

Supplementary Materials. Questionnaire Used in This Study

1. 这是您第几次来基地? How many times have you visited the Panda Base? [单选题] *

- ☐ 1 次 Once
- ☐ 2 次 Twice
- ☐ 3 次及以上 Three times and more

2. 您今日是否已经见到展出动物? Have you met any animals already? [单选题] *

- ☐ 是 Yes
- ☐ 否 No

3. 您的性别: Your gender: [单选题] *

- ☐ 男 M
- ☐ 女 F

4. 您的年龄 Your age: [填空题] *

5. 您来自的地方 Your origin: [单选题] *

- ☐ 一线城市(北、上、广、深等) First-tier
- ☐ 二线城市(成都等) Second-tier
- ☐ 其他城市 Third-tier

6. 您的教育程度 Your education: [单选题] *

- ☐ 本科以下 Some college and less
- ☐ 本科 Bachelor's
- ☐ 研究生及以上 Postgraduate and above

7. 您此次游玩的目的 Your visiting purpose: [单选题] *

- ☐ 休闲假期 Holiday
- ☐ 陪伴亲友 Family/friends
- ☐ 科普教育 Scientific education
- ☐ 商务 Business
- ☐ 其他 Other

请您按题目描述，依次点击动物选项，为它们排序，排在前的代表更符合题目描述。 **Please rank the animals based on the description of the prompt.**

8. 您觉得它们形象可爱漂亮的顺序是？ Please rank the animals for their cuteness. [排序题，请在中括号内依次填入数字] *



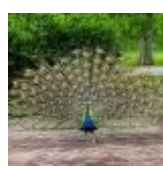
[]大

熊猫 Giant panda



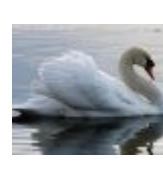
[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

9. 您觉得它们形象凶猛危险的顺序是？ Please rank the animals based on their aggressiveness. [排序题，请在中括号内依次填入数字] *



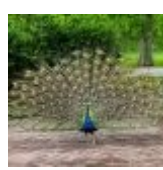
[]大

熊猫 Giant panda



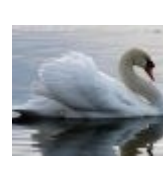
[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

10. 您觉得它们智力高低的顺序是？ Please rank the animals based on their intelligence. [排序题，请在中括号内依次填入数字] *



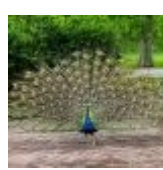
[]大

熊猫 Giant panda



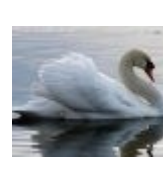
[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

11. 您觉得它们和游客的互动好坏的顺序是？ Please rank the animals based on their interactions with the tourists. [排序题，请在中括号内依次填入数字] *



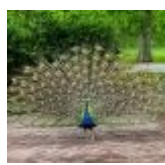
[]大

熊猫 Giant panda



[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

12. 您觉得它们生活自由程度的顺序是？ Please rank the animals based on their free lifestyle. [排序题，请在中括号内依次填入数字] *



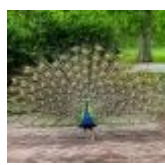
[]大

熊猫 Giant panda



[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

13. 您觉得它们能体现中国传统文化的强弱顺序是？ Please rank the animals based on their relationship with the traditional Chinese culture. [排序题，请在中括号内依次填入数字] *



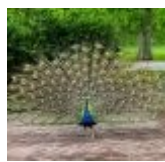
[]大

熊猫 Giant panda



[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

14. 如果有机会，您选择它们做宠物的意愿顺序是？ Please rank the animals based on your willingness to own them as pets. [排序题，请在中括号内依次填入数字] *



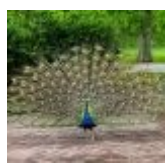
[]大

熊猫 Giant panda



[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

15. 如果您有 100 元，您愿意捐款保护它们的意愿顺序是？ Please rank the animals based on your willingness to donate to them: [排序题，请在中括号内依次填入数字] *



[]大

熊猫 Giant panda



[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

16. 如果给您一天的时间，您愿意学习它们相关知识的意愿顺序是？ Please rank the animals based on your willingness to know them: [排序题，请在中括号内依次填入数字] *



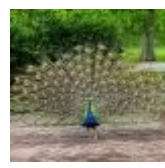
[]大

熊猫 Giant panda



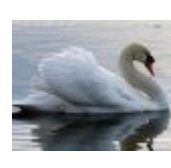
[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

17. 如果让您做讲解员，您介绍好它们的信心程度顺序是？ Please rank the animals based on your knowledge about them. [排序题，请在中括号内依次填入数字] *



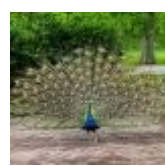
[]大

熊猫 Giant panda



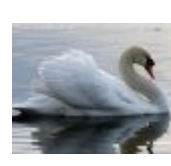
[]小

熊猫 Red panda



[]孔

雀 Peafowl



[]天

鹅 Swan

18. 您个人喜欢它们的程度顺序是？ Please rank the animals based on your own preference for the animals. [排序题，请在中括号内依次填入数字] *