**Results of the Shapiro test**

According to the Shapiro test, the data was not normally distributed for views per day (vpd) (W = 0.19, p< 0.001), comments per day (cpd) (W = 0.12108, p-value < 0.001), and likes per day (lpd) (W = 0.076078, p-value < 0.001).

**Table S1** The Post hoc Dunn test indicates the significant differences in views per day (vpd) and likes per day (lpd) between countries (**(χ2),** and the Z-score indicates the statistical difference between countries with particular p-values.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| type | comparisons | chi2 | Z | P | P.adjusted |
| vpd | DRC - Egypt | 32.784 | 2.784 | 0.003 | 0.003 |
| DRC - Guinea Bissau | 32.784 | 2.327 | 0.010 | 0.010 |
| Egypt - Madagascar | 32.784 | -2.288 | 0.011 | 0.011 |
| Egypt - Nigeria | 32.784 | -2.638 | 0.004 | 0.004 |
| Guinea Bissau - Nigeria | 32.784 | -2.175 | 0.015 | 0.015 |
| DRC - others | 32.784 | 2.270 | 0.012 | 0.012 |
| Nigeria - others | 32.784 | 2.081 | 0.019 | 0.019 |
| DRC - Rwanda | 32.784 | 2.350 | 0.009 | 0.009 |
| Nigeria - Rwanda | 32.784 | 2.254 | 0.012 | 0.012 |
| DRC - South Africa | 32.784 | 2.174 | 0.015 | 0.015 |
| Nigeria - South Africa | 32.784 | 1.971 | 0.024 | 0.024 |
| DRC - Uganda | 32.784 | 3.938 | 0.000 | 0.000 |
| Kenya - Uganda | 32.784 | 3.253 | 0.001 | 0.001 |
| Madagascar - Uganda | 32.784 | 3.941 | 0.000 | 0.000 |
| Nigeria - Uganda | 32.784 | 3.579 | 0.000 | 0.000 |
| others - Uganda | 32.784 | 2.415 | 0.008 | 0.008 |
| South Africa - Uganda | 32.784 | 3.097 | 0.001 | 0.001 |
| lpd | DRC - Egypt | 27.598 | 2.792 | 0.003 | 0.003 |
| DRC - Guinea Bissau | 27.598 | 2.224 | 0.013 | 0.013 |
| DRC - Namibia | 27.598 | 2.113 | 0.017 | 0.017 |
| Egypt - Nigeria | 27.598 | -2.485 | 0.006 | 0.006 |
| DRC - others | 27.598 | 2.276 | 0.011 | 0.011 |
| DRC - Rwanda | 27.598 | 2.567 | 0.005 | 0.005 |
| Nigeria - Rwanda | 27.598 | 2.306 | 0.011 | 0.011 |
| DRC - South Africa | 27.598 | 2.362 | 0.009 | 0.009 |
| DRC - Uganda | 27.598 | 3.691 | 0.000 | 0.000 |
| Kenya - Uganda | 27.598 | 2.732 | 0.003 | 0.003 |
| Madagascar - Uganda | 27.598 | 2.954 | 0.002 | 0.002 |
| Nigeria - Uganda | 27.598 | 3.166 | 0.001 | 0.001 |
| others - Uganda | 27.598 | 2.065 | 0.019 | 0.019 |
| South Africa - Uganda | 27.598 | 2.444 | 0.007 | 0.007 |
| Uganda - Zimbabwe | 27.598 | -2.369 | 0.009 | 0.009 |

**Table S2**: The Post hoc Dunn test indicates the significant differences in views per day between high organism groups (**(χ2),** and the Z-score indicates the statistical difference between countries with particular p-values.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **type** | **comparisons** | **chi2** | **Z** | **P** | **P.adjusted** |
| vpd | Amphibians - Fishes | 17.934 | -2.808 | 0.002 | 0.002 |
| Fishes - Insect | 17.934 | 2.260 | 0.012 | 0.012 |
| Amphibians - Mammals | 17.934 | -2.399 | 0.008 | 0.008 |
| Fishes - Plants | 17.934 | 2.035 | 0.021 | 0.021 |
| Fishes - Reptiles | 17.934 | 2.610 | 0.005 | 0.005 |
| Mammals - Reptiles | 17.934 | 2.210 | 0.014 | 0.014 |
| lpd | Amphibians - Birds | 15.592 | -2.156 | 0.016 | 0.016 |
| Amphibians - Fishes | 15.592 | -2.551 | 0.005 | 0.005 |
| Fishes - Plants | 15.592 | 1.983 | 0.024 | 0.024 |
| Birds - Reptiles | 15.592 | 2.276 | 0.011 | 0.011 |
| Fishes - Reptiles | 15.592 | 2.603 | 0.005 | 0.005 |
| Mammals - Reptiles | 15.592 | 2.057 | 0.020 | 0.020 |
| cpd | Amphibians - Fish | 14.274 | -2.261 | 0.012 | 0.012 |
| Fishes - Insect | 14.274 | 2.121 | 0.017 | 0.017 |
| Birds - Reptiles | 14.274 | 2.018 | 0.022 | 0.022 |
| Fishes - Reptiles | 14.274 | 2.534 | 0.006 | 0.006 |
| Mammals - Reptiles | 14.274 | 2.216 | 0.013 | 0.013 |