Supplementary Material

**1 Supplementary Figures and Tables**

**Supplementary Table 1.** Descriptions of each site used in data collection and average length of videos analysed along with elements of their functions as of the time of data collection (January, 2022).

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|  | **Functionality** | **Utility for users** | **Platform Video Length** | **Avg.****Video****Length****(Sec)** | **Ability to like** | **Ability to Dislike** | **Views shown** | **Ability to comment** | **Ability to share** | **Hashtags used** |
| **YouTube** | A video sharing platform where users can watch, like, share, comment and upload their own videos. | Ability to upload and interact with long-form content ranging from education to entertainment | ≤12 hr. | 326 | x | x | x | x | x |  |
| **TikTok** | A video sharing platform where users can watch, like, share, comment and utilise a variety of filters, background Music, and lip-synching templates to create short videos. There is a notable "duet" function for creating videos with content already created by other users. | Ability to create and upload and interact with short-form content and use the sounds and content of others to produce content ranging from education to entertainment | ≤60 sec. | 27 | x |  | x | x | x | x |
| **Giphy** | An online database and search engine that enables users to search for and share brief looping videos with or without sound that resemble animated GIF files. | Ability to share premade GIFs to emote on other platforms | ≤15 sec. | 2 |  |  |  |  | x | x |

2 Supplementary Links

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| URLs of YouTube videos of slow lorises |

https://www.youtube.com/watch?v=18-xvIjH8T4

https://www.youtube.com/watch?v=M48WEog8B6Y

https://www.youtube.com/watch?v=PZ5ACLVjYwM

https://www.youtube.com/watch?v=G6hb4BRUclc

https://www.youtube.com/watch?v=-aKdFROD5Eg

https://www.youtube.com/watch?v=2Syd\_BUbl5A

https://www.youtube.com/watch?v=93zapRVe9\_Y

https://www.youtube.com/watch?v=aIEpoKcZXOQ

https://www.youtube.com/watch?v=p\_J\_MKf5R98

https://www.youtube.com/watch?v=qM8gQQ5Tufk

https://www.youtube.com/watch?v=WoPEx9KzChI

https://www.youtube.com/watch?v=OXa\_htQFP6k

https://www.youtube.com/watch?v=jd4rbS6HVVw

https://www.youtube.com/watch?v=AdbHMMuONHw

https://www.youtube.com/watch?v=HNuUDGJlEGI

https://www.youtube.com/watch?v=DouObTrae1o

https://www.youtube.com/watch?v=Il8va1Qufuk

https://www.youtube.com/watch?v=bvnSfhHRDuY

https://www.youtube.com/watch?v=sVtapsDwtpc

https://www.youtube.com/watch?v=1AIY1zO6JAg

https://www.youtube.com/watch?v=WCPbWJg0M3Y

https://www.youtube.com/watch?v=HHtwlk0cBIw

https://www.youtube.com/watch?v=w89bFK3PvBA

https://www.youtube.com/watch?v=auzX1DqG2UM

https://www.youtube.com/watch?v=QxDXnNp2MzQ

https://www.youtube.com/watch?v=PPAW7LYn1XE

https://www.youtube.com/watch?v=AU6tYLoLz6k

https://www.youtube.com/watch?v=LFQ5qFIFVbE

https://www.youtube.com/watch?v=rLAQYpqUcbg

https://www.youtube.com/watch?v=CeWzlMLrS7I

https://www.youtube.com/watch?v=vwnUwqhPK-E

https://www.youtube.com/watch?v=FRgepyBM3Qo

https://www.youtube.com/watch?v=K9s5xYPsG8c

https://www.youtube.com/watch?v=zv7koeJypec

https://www.youtube.com/watch?v=EXR1X83uFfs

https://www.youtube.com/watch?v=WEC9ytakIs8

https://www.youtube.com/watch?v=DXvAv-Tacxw

https://www.youtube.com/watch?v=HHENiU94yEU

https://www.youtube.com/watch?v=f70mVzqJpvo

https://www.youtube.com/watch?v=otTNxR8C4uE

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| URLs of Tiktok videos of slow lorises |

https://www.tiktok.com/@simplebms/video/6995882823383092485?is\_from\_webapp=1&sender\_device=pc&web\_id6934527051021960709

https://www.tiktok.com/@monkeylifelove/video/6885504752784837893?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@haylieeenicole/video/6812482239121722630?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@monkeylifelove/video/6908527870822370566?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6937658512323415298?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6978182116630596866?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6977342230109359362?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6962626534997839105?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@monkeylifelove/video/6870666873021713669?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6966325466466618626?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@forrestgalante/video/6937848135884573957?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6942858463810800898?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6973237013818445058?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6979095189243596033?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6977342649623661825?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6938896353191939330?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6960728563045715202?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6937580152738073858?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6966317418029255938?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@yojenka/video/6922571021727878402?is\_copy\_url=1&is\_from\_webapp=v1&lang=en&q=slow%20loris&t=1635008590169

https://www.tiktok.com/@littleqb/video/7008785673889008901?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@mndiaye\_97/video/7031667580964474159?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@lov\_4\_the\_animals/video/6815532710627478789?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@mndiaye\_97/video/6957066674004692230?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@diagnose\_me\_daddy/video/7033836667303628078?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@forrestgalante/video/6939997881398988038?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@yojenka/video/6956294367510301953?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@rarestworld/video/6975158809132092677?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

https://www.tiktok.com/@yojenka/video/6978181144357506305?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@animalogic/video/6906162350559120646?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@sgtjbruce/video/6789547406557007110?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@yojenka/video/6933242661113498881?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

https://www.tiktok.com/@monkeylifelove/video/6873626246354455814?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

https://www.tiktok.com/@yojenka/video/6927348566507736321?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@yojenka/video/6975399160996564226?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

https://www.tiktok.com/@jorgemrocha/video/6938449794134183174?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@mattyip79/video/6980661025888636187?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

https://www.tiktok.com/@yojenka/video/6963154926998457602?is\_copy\_url=1&is\_from\_webapp=v1&q=slow%20loris&t=1640020855326

https://www.tiktok.com/@perthzoo/video/6842816239623048453?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

https://www.tiktok.com/@yojenka/video/6965275507256577282?is\_from\_webapp=1&sender\_device=pc&web\_id7043835802602898950

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| URLs of Giphy videos of slow lorises |

https://giphy.com/gifs/slow-loris-bfMAnpT75pyeI

https://giphy.com/gifs/nom-hang-heeeyyy-O6nHQrpVKorQY

https://giphy.com/gifs/YVL69HBQQQW52

https://giphy.com/gifs/eating-slow-loris-VcvLzKHog2DE4

https://giphy.com/gifs/cute-animal-l8T5QwfsrKoJW

https://giphy.com/gifs/gifnews-fox-adhd-qImPVs3GJc6ZO

https://giphy.com/gifs/funny-sloth-1glZisLqnvN16

https://giphy.com/gifs/eating-looking-oGrH3ChMU0Lao

https://giphy.com/gifs/gifnews-fox-adhd-nshu4W6um6eEE

https://media.giphy.com/media/DsWPkgYoAuQog/giphy.gif

https://media.giphy.com/media/WV4FcgvmT5ohNP4Ufp/giphy.gif

https://media.giphy.com/media/OzGgAcdZkdRYI/giphy.gif

https://giphy.com/gifs/eating-ball-loris-8A7UXNYyu35AI

https://giphy.com/gifs/qBaWTqAB16dPO

https://media.giphy.com/media/A7EUW7NRSoxnG/giphy.gif

https://media.giphy.com/media/jgTTShCnrSoLu/giphy.gif

https://media.giphy.com/media/BkzGWSPJ1kDQY/giphy.gif

https://media.giphy.com/media/v9byZhiF8oQve/giphy.gif

https://media.giphy.com/media/Arc5wieM1m0O4/giphy.gif

https://media.giphy.com/media/fedrLNqk5SUFi/giphy.gif