

## Supplemental Tables:

Supplemental Table 4. Characteristics of Top-Viewed JUUL-related Videos on YouTube

JUUL YouTube Videos	Title	# of Views as of March 1, 2018	# of Likes as of March 1, 2018	# of Dislikes as of March 1, 2018	Posted Date	Category	Age Category of the People in the Video	Gender and # of People in the Video
1	JUUL by Juul Vapor Review - One Of The Best Products For Beginners?	653,138	3,000	311	7-Mar-17	product review	Adults	One male and one female
2	JUUL vs PHIX   Which One Is The Better Option For YOU??	512,553	2,000	229	10-Jul-17	product review	Young adults	One male
3	Vaping The JUUL: IMO Best E-Cig To Quit Smoking!	443,001	3,000	203	20-Oct-16	product review	Adults	One male
4	The JUUL - Best E-Cig Ever? - Review!	436,560	NA	NA	22-Jun-16	product review	Adults	One female
5	How to: DIY JUUL CHARGER	415,512	1,000	90	13-Oct-16	modification	Unclear	Unclear
6	Juul Tips & Tricks	312,282	666	547	24-Oct-17	product review	Youth/young adults	One male
7	Charging a Juul Without a Real Juul Charger (works for phix too)	316,846	1,000	97	16-Jun-16	modification	Youth/young adults	One male
8	JUUL by PAX and my thoughts	314,705	3,000	170	1-Jan-17	product review	Old Adults	One male
9	The Juul!   IndoorSmokers	311,316	2,000	114	20-Apr-17	product review	Adults	Two males
10	How To: DIY JUUL	297,025	2,000	125	8-Mar-17	modification	Young adults	One male
11	Just Breathe In - Underage Juul Use	298,978	4,000	875	22-Dec-17	news/documentary	Youth/young adults	Multiple males

	Documentary							
12	PHIX VAPE by MLV   Is it better than the JUUL?	270,820	1,000	81	1-Mar-17	product review/competitive product	Young adults	One male
13	How I Quit Cigarettes (JUUL Review)	246,171	7,000	109	3-Nov-17	product review	Young adults	One male
14	How to turn your JUUL gold	244,541	962	49	26-Apr-17	modification/cross substance	Youth/young adults	One male
15	Juul Vapor Do it yourself Pod Refill using Mr.Salt-E Fluid	221,597	1,000	70	9-Jan-17	product review	Young adults	One male
16	JUUL TALK	193,125	6,000	77	22-Sep-17	lifestyle - surfing	Young adults	Multiple males and females
17	JUUL Vapor System - Great for beginners AND advance!   TiaVapes	192,429	1,000	112	1-Apr-17	product review	Young adults	One female
18	Juul Compilation   Your Submissions!   #Doit4Juul	191,438	958	175	4-Oct-17	#Doit4Juul	Youth	multiple men and women
19	How to Hack a Juul	184,764	856	81	24-Mar-16	modification	Adults	One male
20	Juul vs Myjet vs iCare BEST Review EVER!	182,486	765	209	28-Sep-16	product review	Youth/young adults	Three males
21	Juul Not Working? LED Works, No Draw?	179,090	708	51	24-Jun-17	product review	Adults	One male
22	XFire Vape Pen - Better than Juul?	165,853	1,000	206	22-Aug-17	product review	Youth/young adults	One female
23	Hack for JUUL fiends	159,505	NA	NA	9-Aug-17	modification	Youth/young adults	One female
24	Juul maximum flavor and airflow	152,823	437	69	15-May-16	modification	Adults	One male

25	A Juul Killer! The Suorin Ishare! Beginner Vape! Best Vape Pen 2018! Refillable Pods!	150,262	3,000	145	18- Feb- 18	product review/competitive product	Adults	One male
26	How to hack / refill JUUL vapor pods by PAX Labs / JUUL Vapor with your own juice.	141,484	375	15	1-Jul- 15	modification	Adults	One male
27	DIY Juul Charger Easy and Works!	140,454	323	40	12- Oct-17	modification	Youth/young adults	One male
28	How to fix your Juul	136,939	371	51	1-Jul- 17	modification	Youth/young adults	One male
29	HOW TO GET A FREE JUUL (COOL CUCUMBER)	136,047	1,000	541	26- Nov- 17	product review	Youth/young adults	One male
30	how to do tricks with a Juul	135,464	409	644	28- Sep- 17	product review-use experience	Youth	One male
31	How To Refill JUUL Pods	120,898	285	31	22-Jul- 16	modification	Youth	One female
32	NickTheSmoker - JUUL	117,082	1,000	75	15- Jun-17	product review	Youth	One male
33	Juul Battery Removal	109,542	150	26	25- Jan-17	modification	Adults	One male
34	Juul How to get Huge Clouds Easy!	110,145	325	160	13- Nov- 17	product review how to	Youth/young adults	One male
35	The BEST E- Liquid For The Eleaf iCare, Wismec MyJet, JUUL & More!	102,148	704	30	15- Feb- 17	product review/competitive product	Young adults	One male
	Total	8,297,023	51,294	5,808				