

Online appendix for “The impact of the “World’s 25 Most Endangered Primates” list on scientific publications and media”

Table A1. List of species included in the Top25 most endangered primate list from the list of 2000-2002 to 2010-2012 and used in the scientific publication analysis. There is the year of their first mention in the Top25 list and the consecutive mentions in the following Top25 lists. Species names are the current species names (based on IUCN) and not the name used at the time of the Top25 list release.

Species	First mention	Second mention	Third mention	Fourth mention	Fifth mention	Sixth mention
<i>Ateles fusciceps</i>	2006					
<i>Ateles hybridus</i>	2006	2008	2010			
<i>Ateles hybridus brunneus</i>	2004					
<i>Brachyteles hypoxanthus</i>	2000	2002	2004			
<i>Callicebus barbarabrownae</i>	2010					
<i>Cebus flavius</i>	2010					
<i>Cebus xanthosternos</i>	2000	2002	2004			
<i>Cercocebus atys lunulatus</i>	2000	2002	2004			
<i>Cercocebus galeritus galeritus</i>	2002					
<i>Cercocebus sanjei</i>	2000	2002	2004			
<i>Cercopithecus roloway</i>	2002	2006	2008	2010		
<i>Cercopithecus sclateri</i>	2000					
<i>Eulemur cinereiceps</i>	2004	2006	2008			
<i>Eulemur flavifrons</i>	2008	2010				
<i>Galagoides rondoensis</i>	2006	2008	2010			
<i>Gorilla beringei graueri</i>	2010					
<i>Gorilla beringei beringei</i>	2000	2002	2004			
<i>Gorilla gorilla diehli</i>	2000	2002	2004	2006	2008	
<i>Hapalemur aureus</i>	2000					
<i>Hapalemur griseus alaotrensis</i>	2000					
<i>Hoolock hoolock</i>	2006	2008				
<i>Hylobates moloch</i>	2000					
<i>Lagothrix flavicauda</i>	2000	2006	2008	2010		
<i>Leontopithecus caissara</i>	2000	2002	2004			
<i>Leontopithecus chrysopygus</i>	2000					
<i>Leontopithecus rosalia</i>	2000					
<i>Lepilemur sahamalazensis</i>	2006					
<i>Lepilemur septentrionalis</i>	2008	2010				
<i>Loris tardigradus nycticeboides</i>	2004	2006				
<i>Macaca silenus</i>	2010					
<i>Mandrillus leucophaeus</i>	2000					
<i>Nomascus hainanus</i>	2000	2004	2006			
<i>Nomascus nasutus</i>	2002	2008	2010			

Nycticebus javanicus	2008	2010				
Ptilocolobus pennantii	2004	2006	2010			
Pongo abelii	2000	2002	2004	2006	2008	
Pongo pygmaeus pygmaeus	2010					
Presbytis hosei canicrus	2004					
Presbytis natunae	2002					
Procolobus badius waldroni	2000	2002	2006			
Procolobus rufomitratus	2002	2004	2006	2008		
Prolemus simus	2002	2004	2006	2008	2010	
Propithecus candidus	2000	2002	2004	2006	2008	2010
Propithecus perrieri	2000	2002	2004			
Propithecus tattersalli	2000					
Pygathrix cinerea	2000	2002	2004	2006	2008	2010
Rhinopithecus avunculus	2000	2002	2004	2006	2008	2010
Rhinopithecus bieti	2002					
Rhinopithecus brelichi	2002					
Rungwecebus kipunji	2006	2008				
Saguinus oedipus	2008					
Semnopithecus vetulus nestor	2004	2006	2008	2010		
Simias concolor	2002	2004	2006	2008	2010	
Tarsius tumpara	2006	2008	2010			
Trachypithecus delacouri	2000	2002	2004	2006	2008	2010
Trachypithecus leucocephalus	2002					
Trachypithecus poliocephalus	2000	2002	2004	2006	2008	2010
Varecia variegata	2010					

Table A2. List of control species used to account for the overall increase of publication through time for the scientific publication analysis. This species were never included in the Top25 most endangered primate list from the list of 2000-2002 to 2010-2012 and were evenly distributed between the 4 geographical regions (Africa, Asia, Madagascar and Neotropics).

Alouatta arctoidea
Alouatta palliata palliata
Aotus griseimembra
Ateles fusciceps rufiventris
Ateles geoffroyi ornatus
Ateles marginatus
Avahi meridionalis
Cacajao calvus
Cacajao calvus novaesi
Callicebus aureipalatii
Cebus albifrons albifrons
Cebus olivaceus nigrivittatus
Cercopithecus ascanius
Cercopithecus erythrotis
Cercopithecus hamlyni
Cercopithecus mitis albogularis
Cercopithecus mitis erythrarchus
Cercopithecus mitis stuhlmanni
Cercopithecus petaurista buettikoferi
Cercopithecus petaurista petaurista
Cheirogaleus minusculus
Chiropotes albinasus
Chiropotes chiropotes
Colobus guereza guereza
Colobus guereza occidentalis
Eulemur collaris
Eulemur rufifrons
Galagoides demidovii
Galagoides orinus
Galagoides thomasi
Hylobates lar
Hylobates lar carpenteri
Hylobates lar yunnanensis
Lepilemur dorsalis
Lepilemur grewcockorum
Lepilemur hubbardorum
Lepilemur leucopus
Lepilemur ruficaudatus
Macaca leonina

Macaca nemestrina
Macaca nigrescens
Mandrillus leucophaeus poensis
Microcebus marohita
Miopithecus talapoin
Nasalis larvatus orientalis
Nomascus concolor lu
Papio ursinus
Perodicticus potto
Perodicticus potto edwardsi
Pithecia pithecia pithecia
Pongo pygmaeus morio
Presbytis chrysomelas chrysomelas
Presbytis frontata
Procolobus pennantii bouvieri
Pygathrix nigripes
Rhinopithecus strykeri
Saguinus fuscicollis
Saguinus fuscicollis fuscicollis
Saguinus fuscicollis illigeri
Saguinus fuscicollis nigrifrons
Saguinus leucopus
Saguinus mystax
Saguinus nigricollis graellsii
Saimiri boliviensis peruviansis
Saimiri sciureus cassiquiarensis
Saimiri ustus
Sciurocheirus alleni cameronensis
Semnopithecus schistaceus
Tarsius bancanus natunensis
Trachypithecus laotum
Trachypithecus obscurus
Trachypithecus phayrei
Trachypithecus vetulus philbricki
Varecia variegata variegata

Table A3. List of keywords and the scientific and common names of the primate species included in the world's 25 most endangered primates of 2014-2016 officially used for the media penetration analysis. This term expressions were searched in Google News, Twitter, Google Blog Search and Google Trends a month before and a month after its official launch on the 24th November 2015.

top 25 primates
primates in peril
endangered primates
threatened primates
IUCN primates
Cheirogaleus lavasoensis
Lavaso Dwarf Lemur
Hapalemur alaotrensis
Lac Alaotra Bamboo Lemur
Alaotra Reed Lemur
Alaotran Gentle Lemur
Lake Alaotra Gentle Lemur
Varecia rubra
Red Ruffed Lemur
Red-ruffed Lemur
Lepilemur septentrionalis
Northern Sportive Lemur
Sahafary Sportive Lemur
Propithecus perrieri
Perrier's Sifaka
Galagoides rondoensis
Rondo Dwarf Galago
Rondo Bushbaby
Cercopithecus roloway
Roloway Monkey
Procolobus preussi
Preuss's Red Colobus Monkey
Preuss's Red Colobus
Procolobus rufomitratu
Tana River Red Colobus
Eastern Red Colobus
Gorilla beringei graueri
Grauer's Gorilla
Eastern lowland gorilla
Carlito syrichta
Philippine Tarsier
Nycticebus javanicus
Javan Slow Loris
Simias concolor
Pig-tailed snub-nose langur
Pig-tailed Langur

Pig-tailed Snub-nosed Monkey
<i>Trachypithecus poliocephalus</i>
Golden-headed Langur
Cat Ba Langur
White-headed Langur
<i>Trachypithecus delacouri</i>
Delacour's Langur
White-rumped Black Leaf Monkey
<i>Rhinopithecus avunculus</i>
Tonkin Snub-nosed Monkey
<i>Semnopithecus ajax</i>
Chamba Sacred Langur
Kashmir Gray Langur
Himalayan Grey Langur
Dark-eyed Himalayan Langur
Western Himalayan Langur
<i>Semnopithecus vetulus nestor</i>
Western Purple-faced Langur
north lowland wetzone purple-faced langur
<i>Nomascus hainanus</i>
Hainan Gibbon
Hainan Crested Gibbon
Hainan Black Gibbon
Hainan Black Crested Gibbon
<i>Pongo abelii</i>
Sumatran Orangutan
<i>Cebus kaapori</i>
Ka'apor Capuchin
Kaapori Capuchin
<i>Callicebus oenanthe</i>
San Martin Titi Monkey
Rio Mayo Titi Monkey
Rio Mayo Titi
Andean Titi Monkey
<i>Alouatta guariba guariba</i>
Northern Brown Howler
<i>Ateles hybridus</i>
Brown Spider Monkey
Variiegated Spider Monkey
<i>Ateles fusciceps fusciceps</i>
Ecuadorian Brown-headed Spider Monkey
Brown-headed Spider Monkey

Figure A1. Box plot of effect size of the Causal Impact analysis on the counts of the number of scientific publications containing the species Latin names for each World's 25 Most Endangered Primates' species included in several Top 25 list (multiple mention in red, n= 16) or only once (single mention in green, n= 21) from the 2000-2002 to the 2010-2012 World's 25 Most Endangered Primates' species lists.

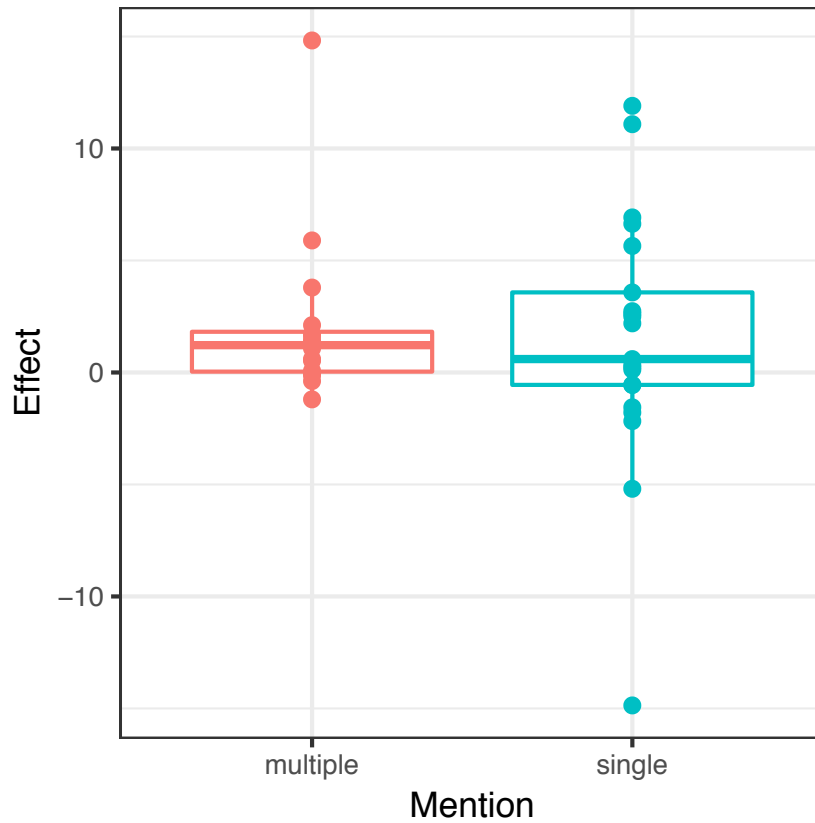


Figure A2. Posterior effect size of Causal Impact analysis for each 37 primate species included in the 6 World's 25 Most Endangered Primates' lists from 2000-2002 to 2010-2012 on scientific publications containing at least once their Latin names. We have used for this figure as control species only species defined as "threatened" (n= 37 species) to account for a general increase in publication through the years on species that are vulnerable to endangerment. Effect size containing only positive values are in blue, containing both positive and negative value are in grey and containing only negative value are in red.

