

SUPPLEMENTARY TABLE

Supplementary Table 1. Hashtag-based search terms used to identify JUUL posts (row 1) and language-based filter search term terms to classify lifestyle-related content in retrieved JUUL-relevant posts (row 2).

<p>JUUL hashtag search terms</p>	<p>Hashtags: #doit4juul, #girlswhojuul, #justjuul, #juuhit, #juul, #juul_university, #juulbabes, #juulbabies, #juulbong, #juulboys, #juulbreak, #juulcentral, #juulchin, #juulcompatible, #juulers, #juulfanatics, #juulfavorite, #juulforsale, #juulforyou, #juulgang, #juulgirls, #juulgirlz, #juulhigh, #juulhighschool, #juulhumor, #juuling, #juulinstock, #juuljob, #juulkit, #juullife, #juullovers, #juulluge, #juullyfe, #juulmangopods, #juulmoment, #juulnation, #juulpen, #juulpod, #juulpods, #juulrealm, #juuls, #juulsjuuls, #juulskins, #juulstarterkit, #juulstick, #juulvapar, #juulvape, #juulvapes, #juulvapor, #switchtojuul</p>
<p>Lifestyle-relevant search terms</p>	<p>"vapenation", "juulgang", "vapelife", "juulnation", "vapelyfe", "vapefam", "vapecommunity", "vapedaily", "vapestagram", "doit4juul", "di4j", "juullife", "vapelove", "vapesociety", "dripclub", "instavape", "vapeworld", "girlswhovape", "vapefamous", "tricklyfe", "coilporn", "vapefamily", "cloudchaser", "teamcoolsmoketricks", "vapeallday", "vapehard", "vapegram", "calivapers", "vgodnation", "vapegirls", "cloudchasing", "vappix", "vapemodels", "party", "entertainment", "vapestyle", "juultricks", "vapelifestyle", "instadaily", "eastcoastvapers", "vaperazzi", "vaporwave", "vapecrew", "vapefriends", "collegelife", "collegedays", "westcoastvapers", "vapefriendly", "doit4buzz", "cloudsovercanada", "doitfortheagram", "ggstyle", "highlife", "vapeclouds", "juulmoment", "cool", "vapingsavedmylife", "lifestyle", "weoutheredoe", "fashion", "beruthless", "eastcoastvaper", "juulgangshit", "guyswhovape", "di4s", "juulgirls", "indoclouds", "smoketricks", "igvapes", "sendzone", "juulfam", "lowell", "juulbabe", "cloudporn", "vapingstyle", "juultography", "vapeusa", "epicgamerstyle", "highsociety", "oldrow", "vapephotography", "life", "hightimes", "vapegirl"</p>