Multimedia Appendix 1. Tweet filter keywords.

Vaping
Vape
Vaper
Vapers
Vapin
Vaped
Evape
Vaporing
e-cig* a
ecig* a
e-pen
epen
e-juice
ejuice
e-liquid
eliquid
cloud chasing
cloudchasing
deeming AND regulation
deeming AND FDA
deemed AND FDA
Deem* a and FDA

*aWord stem used to identify any word beginning with these characters.