**Commercial/Marketing**

If the tweet is an advertisement/marketing for vaping products, code 1 under “news\_commercial”

* “Today only! Buy one JUUL get the second half price with our online coupon code #JUUL4LIFE”

**News**

If the tweet is a news article about vaping products, or any related topic, code 1 under “news\_commercial”

* “Juul e-cigs are easy to conceal and increase risk of nicotine dependence amongst teens.”

**Pro/Anti Vaping**

**Pro Vaping sentiment**

If JUUL is associated with positive emotions or contexts, such as...

* The tweeter is currently, has recently used, or is going to use a JUUL  
  “Currently juuling in the bathroom at school!”
* The tweeter shows positivity or neutral acceptance from others’ usage or others’ positive comments about JUUL  
  “Just got Hannah to try a JUUL for the first time! She loved it.”  
  “’I love juuling’ – Sarah to the entire bar”
* The tweeter mentions a JUUL pen in association with other positive aspects of society or popular culture.  
  “We need a disney princess that rips her juul in the middle of a serious conversation.”
* The tweeter asks a question using first-person pronouns.  
  “Where can I buy a juul?”

...code 1 under “pro”

**Anti Vaping sentiment**

If JUUL is associated with negative emotions or contexts, such as…

* The tweeter believes smoking a JUUL is disgusting, uncool, or unattractive.  
  “Cannot believe everyone is smoking JUULs these days. I think it’s disgusting.”
* The tweeter criticizes/ridicules others for using a JUUL  
  “ur mcm says ‘cigarettes are gross’ yet is addicted to nicotine through cool cucumber flavored juul pods.”
* The tweeter prefers to use a different substance, such as cigarettes or marijuana.  
  “Tried a JUUL today for the first time but I still prefer cigarettes over it.”

...code 1 under “anti”

**Neither/Neutral Vaping sentiment**

The tweet is factual but not opinionated

* “They are selling JUUL pens at my local tobacco shop for anyone interested.”
* “electronic e cig cigarette 40W 2200mAh Box Mod Starter Kit Pen Vape Shisha@RakutenUK https://t.co/HAh0CEjp1u”

The tweet is a question about unbiased facts/information about JUULs.

* “What is a JUUL?”
* “Is a juul better than tobacco?”

**Policy**

If the tweet mentions any type of policy, restriction, ban, or any form of governing vaping products.

* “Forget gun control, a vape ban is so important in protecting the public. Remember the time that white supremacist disrupted an entire black church by vaping during service (how rude). Or when that guy walked into an elementary school and started handing out Juuls to the children?”
* “it's pretty bad when people i'm not even friends with can make me lose bathroom privileges bc vaping is that bad at my school. sorry the rule is only 1 person at a time and they went before me? like i've been holding my piss since 4th period, honey.”