

	Code Name	Description	Scoring
1	store	Store where the clothing item is marketed. In the Netherlands, Zalando is the online clothing retailer with the highest revenue (Van Ravenswaaij & Olsem, 2019), while C&A and H&M have the largest square meters of store area (Locatus, 2019).	Name of the store (C&A, H&M, or Zalando).
2	clothing_item	Each distinct clothing item is given a distinct code. Clothing sold as sets (for example a set of three t-shirts) are counted individually. One item may feature multiple animals. Up to five animals per clothing item will be coded (from up left to bottom right).	Code (e.g. 'c001' for the first clothing item of C&A, 'h005' for the fifth clothing item of H&M, and 'z020' for the twentieth clothing item of Zalando).
3	animal_code	Each distinct element of animal biodiversity is given a distinct number; recurrent elements are coded only once (e.g. when two lions are depicted, 'lion' will be inserted only once).	Number (001, 002, 003...).
4	gender	The gender the clothing item is marketed towards.	1=boys 2=girls 3=unisex
5	depiction_type	Type of depiction.	1=depiction, not a logo 2=depiction, logo (e.g. Puma) 3=depiction and 'shape' (e.g. face/body depicted and shaped with ears or tail) 4=tracks and traces (e.g. spider webs, footprints) [not included in final datasheet] 5=skin pattern [not included in final datasheet] 7=fantasy (e.g., unicorn) [not included in final datasheet] 98=other [not included in final datasheet]
6	tax_name	Most precise everyday name of the depicted animal (at the lowest taxonomic rank possible to determine). If needed, contextual information will be used: context and cues both within the clothing item (e.g., text labels) and apart from it (e.g., cartoon characters for which the species is known).	Name
7	tax_rank	Taxonomic rank of the most precise name of the portrayed animal.	1=species 2=genus 3=family 4=order 5=class
8	tax_species	Taxonomic species of the animal. Animals only identifiable at the genus level or higher will be coded '99'.	Name 99=unknown

9	tax_family	Taxonomic family of the animal. Animals only identifiable at the order level or higher will be coded '99'.	Name 99=unknown
10	tax_order	Taxonomic order of the animal. Animals only identifiable at the class level or higher will be coded '99'.	Name 99=unknown
11	tax_class	Taxonomic class of the animal. Plesiosaurs and pterosaurs will be coded as dinosaurs.	1=mammals 2=birds 3=reptiles 4=amphibians 5=fish 6=dinosaur 8=insects 9=arachnids 10=crustaceans (e.g. crab, shrimp, lobster, pill bug) 11=gastropods (snail, slug) 20=other invertebrates 98=other 99=unknown
12	tax_group	Whether the portrayed animal is a vertebrate or an invertebrate.	1=vertebrate 2=invertebrate
13	extinct	Whether the animal is extinct or extant.	1=extinct (e.g. dinosaur) 2=extant
14	origin	Exotic or native origin of the animal. The European rabbit (<i>Oryctolagus cuniculus</i>), mallard (<i>Anas platyrhynchos</i>), and house mouse (<i>Mus musculus</i>) were coded as both domestic and native.	1=native to the Netherlands at the species level 2=exotic 5=domestic (not applicable) 6=dinosaur-origin (not applicable) 99=unknown
15	domestic	Whether the portrayed animal is a domestic animal or a non-domestic animal. The European rabbit (<i>Oryctolagus cuniculus</i>), mallard (<i>Anas platyrhynchos</i>), and house mouse (<i>Mus musculus</i>) were coded as both domestic and native.	0=no 1=yes 6=dinosaur (not applicable) 99=unknown
16	state	State of the animal (anthropomorphic or non-anthropomorphic). Similar to Sousa et al. (2017), animals are coded as anthropomorphic when they show one or more of the following characteristics: wearing clothes or accessories (e.g. jewelry), human behavior (including speech, use of human objects, bipedal walk, and human posture), and human facial features (including facial expressions, blushing cheeks and feminine eyelashes).	0=non-anthropomorphic 1=anthropomorphic 99=unknown
17	notes	Remarks can be noted here; e.g. whether the animal represents a famous cartoon character or clothing brand.	e.g. "Minnie Mouse"

References mentioned in the codebook

Locatus. (2019). *Top 100 formules in Nederland op basis van WVO januari 2019* [Top 100 formulas in the Netherlands based on WVO January 2019]. <https://locatus.com/>

Sousa, E., Quintino, V., Teixeira, J., & Rodrigues, A. M. (2017). A portrait of biodiversity in children's trade books. *Society & Animals*, 25(3), 257–279. <https://doi.org/10.1163/15685306-12341447>

Van Ravenswaaij, P., & Olsem, D. (2019). *Albert Heijn meldt zich op podium Twinkle100* [Albert Heijn presents itself on podium Twinkle100]. <https://twinkle100.nl/albert-heijn-meldt-zich-op-podium-twinkle100/>

Domestic animal species

(Adapted list from https://en.wikipedia.org/wiki/List_of_domesticated_animals)

Alpaca (*Vicugna pacos*)
Bali cattle (*Bos javanicus domesticus*)
Barbary dove (*Streptopelia roseogrisea risoria*)
Cat (*Felis catus*)
Cattle (*Bos taurus*)
Chicken (*Gallus gallus domesticus*)
Dog (*Canis lupus familiaris*)
Domestic Bactrian camel (*Camelus bactrianus*)
Domestic canary (*Serinus canaria domestica*)
Domestic duck (*Anas platyrhynchos domesticus*)
Domestic goose (*Anser anser domesticus* and *Anser cygnoides domesticus*)
Domestic guinea pig (*Cavia porcellus*)
Domestic guineafowl (*Numida meleagris*)
Domestic mink (*Neovison vison domesticus*)
Domestic muscovy duck (*Cairina moschata domestica*)
Domestic pig (*Sus scrofa domesticus*)
Domestic pigeon (*Columba livia domestica*)
Domestic rabbit (*Oryctolagus cuniculus*)
Domestic silkmoth (*Bombyx mandarina mori*)
Domestic skunk (*Mephitis mephitis*)
Domestic turkey (*Meleagris gallopavo domesticus*)
Donkey (*Equus africanus asinus*)
Dromedary camel (*Camelus dromedarius*)
Fancy mouse and laboratory mouse (*Mus musculus domestica*)
Fancy rat and laboratory rat (*Rattus norvegicus domestica*)
Ferret (*Mustela putorius furo*)
Fuegian dog (*Lycalopex culpaeus*)†
Gayal (*Bos frontalis*)
Goat (*Capra aegagrus hircus*)
Goldfish (*Carassius auratus*)
Horse (*Equus ferus caballus*)
Koi (*Cyprinus rubrofuscus*)
Llama (*Lama glama*)
Sheep (*Ovis aries*)
Siamese fighting fish (*Betta splendens*)
Society finch (*Lonchura striata domestica*)
Water buffalo (*Bubalus bubalis*)
Honey bee (*Apis mellifera*)
Yak (*Bos grunniens*)
Zebu (*Bos taurus indicus*)