

Appendix 1 — Annotation Scheme

First person experience	Spoken/experienced from a personal standpoint.	<i>My daily routine: Eat, sleep, Juul repeat.</i>
Experience: Other	Spoken/experienced from someone else.	<i>OMG my mom just bought a juul 🤔</i>
Unrelated	Tweets no explicit mention of JUUL	<i>I lost my vape mod at my buddies house.</i>
Opinion	Personal opinion related to JUUL products, accessories, or JUUL users.	<i>Juul was the worst thing I have ever tasted.</i>
Humor	Joke or humor related to JUUL.	<i>Why are there toilets in the JUUL room?</i>
News/Media	News item/story or media related to JUUL.	<i>Here's my new video on how to blow smoke rings with a juul.</i>
Marketing	Advertising of JUUL product/accessories.	<i>Buy one pack of JUUL pods get one free at https://...</i>
Cessation	Using JUUL as a tobacco cessation method or the idea of cessation using JUUL.	<i>On week 2 of quitting smoking thanks to my Juul 😊</i>
Starting	Initiation of JUUL use.	<i>Just bought my first Juul, let's see what all the hype is!</i>
Health	Health benefits or detriments associated with JUUL use.	<i>Ever since I bought my JUUL, I get brutal headaches :/</i>
Commodity	The act or details of obtaining or purchasing JUUL devices and/or accessories.	<i>My brother gave me the rest of his JUUL pods 🤔</i>
JUUL	Direct reference of the product produced by JUUL Labs Inc.	<i>Juul has taken over the school!</i>
Suorin	Direct reference of the product produced by Suorin USA.	<i>I'm thinking of switching from Suorin to JUUL.</i>
Flavor/JUUL Pods	Mention of JUUL flavors, JUUL pods and other JUUL compatible pods.	<i>Mango Juul pods are their own food group...no debate.</i>
Pleasure	The mention of pleasure resulting from JUUL use.	<i>This Juul got me feeling spacey!</i>
Craving	Mention of craving JUUL use, oftentimes characterized by symptoms of nicotine withdrawal.	<i>If I don't juul in the next 5 minutes I might die.</i>
Disgust	Disgust over JUUL use or JUUL users.	<i>I HATE the smell of JUUL 🤢</i>

Other Substances	Mention of other substances such as marijuana, tobacco, alcohol, etc.	<i>Nothing better than a cold beer and a fresh juul pod ❤️</i>
Underage	Mention of JUUL usage by minors or media content portraying this usage.	<i>Found a juul pod in my 13 year old brothers backpack 🚬</i>
Industry/Regulation	Tweets concerning the regulatory, economic and industrial aspects of JUUL.	<i>The new proposed bill would ban the sale of JUUL to individuals under the age of 21.</i>
Positive	Positive sentiment towards JUUL and its users.	<i>I can't live without my JUUL.</i>
Negative	Negative sentiment towards JUUL and its users.	<i>If he has a JUUL, he's too young for you sis</i>
Neutral	Neutral sentiment towards JUUL and its users.	<i>Juul can be purchased in most gas stations.</i>