Appendix 1
Message stimuli with each condition.

Condition 1: E-cigarette is more harmful

How about let's focus on the matter at hand which is Big Tobacco duping an entire generation - again - on our watch. Let's get the word out and educate young and old, vaping and E-cigarettes kill. @RAI_News

Replying to @matthewjdowd

Vaping is still pretty much just as dangerous as cigs bc everything goes DIRECTLY into your lungs. Oh I forgot to mention the flavoring chemicals in vapes can also cause cancer. Seriously, look up actual medical research please.

Replying to @Justinmb123 @jnelson_98 and @skylerleeox

Smoking takes decades to cause cancer. Vaping, it seems, takes only a few years. The evidence is clear enough for US to ban flavoured vaping today, yep, today. The rest will follow as facts emerge, I imagine. It's pretty disgusting anyway -try it.

Replying to @ivanconless

#JUUL should be banned immediately. Anyone thinking vaping cigarettes is better than smoking is being conned. Vaping chemicals into your lungs will kill you. Altria is a murderer. Flat out mass murder. $MO
Condition 2: E-cigarette is completely harmless

WOW. You’re a doctor and you are spreading this fearmonger propaganda? What happened to your oath to do no harm?

There are ZERO proven harms in the 15 years vaping has existed when used in the suggested parameters.

I highly suggest you educate yourself on all the facts...

1/2

7:47 AM · Jul 16, 2019 · Twitter Web Client

Oh, it’s not only safer, they are SAFE - or, you know of any harm by vaping tho ~15y on the market and ~50,000,000 users world-wide? - and ~8,000 flavours! No, didn’t think so bcos NONE so far - NONE - that’s how SAFE vaping is - did say vaping. Any objections to that?

3:40 AM · May 25, 2019 from Iceland · Twitter for iPhone

I’m an asthmatic lol. I know the science behind vaping. It’s completely safe. Big tobacco scares ppl. Like thruth dot .org... big tobacco supports them. It’s crazy.

5:13 PM · Jul 4, 2019 · Twitter for iPhone

I don’t worry about the ingreds of ejuice for #vaping, they are harmless, but I do wonder about the artificial breathing, the regular deep puffing. Do trumpet players get a breathing disorder? My puffing #ecigs is kind of like that.

6:21 PM · Jul 15, 2019 · TweetCaster for Android
Condition 3: Uncertainty

We Still Don’t Know How Safe #Vaping Is - it’s time to get more information about the risks of #ecigarettes: @nytimes editorial

12:13 PM · Sep 6, 2019 · Twitter Web Client
7 Retweets 15 Likes

Mom Folding Laundry
@JenandDen

This whole anti-vaping schtick is cooked up by drug regulation & enforcement to make sure the MONEY keeps flowing to their coffers.

I have yet to see a single credible piece of evidence showing that vaping causes real harm.

(As in more harm than drinking too much coffee.)

7:33 PM · Jul 9, 2019 · Twitter Web App
6 Retweets 32 Likes

And people are like “but it’s not that bad because it’s not smoke” ok but nicotine is harmful with or without smoke and there is very limited research done on e-cigs so the FDA doesn’t know how harmful they actually are to the extent that we know that cigarettes are harmful

@pmoreandahalf

Is San Francisco’s vaping ban backed by science?: San Francisco has decided to ban the sale of e-cigarettes in 2020, hoping to curb a surge in vaping among adolescents. But is the policy backed up by the available evidence? – How harmful is vaping? –... rawstory.com/2019/06/is-san...

1:10 AM · Jun 27, 2019 · dlvr.it

2 Retweets
Condition 4: Physical Activity

Today reinforces my passion to push the need to 
exercise for not only the physical benefits. Get out and 
do something active for your mental health. Go for a 
walk and clear your mind. Find someone to join you & 
talk to them. My prayers go out to all today ❤
3:56 PM · Oct 14, 2019 · Twitter for iPhone

81 Retweets 289 Likes

It's #WorldMentalHealthDay 🧘 and we know sport and 
physical activity can have a powerful and positive effect 
on our mental wellbeing. That's why we invest in 
projects that are changing lives.
11:46 AM · Oct 10, 2019 · Twitter Ads Composer

84 Retweets 167 Likes

Adults (18+) need 150 minutes per week of moderate-
intensity physical activity to improve and maintain 
health.

Let's #BeActive! 🎉🏃‍♂️🏃‍♀️🏃‍♂️🏃‍♀️🏃‍♂️🏃‍♀️
bit.ly/2Q3wust

4:57 PM · Sep 7, 2018 · Twitter Web Client

330 Retweets 423 Likes

Physical activity & Exercise can have immediate and 
long-term health benefits. Most importantly, regular 
activity can improve our quality of life.
7:36 PM · Oct 10, 2019 · Twitter for Android

5 Retweets 6 Likes