

Table S1. Frequencies of Variables in Content Analysis

	Frequency (%)
Content Analysis Coding Variable	
Account Type	
Individual	1989 (93)
Organization	156 (7)
Tweet Type	
News	346 (16)
Advertisement	1 (0.04)
Commentary	1784 (84)
Humor	
No	1676 (79)
Yes	455 (21)
Harm	
No	772 (36)
Yes	1359 (64)
Flavor	
Mint/Menthol	71 (3)
Tobacco	1 (0.05)
Fruit	2 (0.09)
Other	5 (0.2)
None	2052 (96)
Sentiment	
Negative	1,316 (62)
Neutral	301 (14)
Positive	514 (24)
Sex	
Male	1012 (54)
Female	872 (46)
Race	
White	1332 (74)
Non-white	458 (25)
Age	
< 18	108 (6)
≥ 18	1686 (94)

Table S2. Frequency of Cardiovascular Words Appearing in Tweets with Vaping-Related Terms and JUUL

Cardiovascular Term	Vaping Frequency (%)	JUUL Frequency (%)
Stroke	2426 (18)	771 (36)
Heart Attack	2434 (18)	399 (18)
Chest Pain	383 (3)	319 (15)
Hypertension	73 (0.5)	247 (11)
Diabetes	4798 (36)	242 (11)
Heart Disease	1373 (10)	62 (3)
Cardiovascular	1109 (8)	30 (1)
Blood Clot	118 (0.9)	26 (1)
Cardiac	298 (2)	24 (1)
Heart Failure	40 (0.3)	22 (1)
Cardiac Arrest	106 (0.8)	17 (0.8)
High Blood Pressure	96 (0.7)	17 (0.8)
Heart Problem	83 (0.6)	14 (0.6)
Aneurysm	51 (0.4)	11 (0.5)
Heart Health	1079 (8)	10 (0.4)
Blood Sugar	55 (0.4)	8 (0.4)
Cholesterol	130 (1)	7 (0.3)
Myocardial Infarction	18 (0.1)	1 (0.05)

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