

Multimedia Appendix 2. Data collection web form.

387) Final testing phase of new flavour can't wait to get this out to everyone #vape #vaping #ejuice #eliquid #vapelite http://t.co/

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User Description

- Celebrity
- Government
- Foundations or organizations
- Reputable News Source
- Every day people
- E-cig community movement
- Retailers
- Tobacco Company
- Bots/Hacked

Sentiment

- Negative
- Neutral
- Positive

Content Type A

- News/update
- Info
- 1st person e-cig use or intent
- Second/Third person experience
- Personal opinion
- Marketing

Content Type B

- Link to an image
- Link to a video
- Link to a location
- Link to a website
- Broken Link
- No Link

Content Theme

- | | | |
|--|--|---|
| <input type="checkbox"/> Cessations | <input type="checkbox"/> Health and Safety | <input type="checkbox"/> Underage usage |
| <input type="checkbox"/> Emotional Response | <input type="checkbox"/> Craving | <input type="checkbox"/> Other substances |
| <input type="checkbox"/> Illicit substance use in e-cigs | <input type="checkbox"/> Policy or Government | <input type="checkbox"/> Parental use of e-cigs |
| <input type="checkbox"/> Normalization of e-cigs | <input checked="" type="checkbox"/> Advertisement/ Promotion | <input checked="" type="checkbox"/> Flavors |

Comments

Save