

- Can you please describe your social media user experience (e.g., types of social media you use; the amount of time you spend on social media each day; reasons for social media use; patterns of following other users: your friends, influencers, specific topics; media posting patterns: types and number of posts per day/week/month; patterns of “liking,” sharing and saving images posted by other users, as well as looking at other users’ profiles and clicking the links to their direct emails or web sites)?
- Can you please describe the social media content that catches your eye?
- Can you please describe the social media content that you don’t find engaging?
- Do you know what vaping is?
- Have you ever seen images related to smoking or vaping on social media?
- Can you please describe what type of posts related to smoking or vaping do you usually see? *If anyone in the group has answered yes to the question above.*
- Can you please describe how do you come across those posts: (they show up on your social media feed, you follow someone who follows a vaping brand, via a random search or you don’t know why you see those posts)? *If anyone in the group has answered yes to the question above.*
- Can you please describe whether you find the smoking or vaping images that you see engaging or not engaging? Explain your reasoning. *If anyone in the group has answered yes to the question above.*
- Do you/have you ever smoked or vaped?
- Have you ever in your life been exposed to smoking/vaping environment among your family, friends or colleagues?
- What in your opinion is the difference between smoking and vaping? For example, you can think of it in terms of social norms and health impact.

The researcher presented approximately 20 vaping and the FDA anti-vaping campaign-related images and requested the participants to describe the images.

- In your opinion which of those images/videos can be perceived by you or others as neutral, positive or negative when it comes to being encouraging or discouraging from vaping?

Supplementary Figure 5. Questions to the participants of the focus groups with 18 to 25-year-old Berkeley residents (N =8).