

Appendix I: Draft MEDLINE search – Ovid interface

1. ("electronic cigarette" or e-cigarette or "electronic nicotine delivery system" or "personal vapo\$ri\$er" or "electronic nicotine delivery device" or "vape pen" or "smokeless tobacco" or "electric cigarette" or "electric nicotine delivery system" or "electric nicotine delivery device" or e-hookah or e-juice or e-liquid or vaping).ab.
2. ("social media" or internet or online or YouTube or Facebook or Instagram or Twitter or "online media" or website or e-mail or blog or "digital media" or "social networking").af.
3. ("content analysis" or "content evaluation" or message or meaning or coding or "media analysis" or "textual analysis").af.
4. 1 and 2 and 3
5. Limit 4 to yr="2007 – 2017"