

Table 1. Proportion of amphibian content in zoo (n = 15) educational programs, across the countries (n = 3). Questions referred to the use of amphibians in Communication & Education (C&E), Animal Encounter (Ani Enc), Amphibian exhibit (Exh), Interpretation (Interp) and Keeper talk (K. talk). Total = number of questions answered "yes" for zoos in each country. Brazil (n = 6), New Zealand (n = 4), United Kingdom (n = 5). Total = total number of questions answered per country. Freq = frequency of answers per country. *M* = mean proportion of responses, *SE* = Standard error.

| Countries             | Amphibian content |           |                 |           |                |           |             |           |                |           |                 |           | Overall Mean |
|-----------------------|-------------------|-----------|-----------------|-----------|----------------|-----------|-------------|-----------|----------------|-----------|-----------------|-----------|--------------|
|                       | <u>C &amp; E</u>  |           | <u>Ani Enc.</u> |           | <u>Curric.</u> |           | <u>Exh.</u> |           | <u>Interp.</u> |           | <u>K. talk.</u> |           |              |
|                       | <i>M</i>          | <i>SE</i> | <i>M</i>        | <i>SE</i> | <i>M</i>       | <i>SE</i> | <i>M</i>    | <i>SE</i> | <i>M</i>       | <i>SE</i> | <i>M</i>        | <i>SE</i> |              |
| <b>Brazil</b>         | 0.50              | 0.22      | 0.33            | 0.21      | 0.17           | 0.17      | 0.67        | 0.21      | 0.50           | 0.22      | 0.33            | 0.21      | <b>0.42</b>  |
| <b>New Zealand</b>    | 0.50              | 0.29      | 0.00            | 0.00      | 0.50           | 0.29      | 0.75        | 0.25      | 0.75           | 0.25      | 0.50            | 0.29      | <b>0.50</b>  |
| <b>United Kingdom</b> | 0.80              | 0.22      | 0.80            | 0.20      | 0.60           | 0.24      | 0.80        | 0.20      | 0.80           | 0.20      | 0.80            | 0.20      | <b>0.77</b>  |