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Species literacy: the perception and cultural portrayal of animals

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The **cross spider** (Nederlands: **kruisspin**) is usually encountered in late summer and autumn, when the large females are prominent in their orb webs. To show a female his willingness to mate, a male cross spider taps her web rhythmically.

Addendum

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Appendix 2.1

Guidelines used to score the answers provided during the species identification test. A more elaborate overview of the guidelines can be found in the Online Supplementary Materials (S_Ch2_Scoring_Guide).

Type of answer	Example	Score
Correct answer: correct (everyday/partial) name	e.g. 'fox' (instead of 'red fox')	1
Correct answer in a different language	e.g. 'rotfuchs' (instead of 'red fox')	1
Multiple correct answers	e.g. 'fox, Vulpes vulpes'	1
Correct specification	e.g. 'mammal - fox' or 'fox, mammal'	1
Spelling mistakes	e.g. 'red fffox'; e.g. 'foks'	1
Correct answer with a sign of doubt	e.g. 'fox?'	1
Correct name of female or male of the species	e.g. 'vixen'	1
'Neutral additions' to a correct answer	e.g. 'nice fox'; e.g. 'Eurasian fox'; e.g. 'hungry fox'; e.g. 'forest fox'; e.g. 'small fox'	1
Incorrect answer	e.g. 'don't know'; e.g. 'dog' (when 'fox' is asked for)	0
Both correct and incorrect answer	e.g. 'fox, wolf'	0
'Group/broad thinking'	e.g. 'a fox like animal'	0
Negative answer	e.g. 'not a fox'	0
Unclear/incorrect specification	e.g. 'fox or mammal'; e.g. 'fox - rodent'	0
Name of an animal character from cartoons or fables without the correct species name	e.g. 'Reynard'	0
Additions that turn a correct answer into an incorrect answer	e.g. 'snow fox'	0



Appendix 3.1

Identification and in-depth knowledge rates among laypeople and professionals.

Species	% Identification			% In-depth knowledge			% In-depth knowledge when correctly identified		
	Lay	Profs	All	Lay	Profs	All	Lay	Profs	All
Origin									
American bison	87.9	93.5	89.4	77.0	85.3	79.3	84.0	88.6	85.3
Cardinal tetra	47.3	65.8	52.2	42.0	50.9	44.4	50.0	60.8	53.7
Jaguar	40.1	59.5	45.3	29.0	49.9	34.6	54.4	74.6	61.4
White-handed gibbon	69.8	87.8	74.7	49.0	58.4	51.5	52.4	61.1	55.1
Fire salamander	49.1	69.0	54.4	33.6	61.1	40.9	53.2	82.0	63.0
American alligator	32.7	45.8	36.3	40.4	49.5	43.0	87.0	87.6	87.4
European badger	78.7	92.2	82.3	81.7	91.8	84.5	94.2	96.9	95.0
Eurasian bullfinch	40.5	62.5	46.4	71.7	81.7	74.4	92.6	95.5	93.6
Emu	69.2	72.6	70.1	54.9	64.9	57.5	60.1	72.3	63.5
Capybara	91.3	97.3	92.9	63.9	80.1	68.2	66.8	81.6	70.9
Black-footed penguin	76.6	78.8	77.1	27.1	57.5	35.2	27.6	61.9	37.1
Common wombat	90.1	95.3	91.5	76.6	88.0	79.6	81.4	90.6	83.9
Secretarybird	67.6	84.1	72.0	58.3	72.2	62.0	65.9	79.6	70.2
Cougar	73.6	87.9	77.4	57.1	76.0	62.1	68.7	82.4	72.8
Red-bellied piranha	82.1	91.2	84.5	76.4	83.0	78.2	82.6	87.8	84.1
Habitat									
Meerkat	98.5	99.3	98.8	96.4	99.3	97.2	96.9	99.5	97.6
Chamois	46.3	62.1	50.4	82.5	85.5	83.3	90.5	94.0	91.6
Goldcrest	53.2	75.3	59.2	32.5	53.9	38.3	41.9	63.7	49.4
Okapi	93.0	97.0	94.1	25.4	50.2	32.1	26.2	51.1	33.1
Fallow deer	78.4	83.4	79.7	68.1	80.0	71.3	74.9	87.0	78.2
Common crossbill	47.1	67.5	52.6	37.1	55.5	42.1	51.0	70.4	57.9
Black-tailed prairie dog	28.5	49.4	34.2	20.7	38.1	25.4	61.4	73.1	66.0
Eurasian red squirrel	87.8	93.6	89.4	97.5	98.7	97.9	98.9	99.2	99.0
Bearded reedling	35.4	62.6	42.9	38.5	60.3	44.3	64.0	81.0	70.6
Naked mole-rat	92.1	96.8	93.4	44.0	66.5	50.0	45.4	67.8	51.6
Southern ground hornbill	47.2	66.7	52.7	26.2	41.5	30.4	34.6	52.8	40.9
Malayan tapir	84.0	91.9	86.1	73.0	84.3	76.1	77.6	86.4	80.1
Black-tailed godwit	62.9	78.1	67.0	93.5	97.0	94.5	96.6	99.0	97.3
Fennec fox	37.8	66.9	45.7	43.0	72.4	51.1	80.3	93.6	85.7
Polar bear	99.7	100.0	99.8	99.9	100.0	99.9	99.9	100.0	99.9

Species	% Identification			% In-depth knowledge			% In-depth knowledge when correctly identified		
	Lay	Profs	All	Lay	Profs	All	Lay	Profs	All
	89.6	96.9	91.4	72.2	91.3	77.2	80.3	94.2	84.2
Diet									
Common kingfisher	49.1	73.0	55.3	44.5	66.2	50.2	67.1	82.4	72.5
Eurasian otter	67.9	86.8	72.8	64.3	85.0	69.6	90.0	96.6	92.0
Peregrine falcon	47.1	66.9	52.3	21.3	45.6	27.7	33.4	60.8	42.7
European green woodpecker	58.5	79.2	63.9	14.8	30.0	18.8	17.4	34.9	23.1
European mole	99.1	99.6	99.2	86.0	91.5	87.3	86.3	91.6	87.6
Bearded vulture	40.7	63.1	46.6	6.9	24.5	11.5	13.0	36.5	21.3
Barn swallow	62.4	81.8	67.4	69.3	84.2	73.1	85.1	93.5	87.7
Common eider	47.4	69.0	53.0	21.6	40.7	26.6	25.3	48.2	33.1
Koala	98.8	99.6	99.0	75.5	83.5	77.5	76.0	83.5	77.9
Coconut lorykeet	55.2	71.2	59.4	14.4	34.0	19.5	21.6	45.7	29.2
Marine iguana	48.2	65.2	52.7	29.1	51.5	35.0	54.9	73.7	60.9
Wolf	88.7	96.1	90.6	53.8	70.3	58.1	56.7	71.6	60.8
Gelada	8.4	27.2	13.3	5.6	19.7	9.2	49.6	65.0	57.9
Giant panda	99.8	100.0	99.8	97.6	98.7	97.9	97.7	98.7	98.0
Behavior									
White stork	93.7	97.0	94.5	87.2	94.3	89.0	90.2	95.4	91.6
Roe deer	70.4	77.5	72.1	34.6	58.7	40.9	39.0	65.1	46.4
Red deer	86.5	93.2	88.2	81.3	89.7	83.4	84.5	91.8	86.4
European robin	96.2	98.5	96.8	78.9	88.7	81.4	79.9	89.3	82.3
Leopard seal	30.1	51.8	35.9	18.5	37.9	23.6	42.2	61.7	49.5
Long-tailed tit	72.9	82.4	75.3	27.4	44.6	32.5	32.1	51.6	37.8
Common cuckoo	44.3	68.3	50.6	50.5	72.5	56.3	97.1	98.9	97.6
Common shelduck	33.7	64.3	41.7	22.8	44.0	28.3	38.6	58.9	46.9
African wild dog	49.6	73.5	55.9	23.0	40.9	27.7	36.1	52.1	41.6
Northern pike	83.4	91.8	85.5	69.1	80.6	72.1	73.3	82.5	76.0
Grass snake	30.1	53.9	36.3	29.7	35.8	31.4	50.9	53.9	52.2
Tufted duck	71.5	81.1	74.0	73.7	81.0	75.6	74.3	82.6	76.8
Red-backed shrike	28.0	53.2	34.6	26.7	52.0	33.4	59.9	80.4	68.1
European hare	91.5	95.3	92.5	39.4	48.2	41.7	41.4	49.0	43.5
Common warthog	62.5	73.7	65.2	12.4	21.5	14.9	15.1	25.7	18.3



Appendix 3.2

Odds ratios (ORs) for in-depth species knowledge among professionals and laypeople who did or did not correctly identify species, and Pearson correlations between species identification and in-depth species knowledge (subdivided into four themes).

	N	OR	95%	CI	r	p
Professionals						
Origin	920	9.38	8.56	10.28	0.73	<0.01
Habitat	985	8.36	7.66	9.13	0.75	<0.01
Diet	956	20.67	18.43	23.18	0.77	<0.01
Behavior	957	8.51	7.76	9.33	0.77	<0.01
Total	1,909	10.09	9.63	10.57	0.83	<0.01
Laypeople						
Origin	2,543	4.81	4.59	5.03	0.67	<0.01
Habitat	2,650	4.94	4.72	5.16	0.63	<0.01
Diet	2,681	13.19	12.46	13.96	0.70	<0.01
Behavior	2,644	6.05	5.77	6.35	0.66	<0.01
Total	5,259	6.25	6.10	6.40	0.76	<0.01
All respondents						
Origin	3,494	5.75	5.52	5.99	0.72	<0.01
Habitat	3,680	5.72	5.50	5.95	0.71	<0.01
Diet	3,675	15.05	14.31	15.82	0.76	<0.01
Behavior	3,649	6.75	6.48	7.04	0.73	<0.01
Total	7,249	7.18	7.04	7.33	0.81	<0.01

Appendix 4.1

Comparison between the prevalence of the most featured animal classes, orders, families, and species on clothes marketed at boys and girls.

	Boys (n=526)	Girls (n=296)	χ^2	Φ_c
Class				
Mammals	47.5%	65.5%	24.74***	0.173
Dinosaurs	43.5%	0.0%	178.63***	0.466
Birds	4.4%	13.2%	21.05***	0.160
Insects	0.0%	20.6%	117.09***	0.377
Order				
Carnivores	29.5%	22.0%	5.45	0.081
Saurischian dinosaurs	25.7%	0.0%	90.90***	0.333
Even-toed ungulates and cetaceans	9.7%	14.5%	4.37	0.073
Rodents	5.3%	16.9%	29.52***	0.189
Ornithischian dinosaurs	13.9%	0.0%	45.08***	0.234
Butterflies and moths	0.0%	19.9%	112.95***	0.371
Rabbits, hares, and pikas	0.2%	6.4%	30.96***	0.194
Songbirds	0.6%	5.4%	19.61***	0.154
Pterosaurs	2.9%	0.0%	8.60*	0.102
Odd-toed ungulates	1.1%	2.7%	2.76	0.058
Family				
Canids	12.7%	4.1%	16.44***	0.141
Felids	6.8%	13.5%	10.04*	0.111
Deer	7.8%	11.1%	2.60	0.056
Mice	4.4%	15.5%	30.72***	0.193
Tyrannosaurids	10.6%	0.0%	33.82***	0.203
Bears	7.2%	3.0%	6.15	0.086
Ceratopsids	5.5%	0.0%	16.92***	0.143
Stegosaurids	5.3%	0.0%	16.31***	0.141
Rabbits and hares	0.2%	6.4%	30.96***	0.194
Brush-footed butterflies	0.0%	6.1%	32.70***	0.199
Pteranodontids	2.9%	0.0%	8.60*	0.102
Species				
House mouse	4.4%	15.5%	30.72***	0.193
Dog	10.3%	2.0%	19.00***	0.152
Brown bear	4.4%	0.3%	10.88*	0.115



Cougar	2.5%	3.4%	0.57	0.026
Moose	2.9%	2.7%	0.02	0.004
Domestic cat	0.6%	6.1%	23.11***	0.168
Reindeer	2.5%	2.0%	0.17	0.014
Tiger	3.0%	0.3%	6.84	0.091
T-rex	2.7%	0.0%	8.02	0.099

Note: Only classes, orders, families, and species with expected cell counts above 5 were included in the table. χ^2 = Chi square value; φ_c = effect size (phi coefficient or Cramer's V); * = $p < .05$, ** = $p < .01$, *** = $p < .001$.

Appendix 5.1

Specificity of text references per class.

		Total number of text references	Species	Genus	Family	Order	Class	Other
	Mammals	445	61.3%	5.6%	27.9%	5.2%	0.0%	0.0%
	Birds	211	21.8%	4.7%	24.6%	7.1%	41.7%	0.0%
	Insects	44	11.4%	2.3%	34.1%	47.7%	4.5%	0.0%
	Reptiles	34	0.0%	0.0%	52.9%	44.1%	2.9%	0.0%
	Bony fish	30	20.0%	3.3%	10.0%	0.0%	0.0%	66.7%
	Dinosaurs	27	0.0%	14.8%	0.0%	0.0%	85.2%	0.0%
	"Other invertebrates"	26	7.7%	0.0%	15.4%	42.3%	30.8%	3.8%
	Amphibians	11	9.1%	0.0%	0.0%	90.9%	0.0%	0.0%
	Cartilaginous fish	1	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%

Note: Percentages indicate the proportion of references at the species, genus, family, order, class, or 'other' level.



Appendix 5.2

Prevalence of different types of anthropomorphism in main, supporting, and minor characters.

		Type of Anthropomorphism			
		Clothing	Behavior	Facial features	Any form
Role	Main	34.2%	81.9%	91.0%	96.1%
	Supp.	17.8%	40.3%	55.5%	63.2%
	Minor	11.1%	15.1%	19.9%	29.2%
	Total	14.3%	25.9%	33.5%	42.1%

Appendix 5.3

Prevalence of different types of anthropomorphism per class.

		Type of Anthropomorphism				
	Class	Total	Clothing	Behavior	Facial features	Any form
	Amphibians	30	20.0%	53.3%	46.7%	70.0%
	Mammals	983	22.4%	37.3%	46.0%	57.3%
	Reptiles	90	10.0%	24.4%	52.2%	56.7%
	"Other invertebrates"	105	4.8%	14.3%	41.9%	43.8%
	Insects	220	9.1%	20.5%	34.1%	37.7%
	Birds	617	9.4%	16.7%	13.6%	23.2%
	Cartilaginous fish	5	0.0%	20.0%	20.0%	20.0%
	Bony fish	128	1.6%	3.9%	17.2%	18.8%
	Dinosaurs	59	1.7%	8.5%	16.9%	16.9%
Total		2237	321	579	749	942

Note: The proportion of animals portrayed anthropomorphically was higher for amphibians than for mammals, but statistical testing revealed that this difference was not significant ($\chi^2(1) = 1.93$, $p = .165$, Cramér's $V = 0.04$).



Overview supplementary materials (Online)

The following supplementary materials can be found in the online repository 4TU.ResearchData (doi: 10.4121/19673580):

Chapter 2

S_Ch2_Questionnaire
S_Ch2_Scoring_Guide
S_Ch2_Datasheet

Chapter 3

S_Ch3_Questionnaire
S_Ch3_Datasheet

Chapter 4

S_Ch4_Codebook
S_Ch4_Datasheet

Chapter 5

S_Ch5_Booklist
S_Ch5_Codebook
S_Ch5_Datasheet

Chapter 6

S_Ch6_Questionnaire
S_Ch6_Datasheet

Chapter 7

S_Ch7_Interview_Guide
S_Ch7_Consent_Form

