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Flavor Effect Paper

Tables & Figures

Table 1.

E-cigarette content data collection and validity measures (05/2014-12/2017)

Text Type	Specific Source	E-Cigarette Content Locating Method	E-cigarette Coding Precision	E-cigarette Coding Recall
Longform Text (N=11,691)	Broadcast news (3.0%)	Lexis-Nexis (12 keywords)	.95	.71
	AP (9.8%)			
	Newspapers (34.8%)			
	Websites (52.4%)	MIT MediaCloud (12 keywords)		
Tweet (N=24,341,610)	Twitter (100%)	GNIP Twitter Historical Powertrack (889 tags, keywords, rules)	.92	.95

Table 2.

E-Cigarette flavor content themes on Twitter and longform sources

Theme	Twitter Proportion (95% CI) (N=293)	Longform Proportion (95% CI) (N=166)
Promotion	.66 (.61 - .71)	.03 (0.0 - .06)
Policy	.02 (.01 - .04)	.64 (.57 - .72)
Youth Appeal	.02 (.01 - .04)	.52 (.44 - .59)
Health Risks	.04 (.02 - .07)	.21 (.15 - .27)
Normative Description	.26 (.21 - .31)	.22 (.15 - .28)

Table 3.

Univariate information for all variables (12/14/2014-12/17/2017)

Variable	Average/Frequency

Content Measures	
Recent Daily E-Cigarette Flavor Longform Texts, *M (SD)*	1.54 (0.88)
Recent Daily E-Cigarette Flavor Tweets, *M (SD)*	798.00 (266.15)
Survey Measures	
Agreement E-Cigarettes Taste Good (Scale 1-4), M (SD)	2.44 (0.72)
1. Strongly Disagree (%)	9.74
2. Disagree (%)	40.17
3. Agree (%)	46.02
4. Strongly Agree (%)	4.07
Has Vaped (%)	28.74
Adolescent (13-17 years old) (%)	55.51
Young adult (18-26 years old) (%)	44.49

Notes. Reported daily e-cigarette flavor content represents the average number of daily flavor-related texts in the 28 days prior to each interview date. The means are estimated at the respondent-level; Survey measures reflect population weighting.

Table 4.

*Ordinal logistic regression results: association of recent flavor coverage on strength of belief that e-cigarettes taste good (1-4 scale)**

Predictor	Odds Ratio: Main Effects Model	95% CI	Odds Ratio: Model with Source Interaction	95% CI
Interview Date (from 1-1013)	1.00	1.00, 1.00	1.00	1.00, 1.00
Recent Longform E-cigarette Flavor Coverage (L)**	1.04	0.95, 1.13	1.02	0.94, 1.11
Recent Twitter E-cigarette Flavor Coverage (T)**	1.00	0.91, 1.09	1.06	0.96, 1.16
Source Coverage Interaction (L X T)	--	--	**1.21**	**1.04, 1.41**
Cut 1	2.25	-3.48, 7.97	1.68	-4.04, 7.40
Cut 2	4.43	-1.29, 10.15	3.87	-1.85, 9.58
Cut 3	7.55	1.83, 13.28	6.99	1.28, 12.71

Notes. N=4,369; Boldface indicates significant results ($p<.05$)
*1=Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree

** Standardized past 28-day average; Boldface indicates significant results (p<.05)

Figure 1.

Belief e-cigarettes taste good by past 28-day Twitter and longform e-cigarette flavor coverage