

Appendix 1 – Annotation Scheme

GENRE (assign each tweet to zero or more of these categories)

Experience (first-hand)	Reports a personal use of tobacco	<i>last week we smoked cigars and pretended to be dragons loool I love big bang theory</i>
Experience (other)	Reports someone else's use of tobacco.	<i>That awkward moment when you see a six year old holding an unlit cigarette about to light that shit. #sadface</i>
Activism	Alarm or call for change in tobacco policy	<i>This July 4th, celebrate your freedom from @FDATobacco nazis by smoking a fine cigar. (They're trying hard to remove this freedom, folks.)</i>
Cultural reference	Song lyric, movie title, etc	<i>smoked one too many cigarettes, heard one too many lies</i>
Humor	Formulaic joke, bumper sticker, etc.	<i>Pass with care. I chew tobacco.</i>
News	News item	<i>U.S. tobacco crop up despite dwindling industry http://t.co/QPB1pYl</i>
Info/resource	Factoid or informational resource	<i>Hazzards of smokeless cigarettes http://t.co/FR47HiV</i>
Marketing	Sale of tobacco product/accessory	<i>Try our fantastic Tangerine flavored ecigarette eliquid! Get 20% off at checkout with coupon code - twitter http://t.co/QeCZ3D3</i>
Opinion	Personal opinion related to tobacco.	<i>@Mahonopoly smoke cigarettes, it only sucks when you die #YOLO</i>

THEME (assign each tweet to zero or more of the lowest level categories below)

Risk, starting, & stopping: tweets broadly based on whether people should use tobacco

Cessation	Quit-smoking resources, personal cessation progress, etc	<i>i needa quit smoking cigarettes dead ass</i>
Starting	How people started tobacco usage, desires to start, etc.	<i>Em just offered me a fag and I said yes. Am I a smoker now? #peerpressure naughtyyy</i>
Health	Direct or indirect reference to health consequences of tobacco usage	<i>Electronic health cigarette http://t.co/sXyLpvf2</i>
Downplayed risk	Downplayed risk or rationalization of tobacco usage	<i>cancer is not just caused by cigarettes, but every choice you make in life and then a hint of bad luck</i>
The new tobacco	Activities that are claimed to have taken tobacco's place as addictive or dangerous cultural phenomena, or general reference to tobacco as symbolic of addiction	<i>Facebook is where cigarettes used to be: popular, addictive, and with recognized downsides that most people accept</i>

Product: tweets centered on tobacco products themselves

Commodity	Tobacco products as an item of value; cost; obtaining tobacco products.	<i>#Budget2012 single parents, time to decide, quit smoking or dont feed your kids</i>
Connoisseurship	Details of product quality and discrimination; may include brand names	<i>I'm so god damn tired of getting disgusting menthol cigarettes when I ask someone for one.</i>
E-cigarettes	Reference to electronic cigarettes	<i>Jan. 2010 e-cigarette reviews http://t.co/am287dRQ</i>
Hookah	Reference to hookah	<i>#UknowUasianWhen you go to someones house just to do shisha and take pictures with smoke coming out your mouth like a nob.</i>

Sociocultural factors: role of tobacco in social image and relationships

Image & stereotypes	social image, user stereotypes, and other social indexicality associated with tobacco	<i>Hood bitches get back shots and smoke black & milds *regular flavor* @ the same time</i>
Social relationships	Effects on family and other social relationships	<i>Sitting in front of a random hotel having sister bonding time while smoking cigars.</i>

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THEME (assign each tweet to zero or more of the lowest level categories below)

Consumption: details of actual tobacco usage

Pleasure	Tobacco usage as a pleasurable activity	<i>If I was Steve Jobs, I could definitely use a cigarette after the massive blowjob Twitter gave him today.</i>
Craving	Possibly related to stress relief	<i>omg, i havent had a cigarette in a good 3 days, this is going to be a bad week. fuck me.</i>
Disgust	Tobacco users or usage as repulsive	<i>Ughhhh ! I smell like cigarettes. I also have randm ass texts from last night. Idek.</i>
Underage usage	Tobacco usage by minors	<i>Beer ponggg / hookah round 2 with my goons waddduppppppp. I love when my parents rnt home!</i>
Other substances	Tobacco in association with other addictive substances such as alcohol, caffeine, or marijuana	<i>cigarettes are only good when im drunk</i>
Backgrounded	Everyday or non-foregrounded references to tobacco usage.	<i>Goddamn.. These winds are crazy. Almost blew away just smoking a cigarette.</i>

Industry & politics: tweets concerning tobacco industry, regulation, economy, taxation

Industry	Tobacco industry-related	<i>TIL In 2009, the company Reynolds American (the second-largest tobacco company in the US) closed a deal for \$44.5... http://t.co/RQ9subQI</i>
Politics	Political aspects including regulation and smoking bans	<i>I would like to thank those involved in writing the budget when it comes to the increase in cigarettes! #filthyhabit #shouldbemorethough</i>

SENTIMENT (assign each tweet to positive, negative, or neither)

Positive	Positive sentiment toward tobacco	<i>Smoking that good hookah with the bro Sultan! #GoodOldDays #brotherforlife</i>
Negative	Negative sentiment toward tobacco	<i>omg i hate the smell of ciggeretts</i>
[Neither]	Neutral reference to tobacco	<i>tinarosa7 btw i dont knw why they smoke shisha nbut i knw that its not allowd in islam</i>
