
Higher education	-0.143	-0.293*	-0.109	-0.003	-0.238*	-0.584***	0.112

	(0.158)	(0.166)	(0.143)	(0.165)	(0.132)	(0.226)	(0.120)
Personal attitude towards Big Tech	-0.039	-0.160**	-0.063	0.001	0.025	0.003	-0.122***
	(0.060)	(0.066)	(0.044)	(0.054)	(0.058)	(0.054)	(0.043)
Traditional news consumption	-0.042	0.015	0.052	0.076	-0.084*	0.019	0.084**
	(0.054)	(0.052)	(0.049)	(0.047)	(0.046)	(0.047)	(0.041)
Social media news consumption	0.077	0.089	0.047	0.031	0.027	-0.024	0.092**
	(0.057)	(0.062)	(0.049)	(0.047)	(0.049)	(0.052)	(0.045)
Expectation*performance evaluation interaction term	0.028	-0.116***	0.006	0.041	0.008	0.090***	0.017
	(0.033)	(0.035)	(0.018)	(0.027)	(0.029)	(0.033)	(0.017)
Constant	-1.133	-2.119**	-0.267	-0.090	-0.286	1.676*	-0.297
	(0.721)	(0.854)	(0.444)	(0.669)	(0.775)	(0.874)	(0.465)
Observations	365	362	379	373	367	390	468
R^2	0.061	0.123	0.048	0.045	0.077	0.086	0.089
Adjusted R^2	0.038	0.101	0.024	0.021	0.054	0.064	0.071

Residual Std. Error	1.388 (df = 355)	1.400 (df = 352)	1.178 (df = 369)	1.282 (df = 363)	1.223 (df = 357)	1.308 (df = 380)	1.246 (df = 458)
F Statistic	2.581*** (df = 9; 355)	5.500*** (df = 9; 352)	2.047** (df = 9; 369)	1.888* (df = 9; 363)	3.331*** (df = 9; 357)	3.958*** (df = 9; 380)	4.984*** (df = 9; 458)

Note:

*p<0.1; **p<0.05; ***p<0.01

Table 3. *Regression models for individual countries (RQ4).*

	Dependent variable:						
	Media Trust						
	France	Germany	India	Poland	Netherlands	United Kingdom	United States
Big Tech watchdog role expectations	-0.012	-0.353***	-0.006	-0.177***	-0.083	-0.236***	-0.166***
	(0.081)	(0.101)	(0.047)	(0.066)	(0.092)	(0.090)	(0.057)
Big Tech watchdog role performance evaluations	0.009	-0.457***	0.102*	-0.220**	-0.044	-0.122	-0.046

	(0.135)	(0.176)	(0.057)	(0.104)	(0.134)	(0.138)	(0.081)
Age	0.004	0.006	0.005**	0.008***	-0.001	0.002	-0.002
	(0.004)	(0.005)	(0.003)	(0.003)	(0.004)	(0.003)	(0.003)
Gender (male)	0.007	-0.094	-0.084	-0.013	-0.106	-0.026	-0.131
	(0.106)	(0.125)	(0.068)	(0.088)	(0.101)	(0.092)	(0.100)
Higher education	0.394***	-0.084	-0.036	-0.067	0.302***	0.126	0.020
	(0.113)	(0.134)	(0.079)	(0.107)	(0.101)	(0.151)	(0.098)
Personal attitude towards Big Tech	0.181***	0.107**	0.126***	0.207***	0.056	0.185***	0.201***
	(0.043)	(0.053)	(0.024)	(0.035)	(0.045)	(0.036)	(0.035)
Traditional news consumption	0.085**	0.148***	0.037	0.153***	0.213***	0.147***	0.0002
	(0.038)	(0.042)	(0.027)	(0.031)	(0.036)	(0.031)	(0.033)
Social media news consumption	-0.032	-0.089*	0.002	-0.071**	-0.199***	-0.110***	0.040
	(0.041)	(0.049)	(0.027)	(0.030)	(0.038)	(0.035)	(0.037)
Expectation*performance evaluation interaction term	0.024	0.121***	0.0003	0.050***	0.041*	0.066***	0.049***
	(0.024)	(0.028)	(0.010)	(0.017)	(0.023)	(0.022)	(0.014)

Constant	2.192***	4.563***	2.924***	3.290***	3.582***	3.248***	3.024***
	(0.515)	(0.686)	(0.246)	(0.435)	(0.596)	(0.586)	(0.379)
Observations	365	362	379	373	367	390	468
R^2	0.192	0.234	0.277	0.245	0.265	0.360	0.342
Adjusted R^2	0.171	0.214	0.259	0.227	0.246	0.345	0.329
Residual Std. Error	0.991 (df = 355)	1.124 (df = 352)	0.651 (df = 369)	0.833 (df = 363)	0.940 (df = 357)	0.877 (df = 380)	1.016 (df = 458)
F Statistic	9.367*** (df = 9; 355)	11.930*** (df = 9; 352)	15.674*** (df = 9; 369)	13.122*** (df = 9; 363)	14.265*** (df = 9; 357)	23.742*** (df = 9; 380)	26.449*** (df = 9; 458)

Note:

*p<0.1; **p<0.05; ***p<0.01