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| b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | International Union for Conservation of Nature (IUCN) policies research involving species at risk of extinction were followed.                                                                                                 |
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| a)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | The ethics statement and framework from Social Data Science Lab and the ethical guidelines for digital research from the British Sociological Association has been followed                                                    |
| b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Appropriate anonymization and informed consent from anyone who could potentially be identified has been ensured                                                                                                                |
| c)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Checked the social media platform’s user policy or terms of service in the region where the research was conducted to determine whether permission is required from the platform                                               |
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| 2 | Informed consent was obtained from all individual participants involved in the study.                                                                                                                                                                                   |  |

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