**Supplementary Material**

**Biodiversity exploitation for online entertainment**

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Fig. S1. Cumulative number of items used in the videos and channels uploading hunting-fishing-experiments. Note the increased number of data points in the last three months showing that not only the number of channels uploading new videos increased but the number of new items, reflecting a race for creativity in hunting and fishing, also increased.



Fig. S2. Cumulative number of species used in the videos of the hunting-fishing-experiment. The three last months of the study period was characterized by an increase in the number of target species, which shows that there is an intention for targeting new species.



Fig. S3. Percentage of the conservation status of the species in each animal group used in the videos of the hunting-fishing-experiment. Reptiles were the group that showed the highest number of species of conservation concern, including endangered and critically endangered species.



**Fig. S4.** Frequency of the items used in the videos of the hunting-fishing-experiment. More than one item is usually used in a video, explaining why the total number of frequencies (N=327) is larger than the total number of videos (N=206) used in this study. The largest frequencies of items used in the videos were soda, eggs, and mint, which appeared in most of the videos (N=197).

**Table S1.** Checklist of the species recorded in the fishing and hunting experiment on YouTube. The species conservation status was obtained from the IUCN red list. ?: not available, DD: Data deficient, LC: least concern, NT: near threatened, VU: vulnerable, EN: endangered, CR: critically endangered.

|  |  |  |  |
| --- | --- | --- | --- |
| Animal group | Common name | Latin name | Status |
| Amphibian | Chinese edible frog | *Hoplobatrachus rugulosus* | LC |
| Arachnid | Thailand zebra leg tarantula | *Cyriopagopus albostriatus* | ? |
| Bird | Chicken | *Gallus gallus domesticus* | LC |
| Bird | Wild turkey | *Meleagris gallopavo* | LC |
| Bird | Helmeted guineafowl | *Numida meleagris* | LC |
| Crustacean | [Mud Crab](https://en.wikipedia.org/wiki/Mud_crab_%28disambiguation%29) | *Scylla serrata* | ? |
| Fish | Climbing perch | *Anabas testudineus* | DD |
| Fish | Striped snakehead | *Channa striata* | LC |
| Fish | Catfish | *Clarias sp* | LC |
| Fish | Hypostomus catfish | *Hypostomus sp* | ? |
| Fish | Eel | *Macrognathus sp* | ? |
| Fish | Asian swamp eel | *Monopterus albus* | LC |
| Fish | Nile tilapia | *Oreochromis niloticus* | LC |
| Mammal | Dog | *Canis familiaris* | LC |
| Mammal | Guinea pig | *Cavia porcellus* | LC |
| Mammal | Amur hedgehog | *Erinaceus amurensis* | LC |
| Mammal | Domestic cat | *Felis catus* | LC |
| Mammal | Burmese hare | *Lepus peguensis* | LC |
| Mammal | Berdmore's ground squirrel | *Menetes berdmorei* | LC |
| Mammal | House mouse | *Mus domesticus* | LC |
| Reptile | Siamese crocodile | *Crocodylus siamensis* | CR |
| Reptile | Rainbow mud snake | *Enhydris enhydris*  | LC |
| Reptile | Plumbeous water snake | *Enhydris plumbea* | LC |
| Reptile | Yellow-headed temple turtle | *Heosemys annandalii* | EN |
| Reptile | Elongated tortoise | *Indotestudo elongata* | CR |
| Reptile | Chinese striped-necked Turtle | *Mauremys sinensis*  | EN |
| Reptile | Chinese softshell turtle | *Pelodiscus sinensis* | VU |
| Reptile | Burmese python | *Python bivittatus* | VU |
| Reptile | Turtle | *Testudinata sp*  | ? |
| Reptile | Pond slider | *Trachemys scripta* | LC |
| Reptile | Clouded monitor | *Varanus nebulosus* | LC |

**Table S2.** Checklist and frequency of the material used for fishing and hunting experiment on YouTube. The materials were categorized into three types (edible, chemicals, and animals) and three invasiveness likelihood (less likely, likely, and highly likely).

|  |  |  |  |
| --- | --- | --- | --- |
| Material | Type | Frequency | Invasiveness |
| Soda | Edible | 106 | Likely |
| Eggs | Edible | 62 | Less likely |
| Mint | Edible | 29 | Likely |
| Chemical Rock | Chemicals | 17 | Highly likely |
| Toothpaste | Chemicals | 16 | Highly likely |
| Detergent | Chemicals | 11 | Highly likely |
| Beer | Edible | 11 | Likely |
| Fruits | Edible | 10 | Less likely |
| Milk | Edible | 9 | Less likely |
| Juice | Edible | 7 | Less likely |
| Chemical substance (unidentified) | Chemicals | 5 | Highly likely |
| Perfume | Edible | 5 | Highly likely |
| Vegetable | Chemicals | 4 | Less likely |
| Gasoline | Chemicals | 3 | Highly likely |
| Oil | Edible | 3 | Less likely |
| Chili | Edible | 3 | Likely |
| Insecticide | Chemicals | 2 | Highly likely |
| Medicines | Chemicals | 2 | Highly likely |
| Salt | Edible | 2 | Highly likely |
| Candies | Edible | 2 | Less likely |
| Turtle | Animal | 2 | Less likely |
| Gas torch | Chemicals | 1 | Highly likely |
| Mechanical Oil | Chemicals | 1 | Highly likely |
| Pepper spray | Chemicals | 1 | Highly likely |
| Shampoo | Chemicals | 1 | Highly likely |
| Duck | Animal | 1 | Less likely |
| Lizard | Animal | 1 | Less likely |
| Wine | Edible | 1 | Less likely |
| Fish oil | Edible | 1 | Less likely |
| Ice | Edible | 1 | Less likely |
| Sauce | Edible | 1 | Less likely |
| Syrup | Edible | 1 | Less likely |
| Bananas | Edible | 1 | Less likely |
| Coconuts Oil | Edible | 1 | Less likely |
| Coffee | Edible | 1 | Less likely |
| Grapes | Edible | 1 | Less likely |
| Pepper | Edible | 1 | Likely |