

## Supplementary File 3: Sample Codebook

Theme	Sub-theme	Quotes
Uncertainty about health effects	General lack of information	<p>“yeah I don’t know what’s in it really, yeah” (Fiona, DU)</p> <p>“don't think anybody really knows if it is healthier or not.” (Kelvin, DU)</p> <p>“from what they can see that vaping does look much healthier than smoking, but, um, I th- yeah. I think it also says something about, you know, that, yeah. They can r- I don't know. Maybe. There was no, like, concrete answer that they had. They couldn't say this was much healthier. Yeah.” (Oliver, EUFS)</p> <p>“Um, yeah. I don't have too much understanding of what- what it is. Um, yeah. I don't know. I've heard it's something that is some sort of ... One of the, uh, I'm not too sure what it's called, but some of the- the liquid in it is also used on, like, I think it's called on the butter and popcorn sort of thing... There's a bit of ... Yeah. There's a bit of, um, questioning about, like, whether, you know, it being vaporised, it's still harmful sort of thing.” (Oliver, EUFS)</p>
	Lack of information relative to smoking	<p>“I don’t know, that’s why – there’s nothing to tell you what, you know, like a normal cigarette, second hand smoke, it can cause um, cancers and stuff but there’s nothing ... to say what the vapour from these do.” (Kate, DU)</p>
	Constituents and impact on self and others	<p>“I’d just like to know ... what they do- what exactly I am inhaling into my lungs and, and what it’s doing to me and it’s probably the moisture that concerns me the most.” (Angie, DU)</p> <p>“Some people think ... that there’s chemicals coming out of them, I’m not 100% sure on that. There’s some people who – a woman who was pregnant who didn’t want me to vape around her. ‘Cos she had heard that ... there was ... ah something in the, in the passive smoke ... ah, I don’t actually believe that. I’m not sure on that ... um, my information is it’s just water vapour and yeah ... I’m not sure if there’s nicotine in it coming out but um ... yeah other than that.” (Mike, EUFS)</p> <p>“...I actually don’t think it has sort’ve, any sort’ve effects apart from the nicotine – I don’t know if that can be passed on through sort’ve smoking around the kids</p>

		while using the vaper around the kids, I don't know if it sort've gets passed on, there's bugger all information on it about anything like that yeah, so it's sorta hard to find." (Russell, DU)
Comparative logic	Lack of information interpreted as "safe" relative to tobacco	<p>"It's just gotta be healthier than um cigarettes, which is why they exist. Is what I think, but I'm not sure why. I'm not sure why or what the other disadvantages of it are. ...I think it's just really positive, I guess." (Damian, DU)</p> <p>"I feel like the smoke is worse for you. Smoke's bad for your lungs. Steam, I don't know. It could be bad for your lungs, but I feel like it isn't as bad as smoke." (Hector, EUFS)</p> <p>"I feel like it would be less harmful, but, um, that's only 'cause, you know, we're told there's 40 chemicals that are bad for you in a cigarette and, you know, you see pictures of lungs of people that smoke and they are black. And I don't really hear much about that from the e-cigarettes, so I feel like that makes it better. And since it's vapour, not smoke. Now, I know that smoking's bad for your lungs, bad for the environment, and stuff like that, I feel like, just vapour feels like a better thing." (Hector, EUFS)</p> <p>"There's like an, you know, well-defined, well-established potential harm from cigarettes, whereas with e-cigarettes, it's not quite as ... You know, it's not well-understood what happens. But, I guess it's easier, it's easy to assume that it's a lot safer....Or a lot healthier for you than cigarettes." (Kelvin, DU)</p> <p>"Um ... well, the one that I use doesn't emit a lot of smoke so it's ... um, a lot better if I'm around other – I try not to smoke around other people. I've become very conscious of that in recent years, um ... um ... it wouldn't affect other people so much ... the smoke isn't as toxic as it would be from a cigarette." (Meg, DU)</p> <p>"So she [classmate] brought up the fact that she doesn't smoke cigarettes and here's this vapour, but she doesn't know what's in the vapour either....You know, which brought to my attention, actually I don't know what's inside a vapour....But I know it's good for you. Which was my argument....It's not bad, it's not a cigarette." (Paikia, DU)</p>

Sensory perceptions	SHA as "steam"	<p>"...what I've known, you know, it's just water. That, that thing that makes the smoke ... You know, that makes the smoke ... And nicotine if you got the nicotine in your thing. That's all that I know that's in the juices. So I don't know how it could be any harmful when it's just actual water." (Amy, EUFS)</p> <p>"99% of it is pretty much water. Um and when you breathe it out, it makes cloud of smoke, ah, a cloud of steam" (Brett, EUFS)</p> <p>"It is, it is comprised of steam and whatever the carrier is so if it's you know, if you've got VG then it's steam and VG. If you've got VG and PG it's, it's um steam plus that um, that's all that's in it as far as I know." (Caro, EUFS)</p> <p>"Some people think its second hand smoke going into their system but, that's really, you know, that's, that's pretty much just like water. So, it's just, you know, all evaporates into nothing." (Damian, DU)</p> <p>"from everything I've read on line ... and all the research I've done on line, um, it would suggest that there's no ... side effects from anything that's exhaled, that it's purely water vapour and that it's not gonna affect them in any way." (Ewan, EUFS)</p> <p>"when you look at what's in an actual cigarette, that's doing damage, because potentially from, well from what I believe when you're vaping is basically just vapour that you're exhaling so yeah....just, yeah I can't see any disadvantages or any way that it's gonna harm anybody." (Fiona, DU)</p> <p>"Um, in general, I feel like, you know, steam isn't really bad for anything that's vapour, whereas smoke is, kind of, bad; but also, like, a cigarette and just inhaling the smoke is a lot, sort of, rougher than inhaling the vapour as well. So, you can also, like, feel the difference in your throat and stuff." (Hector, EUFS)</p> <p>"my information is it's just water vapour and yeah ... I'm not sure if there's nicotine in it coming out but um ... yeah other than that ...I think it's safe so" (Mike, EUFS)</p> <p>"I've said it's-it's harmless, just steam, just vape, you know." (Patrick, DU)</p>
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	Visual disappearance	<p>"Smoke is gonna just dissipate, it's not really like a serious smoke." (Anthony, DU)</p> <p>Um, vape, vape, vapour, evaporates extremely quickly... One second it's there, next it's gone. There's no lingering smell...." (Brett, EUFS)</p> <p>"So you could blow a cloud and that's from here, you know, and um it'd be gone within ten seconds tops, we wouldn't see it anyway. But if it was a real cigarette, then that would just linger and sit there in the air for like hours and hours and hours." (Damian, DU)</p> <p>"Cause with the cigarette smoke, like, if you smoke in a room that's just a thick-as smoke and you can still see it. With the vaper smoke, it just vanishes." (David, EUFS)</p> <p>"Cause it vanishes faster than cigarette smoke and -...Plus it leaves a good odour, so." (Dean, EUFS)</p> <p>"...it's disappearing you know, you get, you know, you're always gonna get somebody who's gonna – 'oh, you're smoking' well excuse me, it's vapour and it's</p>

		disappearing, you're getting more from that car that's going past out of its exhaust so ... you know?" (Jane, DU)
	Pleasant smell / no smell	<p>"Oh, they probably look at it the same as smoking because there's like smoke or vape coming out your mouth, um, and it has a smell to it like ... But it's not a nasty smell. It's quite a nice smell. Um, I don't think it would affect them, like there wouldn't be second hand vape or anything like that because it does ... It, or it did like as soon as you blow it out, within seconds it's kind of ... It doesn't linger. It just kind of disappears. Unless you like, have like a huge draw, and like, you can literally look like a train. You can get some, quite a big clouds, vape clouds they call them.... But um, no I don't think it would affect anyone." (Cindy, EUFS)</p> <p>"Um, I don't think there will be [<i>an impact on others</i>] – it doesn't smell nearly as bad as what cigarettes do..." (Hayley, EUFS)</p> <p>"Um, well far less [<i>impact on others</i>] than cigarettes, you know. Um, people can't smell it. Well they can only smell the flavour, so they're not smelling smoke... so there's no second hand smoke and therefore, you know, no second hand smoke clinging to clothes or, inside cars or anything like that. Yeah." (Henry, DU)</p> <p>"Cause with a cigarette, even after the smoke is gone the smell is still there, like ... A vape, just disappears." (Jamie, DU)</p>
Third party reinforcement	Others' indifference	<p>"I haven't really, uh, really, heard any complaints about vaping....Eh, but uh, yeah, like I said it's only me and my family that I know of that does it." (Dean, EUFS)</p> <p>"you know like, when you're smoking a cigarette, people are kind of like oh gross but you know, they kind of don't try and move away from you, you don't smell as bad and, yeah" (Fiona, DU)</p> <p>nobody's ever kind of come up to me and said ooh that's disgusting or that smells gross or you know, like you get people that will come up to you on the street when you're smoking a cigarette and say oh can you put that thing out, it's disgusting, yeah you don't get that with E-cigarettes really" (Fiona, DU)</p> <p>"I think it's much more positive than traditional cigarettes. Um, I think it's quite accepted now," (Matt, DU)</p>

		<p>"Um, people that I've never been around, yes. And then as soon as they actually got a whiff of it they're like, "Oh that's actually nice. You don't ... So that's actually not a cigarette?" I'm like, "No, it's more of a healthier version of it."...And they actually accepted it." (Steve, EUFS)</p>
	Possible stigma associated with vaping	<p>"Out in public I can definitely see a lot of people, you know, looking at you funny or not liking it, whereas with smoking, you know every now and then you get the odd person. But, most people don't blink an eye just like...You know, and so many do it." (Kelvin, DU)</p>
Courtesy and choice	Annoyance of others / others' rights	<p>"Like it is kind of offensive. Like you're breathing out large clouds of smoke that kind of smells. Like it kind of smells pleasant, but still, like, if you're sitting at a football game and someone was next to you, that would be kind of annoying." (Charlie, DU)</p> <p>"I fear it can be a nuisance to people having clouds being puffed into their faces and having me invade their space, so to me it is more of a courtesy thing [affirmation from I], I wouldn't want it to happen to me, why should I do it to other people." (David, EUFS)</p> <p>"common sense you don't do it in front of people while they're eating ... because I wouldn't like you know, someone blowing vapour or cigarette smoke in my face ... but yeah." (Hayley, EUFS)</p> <p>"You know, I think it's just about having respect for people. I think if it's as safe as everyone says it is and it's making no impact on the air around anybody, I think ... there's no reason why it couldn't be smoked anywhere....And we breathe out vapour all the time, there's no limit about where we can go and not do that, so ..." (Henry, DU)</p> <p>"Ah, pretty much anywhere as long as it doesn't annoy people 'cos you can put a lot of vapour in the air and it might just bother people generally." (Mike, EUFS)</p> <p>"So when I'm smoking, vaping outside a public place I am still aware of non-smokers and even though I know what I'm using isn't going to harm them, I still ... don't stand near them." (Penelope, EUFS)</p>

		<p>"I, I make sure that I don't you know, vape around people that don't smoke and stuff like that, just, just ... Even though it's not bad or you know, I just ... Out of courtesy, don't want to blow smoke in their faces or you know ... So it's like, yeah." (Pete, EUFS)</p> <p>"Like I wouldn't go to a restaurant and start vaping inside the restaurant 'cause you know, just out of you know, respect of other people there, you know. Yeah." (Pete, EUFS)</p> <p>"I think they should be allowed to use them anywhere but um ... you know, it's um, sorta gotta use your own sort've discretion like you know, you can't go to a restaurant and use it although you probably could but um, you know, um, just having respect for other people I guess." (Russell, DU)</p> <p>"I vape outside for them just because they don't, they're not a fan of it. They accept that people do it, but it's not their thing. They don't want a part of it." (Tilly, EUFS)</p>
	Effects on children (avoiding vaping near children)	<p>"in homes, if you got kids, definitely a no-no." (Brett, EUFS)</p> <p>"And so my anti second hand smoke is a direct response to, to my experiences as a child which is why I just wouldn't ever do that with my kids, um, and you know, even now, I wouldn't be in a closed vehicle with anybody unless it's my older son who vapes as well, you know, we vape together quite happily but you know, if the other kids were in the car I wouldn't sit there in the car with them and, and vape even just in case it bothered them" (Caro, EUFS)</p> <p>"that's just like to a kid growing up in like a playground setting for example, and they'll see that, they'll see the smoke coming out of the end of your mouth and they'll think that, you know, they can get that graphic image and think that that's like a normal cigarette. And that's uh, they will grow up not knowing any better and a normality to use, just thinking smoking around playgrounds is like, okay. So, they would probably not really know the difference at the time." (Damian, DU)</p> <p>"I don't think that's acceptable in any form because I, well I smoke, I want to give up smoking because I don't want people younger than me to see it as something</p>

		<p>that they should be proud or something that's cool, so whether it's a vape or a cigarette, I don't think it should be smoked around children." (Fiona, DU)</p> <p>"I think it needs to have restrictions on it in some ways where you do it just for the fact of these like young kids that see that thinking, oh yeah ... they wanna try it." (Jane, DU)</p> <p>"Um if I knew if there were side-effects towards it then I wouldn't let it happen in a place full of children and people that aren't like for it and stuff like that. Small rooms and um yeah." (Neal, DU)</p> <p>"Uh, well, cos you know, I actually really don't know what's inside these vapours. I actually don't know what's inside these liquids. And I- I don't feel like our pepi or our children should be around any of it." (Paikia, DU)</p>
	Effects on children – vaping as preferable to smoking	<p>"I guess if I was a regular vaper and I was using it in place of cigarettes than I guess you'd probably vape in front of children, better than smoking in front of them" (Charlie, DU)</p> <p>"I think it's better off that they um, saw vaping as an option rather than just solely seeing people smoking cigarettes outside or at play centres – like you can't smoke at a play centre but yeah, outside influences like going down the street and stuff they will see people smoking, whereas if they saw people vaping as well they may be like 'hey, that's an option as well'." (Ewan, EUFS)</p>
	Role modelling	<p>"...I don't- I've sort've changed my whole ... thing around smoking – I don't think it's good for any adult to um, be mirroring smoking behaviour around young people or children. Um... so um... for myself, um, to be as inconspicuous as possible." (Meg, DU)</p>