

Supplemental Material

Dictionary

Topic 1: Advice

- Advice_exact = [help*, review*, question*, opin*, start, anyoneknow, newvaper, please, cananyone, vapevs, vsvape, recomm*, bestway, firsttime, startvape, advice, info*, tip*, suggest*, instruct*, input, beginner, advi*, lookingfor, lookingto]

Topic 2: Build your own

- BuildYourOwn_exact = [mod*, kit*, box*, beast*, takehome, rdt*, atom, build*, craft*, constru*, diy, setup*, rta, coil*, medusa, serpent, starter*, tfv, assemble, yourown, myown]
- BuildYourOwn_nonMatch = [mode, kite, anatomy, atomic, anatomic]

Topic 3: Buy and sell

- Buysell_exact = [paypal*, vapemail*, sell*, buy*, free*, ship*, code*, coupon*, getvape, sale*, wallet*, mone*, order*, trade*, giveaway*, customer*, discount*, venmo*, bitcoin*, currency*, shop*, pay*, giveaway, bought*, sold*, vapemail*, prize*]

Topic 4: Drugs

- Drugs_exact = [cbd, herb*, weed*, thc, dmt, edible*, dab, cannab*, oil*, heroin, cocaine, meth, ecstasy, mdma, molly, lsd, acid, shroom*, opiat*, opioi*, needl*, alcoho*, drug*, dabbed, mushroom*, cannabutter, sativa, indica, stoner*, bong, marijuana]

Topic 5: E-juices

- eJuice_exact = [juic*, liqui*, flavor*, pod*, cartri*, botl*, bottle*, bottl*, fruit*, taste*, flavour*, flavr*, flvr*, strawber*, cherry, lemon*, blueber*, vanill*, menthol*, mint*, tart, savory*, berry, mango, razz, cucumber, ejui*, crème]
- eJuice_nonMatch = [tide, beatlejuice]

Topic 6: Health/safety

- HealthSafety_exact = [quit*, health*, lung*, cancer*, pulmonary*, heart*, breath*, addict*, carcin*, safe*, habit*, harm*, medical*, medicin*, doctor*, physician*, throat*, esopha*, larynx*, sore, consumpt*, hpv, herpes, disea*, antibod*, antibio*, pregnan*, bacteri*, virus*, phlegm, cough*, mucus, research*, illness*, scientif*, unhealth*]
- HealthSafety_nonMatch = [heartland, quite, harmalas]

Topic 7: Tobacco

- Tobacco_exact = [cig*, tobac*, nicot*, pipe*, smok*, marlb*, camel*, parliment*, americanspirit*, virginiaslim*, dip, snuss, snuff, copenhagen, kool, chew*, skoal]
- Tobacco_nonMatch = [smok, smokstick, smoktech]