FlavorAnalysis_official

Incomplete Code for Flavor Terms

1. Code Twitter

   `script: 1a. Twitter_regex_coding_fromCSV_taste.py`

2. Code Longform

   `script: 1b. Ava_WINDOWLongFormTasteScript_ALL_06.24.19.py`

Describe Content and pull random samples

```
script: 2. ContentDescriptiveStats.Rmd
Output: Table 1 (frequencies)
Broadcast news (3.0%)
AP (9.8%)
Newspapers (34.8%)
Websites (52.4%)
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Merge survey and content data

1. Create past 28-day content measure for total content and flavor content on each source (4 measures)

   `script: 3. TasteContentAggregating.r`

2. Merge with survey data (create file with 4 content measures + recontact survey data only)

   `script: 4. Mergesurveycontentvariables.do`

3. Conduct split-half analysis for flavor content

   `folders: 5. SpitlhalfTasteLF / SplithalfTasteTwitter`

Preliminary and main analysis

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script: TasteanalysisScript.do
Ouput: Table 3, 4, Figure 1

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

Table 4.
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Ordinal logistic regression results: association of recent flavor coverage on strength of belief that e-
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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 ($p<.05$)

Flavor themes coding and reliability checks

"'{} folders: TasteReliability check

Output: Table 2

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)