Dani Fadillah_Developing public relations as a foundation for public trust: a systematic literature review and bibliometric analysis

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REVIEW PAPER

Developing public relations as a foundation for public trust: a systematic literature review and bibliometric analysis

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Abstract

This study aimed to analyze the thematic structure and trends in scientific publications discussing the relationship between public relations development and public-trust and provide a roadmap for future research investigating this topic. This study used systematic literature review (SLR) and bibliometric analysis (BA) to describe public-trust-based public relations development and reveal its bibliometric profile. The data were obtained from the 2013–2022 Scopus database by identifying the research on public relations and public-trust, so the keywords used are ("public relations development" or "public relations") and ("public-trust" or "public trust"). The results show that the publication examining the public relations and public-trust leads to stable total publication. Countries contributing to this topic are the United Kingdom, United States, Australia, Netherlands, and Canada. Meanwhile, the universities mostly credited with high publications on this topic are University of Oxford, Kong's College London, The University of Sydney, London School of Hygiene and Tropical Medicine, University of Michigan. This study discovers that most of the articles about public relations and public-trust discuss public health, organization and management, interpersonal communication, and perception. The results indicated that the structure and trends in thematic academic studies provide a roadmap for future studies investigating public relations development and public-trust. In this context, communication researchers should interconnect their scientific field with psychology, specifically public-trust. Therefore, the development of a public-trust-based public relations can run well. This article attempted to gain insights into how research on public relations and public-trust has progressed using the systematic literature review and bibliometric analysis.

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Introduction

Public relations (PR) is the practice of managing the spread of information between an individual or organization and the public. The goal of PR is to create and maintain a positive image of the individual or organization in the eyes of the public, as well as to promote mutual understanding between them. PR professionals use various communication channels such as press releases, media interviews, events, and social media to create a positive image of their clients or organizations. They may also work to manage and respond to negative publicity or crises, and may engage in community outreach, stakeholder engagement, and other activities that promote positive relationships with the public (Gregory and Halff 2017). Ultimately, the aim of PR is to build and maintain a strong reputation for the individual or organization, which can have a positive impact on factors such as brand loyalty, customer engagement, and overall success.

Meanwhile public trust refers to the confidence that the public has in individuals, organizations, or institutions that have been given authority or responsibility to act in the public interest. This trust is based on the expectation that these entities will act ethically, responsibly, and transparently, and will make decisions that are in the best interest of the public. Public trust is an essential component of effective governance, as it allows people to feel confident that those in positions of authority are acting with their best interests in mind. When public trust is high, people are more likely to be supportive of government policies and institutions, and are more likely to participate in democratic processes (Liu 2022).

Public relations (PR) can play an important role in building and maintaining public trust. PR professionals are responsible for managing the communication between organizations and the public, and their efforts can help to build a positive reputation for an organization and foster trust with stakeholders. In order to build trust, PR professionals may engage in a range of activities, such as communicating transparently, demonstrating ethical behavior, and engaging in dialogue with stakeholders. For example, they may work to ensure that the organization's actions align with its values, and that it is transparent about its decision-making processes. At the same time, public trust is essential for effective public relations. If people do not trust an organization or its representatives, they may be less receptive to its messages or less likely to engage with it (Valentini 2020). Therefore, building public trust is often a foundational element of successful PR.

When PR professionals are able to build and maintain public trust, they can help to foster positive relationships between organizations and their stakeholders. This can have a range of benefits, including increased loyalty, engagement, and support, as well as greater transparency and accountability. Ultimately, strong relationships between organizations and the public can help to promote the public good and create a more equitable and just society (Tong 2022).

Public trust can be eroded by factors such as corruption, dishonesty, incompetence, or a lack of transparency or accountability. When people perceive that those in power are not acting in their best interests, they may become disillusioned or disengaged, which can lead to a breakdown in trust and a loss of

confidence in government institutions. Therefore, maintaining public trust is critical for organizations, institutions, and governments that seek to promote the public good and to build strong relationships with the communities they serve.

According to this viewpoint, communication science has significant obstacles in maximizing the growth of public trust in society through public relations development. This is because research on public relations integration based on public-trust has raised key issues. Such an analysis is deemed crucial in order to give a framework for future studies looking at the connection between public relations growth and social encouragement of public trust. The terms "public relations development" and "public-trust" have also been used in prior studies using bibliometric and systematic reviews (Flaherty and Lim Yap 2017).

However, no specific research has been done on the creation of a public trust system based on public relations. Therefore, this study combined a systematic review with bibliometric analysis to present a thematic structure and publication trends. As a result, this study looked at Scopus-indexed journals from the last 10 years (2013–2022), particularly those that focused on the integration and interaction between public relations and the growth of public trust. The findings of these articles were carefully examined to identify the framework and patterns in topical scholarly works and to offer a guide for upcoming research on the subject.

This study introduced a set of five research questions (RQ) that were formulated in response to the presented analysis. The first question (RQ 1) aims to investigate the feasibility of enhancing public trust through the practice of public relations. The second question (RQ 2) delves into identifying the primary contributors, both on a national and organizational level, to the publications related to public relations and public trust. Moving on to the third question (RQ 3), it seeks to discern which specific publications are actively publishing articles within the domain of public relations and trust. The fourth question (RQ 4) is centered on examining the thematic connections between these publications and the subjects of public relations and trust. Lastly, the fifth question (RQ 5) inquires about the individuals or entities making significant contributions to the realm of public relations and publications related to public trust.

This study is interesting because the data set utilized can provide forecasts of publication patterns about public relations development related to public trust in the future. Systematic literature review and BA have particular characteristics in the metadata analysis used. SLR with the analysis-related content, whereas BA with network analysis, performance analysis, and science mapping (Donthu et al. 2021). The idea of developing SLR and BA is the foundation of the RQ that surfaced. Analysis of public relations developments that can boost public trust is the goal of RQ 1. RQ 1 was brought up because it speaks of the SLR characteristics' analysis material. The objectives of RQs 2 and 3 are to map the nations, organizations, and journals that contribute to research on public relations and public trust. RQs 2 and 3 mention analyst performance as a defining characteristic of BA. By referring to the role of BA as science mapping, RQ 4 attempts to map thematic trends of the publications in public relations and public-trust. The goal of RQ 5 is to examine how one may contribute to the public relations and public-trust publication that describes network analysis as a BA function.

Research methods

Study design

To delineate the progression of public-trust-oriented public relations and unveil its bibliometric characteristics, this research employed a dual approach encompassing a Systematic Literature Review (SLR) and bibliometric analysis. In certain scholarly publications, this combined method is denoted as Systematic Literature Network Analysis (SLNA). By integrating the rigorous methodology of a Systematic Literature Review as advocated by Newman and Gough (2020) and the bibliographic analysis methodology advanced by Zupic and Čater (2015), researchers have recurrently applied SLNA to discern emerging research trajectories (Zupic and Čater 2015). The flow of this search process is depicted in Fig. 1, encompassing phases of identification, source filtration, and adherence to the PRISMA model guidelines (Moher 2009) for Systematic Literature Reviews. The primary objective of the bibliometric
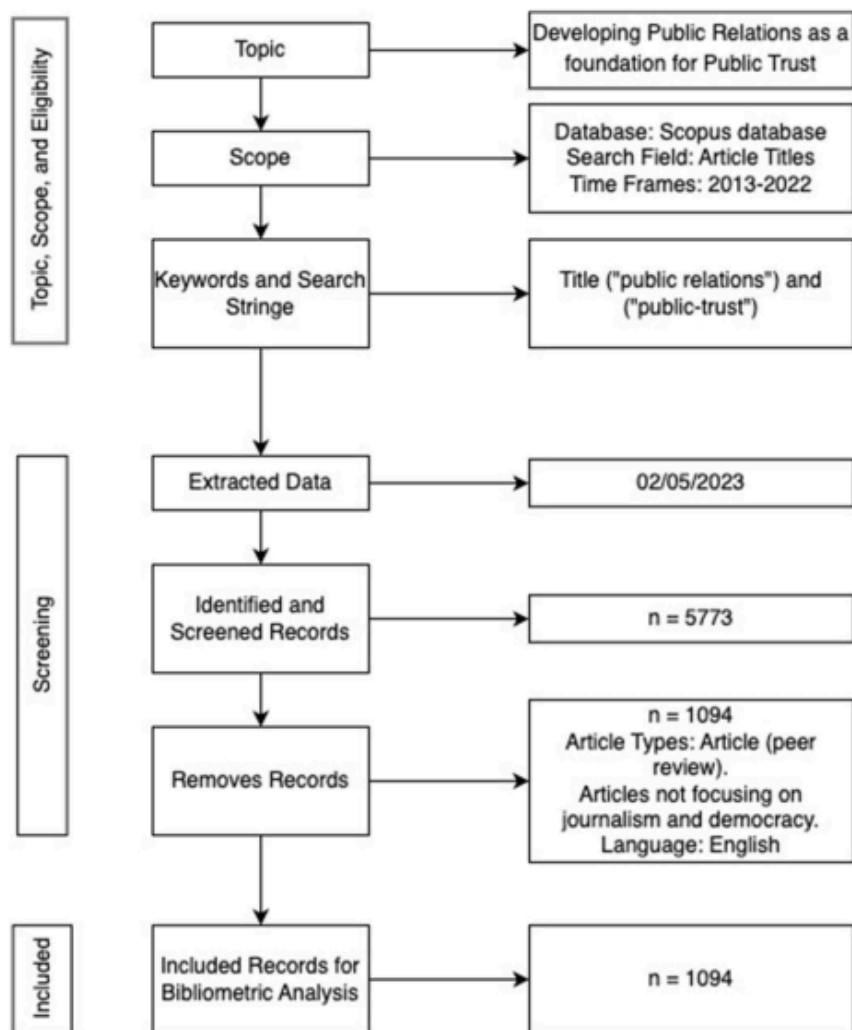

Fig. 1 Diagram of the PRISMA. PRISMA, prefered reporting items for systematic review and meta-analyses

analysis was to identify prevalent trends, recurring patterns, and visualize metadata representations within the realm of scholarly research.

Data search identification

The information utilized in this study was sourced from the Scopus database, accessed on May 2, 2023. The data selected for analysis encompassed publications that evaluated the evolution of public-trust-based public relations within the last decade (2013–2022). It is noteworthy that Scopus comprises a substantial repository of globally recognized scholarly journals, assuring the quality of articles through rigorous peer-review procedures. Consequently, the data utilized in this study could be considered highly reliable. Scopus, introduced by Elsevier in 2004, stands as one of the most extensive academic databases and is acknowledged as a reference in academic publishing within certain regions. The research in question solely incorporated journals indexed in Scopus.

To align with the study's objectives, the keywords "public relations development" and "public-trust" were employed to identify relevant papers. This approach helped to narrow down the search scope effectively. It is essential to note that researchers employ stringent inclusion and exclusion criteria to maintain the quality of the data under analysis, as indicated by Linnenluecke et al. (2020). To ensure the breadth of initial search results, these keywords were utilized in search engines (e.g., scopus. com), with a selection of relevant topic categories. Additionally, a range of inclusion and exclusion criteria were employed to refine the scientific literature, as detailed in Table 1.

The terms "public relations and public-trust" and "public relations development and public-trust" were employed due to their interrelated nature. In this context, "public relations development" pertains to the systematic arrangement of strategies and actions, with the end goal of creating public relations assets and communication tools to achieve specific communication objectives. It is important to emphasize that the term "public relations" in this context encompasses the concept of "public relations development."

The data are exported in CSV format when the topic to be investigated has been decided upon using keyword research. The CSV data is then examined using MS Excel and the program VOSviewer. This study used content analysis as a different type of analysis. The results were then shown in the form of images, graphs, and tables. After gathering the data, it was all exported to Microsoft Excel for arrangement, editing, and selection. This study used VOSviewer to produce visualization

Table 1 Inclusion–exclusion criteria

Inclusion criteria	Exclusion criteria
Main topics involving public relations and public-trust Journal article in English	Not the main theme of the article Proceedings paper, book review, book chapter, editorial

maps, Scholarcy to analyze the content, Publish or Perish to check the reliability of the citations and scores, and the EdrawMax tool to create charts.

Data extraction

This investigation identified the journals and publications included in the Scopus index that were related to this research. This study did not evaluate letters, editorials, conference papers, or brief communications because it only used peer-reviewed articles. The top 10 papers were chosen by the researcher after independently determining 1094 articles and taking Scopus database ranking into account. After that, they were used as SLR analysis materials. 1094 articles were used to assess the bibliography in the meantime. However, the researcher independently and thoroughly examined the top 10 publications. Consequently, the articles served as trustworthy research materials. After the researchers reached an agreement over divergent viewpoints, the data were used.

Statistical analysis

According to the themes, journals, institutions, important concepts, analysis, method, and future works, the top 10 publications in this study addressed the growth of public relations based on public trust. According to Budd (1988), Adams (2009), Diem and Wolter (2013), Nylander et al. (2022), the bibliometric analysis used the bibliometric theory to examine the pertinent literature using mathematical and statistical methodologies. Communication science was one of the topics studied. The VOSviewer program, version 1.6.16, was used in this study to examine the bibliography. A free computer tool called VOSviewer can be used to create and display bibliometric maps. In contrast to the majority of bibliometric map software, VOSviewer gives special consideration to a bibliometric map and a graphical depiction. Large, simple-to-understand bibliometric maps can benefit greatly from the characteristics of the VOSviewer (van Eck and Waltman 2010). VOSviewer aids in the visualization of publication metadata, including co-authorship, bibliographical appropriateness, and co-citation.

Result and discussion

Evaluating public trust in society can be a complex and multifaceted task. Trust can be defined and measured in different ways, and it can vary depending on the context and the population being studied. One common way of evaluating public trust is through surveys or polls that ask people to rate their level of trust in different institutions or organizations, such as the government, media, or corporations. These surveys can provide valuable information about trends in trust over time, as well as differences in trust levels across different demographics or regions. Another approach to evaluating public trust is to analyze the factors that contribute to or detract from trust in society. For example, research has shown

that factors such as transparency, accountability, and responsiveness can all play a role in building trust in government or other institutions. On the other hand, factors such as corruption, unethical behavior, or a lack of communication can erode trust and undermine confidence in institutions.

Social media and online platforms have also become important tools for evaluating public trust, as they allow people to express their opinions and share information in real-time. Analysis of social media data can provide insights into public attitudes, perceptions, and trends, and can help organizations or governments to understand how to better engage with their audiences. Ultimately, evaluating public trust requires a nuanced and interdisciplinary approach, as trust is influenced by a wide range of social, cultural, economic, and political factors. By understanding the factors that contribute to trust, organizations and governments can work to build stronger relationships with their stakeholders, and promote greater transparency, accountability, and responsiveness in their actions.

Public relations (PR) can have a significant impact on public trust by building positive relationships between organizations and their stakeholders. Effective PR can help organizations to communicate transparently, build credibility, and engage with stakeholders, all of which are important factors in building trust. Overall, effective public relations can have a positive impact on public trust by building positive relationships, communicating transparently, and engaging with stakeholders. By prioritizing trust-building strategies, organizations can strengthen their reputation, promote greater engagement, and build stronger relationships with their stakeholders.

In the sub-discussion with the major theme, journal name, country, affiliation, academic thematic trends, method, and future study, the findings of the analysis of journals on the relationships of public-trust-based public relations development were presented. The study objective, which is to clarify key elements of this research's replies with indicators, helped to choose the research theme. Figure 2 displays the publication and citation patterns as well as a trend chart for the study on public relations development and public trust from 2013 to 2022.
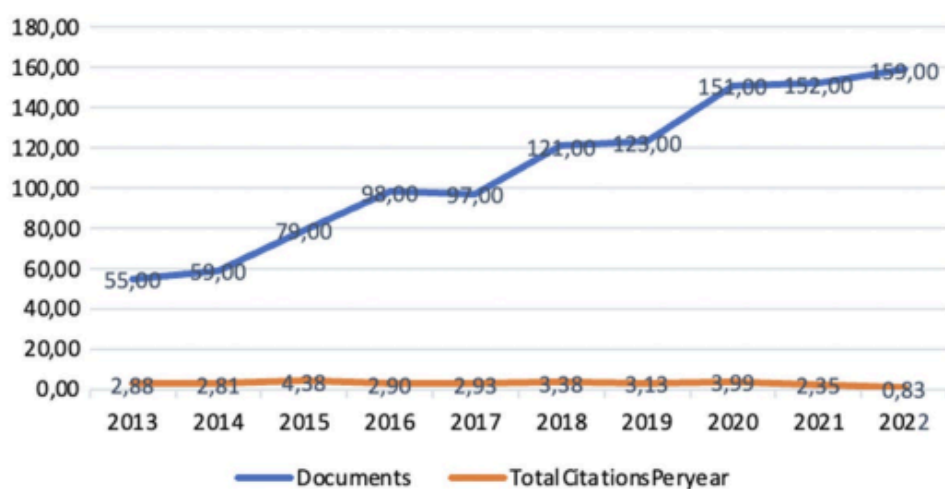
Fig. 2 The publication data in 2012–2021 with the number of documents and mean total citations per year

Figure 2 shows that in 2022, with 159 documents, the number of publications on public relations and public trust peaked. It has been determined that 100 documents on average were published annually. It's noteworthy to see that since 2013, the quantity of citations has steadily climbed. The year 2020 had the most records, averaging 3.99 total citations for 151 publications. With about 2.80 total citations per year from 2013 through 2011, the citation trends have started to level off. Since the year has come to an end, it is anticipated that the number of articles and citations will likely increase in 2022. In other words, our input will be helpful when performing a study on the growth of public relations based on public trust (Table 2).

Can public relations development improve public-trust society?

Many research public relations development can improve public trust in society. Effective public relations can help organizations to build positive relationships with their stakeholders, communicate transparently, and engage with the public in a way that promotes trust and confidence. Based by several research here are some ways that public relations development can improve public trust (Moffat and Zhang 2014; Jagosh et al. 2015; Boström-Einarsson et al. 2020): (1) Building transparency: Public relations development can help organizations to become more transparent in their communications and activities. By sharing information openly and engaging with stakeholders, organizations can demonstrate that they have nothing to hide and are accountable to their stakeholders. This can help to build trust and confidence in the organization; (2) Enhancing credibility: Public relations development can help organizations to enhance their credibility by using credible spokespeople, messaging, and channels. This can help to build trust and confidence in the organization's activities and reputation; (3) Facilitating stakeholder engagement: Public relations development can help organizations to facilitate stakeholder engagement and promote dialogue with the public. By listening to and addressing stakeholder concerns, organizations can build trust and confidence in their activities; (4) Effective crisis management: Public relations development can help organizations to manage crises effectively and maintain trust and confidence in times of uncertainty or crisis. By communicating quickly, transparently, and effectively, organizations can mitigate the impact of crises and maintain trust and confidence in their activities; (5) Reputation management: Public relations development can help organizations to build and maintain a positive reputation in the public eye. By focusing on reputation management strategies, organizations can build trust and confidence in their activities and promote a positive image of the organization.

Overall, public relations development can play an important role in improving public trust in society by building transparency, enhancing credibility, facilitating stakeholder engagement, effective crisis management, and reputation management. By prioritizing trust-building strategies, organizations can strengthen their reputation, promote greater engagement, and build stronger relationships with their stakeholders, ultimately leading to a more trusting society.

Beside that Public relations (PR) can play a crucial role in building and maintaining public trust around public health issues. Here are some specific ways in which

Table 2 Ten best articles on public relations development and public–trust in 2013–2022

References	Titles	Cites	Key concepts	Methods	Scholarly highlights	Future research
Moffat and Zhang (2014)	The paths to social licence to operate: An integrative model explaining community acceptance of mining	438	According to the author, we need to consider the methods mining firms employ to interact with the communities where they operate in order to comprehend how a social licence to operate in mining is established and upheld	By performing a longitudinal study in an Australian mining district, the current research examined and modelled the essential components of social license	The outcomes of path studies demonstrated the need of establishing trust with local communities for mining corporations to acquire and preserve a social licence to operate. The detrimental effects of the mining operation on social infrastructure, the perceived quality of community members' interactions with business personnel, and procedural fairness in dealing with company staff all had a substantial impact on the community's acceptance of the mining operation through implied company reliability	The significance of fair treatment and superior community participation on the part of mining firms, coupled with the reduction of operational consequences, in obtaining and maintaining a social license to operate

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholary highlights	Future research
Kaye et al. (2015)	Dynamic consent: a patient interface for twenty-first century research networks	375	Information technologies are being used to transform biomedical research by enabling the sharing of ever-increasing volumes of data on a scale never before possible	Contrary to conventional research, no single "experimental procedure" with set duration, end goals, or outputs is being asked of participants in this study. Individuals are instead being asked to give their permission to participate in ongoing research infrastructures with numerous, emergent research questions and methodologies, where the risk of physical harm may not outweigh the privacy risks of collecting personally and individually identifying health information	Biomedical research has benefited from new technology, which have also had a substantial impact on practice. The use of IT to obtain consent while concurrently communicating with, involving, and recruiting participants in research is an example of using dynamic consent	New questions come up as research progresses. The interface would be a helpful way to bring up this topic with participants as conversation regarding feedback relating to incidental results obtained during medical research (especially genetic analysis) progresses. It might make it easier for researchers to understand participants' perspectives on unanticipated findings and, in the end, it might give participants the chance to become better informed and establish particular preferences on the type of feedback they want, as well as when and how it should be given

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholary highlights	Future research
Jagosh et al. (2015)	A realist evaluation of community-based participatory research: partnership synergy, trust building and related ripple effects	353	In order to address issues connected to community health improvement and knowledge creation, this project employs community-based participatory research (CBPR), an approach in which researchers and community stakeholders build equitable collaborations	Authors of the longitudinal studies of the academic-community relationships included in the review are contacted based on the authors' prior realist review of CBPR. Interviews were conducted with 24 participants (researchers and community members) from 11 partnerships. Middle-range theory, context-mechanism-outcome configuration (CMOcs), and the idea of the "ripple effect" were all used as part of the realist logic of analysis	The research backs up the crucial significance of fostering and enhancing relationship synergy through trust. A sense of trust among CBPR members was demonstrated through the ripple effect notion in conjunction with CMOcs as a key mechanism for partnership sustainability. This in turn led to consequences at the population level, such as: (a) maintaining collaborative efforts for health improvement; (b) spawning spin-off projects; and (c) bringing about systemic changes	These findings have implications for creating effective CBPR collaborations to tackle difficult public health issues and the intricate evaluation of results

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholary highlights	Future research
Lereya et al. (2015)	Adult mental health consequences of peer bullying and maltreatment in childhood: two cohorts in two countries	341	Childhood abuse has been linked to adverse effects on adult mental health in numerous studies. Bullying by peers has also been found to have long-term negative impacts. We sought to ascertain whether bullying has a particular effect or if these consequences are simply a result of being exposed to both maltreatment and bullying	Data from the Great Smoky Mountains Study (GSMS) and the Avon Longitudinal Study of Parents and Children (ALSPAC) longitudinal studies were used by the writers. Maltreatment was defined in ALSPAC as physical, emotional, or sexual abuse, as well as severe maladaptive parenting (or both), as reported by the mother in question-naires between the ages of 8 weeks and 8 years. Bullying was defined as child reports at the ages of 8, 10, and 13 years using the previously validated Bullying and Friendship Interview Schedule. In the GSMS, between the ages of 9 and 16, parent and child interviews were used to repeatedly assess both maltreatment and bullying. Binary logistic regression studies were conducted to determine the relationship between mistreatment, bullying, and mental health issues. Overall mental health problems (including any anxiety, depression, self-harm, or suicidality) were the main outcome variable	Binary logistic regression studies were conducted to determine the relationship between mistreatment, bullying, and mental health issues. Overall mental health problems (including any anxiety, depression, self-harm, or suicidality) were the main outcome variable	Peer bullying in childhood often had more negative long-term impacts on young adults' mental health. Poly-victimization failed to account for these impacts. The findings have significant ramifications for developing services and organizing public health initiatives to address peer bullying

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholary highlights	Future research
ten Cate et al. (2016)	Entrustment Decision Making in Clinical Training	267	The purpose of this article's authors is to provide a theoretical framework for a novel method of workplace training and evaluation	The trainee, supervisor, situation, task, and the relationship between the trainee and supervisor are the five categories that are elaborated by the authors to determine when decisions to trust trainees are made, each having connected aspects	Clinical training is fundamentally dependent on the choice to entrust a medical student with the crucial task of caring for a patient. Such choices, when thoughtfully and purposefully made, can be important learning stimuli and also influence how trainees are evaluated	The theoretical underpinnings and vocabulary of trust and entrustment in the therapeutic workplace are discussed by the authors. Teachers are being forced to reconsider the justifications for assessment in the workplace by the competency-based movement and the introduction of entrustable professional activities. Compared to most existing evaluation techniques, anticipating a decision to give autonomy at a specific level of supervision seems to be more in line with health care practice

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholarly highlights	Future research
Thielmann et al. (2020)	Personality and prosocial behavior: A theoretical framework and meta-analysis	230	Decades of research have used controlled experiments that simulate social interactions in interdependent contexts to establish individual differences in prosocial behavior. To account for these individual variances, however, there is a lack of theoretical and empirical integration of the extensive research on the predictive value of personality traits. In this article, the authors present a theoretical framework that identifies four general situational affordances that apply to all interdependent situations (namely, exploitation, reciprocity, temporal conflict, and dependence under uncertainty) as well as more focused subaffordances that apply to particular categories of interdependent situations (for example, the potential to increase equality in outcomes)	The dictator game, ultimatum game, trust game, prisoner's dilemma, public goods game, and commons dilemma were all models for this framework, and the authors meta-analyzed 770 studies reporting on 3,523 effects of 8 broad and 43 narrow personality traits on prosocial behavior to test it	Overall, meta-analytic correlations varied from -.18 to.26, and the majority of qualities that significantly predicted prosocial conduct had conceptual associations with the affordances offered in interdependent contexts, most notably the potential for exploitation	The meta-analysis offers a theoretical framework that can direct future investigations into prosocial behavior and increase our knowledge of individual variations in prosociality in humans. PsycINFO Database Record (c) 2019 APA, all rights reserved

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholarly highlights	Future research
Williams et al. (2020)	Public perceptions and experiences of social distancing and social isolation during the COVID-19 pandemic: a UK-based focus group study	210	This study investigated how the COVID-19 epidemic affected people's perceptions of and experiences with social distance and social isolation in the UK	Five focus groups were used in this qualitative study, which was conducted online during the early phases of the UK's stay-at-home order (or "lockdown"). The data was analyzed thematically. Focus groups were conducted online through video conferencing. All of the participants (n=27) were UK citizens who were 18 years of age or older and represented a variety of backgrounds in terms of gender, ethnicity, age, and occupation	Four primary topics emerged from qualitative analysis: Participants reported experiencing three types of psychological and emotional "losses" as a result of social isolation and social distancing: (1) loss—participants' loss of (in-person) social interaction, loss of income, and loss of structure and routine led to psychological and emotional "losses" like loss of motivation, loss of meaning, and loss of self-worth; (2) criticisms of government communication—participants reported a lack of trust in government and a lack of clarity in the guidelines around social isolation and dis	To lessen the negative effects of COVID-19 social alienation and isolation on mental health, quick action is required in terms of public health programming. The 'exit strategies' for social isolation and distancing must take into account the reality that, while some people will actively choose to maintain their social isolation, others will actively seek out high levels of social contact as quickly as possible

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholarly highlights	Future research
Powles and Hodson (2017)	Google DeepMind and healthcare in an age of algorithms	198	Alphabet Inc., also known as Google (for convenience), is the subject of this article. We look at the company's initial healthcare transactions from July 2015 to October 2016 with its British artificial intelligence subsidiary, DeepMind Technologies Limited. The article specifically evaluates the first year of a contract between Google DeepMind and the Royal Free London NHS Foundation Trust, which involved the unintentional transfer of identifiable patient records throughout the Trust in order to create a clinical alert app for kidney injury	Three major sections make up the rest of the article. The following two parts provide a thorough account of the DeepMind deals' development while highlighting the disclosures and omissions that affected how data processing was explained, supported, and eventually subjected to public scrutiny. The Royal Free agreement's timeline, formal contractual foundation, and stated clinical objective are discussed in Sect. 2, with special attention paid to how the nature and scope of the patient data included were just recently made public. Section 3 investigates DeepMind's broader goals for its collaboration with the NHS and the absence of ex ante negotiations and approvals with pertinent agencies. The faulty premise upon which data was supplied by Royal Free, namely the claim that DeepMind maintains a direct care contact with each patient in the Trust, is further explained. The lessons that can be learned from the case study as a whole are then laid out in Sect. 4, along with a high-level assessment of the data protection and medical information governance challenges, before turning to transparency, data value, and market power	Although the collaboration was at first met with great enthusiasm, it has since suffered from a lack of transparency, with concerns about power and privacy emerging as significant obstacles as the project progressed. This essay, which centers on the DeepMind-Royal Free case study, identifies crucial issues for policymakers, business, and individuals as healthcare enters the algorithmic era and develops a number of conclusions about the transfer of population-derived datasets to huge private prospectors	Machine learning and artificial intelligence may hold considerable potential. However, the unique partnership that has developed between Royal Free and Google DeepMind is not congruent. When it comes to something as vital as population health, digital pioneers who profess to be committed to the public good should know better than to seek opaque partnerships and dubious promises. It would be a mistake that could not be undone if public institutions and oversight mechanisms failed in their wake

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholarly highlights	Future research
Boström-Einarsson et al. (2020)	Coral restoration—A systematic review of current methods, successes, failures and future directions	196	Hard corals that create habitat have been disappearing from coral reef ecosystems at an alarming rate in recent decades. While passive habitat protection has traditionally been the main focus of marine conservation, interest in and demand for active habitat restoration have increased recently. However, a lack of communication among scientists, coral reef managers, and practitioners of coral restoration has created a fragmented field where it is challenging to get a comprehensive picture of the state of the art	In order to address this, the authors set out to synthesize the existing knowledge in a thorough, global evaluation of coral restoration techniques. To do this, they incorporated data from peer-reviewed scientific publications, supplemented with grey literature, and through a survey of coral restoration experts. We discovered that short-term programs predominate in coral restoration case studies, with 60% of all projects reporting monitoring of the restored areas for less than 18 months. The majority of projects also have a modest geographical scope, with a median repaired area of 100 m2 in size. With 229 distinct species from 72 coral genera, a wide variety of taxa are represented in the dataset. In general, fast-growing branching corals were the main focus of restoration efforts (59% of studies), and survival rates ranged from 60 to 70%. Similar ' growing pains' have afflicted ecological restoration in other ecosystems as well as the relatively new area of coral restoration to date	Ecological, social, and economic criteria should all be included in the ideal monitoring scheme. All projects, however, have financial and logistical constraints and will probably be unable to track all relevant metrics. In the end, practitioners should choose a monitoring strategy that is directly related to the project's stated goals. Often, it may be appropriate to monitor projects in various stages, such as short-term biological metrics monitoring to assess method efficacy and long-term ecological outcomes monitoring. Additionally, using proxies and indicator metrics may enable you to finish the job faster and for less money	Future efforts to restore coral reefs are likely to focus on two distinct scales: small-scale site stewardship initiatives and large-scale reef-wide interventions. The former comprises regional initiatives with socioeconomic goals, such as those created and directed by the travel and tourism sector and citizen scientists. These initiatives are expected to use current technologies to expand coral cover at specific high value sites, even though scale can be reached through widespread adoption by key stakeholders. If restoration is to meet the problems facing coral reefs in the future, the latter category is crucial on an ecosystem scale and necessitates significant spatial scaling up of initiatives. Coral restoration is an area that is changing quickly, thus large-scale projects might require entirely different approaches than those outlined in this paper

Table 2 (continued)

References	Titles	Cites	Key concepts	Methods	Scholarly highlights	Future research
Ouma et al. (2018)	Access to emergency hospital care provided by the public sector in sub-Saharan Africa in 2015: a geocoded inventory and spatial analysis	190	Just having access to emergency care can significantly lower mortality. In order to help guide efforts toward achieving universal health coverage by 2030, international benchmarks for access to emergency hospital care have been set. We set out to create a geocoded inventory of hospital services in Africa in connection to how populations might access these services in 2015, with an emphasis on women of childbearing age, because there is currently no Pan-African database of where hospitals are located	Using information from multiple sources, the authors created a geocoded inventory of public hospitals spread over 48 sub-Saharan African nations and islands, including Zanzibar. Only public hospitals with emergency services that are overseen by national or municipal governments, as well as religious or non-governmental organizations, were included. We geocoded each hospital using Microsoft Encarta (version 2009), Google Earth (version 7.3), Geonames, Fallingrain, OpenStreetMap, and other national digital gazetteers for hospital listings without geographic coordinates. From the WorldPop database, we obtained estimates for the total population and women between the ages of 15 and 49 who are capable of having children at a spatial resolution of 1 km2 for 2015. Using ArcMap (version 10.5), we also combined road network data from the Google Map Maker Project and OpenStreetMap. The authors then created a travel impedance surface by combining the population locations with the road network. In order to determine the percentage of people living within a combined walking and motorized trip time of 2 h to emergency medical services, we developed a cost distance algorithm based on the location of public hospitals and the travel impedance surface in AccessMod (version 5)	The authors located 4908 public hospitals by searching 100 databases from 48 sub-Saharan countries and islands, including Zanzibar. 2701 hospitals have complete or incomplete information on their location. According to the authors, 64 495 526 (28%) and 287 282 013 (29%) women of childbearing age live more than two hours away from the nearest hospital. Significant variations were found both within and among nations, with fewer than 25% of the population in South Sudan living within a 2-h drive of a public hospital to more than 90% in Nigeria, Kenya, Cape Verde, Swaziland, South Africa, Burundi, Comoros, So Tomé and Prncipe, and Zanzibar. Only 16 nations met the standard of having more than 80% of their people live within a two-hour drive of the closest hospital	In Africa, physical access to public emergency hospital care is still limited and varies greatly within and between nations. To lessen these disparities, creative targeting of emergency care services is required. The first geographic census of public hospital services in Africa is provided by this study

PR can contribute to building public trust (Lereya et al. 2015; Kaye et al. 2015; ten Cate et al. 2016; Thielmann et al. 2020; Williams et al. 2020): (1) Clear and transparent communication: Public health issues can be complex and confusing for the public, which can lead to fear and mistrust. PR professionals can help to communicate information in a clear and transparent way, helping to reduce confusion and increase trust. This can include providing regular updates on the issue and addressing concerns and questions from the public. (2) Collaborative approach: PR professionals can help facilitate a collaborative approach between public health officials, healthcare providers, and the public. By involving stakeholders in decision-making processes and communicating the rationale behind decisions, PR can help to build trust and increase transparency. (3) Credible spokespersons: PR professionals can help to identify and utilize credible spokespersons who can communicate key messages effectively. This can include experts in the field, healthcare providers, and community leaders. Utilizing credible spokespersons can help to increase trust and confidence in the information being communicated. (4) Social media engagement: Social media has become a key source of information for the public, particularly during public health crises. PR professionals can help to engage with the public on social media, providing updates and addressing concerns in a timely and transparent manner. This can help to build trust and confidence in the public health response. (5) Crisis management: Public health issues can quickly escalate into crises, particularly in the age of social media. PR professionals can help to manage crises effectively, communicating transparently and providing accurate information in a timely manner. This can help to reduce confusion and increase trust in the public health response.

Overall, public relations can play a critical role in building and maintaining public trust around public health issues. By utilizing clear and transparent communication, a collaborative approach, credible spokespersons, social media engagement, and effective crisis management, PR professionals can help to build trust and confidence in the public health response, ultimately leading to better health outcomes.
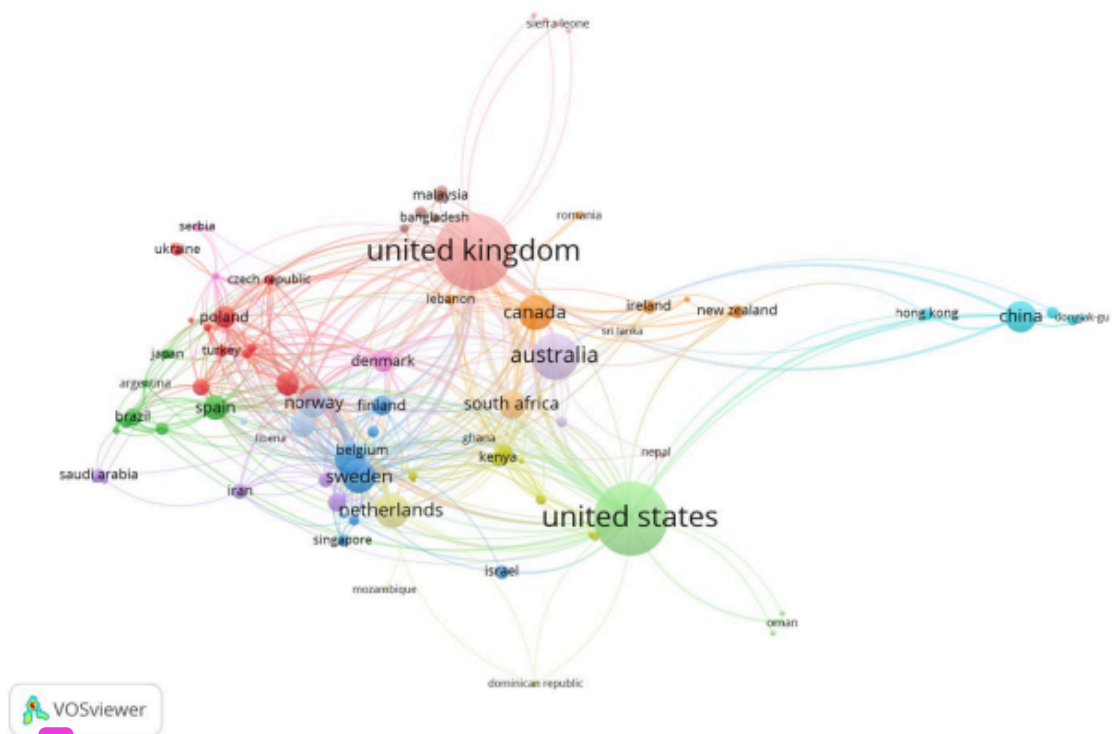
The analysis of the most contributive countries and institutions with the highest number of publications on public relations and public-trust

The thematic trend developing in top 10 countries contributing to the publica relations and public-trust articles was analyzed and presented in detail and separately in Table 3, Fig. 3 (countries), and Fig. 4 (institutions).

Table 3 shows that many countries are interested in the trends in public-trust publications. The top 10 countries include the United Kingdom (n=291 with a total citation p1 4746), the United States (n=265 with a total citations 3523), Australia (n=103 with a total citations of 1636), Netherlands (n=61 with a total citations of 929), Canada (n=69, with a total citations of 791), Sweden (n=56 with a total citations of 362), China (n=49 with a total citations of 688), Germany (n=46 with a total citations of 664), Norway (n=41 with a total citations of 196), and South Africa (n=39 with a total citations of 296).

Table 3 Ranking of countries with a total number of publications and citations

Rank	Country	Total publications	Total citations
1	United Kingdom	291	4746
2	United States	265	3523
3	Australia	103	1636
4	Netherlands	61	929
5	Canada	59	791
6	Sweden	56	352
7	China	49	688
8	Germany	46	664
9	Norway	41	196
10	South Africa	39	296

Fig. 3 Co-accurrence network of the most contributive countries

Meanwhile, the network of countries contributing to this research field are presented in Fig. 3. There are 96 countries contributing to these network. Researchers from United Kingdom have 58 networks with cooperation with several countries. The second top country is theUnited States have 49 networks and cooperation with other countries. Researcher from Australia have 32 networks and cooperation with other countries. Meanwhile countries like Congo, Jamaica, Palestine, and Sierra Leone, do not have many emerging network with other countries.

Recent article citations are dominated by scholars from the United Kingdom, who have 4746 citations and 58 networks. This conclusion demonstrates the enormous
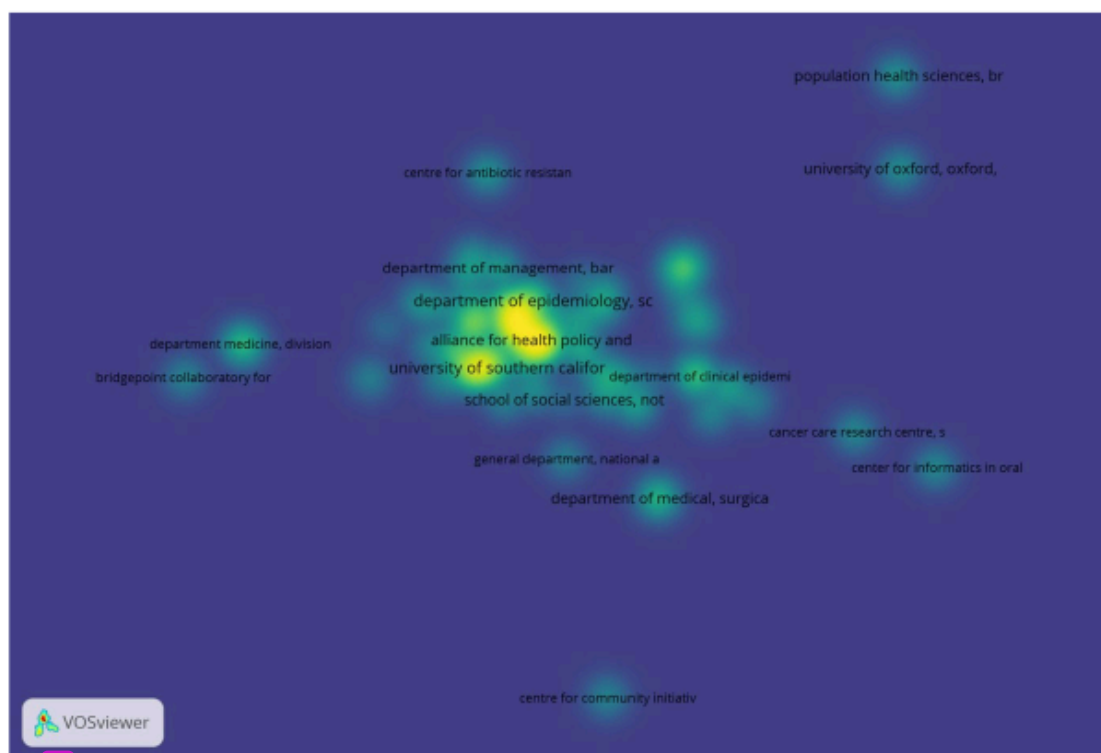
Fig. 4 Density visualization map of the most contributive institutions

contribution made by UK researchers to the field of public relations and public trust. These findings suggest that the public relations and public trust research conducted in the UK is very helpful to both domestic and international academics. We reported this issue for what reason? The researcher discovered a paper discussing the value of psychological theories and communication research (public communication and/or trust). Such messages will be promoted to address a variety of communication issues. Additionally, a well-thought-out multi-science connectivity will result in new directions that can address educational issues. In this article, new directions frequently suggest a study agenda that encourages academics to use public relations and trust-building strategies. A more thorough understanding is provided by communication research and psychological theory. These results show that it is quite reasonable for communication (public relations) and psychology (public trust) scholars to work together to increase knowledge at this moment.

Figure 4 shows that out of the 1094 articles located, 905 affiliations have been recorded in the VOSviewer tool. These affiliations have 31 clusters and 30,480 linkages. The University of Oxford ($n=23$), King's College London ($n=17$), The University of Sydney ($n=17$), London School of Hygiene and Tropical Medicine ($n=17$), University of Michigan, Ann Arbor ($n=16$), University of Oxford Medical Sciences Division ($n=15$), and Johns Hopkins Bloomberg School of Public Health ($n=15$) are the seven institutions with the largest number of contributor affiliations in this study. These results support the notion that organizations in western nations must create and carry out this study because it is crucial. The prior study conducted by a group of scientists from some of the top universities in the world unavoidably increased in uniqueness.
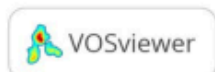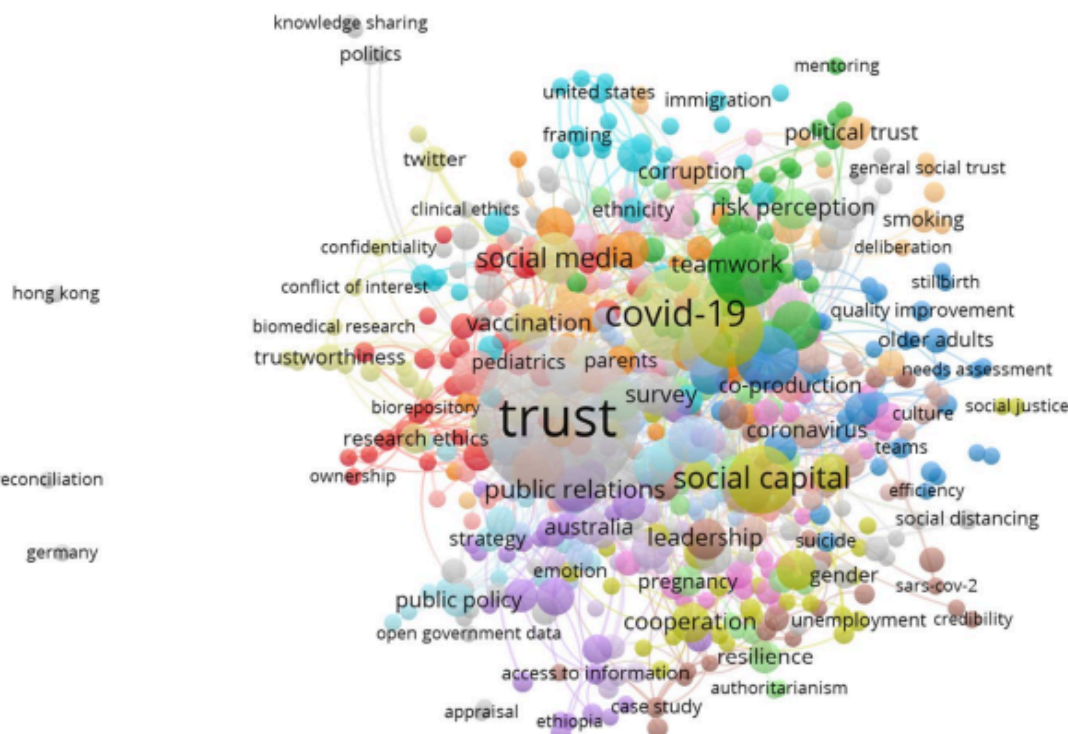
Fig. 5 Co-occurrence networks of research themes based on author keywords

Table 4 Most contributive institutions

Affiliation	Documents	Citations
University of Oxford	63	956
University of California	48	982
Jena University Hospital	44	0
University of Bristol	41	37
University of Manchester	35	272
London School of Hygiene and Tropical Medicine	33	156
Maastricht University	28	57
University of Sydney	27	203
Ghent University	26	5
Imperial College London	26	14

Figure 5 and Table 4 signifies that the number of documents is not always associated with many citations due to many factors. University of Oxford has 956 citations from 63 documents, the University of California has 982 citations from 48 documents, and Ghent University has 5 citations from 26 documents. The publication trends show how research on scientific disciplines (public relations and public-trust) brings an impact on affiliation and indirectly makes these affiliations a center of a scientific discipline.

Analysis of thematic trends on publication on the relationship between public relations and public-trust

Since evaluating subject trends of publications on public relations and public trust enables academics to uncover research opportunities and novelty to connect two different disciplines, publication themes are a crucial topic of discussion in this study. The capacity to investigate keyword networks will enable researchers to acquire appropriate study ideas and objects, provide blatant uniqueness, and advance science. The keywords that emerged from this investigation are summarized in Fig. 6. The study is based on author keywords because it takes into account how the writers honed their expertise by using keywords associated with the subject under investigation. The author's keywords contain 2641 networks and 25 clusters, according to this research. The 40 keywords in Cluster 1 with the red background are dominated by words such domestic adolescent health, anonymity, confidence, e-government, access to health services, etc. The 38 terms in Cluster 2 with the green background are dominated by addiction, community partnerships, continuity of care, depression, epidemiology, family health, etc. Acute care, Chinese public hospital, clinical public setting, health care, interpersonal relations, etc.

The bare minimum (n = 2) of frequently occurring terms were used in this research. It means that at least two instances of the targeted keywords are present in the article. 584 instances of the keyword "public relations and public trust" were found. The most common keywords in this data, according to Fig. 6, are (1) Trust,
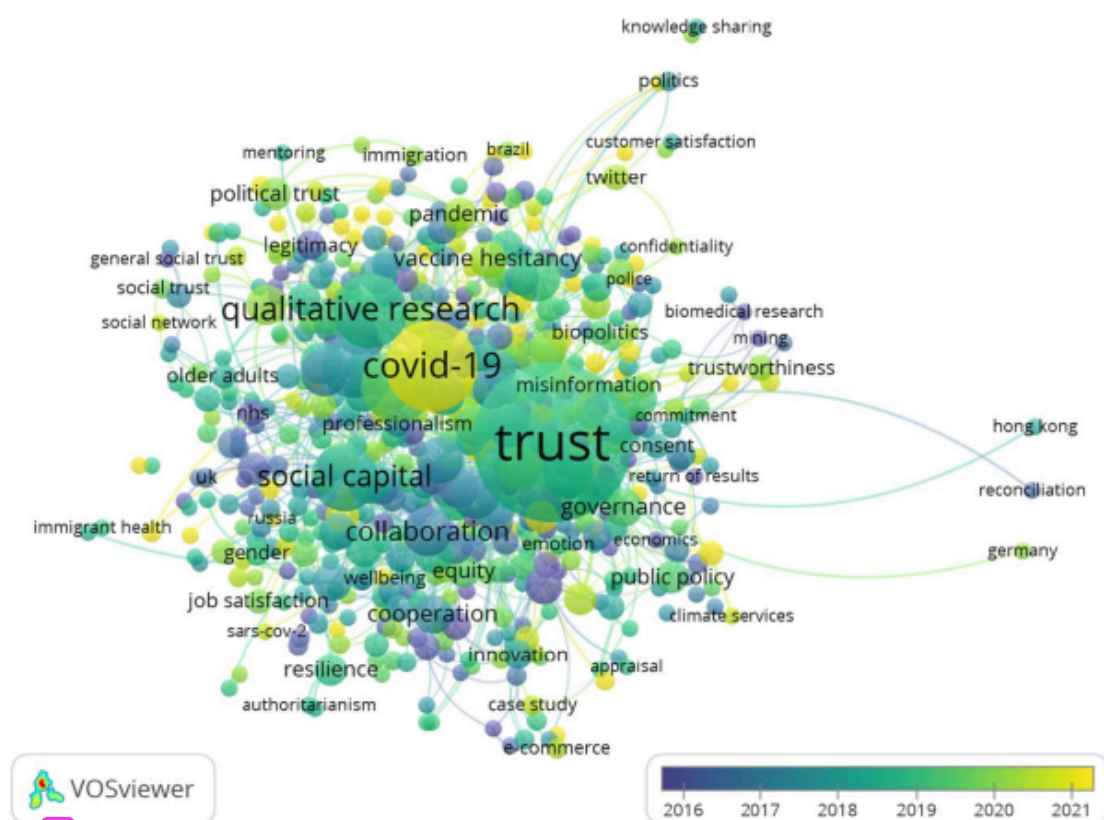
Fig. 6 Co-occurrence networks of research themes based on index keywords

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(2) COVID-19, (3) Qualitative Research, (4) Social Capital, and (5) Public health. Along with the words inter-professional, addiction, doctor-patient, teamwork, and depression in the red cluster, the word intervention is frequently used. The phrase "public relations" is used the most frequently, followed in the gray cluster by the terms "trust," "mass media," "risk communication," "communication," "grounded theory," "food safety," "public administration," and "authenticity." This analysis comes to the conclusion that there are not many networks that integrate public relations and public trust, and that these networks may arise as a result of this study's uniqueness for communicational (public relations) science.

public trust can be associated with other interesting research themes. Here are a few examples: (1) Risk communication: The role of public trust in risk communication is an important research theme, this cover research on how trust can affect public attitudes towards risks, and how trust can be built and maintained through effective communication strategies (Zissis and Lekkas 2014); (2) Crisis management: on how public trust is impacted by crises, and how organizations can effectively manage crises to maintain public trust. This includes research on the role of social media in crisis communication, the impact of crisis communication on public perceptions of trust, and best practices for crisis management (Jilke 2013); (3) Corporate social responsibility: this research on the relationship between corporate social responsibility and public trust (Martínez-Gomariz et al. 2021). This includes research on how CSR activities can build and maintain public trust, and the impact of CSR on organizational reputation and stakeholder relationships; (4) Political institutions and democracy: this is the research on trust in political institutions and its impact on democratic processes. This includes research on the relationship between public trust and voter turnout, the role of trust in the legitimacy of government policies, and the impact of trust in political institutions on public participation in democracy (Šerek et al. 2018); (5) Organizational trust and leadership: this is the research on trust in organizations and the role of leadership in building and maintaining trust. This includes research on the impact of leadership on organizational trust, the role of trust in employee engagement and commitment, and the relationship between organizational trust and organizational performance (Suva et al. 2022).

Overall, the concept of public trust can be associated with a wide range of interesting research themes, and there is much to be gained from exploring the interplay between public trust and other important topics in business, politics, and society. The future growth of this study will be stronger by developing the research theme using the findings of the analysis in Figs. 6 and 7.

The study of the terms used in public relations and public trust publications is shown in Fig. 7. The knot sizes show the frequency of occurrence of the keywords, while the knot colors represent the average of the keywords. In 2019, the terms "public relations" and "public trust" were highlighted in a light green color. The second set of keywords uses a yellow color that is more vibrant, indicating that the average year of publication is getting close to the most recent years. The blue color is a common theme in articles from 2016 that cover topics including biopolitics, economics, resilience, and reconciliation. In contrast, publications in 2019 place a greater emphasis on well-being, cooperation, trust, and public policy. 2019 saw a rise in popularity for the concepts of public relations and public trust. Because
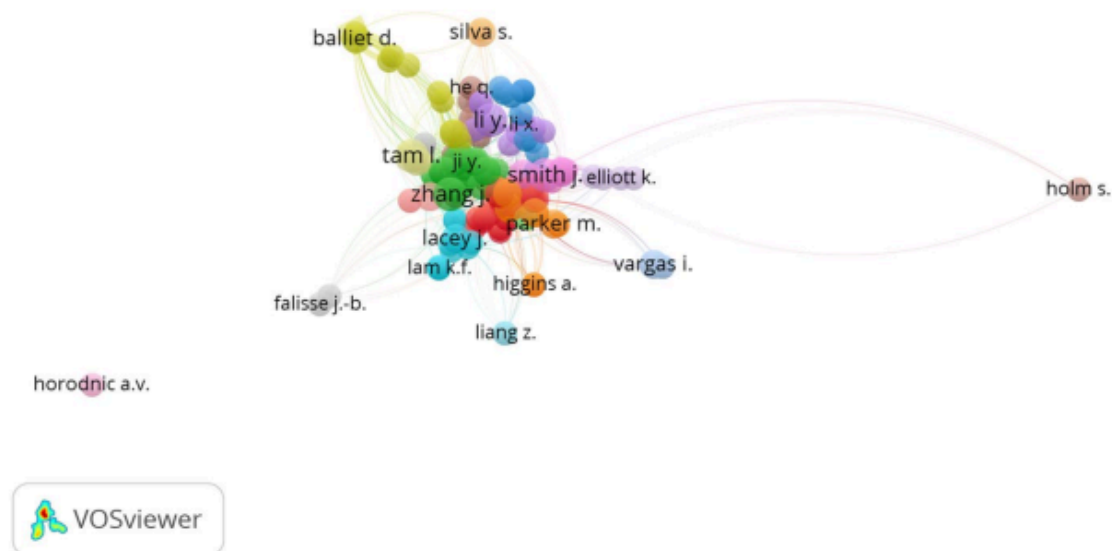
**Fig. 7** Co-authorship and the contribution of authors

psychology is a field that education needs in order to help students with their difficulties, this phenomena may be one sign that a study on this subject was popular in that year. The chronological visualization of the keywords demonstrates that trends in the advancement of psychological, medical, and educational research have been seen to raise pupils' self-esteem at school. Additionally, the development of public relations is important for fostering public trust, accomplishment motivation, academic success, communication skills, learning success, health communication, and self-esteem.

Analysisi of the author contributions to publication on the relationship between public relations and public-trust

As shown in Fig. 8, this study used three analyses to evaluate authors: co-authorship-link, co-authorship-document, and co-authorship-citation. The 20 clusters in co-authorship-link represent the networks of the researchers. These are the first five of them: Caplan, De Vries, Geller, lavery, Moodley, Mnung, Ntusi, etc.; Cluster 3: Alam; Cluster 4: Alam; and Cluster 5: Chen, Chooper, hay, Lee, Levinson, Li, etc. According to the examination of co-authorship records, Smith, Zhang, Tam, and Li have four documents, compared to three, two, and one for other researchers. Moffat and Zhang are in first place for the analysis of co-authorship-citation with 474 citations. While Bush and Pluye have 365 citations, Balliet has 328 citations, Greenhalght has 387.

As shown in Fig. 8, the visualization of the association strength analysis reveals that the writers who have contributed to the study of public relations and public trust have 913 items with 25 clusters. Seven authors make up the red-hued cluster 1, including Al-Shaikh, Amiri-Farahani, Atwal, Baker, Bellhouse, Cislabhi, De Souza, etc.

This analysis comes to the conclusion that in order to construct a new paradigm in communication process, particularly to maximize public-trust with public
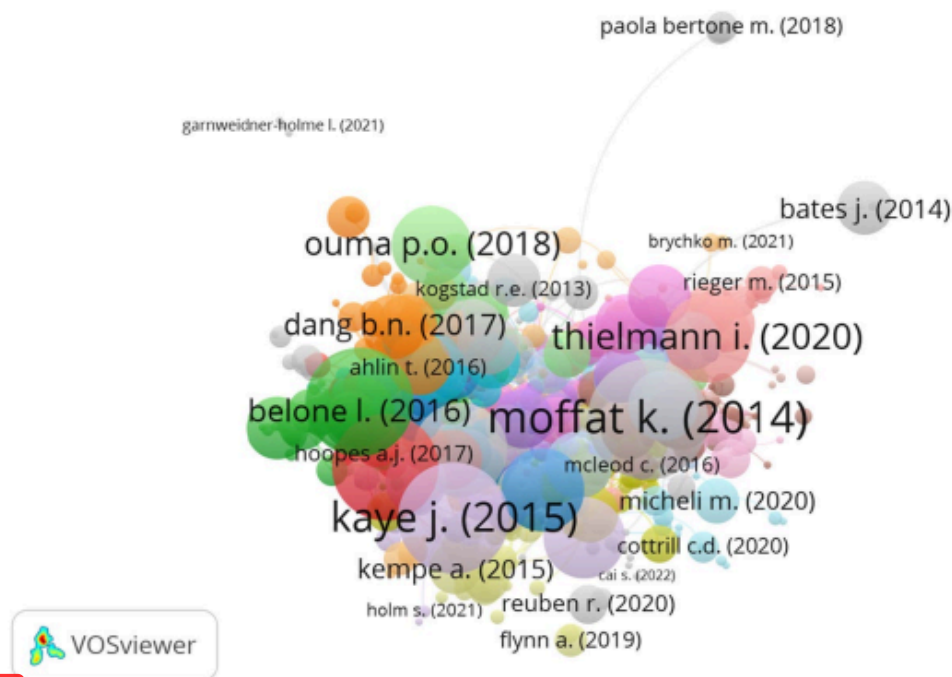
Fig. 8 Author contributions to publications on the relationship between public relations and public-trust

relations integration, the networks of authors who published articles on public relations and public-trust must be strengthened as a form of scientific consequence. The development of public-trust through public relations will eventually have an impact on the educational processes at government organizations, the media, and corporations to establish better practices. Health science/medicine, psychology, and education are more commonly studied topics in research on public relations and public trust. These communication scholars ought to integrate psychology to their scientific subject in this situation. Therefore, the creation of a public relations system based on trust can succeed.

Conclusion

The systematic literature network analysis on public relations and public-trust research is presented in this article. This article gives a research road map using the Scopus database. Only a few publications on the relationship between public relations and public trust have been published, despite several studies on systematic literature reviews and bibliometric analysis having been done. The systematic reviews of the top 10 publications reveal many research on the growth of public relations and public trust that are related to other keywords, other methodologies, and distinct emphasises. However, they have a common conceptual principle: integrating and combining science, public relations, and public trust to address the problem of public trust in society. Based on keywords, co-occurrence networks' keywords offer insightful information about the major study themes in public relations and public-trust. The author-based bibliographic coupling networks, which include two clusters and give details about the research networks and groupings produced by

different authors, show knowledge networks in public relations and public trust. We can understand patterns and historical changes in author-based knowledge networks thanks to this study. This essay used structured network analysis and bibliometric analysis to try and understand how the field of public relations and trust research has developed.

The conclusions in this article are underpinned by a robust framework of systematic literature network analysis and bibliometric examination. The utilization of the Scopus da for creating a research roadmap enhances the credibility of the study, ensuring access to a wide spectrum of reputable scholarly resources. The noteworthy finding that only a limited number of publications address the intricate relationship between public relations and public trust, despite the prior extensive systematic literature reviews and bibliometric analyses, underscores an existing research gap. This conclusion arises from an in-depth review of the available literature, indicating the necessity for further investigation in this domain. Moreover, the systematic reviews of the top 10 publications reveal a common conceptual thread across the research landscape, emphasizing the importance of integrating science, public relations, and public trust to tackle the issue of public trust in society. This conclusion emerges from an exhaustive examination of the top publications, providing critical insights into the prevailing trends in research. The utilization of keyword-based co-occurrence networks and author-based bibliographic coupling networks offers a comprehensive perspective on the major research themes and knowledge networks within the field of public relations and public trust. This evidence is rooted in the structured analysis of keyword relationships and author collaborations. Overall, the structured network analysis and bibliometric approach adopted in this essay provide a compelling basis for comprehending the evolving landscape of public relations and trust research.

Limitation and future research

Even while this study drew substantial conclusions from the roadmap and suggested a new path for the scientific study of public relations and public trust from the papers published in the journals using Scopus index, it still has two serious flaws. First off, this study solely used the Scopus database when other databases like the Web of Science or ERIC for education might have been used to gather data. Second, the focus of this study was solely on public relations and trust. The relationship between public relations development and public trust is likely to be explored and developed in future studies. As a result, putting into practice the lessons and activities covered in public relations can be used to increase public trust in society.

Data availability Datasets used for this study are included in this article.

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