

Supplement C: Codebook

Theme	Description
Addiction	<p>Subjects' EXPLICIT perceptions about addiction, mentions of nicotine, habit (or denial of habit), psychological or physiological dependence (i.e. satisfaction) etc.</p> <ul style="list-style-type: none"> • For example, classifications of one's self as addicted, or lack thereof. • For example, conversations regarding the definition of addiction. • For example, perceptions regarding nicotine, combustible cigarettes, or e-cigarettes as addictive. • Mentions of nicotine in relation to its addictive effects or needing a nicotine "fix" (but not when simply listing ingredients including nicotine without implication of its addictive qualities) –DO include "I didn't know it had nicotine" because usually means they didn't know it was addictive
Comparative Harm	<p>Discussion of or interpretations of messages regarding whether e-cigarettes are more or less harmful than combustion cigarettes.</p> <ul style="list-style-type: none"> • For example, reactions to messages indicating that e-cigarettes are less harmful than combustible cigarettes. • For example, "these messages indicate to me that e-cigarettes do not prevent me from getting cancer, they just slow down the process". OR "this indicates to me that e-cigarettes are just as harmful as combustion cigarettes and I simply have to pick my poison."
Statistics	<p>Reactions and thoughts regarding statistics (and numerical facts) presented IN THE MESSAGES and explicit discussions about the numbers presented.</p> <ul style="list-style-type: none"> • For example, thoughts regarding the use of the statistic "9 times" as opposed to using the number 10. • For example, expressions of the desire for additional specific statistics in a message and descriptions of numbers presented in messages. • Include when subjects ask for evidence, proof, research data etc. when it implies that they want more numerical statistics to support the messages' arguments. Including desires for information stating that "studies have shown...". • Specific desires for evidence regarding how/why e-cigarettes are less/more harmful etc. • Asking "how much" harm is reduced which implies desire for numbers
Health Effects	<p>Statements and reactions regarding the emphasis of diseases, health effects and health consequences in messages (of both e-cigarettes and combustible cigarettes). Includes both perceptions of e-cigarettes and regular cigarettes as "hurting me" in some specific way OR how they are BENEFICIAL for health or health consequences.</p>

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	<ul style="list-style-type: none"> • For example, perceptions regarding susceptibility to disease and severity of disease consequences. • For example, this message convinces me that smoking combustible cigarettes is detrimental to my health because this message tells me that I will get cancer. • Especially focusing on effects such as breathing, stamina, yellowing teeth, cancer etc.
Misunderstanding of Message	<p>Talking about lack of clarity in the message or expressing belief/perceiving the message in a way that was not intended (misconception regarding the meaning of a message or a part of a message).</p> <ul style="list-style-type: none"> • For example, if subjects confuse the meaning of statistics presented because they either did not understand them or because they gathered the wrong meaning from the messages presented. • Talking about how “switching 100%” means “100% safer”. • Additionally, perceptions that the messages are advertisements for e-cigarettes or were made by tobacco companies are misconceptions. • Include “I feel like an e-cigarette/cigarette company is trying to sell me their product in this ad” (may also often be co-coded with Source)
Motivations and Intentions	<p>What will you do based on your reaction to this message? Includes discussions about what the message makes one want to do AND discussions about what subjects feel the message is telling them to do.</p>
Continue	<p>Explicit discussions of reasons why one wants to continue smoking combustible cigarettes. Does NOT include statements about how a message does not make them want to switch (this would be "Switch"), must be explicitly about intentions to continue smoking.</p> <ul style="list-style-type: none"> • For example, "after seeing this message, I still plan on smoking combustible cigarettes because I like my cigarettes". • Also “I did not like this message about e-cigarettes therefore I plan to switch BACK to combustible cigarettes because I like the taste better and they can’t be that much worse for me”.
Quit	<p>Does this message cause the subject to consider quitting? (either because they liked or didn’t like the message)</p>
Switch	<p>Does the message cause the subject to consider switching from combustible cigarettes to e-cigarettes? Includes both discussions of intentions to switch and intentions NOT to switch. Also include YES/NO responses to moderator questions about whether the message makes you want to switch or not.</p>

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Option to Quit	Perceptions regarding the use of different methods in smoking cessation. Including positive and negative reactions to messages promoting the use of e-cigarettes as a means of quitting combustion cigarettes.
Skepticism	<p>Expressing doubts about the accuracy or truthfulness of the message. Including short conversations or expressions of doubt.</p> <ul style="list-style-type: none"> • For example, after seeing this message, I am unsure if e-cigarettes are actually “less harmful” because I do not believe this message is truthful. • For example, this message made it seem as if they are just trying to get me to spend my money (skeptical about underlying motivations) and I still do not know about the health effects of e-cigarettes therefore I will stick with what I know. • Including expressions of “this message seems deceptive” (may also often be co-coded with source or uncertainty depending on why the message seems deceptive to the subject)
Source	<p>When the source of a message or statistic is called into question.</p> <ul style="list-style-type: none"> • For example, conversations about distrust of messages because of questions regarding which sources should be trusted (I.e. CDC vs. FDA vs. E-cigarette companies or combustible cigarette companies).
Uncertainty	<p>Discussions about lack of scientific consensus on the health effects of e-cigarettes or what we “don’t know” (both in general and in the message); when messages evoke feelings of uncertainty about e-cigarette risks. Including both positive and negative reactions to presence of risk uncertainty in messages <u>or when subjects ask questions that they don't know the answer to.</u></p> <ul style="list-style-type: none"> • For example, this message seemed more honest to me because it presented the fact that there are still things that we do not know about e-cigarettes. • For example, I did not like that this message told me about the harms of cigarettes but not e-cigarettes. • For example, "what is in e-cigarettes and what are the bad effects? Even after seeing this message I am not sure". • Include “the message seems deceptive because I already know what cigarettes do but it doesn’t tell me about what ecigs do” (code as both skepticism and uncertainty) because it implies lack of information on e-cigarettes’ effects. • Also include expressions of “this message makes me want to learn more” or “now I want to learn more about the effects or harms of e-cigs”