Table 1. Codebook for TikTok Videos

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|  | **Definition** |
| **Video URL** | Link to the publicly available video. |
| **Year** | Year of upload. |
| **Date** | Date of upload. |
| **Date of coding** | Date of coding. |
| **Hashtag** | Hashtag used to retrieve video. |
| **Caption** | Caption of the video. |
| **Views** | Total number of views for video. |
| **Likes** | Total number of likes for video. |
| **Comment** | Total number of comments for video. |
| **Age** | 5 = blank = cannot tell or videos with hands only  4 = elderly (> 50 years),  3 = middle age (25 -50 years),  2 = young adults (19-25 years old),  1 = adolescents or young (<= 18 years),  99 = Not applicable |
| **Gender** | 1 = male  2 = female,  3 = non-binary,  99 = not applicable (i.e hands) |
| **Race** | 1 = NH White, incl European  2 = Asian, incl Asian/American  3 = Black/African American  4 = Latino/Hispanic  5 = Other  99 = Cannot Identify |
| **Music Type** | 1= Electronic dance music  2 = Pop  3 = Hip hop/rap  4 = Classical  99 = Not identified/personal sound |
| **Setting** | What is the location of which the video is filmed? (e.g., bedroom, vapestore) |
| **Active Vaping** | Is someone actively vaping in this video?  1 = Active  2 = Passive |
| **Depiction Type** |  |
| Positive | Promoting/encouraging e-cigarette use. |
| Neutral | Ambiguous/no clear position towards e-cigarette use. |
| Negative | Discouraging/deterring e-cigarette use. |
| **Themesa,b** |  |
| Comedy | Employs humour and joke when depicting e-cigarette use. |
| Lifestyle and Acceptability | Mentions of online or offline communities and peer groups (e.g., juulgang), social activities, events, social acceptance, mentions of vaping as a characteristic of cultural or social identity. |
| Marketing | Promotional activity that could seek to maximise the impact of a brand or a commercial enterprise. |
| Vaping Tricks | Performs vaping tricks (e.g., blowing large vapour clouds or shapes like rings). |
| Nicotine and Addiction | Reference to addiction or nicotine. |
| Creativity and Tips | Step-by-step instructions and “how to” videos. (e.g., how to use, maintain a vaporizer, do-it-yourself recipes, hiding vapes, purchasing vapes). |
| Warning | Warning viewers of the dangers and negative health consequences associated with e-cigarette use. |
| **Short summary of the video** | In 50 words or less, describe in your own words what is happening in this video. If it was a trend, specify which one. |