

Table S1. Count and percentage of image elements for the final sample (n = 670). Counts may not all be equal due to missing values. Animal Features and Human Features are counted by individual in the image.

Image Characteristics			Animal Features			Human Features		
	Count	%		Count	%		Count	%
<b>Is there text on the image?</b>			<b>Taxon of the animal</b>			<b>Sex of the human</b>		
Yes	116	17.34	Invertebrate	70	7.87	Male	41	27.15
No	553	82.66	Mollusc	11	1.24	Female	45	29.80
<b>What type of image is it?</b>			Fish	34	3.82	Undetermined	61	40.40
Photo	663	99.1	Bird	261	29.36	<b>Age of the human</b>		
Cartoon	1	0.15	Mammal	394	44.32	Infant	2	1.32
Illustration	4	0.6	Amphibian	32	3.6	Child	14	9.27
Computer Drawing	1	0.15	Reptile	87	9.79	Teen	3	1.99
<b>What is the image's colour palette?</b>			<b>Type of shot of the animal</b>			Adult	84	55.63
Full Colour	651	97.31	Full body	540	61.22	Elderly	2	1.32
Black and White	12	1.79	Half body	254	28.8	Undetermined	46	30.46
Obvious Filter	6	0.9	Face	85	9.64	<b>Role of the human</b>		
<b>How is the image quality/resolution?</b>			Close Up	3	0.34	Celebrity	3	1.99
High	344	51.81	<b>Where is the animal facing?</b>			General Public	24	15.89
Medium	242	36.45	Facing Camera	279	31.35	Other	3	1.99
Low	41	6.17	Back to Camera	84	9.44	Undetermined	51	33.77
Poor	37	5.57	Side On	397	44.61	Politician	1	0.66
<b>What style is the image?</b>			Face Not Visible	18	2.02	Researcher	7	4.64
Animal Portrait	622	92.84	Looking at Camera	112	12.58	Vet / Nurse	14	9.27
Landscape	20	2.99	<b>Is the animal alive or dead?</b>			Wildlife Carer	16	10.60
Human Selfie	27	4.03	Alive	873	98.98	Zookeeper	19	12.58
Other	1	0.15	Dead	9	1.02	Conservationist	10	6.62
<b>What is the background of the image?</b>			<b>Age of the animal</b>			Student	2	1.32
Naturalistic	452	67.77	Infant	28	3.15	Wildlife Rescuer	1	0.66

Human Made	171	25.64	Juvenile	116	13.03	Type of shot of the human				
Blank	31	4.65	Adult	740	83.15	Full Body	24	16.67		
Other	13	1.95	Unknown	6	0.67	Half Body	56	38.89		
If the background is man-made, what is it?			Distance of animal from the camera			Face	12	8.33		
Home	14	11.57	Distant	13	1.46	Body Part	52	36.11		
Tank	9	7.44	Far	80	8.99	Is the human wearing a uniform?				
Zoo	54	44.63	Medium	299	33.6	Yes	44	29.53		
Vet Clinic	10	8.26	Close	445	50	No	105	70.47		
Street	3	2.48	Very Close	53	5.96	Is the human touching an animal?				
Other	31	25.62	Is the animal brightly coloured?			Yes	100	66.23		
Are there man-made objects in the image?			Yes	236	26.67	No	51	33.77		
Yes	137	20.45	No	649	73.33	Is the human holding an animal?				
No	533	79.55				Yes	75	49.67		
Is the image graphic?						No	76	50.33		
Yes	11	1.64				Is the human feeding an animal?				
No	659	98.36				Yes	8	5.44		
Is there a human in the image?						No	139	94.56		
Yes	116	17.39				Distance of the human from the animal				
No	551	82.61				Touching	98	67.59		
Close ~30cm						24	16.55			
Far ~1m						15	10.34			
Very Far ~5m+						8	5.52			