

U.S. Hookah Tobacco Smoking Establishments Advertised on the Internet

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Appendix A

Characteristics of the 144 websites for hookah tobacco smoking establishments, *n* (%)

Coding category and subject	First page	Entire site	Example ^a
Legal restrictions or warnings			
States age requirement to view site	2 (1)	2 (1)	"You must be 18 to view this website. Enter or Exit?"
Requires age verification to view site	0 (0)	0 (0)	None.
States age requirement to enter establishment	21 (15)	21 (15)	"Is open to all ages but is restricted to 18 year olds after 9 pm on Thursday, Friday and Saturday. The bar area is restricted to patrons over 21. We card everyone that wants to smoke or drink; valid picture ID must be presented."
Posts tobacco warning	1 (1)	6 (4)	"Notice: Hookah smoke contains tobacco which may be harmful to your health. Smoke at your own risk."
Audio stimuli			
Background music	25 (17)	25 (17)	Alternative rock music with punk rock and reggae rhythms plays over photographs displaying intricate, brightly colored glass paraphernalia set against a smoky, purple, mysterious backdrop. Funky, up-tempo, retro lounge music plays as dark pictures of the lounge rotate through a slide show set against a shadowy background of shades of black, red, and gray.
Middle-Eastern music	16 (11)	16 (11)	Traditional Middle-Eastern music featuring Arabic stringed instruments, such as the oud, is accompanied by Arabic lyrics sung by a male singer. Simultaneously, viewers see a bright yellow background of Egyptian symbols and hieroglyphs. Relaxing flamenco guitar music is accompanied by Spanish lyrics sung in an airy, whispery, female voice. Simultaneously, viewers experience a virtual tour of the lounge, shown through a <i>hamsa</i> -shaped window, giving the illusion that they are peering into a secret, mysterious haunt.
Images displayed			
Hookah pipes	97 (67)	97 (67)	A beautiful, metallic hookah pipe appears along the entire right margin of the web page. The pipe has a shiny black tray and stem, a purple hose, and a warm, amber-colored glass base. As the viewer scrolls down the page, streams of smoke appear to float from the bowl of the pipe. An antique gold hookah pipe appears in the left margin of the hookah menu. The pipe has a colorful hose and mouthpiece, the tray is decorated with beads, and the base is made of blue swirled glass.

Coding category and subject	First page	Entire site	Example ^a
Cultural images	37 (26)	37 (26)	An Arabic man wearing a white turban, blue tunic, and brown robe sits in a high wooden chair, smoking a hookah, with the sea and the sunset behind him. [name of hookah bar ^a] is written vertically in Arabic down the page. Halal is written directly below the hookah pipe, implying that it is permissible to use a hookah, according to Islamic law. The website opens with a picture of a belly dancer wearing a red silk cape that covers her face so only her eyes can be seen.
People having fun	49 (34)	94 (65)	A group of five happy college students sit at a booth, smiling, holding brightly colored hookah hoses. The table is littered with three brightly colored hookah pipes, cigarettes, ash trays, lighters, and glasses of beer. A group of eight young people sit around a table that holds two tall silver hookah pipes. The walls are covered in white flowing fabric, illuminated by a blue light. The girls are sitting on the boys' laps. Everyone is smiling.
Sexually suggestive images	40 (28)	70 (49)	A woman with blonde hair is smoking a hookah pipe. She is wearing low-cut, black lingerie and garters, and she holds the red mouthpiece of the hookah hose provocatively in her lips as the hose falls between her legs. Special effects make the picture look wavy and seductive. A woman with long black hair kneels down next to a hookah pipe. She is wearing black shorts. She has bright red fingernails and is holding the mouthpiece next to her lips as she exhales smoke, blowing it out over the tip of the hookah. The hose is wrapped around her bare leg, emphasizing her high heels and ankle tattoo.
TEXT			
Relative mildness and safety			
States or implies that hookah smoking is safer than cigarette smoking	1 (1)	23 (16)	"There are no chemicals or drugs added, and what's more, the water filters out about 1% of the nicotine normally inhaled from an entire pack of cigarettes." "Hookah smoke is super light, almost like vapor. The smoke is actually so light that it should rarely, if ever, make you cough. Hookah smoke also smells and tastes very much like the fruity flavor of tobacco in a bowl, so you don't have to worry about tasting or smelling like the stench of smoke." "Hookah tobacco contains no tar and the trace amount of nicotine is filtered out by the water in the base."
Promotes mildness	6 (4)	31 (22)	"Its unique design of pure, all-natural tobacco, water filtration system, and fresh flavors combine to produce some of the mildest tasting smoke there will ever be." "Hookah uses an all-natural flavored tobacco mix of fruit, honey and tobacco. Because the tobacco is heated, and not burned directly, smoking from a hookah is a smooth and enjoyable experience. It is very light and flavorful with an enjoyable fruity aroma." "At [name of hookah bar ^a], all hookahs come prepared with ice mixed in the base for the coolest and smoothest smoking experience possible."
Mentions the word <i>tobacco</i>	38 (26)	84 (58)	"We offer only top quality imported tobacco flavors to give you the ultimate smoking experience." "Discover the hookah's mystery with over 25 flavors of Egyptian herb containing fruit, molasses, tobacco and honey."
Mentions a specific hookah tobacco brand name	12 (8)	39 (27)	"[names of brands ^a] premium hookah tobacco available." "Hookah and shisha sales featuring: [names of brands ^a] shishas with too many flavors to choose from."
Exotic nature			
Contains cultural references	39 (27)	39 (27)	"[name of hookah bar ^a] is an Egyptian inspired café and hookah bar in the heart of [name of city ^a]. Many of the elements are modeled off the most famous coffee shop in Egypt, [name of hookah bar ^a]. [name of hookah bar ^a] ... has been running for 24 hours a day since 1773. It has been frequented by many generations of famous Egyptian artists and writers." "Come and experience for yourself an oasis of Lebanese hospitality."

Coding category and subject	First page	Entire site	Example^a
Provides historical context	8 (6)	42 (29)	<p>“The hookah, also called the shisha, has a rich history behind it and is commonplace in many cultures around the world. It originally came from Turkey and has now found its way all over the world.”</p> <p>“Hubble-bubble, or Nargile, is one of the oldest traditions in The Middle East and has enthusiasts of all ages and sexes who find great pleasure in smoking it. The original nargile came from India, but it was rather primitive as it was made out of coconut shells. The basic idea was to remove the inside of the coconut and dip straw in its shell. Its popularity spread to Iran, where the word “nargil” means coconut in Persian, and to the Arab world.”</p> <p>“The hookah became a very important part of the coffee shop culture, finding its popularity in Turkey around the time of Murat the IVth, 1623-40. The joy that the smokers received from this simple yet beautiful smoking apparatus was unbelievable.”</p>
Promotion of positive aspects/sensations			
Fun	23 (16)	41 (28)	<p>“Welcome to [name of hookah bar^a] where you can drink, shoot pool, enjoy our Mediterranean food, smoke hookahs, meet hotties, and for sure shake your booty.”</p> <p>“Don’t puff as strongly as on a cigarette. Rather, suck the smoke gently and don’t inhale deeply. The sucking should generate pleasant bubbling sounds in the water, which is part of the fun.”</p> <p>“The atmosphere is lively and always full of excitement, especially on the weekends.”</p>
Pleasure or relaxation	73 (51)	102 (71)	<p>“The lounge environment, as our guests attest to, is something totally unlike anything you’ve experienced before. It is the ultimate haven for laying back, falling into deep relaxation, and talking to friends.”</p> <p>[name of hookah bar^a] is a calm and intimate environment where you can sit comfortably and enjoy exceptional flavored tobacco and gourmet beverages. As a customer, not only will you find a place to relax, but you will also find an outlet to express your creative potential.”</p>
Socializing	46 (32)	85 (59)	<p>“There are shisha cafes where people gather to socialize and lounge for a peaceful conversation and environment while enjoying a good Hookah.”</p> <p>“The crowd is a diverse mix of professionals, students, local socialites and others from many different cultures.”</p> <p>“People of all ages and backgrounds come together and enjoy this unique experience. Hookah smoking has always been about the sense of community: people coming together to have a great, relaxing break, but that is socially stimulating at the same time.”</p>
Flavors	56 (39)	104 (72)	<p>“Luxuriate in this extravagant atmosphere while captivating your taste buds with our exclusive selection of over 120 tobacco flavors.”</p> <p>“Fresh fruit hookahs. Choose from fresh watermelon, pineapple, cantaloupe, or coconut.”</p>
Product quality	53 (37)	70 (49)	<p>“Our glass is made by highly skilled craftsmen at our production house in Syria.”</p> <p>“We take pride in the finest quality tobacco we offer to our customers.”</p> <p>“Our tobacco is premium flavored fresh tobacco.”</p>
Target population			
College students	8 (6)	17 (12)	<p>“Student discounts are available (for Fraternity, Sorority, and School functions). Student Hookahs are \$75 each.”</p> <p>“Started by students at [name of university^a], the business caters to the entertainment and social needs of young adults in need of a space to unwind, hang out and listen to music in an off-campus location. Though adults of all ages enjoy our space, college-aged individuals comprise the better part of our customer base.”</p> <p>“Free shisha refills from Mon-Thur during school season.”</p>

^a Names of specific establishments, cities, universities, and brands have been removed from these quotations to preserve anonymity.