Table S1: Classification of 96 popular channels into 15 types of human’s preferences from the website Bilibili.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Preference types | Channels (key words) |  | Preference types | Channels (key words) |
| Pets | Cute pets |  | Game | DNF |
| Dogs |  | STEAM |
| Cats |  | Honkai Impact 3rd |
| Culture | Cosplay |  | PUBG |
| Korean |  | Single player game |
| Chinese tradition costume |  | Identity V |
| History |  | Individual games |
| USA |  | Game for Peace |
| Humanity |  | Arknights |
| Japan |  | Overwatch |
| Voice acting |  | Honor of Kings |
| House dancing |  | Minecraft |
| Education | Public classes |  | Games |
| Examinations |  | Onmyoji |
| Postgraduate entrance |  | Audio games |
| Speaking |  | League of Legends |
| English tests |  | League of Legends mobile game |
| English learning |  | Game Highlights |
| Entertainment | TV shows |  | Genshin Impact |
| Fashion | Color & makeups |  | Board games |
| Fashion trend |  | Music | KPOP |
| Outfit |  | Electronic music |
| Hairstyle |  | Cover |
| Clothing |  | Classic music |
| Skin care |  | European & American music |
| Makeup tutorial |  | Science & technology | Programming |
| Makeups |  | Computer |
| Food | Foodie |  | Science fiction |
| Cooking skills |  | Popular science |
| home cooking |  | Science |
| Delicious food |  | Car |
| Dessert |  | Cell phone |
| Fun | Blackpink |  | Shopping | Shopping sharing |
| Funny videos |  |  | Online shopping |
| Autotune remix |  |  | Advertisement |
| Autotune training |  | Sport & Health | Lose weight |
| Shuyi Zhou |  |  | Healthy |
| Handcraft & art | DIY |  |  | Fitness |
| Painting |  |  | Basketball |
| Tech nerd |  |  | Physical sport |
| Hand work |  | Other | VLOG |
| Wild technology association |  |  | Video editing & recreating |
| Movie & TV | MAD |  |  | Finance |
| Hanzawa Naoki |  |  | Travel |
| Movie commentary |  |  |  |
| Anime Talk |  |  |  |
| Short film |  |  |  |
| Photography |  |  |  |
| Hand comics |  |  |  |
| Comics |  |  |  |
| Movie review |  |  |  |
| Film & television editing |  |  |  |

Table S2: Questions listed in our online anonymous questionnaire

|  |  |
| --- | --- |
| ID | Question |
| 1 | Have your grandparents ever owned a dog/cat, or do they currently own one? |
| 2 | Have your maternal grandparents ever owned a dog/cat, or do they currently own one? |
| 3 | Have your parents ever owned a dog/cat, or do they currently own one? |
| 4 | Have you ever owned a dog/cat, or do you currently own one? |
| 5 | Do you plan to own a dog/cat? |
| 6 | Do you own a dog/cat for the purpose of improving physical health? |
| 7 | Do you own a dog/cat due to your religious/cultural traditions? |
| 8 | Do you own a cat/dog to gain emotional value? |
| 9 | Do you own a dog/cat for functional reasons? |
| 10 | Do you own a dog/cat to fit into social circles or because you see others owning a dog/cat? |
| 11 | Do you prefer cats or dogs? |
| 12 | Do you live with your parents? |
| 13 | Do you believe that owning a dog/cat can compensate to some extent for the emotional absence of parents? |
| 14 | Are you married? |
| 15 | Do you have a boyfriend/girlfriend? |
| 16 | Do you believe that owning a dog/cat can compensate to some extent for the emotional absence of a boyfriend/girlfriend (or the absence of a boyfriend/girlfriend)? |
| 17 | Do you have children? |
| 18 | Do you live with your children? |
| 19 | Have your children ever owned a dog/cat, or do they currently own one? |
| 20 | Do you believe that owning a dog/cat can compensate to some extent for the emotional absence of children? |
| 21 | What is your sex? |
| 22 | What is your living area? |
| 23 | Which city do you live in? |
| 24 | How old are you? |
| 25 | How much do you earn per month? |

Figure S1. Growth trends of 15 types of preferences over 13 years (2009-2021).

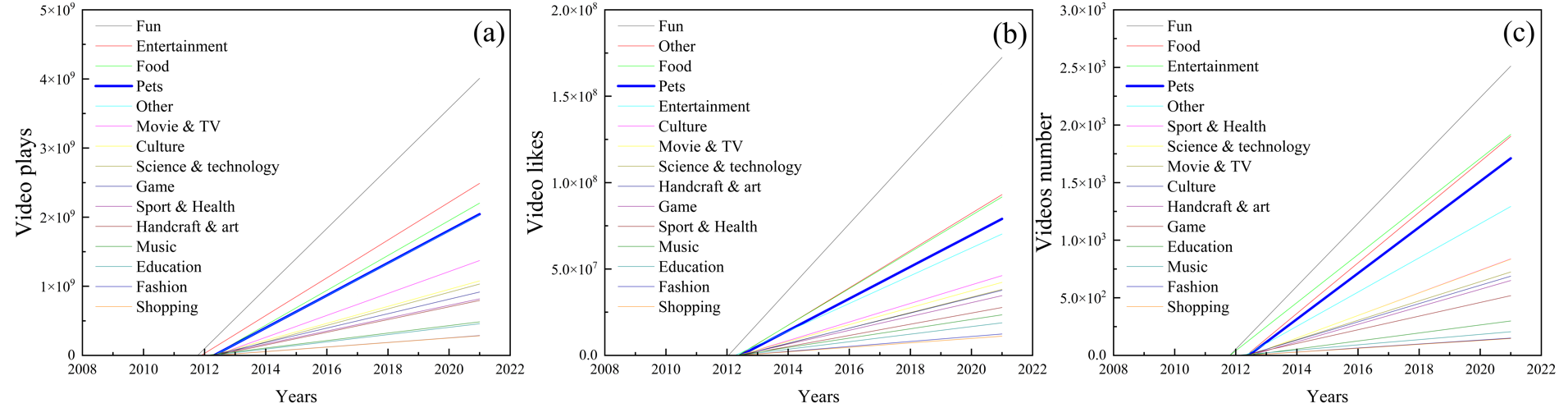


Figure S2. The proportion of respondents (yes or no) that answered a pet (or pets) could compensate the emotional void from the absence or loss of 1) parents, 2) spouse or partner, 3) children.

