

Supplementary Table S1: Search string for each database:

	Concept/Terms	Keywords
1) MEDLINE (pubmed)	E-cigarette Social and traditional media Marketing	("vape" OR "electric cigarette" OR "vaping" OR "e-cig" OR "e-cigarette") AND ("social" OR "YouTube" OR "Instagram" OR "broadcast" OR "media" OR "Twitter" OR "Tiktok" OR "Facebook") AND ("advertising" OR "promotion" OR "marketing" OR "influencer" OR "intervention" OR "content")
2) Cochrane	E-cigarette Social and traditional media Marketing	(vape OR "electric cigarette" OR vaping OR "e-cig" OR "e-cigarette") AND (social OR YouTube OR Instagram OR broadcast OR media OR Twitter OR Tiktok OR Facebook) AND (advertising OR promotion OR marketing OR influencer OR intervention OR content)
3) EMBASE	E-cigarette Social and traditional media Marketing	('vape' OR 'electric cigarette' OR 'vaping' OR 'e-cig' OR 'e-cigarette') AND ('social' OR 'YouTube' OR 'Instagram' OR 'broadcast' OR 'media' OR 'Twitter' OR 'Tiktok' OR 'Facebook') AND ('advertising' OR 'promotion' OR 'marketing' OR 'influencer' OR 'intervention' OR 'content')

Supplementary Table S1: Search string for each database:

4) Science Direct	E-cigarette Social and traditional media Marketing	("vape" OR "electric cigarette" OR "vaping" OR "e-cig" OR "e-cigarette") AND ("social" OR "YouTube" OR "Instagram" OR "broadcast" OR "media" OR "Twitter" OR "Tiktok" OR "Facebook") AND ("advertising" OR "promotion" OR "marketing" OR "influencer" OR "intervention" OR "content")
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