

## Supplementary file S1: Detailed Search Terms and Strategy for Identifying Media Coverage of Tobacco Industry Donations

### Description of Search Strategy

To enhance reproducibility, this supplementary material details the search terms and approach used in Baidu to identify media coverage of the 127 distinct donation activities from the 2021 China Tobacco Yearbook. Searches were conducted iteratively for each Yearbook entry, combining general terms with specific details (e.g., company name, donation amount, beneficiary organization, project description). Terms were combined using Baidu's implicit AND logic (via commas or spaces) or phrase searches for precision. For example, a query might be: “中烟 捐赠 [specific amount] [beneficiary name]”. If initial results were too broad, refinements included adding date filters (e.g., “2020”) or negations (e.g., -unrelated terms). This targeted strategy yielded 112 initial reports, reduced to 85 after deduplication and inclusion/exclusion criteria (as described in the main Methods). All searches were limited to 2020 media coverage.

### Categorized Search Terms

Terms are categorized for clarity, with duplicates from iterative searches consolidated. English translations are provided in parentheses. Specific Yearbook details (e.g., exact amounts like “3.6 billion RMB” or beneficiary names) were appended as needed.

Category	Terms (Chinese, with English Translation)
Tobacco Entities	烟草 (tobacco)中烟 (China Tobacco)卷烟 (cigarette)
Action Descriptors	捐赠 (donation)捐款 (donate money)募集资金 (raise funds) 补贴 (subsidy)救助 (relief/assistance)出资 (fund/contribute) 帮扶 (assistance/support)脱贫 (poverty alleviation/eradication)扶贫 (poverty alleviation)助学 (student aid)助勤 (aid diligence/work)献血 (blood donation) 捐资 (donate funds)资金 (funds)

### Notes:

- This categorization reduces redundancy from the raw list while preserving all unique terms.
- The strategy aligns with systematic search guidelines (e.g., PRISMA for non-English archival data), ensuring targeted retrieval without internet-dependent tools.
- No software or advanced Boolean operators beyond Baidu's defaults were used; all searches were manual and iterative.