Promotion of e-cigarettes on TikTok and regulatory considerations

Supplementary Table S1. Codebook used to categorise sampled posts

CODES AND DEFINITIONS	**CODING RULE**
VIDEO METRICS	
Likes	
Views	
Comments	
Shares	
Followers	
Following	
PRODUCTS	
E-cigarette or vape device visible 1 = yes 2 = no	Are there any e-cigarette or other vape products visible in the post?
E-liquids or e-juice visible 1 = yes 2 = no	Are there any e-juice or e-liquid products visible in the post?
E-liquid flavour visible 1 = yes 2 = no	Does the post indicate a flavour of e-liquid in the post?
Overt product placement 1 = yes 2 = no	How is the vape/tobacco product positioned in the post? Overt (i.e. shown openly, or plainly apparent, and is the main focus of the post)
Covert product placement 1 = yes 2 = no	How is the vape/tobacco product placed in the image? Covert (i.e. not openly displayed, or hidden, and is not the main focus of the image)
Brand or logo visible 1 = yes 2 = no	Is a brand or logo visible or mentioned in the post? (includes in the background and on clothing, equipment, and merchandise)
SENTIMENT	
Sentiment 1 = positive 2 = negative 3 = N/A	Positive – in favour of e-cigarettes and vaping related products and use Negative – against e-cigarettes and vaping related products and use
Pro-vaping for vaping/e-cigarette 1 = yes 2 = no	Is the post pro-vaping?
Anti-vaping/e-cigarette 1 = yes 2 = no	Is the post anti-vaping?

Violates content policy 1 = yes 2 = no	Does the post/video violate TikTok content policy for e-cigarettes? * See community guidelines (tiktok.com)
TYPE	
Product review 1 = yes 2 = no	Is the post alerting viewers to a product through a review?
Promoting vape product for purchase 1 = yes 2 = no	Is the post promoting a vape product for purchase?
Monetary promotional offer 1 = yes 2 = no	Is the post providing monetary offers? Monetary (any promotional deal that saves you money, lowers the cost of a purchase or changes the cost of the purchase, e.g. coupons, refunds, rebates, two for one deals, and cents-off promotions)
Non-monetary promotional offer 1= yes 2 = no	Is the post providing non-monetary offers? Non-monetary (any promotional deal that does not lower the cost of a purchase, e.g. contests, giveaways, sweepstakes, free shipping or free gift with purchase)
Sponsored advertisement 1 = yes 2 = no	Does post contain the terms #sponsorship or #ad? On TikTok, you must enable the Branded Content toggle when posting branded content. When enabled, it adds a disclosure (e.g. #ad) to the description of your post
Business affiliation 1 = yes 2 = no	Does the post refer or link to a vaping related retailer/distributor? (outlets and companies that sell or distribute e-cigarettes, online or physical store)
CONTENT	
WARNINGS	
Nicotine warning visible 1 = yes 2 = no	Does the post display or refer to a nicotine warning?
Addiction 1 = yes 2 = no	Does the post reference nicotine or vape addiction?
Health warning visible 1 = yes 2 = no	Does the post display or refer to a health warning?
HEALTH-RELATED CONTENT	
Positive health effects 1 = yes 2 = no	Does the post reference general positive health effects of vaping?
Negative health effects 1 = yes 2 = no	Does the post reference general negative health effects of vaping?

Quit smoking 1 = yes 2 = no	Does the post promote vaping as a means to quit smoking? (include quit and cessation hashtags)
Healthier than smoking 1 = yes 2 = no	Does the post specifically compare vaping to smoking, stating vaping is the healthier alternative/option?
Public health 1 = yes 2 = no	Does the post reference public health professionals, organisations or journals?
Regulation or policy 1 = yes 2 = no	Does the post comment on e-cigarette regulation/policy?
E-CIGARETTE USE CONTENT	
Safety 1 = yes 2 = no	Does the post reference how to use e-cigarettes or handle nicotine, battery, or e-liquid 'safely'?
Customisation 1 = yes 2 = no	Does the post depict or reference modifying or 'building' vape products/accessories or making or mixing juices?
Malfunction 1 = yes 2 = no	Does the post reference e-cigarette devices malfunctioning?
Vape tricks 1 = yes 2 = no	Does the post depict or reference vape tricks, or demonstrate how to do tricks?
VIDEO FEATURES AND CHARACTERISTICS	
Identity or community 1 = yes 2 = no	Does the post convey a vaping social identity or shared community affiliation? (determined by these hashtags in post #vapelife, #vapelyfe, #vapecommunity, #vapeworld, #vapeporn, #ecigmafia, #vapefam, #vapefamily)
Animation 1 = yes 2 = no	Does the post contain animations or cartoons?
Humour 1 = yes 2 = no	Does the post attempt to provoke laughter and provide amusement?
Music 1 = yes 2 = no	Does the post contain background or theme music?
Video length 1 = 1.5 min and under 2 = Over 1.5 min	How long is the length of the post?