

TPackSS Codebook for China E-cigarettes (6/242024)

TPackSS Codebook for China E-cigarettes

#	Codename & Source	Question	Response Options
<b>Section A: General Product Information</b>			
<b>INSTRUCTION: For this section, code all packs collected in China including duplicate packs.</b>			
	(unique_id) TPackSS Intake	Enter the unique ID of the pack	Open
	(duplicate)	Is this a duplicate pack?	[1] Yes [0] No
	(purchase_date) TPackSS Intake	What was the purchase date?	MM-DD-YY
	(price) TPackSS Intake	What is the price (in local currency)?  <i>If not present in pack images, enter "N/A". Please enter the price without punctuation, the symbol, or currency abbreviation.</i>	Open
	(product_type)  No source	What is the product type?	[1] Disposable e-cigarette [2] E-cigarette disposable pod/cartridge [88] Other (describe) [0] Not clear/needs discussion
	(product_type_other) No source	[If product_type=88] If "other", enter product type.	Open
	(pack_elements)  Adapted from Nottage et al. (Kings College)	Identify the packaging that contains the product. (Select all that apply)  <i>External packaging is any layer of packaging outside of the packaging/bottle in direct contact with the product (e.g., box containing plastic dropper bottle that contains the e-cigarette liquid). Internal packaging is any layer between the external packaging and the product (e.g., a blister packaging that contains the pod inside the external box).</i>	[1] External packaging – box [2] External packaging – other [3] Internal packaging – plastic bag [4] Internal packaging - blister packaging [5] Internal packaging - other

**Commented [JB1]:** Reiley, Hannah, and I are looking through the responses to "other" categories from the Indonesia data now and will likely have suggestions for questions and response options to add to the codebook for the next round of coding. We will send you the suggestions as soon as we finalize them, but please reach out if you don't hear from us before you start coding.

**Commented [HB2]:** Why are duplicate packs being coded?

**Commented [QN3R2]:** This 'intake form' section collecting info about both duplicate and unique pack that allows cross-checking info with the inventory form.

**Commented [HB4]:** May want to specify if they need to add any "0s" and to not add the symbol or currency abbreviation for price

**Commented [JC5]:** for brevity, I suggest we go with "e-cigarette" here and throughout

**Commented [QN6R5]:** @Lorraine Liu: please make sure we address this throughout.

**Commented [HB7]:** May want to define what "internal packaging" constitutes for coders. I'm not familiar with some of these types, but I'm sure they can have examples in another document

**Commented [QN8R7]:** Good idea! I'll add examples in training slides.

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	<b>Check for and indicate ALL layers of packaging.</b>	
(set_puffs)	[[if product_type=1] How many puffs are in a disposable e-cigarettes?  <i>If not present in pack images, enter "N.S. (not stated)". Please enter the number without punctuation.</i>	Open
(pods_n)	[[if product_type=2] How many pods/cartridges are contained in the pack?	[1] 1 [2] 2 [3] 3 [4] 4 or more
(brand_name) TPackSS Intake	Enter the brand name on the pack in Roman characters. If there are multiple brand names, enter the most prominent brand name.  <i>If the brand name is not in Roman characters, enter the direct translation of the name in English (if available). If the brand name is not in Roman characters and no translation is available, enter Pinyin of the name in the response field. Use only lowercase letters.</i>	Open
(add_name)	Is there any other additional brand name(s) on the pack?	[1] Yes (describe) [0] No
(add_name_1)	[[if add_name=1] Enter the additional brand name(s) on the product.    <i>If the name is not in Roman characters, enter the direct translation of the name in English (if available). Use only lowercase letters. If more than one additional brand name, use a comma to separate names.</i>	Open
(manu_name)	Is there any manufacturer name on the pack?	[1] Yes (describe) [0] No
(manu_name_1)	[[if manu_name=1] Enter the name of the manufacturer name on the product.  <i>If the name is not in Roman characters, enter the direct translation of the name in English (if available). Use only lowercase letters.</i>	Open

**Commented [JC9]:** small point, but maybe with go with "N.S." (not stated) instead of N/A ... but I don't feel strongly about this

**Commented [QN10R9]:** @Lorraine Lud please address this and throughout if applicable.

**Commented [HB11]:** Do you have any similar questions for product type 1 (disposable e-cigs)? I imagine you could record # of puffs or battery strength depending on how they label the products

**Commented [QN12R11]:** Good idea! Will add the question.

**Commented [JB13]:** Might change for China coding and enter the Chinese characters if it is possible in REDCap.

**Commented [QN14R13]:** They can enter Chinese characters in REDCap. However, those characters may be not compatible when importing the data into other apps, e.g., stat software. Thus, we ask them to enter either Roman characters or Pinyin. I believe we have brand names in Chinese characters in inventory form.

**Commented [HB15]:** If there is more than one additional name, should they be separated by punctuation & which order should they be listed?

**Commented [JB16]:** This was very difficult to identify in the case of Indonesia. I assume it's easier in China, but it may be something you flag to talk to coders about after some pilot coding.

**Commented [JB17R16]:** This comment also pertains to the manufacturer name.

**Commented [KW18]:** What guidance is given to differentiate the different names? Should we be capturing a broader range of any name that could be associated with brand or manufacturer?

**Commented [QN19R18]:** For most packs collected in China, it is easy to capture, especially, we have some privilege our coders are all Chinese. We can provide some examples in the training slides and ask coders to report if they feel hard to differentiate names.

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(manu_place)	Where was the pack made?	[1] China (including cities in mainland China) [2] Other Country/city (describe) [0] No "made-in" location
(made_other)	[if manu_place=2] Enter the country/city the pack was made in.	Open
(insert_onset)	Does the package contain any insert or onset (not including those with only health warning information)? (Select all that apply)  <i>An "insert" or detachable document is anything contained inside the pack that is not directly printed on the pack, such as a miniature leaflet or brochure. An "onset" is any communication affixed to the outside of an individual package, such as a miniature brochure beneath the outer cellophane wrapping or glued to the outside of the package.</i>	[1] Yes, the package contains an insert [2] Yes, the package contains an onset [0] No, the package does not have any insert or onset
<b>Section B: NICOTINE</b>		
<b>INSTRUCTION: For this section, code only unique packs [if duplicate=0].</b>		
<b>And do not use information on the tax stamp/sticker to answer questions about liquid volume or nicotine concentration.</b>		
(nicotine) No source	Does the product packaging specifically mention nicotine, on any of the following layers? (Select all that apply)  <i>Examples: "nicotine," "nikotin," "nic sal," "sal nic," "saltnic," "nic,+ bio/level/strength," "salt nicotine," etc.</i>	[1] Yes, on external packaging [2] Yes, on internal packaging [3] Yes, on the product itself [0] No [88] Not clear/needs discussion
(nicotine_type)  <u>D'Mello et al. 2022</u>	[if nicotine =1 or 2 or 3] What kind of nicotine composition is in the products?  <i>Phrases like "sal nic" and "saltnic" indicate a salt-base nicotine composition. If you are unsure, please only select "not clear/needs discussion."</i>	[1] Salt-base [2] Freebase/FB [3] Hybrid [a combination of salt and freebase] [4] Synthetic (no nicotine formulation information) [5] Synthetic salt-base [6] Synthetic freebase [0] Not specified [88] Not clear/needs discussion
(liquid_amount) )	What is the total amount of e-cigarette liquid? Enter the amount in mL.	__ mL

**Commented [KCS20]:** This seems inconsistent with the other option being "China". What would coders choose if there was a Chinese city listed?

**Commented [JC21]:** is there a way to stop the codebook at the end of the previous section if it is a duplicate, so that coders don't have to enter ) for each section?

**Commented [KCS22R21]:** I think Joanna means 0 here

**Commented [QN23R21]:** Yes, we can do it in REDCap.

**Commented [HB24]:** Occasionally the tax stamp also covered the writing on the product that gave this information. In that case, we did not record partial numbers (for Indonesia) based on the justification that it is more accurate to what the customer could decipher at POS. Just something you could note if you also see this for China

**Commented [QN25R24]:** Thanks!  
The tax stamp is very rare on packs from China. We can ask coders to report at the end of this form if they observe any.

**Commented [HB26]:** From viewing the packs, did you see instances where they refer to nicotine as "synthetic"? If they did, I think it would be interesting to capture as well

**Commented [QN27R26]:** I haven't seen any 'synthetic' nicotine, but agree with you it's worth adding the option.

**Commented [HB28]:** May want to add "FB" as this is how it was most often listed on packs

**Commented [JC29]:** could it ever occur where it is synthetic nicotine AND either sale or freebase?

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	No source (zero_nic)	<i>Do not add units.</i> <i>If not given, please enter "N/A".</i>	
	(zero_nic)	Does anywhere in the pack indicate zero concentration of nicotine? (e.g., phrases like "0 nic", "no nicotine", "无尼古丁")	[1] Yes [0] No
	(nicotine_amount)	[if nicotine =1 or 2 or 3] What is the concentration of nicotine? Select all that apply.	[1] Given as a percent, (describe) [2] Given as mg, (describe) [3] Given as mg/mL, (describe) [0] Not given [no given # or units] [88] Not clear/needs discussion [packs with blurry writing or multiple conflicting concentrations]
	(nicotine_percent) Nottage et al. (Kings College)	[If nicotine_amount=1] Enter the nicotine concentration as a percentage.  <i>Do not add a percent sign.</i>	____%
	(nicotine_unit1) Nottage et al. (Kings College)	[If nicotine_amount =2] Enter the nicotine concentration (mg).  <i>Do not add units.</i>	____ mg
	(nicotine_unit2) Nottage et al. (Kings College)	[If nicotine_amount =3] Enter the nicotine concentration (mg/mL).  <i>Do not add units.</i>	____ mg/mL

**Commented [HB30]:** May need to note for this whole section that they don't need to write-in units because it is implied by the question

**Commented [HB31]:** Coders got very confused by these responses in Indonesia. It might be worth expanding the response options to specify that not given = no given # or units and that not clear/needs discussion is for packs with blurry writing or multiple conflicting concentrations

**Commented [HB32]:** According from Jeff & Lizzie, mg is typically the same as mg/mL. % is can generally be converted to mgs by multiplying by 10

**Section C: Warning Label**

**INSTRUCTION:** For this section, code only unique packs [if duplicate=0].

Moving forward, some questions may apply to a different layer of the pack (**external, internal, and the product itself**). To avoid repeatedly showing one question that asks the same thing for various layers, we put the layers in parentheses in this codebook. For example, "Where is the official health warning information printed on the principal display area of the (external, internal, product) packaging?" It is one question in the codebook and will be three separate questions in REDCap, asking coders to observe each layer then entering the answer.

**External packaging** is any layer of the packaging outside of the packaging/bottle in direct contact with the product (e.g., box containing a plastic dropper bottle that contains the e-cigarette liquid). [if pack\_elements=1 or 2]

**Internal packaging** is any layer between the external packaging and the product (e.g., a blister packaging that contains the pod inside the external box). [if pack\_elements=3 or 4 or 5]

**Product** refers to the surface of the product itself (e.g., pod, disposable e-cigarette).

**Commented [KW33]:** It will be important to make sure all the skip logic works once added in. Also whether these are separate redcap forms or separate sections in the same form.

**Commented [KCS34R33]:** Agreed - I am finding the color coding somewhat tough to follow.

**Commented [JC35]:** would "dropper bottle" also be an example?

**Commented [QN36R35]:** We didn't find any types of e-cigs other than pods and disposables in China.

**Commented [HB37]:** Great definitions!

**Commented [JB38]:** Should we specify in this section that the questions pertain to the official, government-issued HWL and provide examples?

**Commented [QN39R38]:** Yes, we'll provide examples in the training slides. The skip logics will help pertain to the official, government-issued HWLs.

	(hw1_loc)	Where is the official health warning information printed on the principal	[1] Front [2] Back
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	display area of the <b>(external, internal, product)</b> packaging? Select all that apply.	[3] Side(s) [ONLY apply to the external packaging] [0] There is no official health warning label on the display area
(hwl_internal_other)	[if hwl_loc for internal packaging =0] For <b>internal</b> packaging, can you observe the HWL on the product due to transparency or cut-off on the packaging?	[1] Yes [0] No
<b>The following is about HWL on the front of the packaging/product.</b>		
(hwl_front_obstruct)	[if hwl_loc =1 ] Is the official health warning obstructed by external markings, cellophane, tax stamp, or anything else on the <b>front</b> of the <b>(external, product)</b> packaging? Only mark "Yes" if any of the text is obstructed. Select all that apply.	[1] Yes, external markings (e.g., sticker) [2] Yes, non-transparent cellophane (e.g., cellophane colored or displays a print) [3] Yes, tax stamp [4] Yes, other [0] No
(hwl_front_obstruct_other)	[if hwl_front_obstruct=4] Specify any other official health warning obstruction on the <b>front</b> in lowercase letters, with multiple phrases separated by a comma. ( <b>external, product</b> packaging)	Open
(hwl_front_chn)	[if hwl_loc =1] Is the official health warning on <b>front</b> of the <b>(external, internal, product)</b> packaging written in standard Chinese characters?	[1] Yes [0] No
(hwl_front)	[if hwl_loc =1] Identify the official health warning that appears on the <b>front</b> of the <b>(external, internal, product)</b> packaging. If there is no warning that matches the warning on the pack select "No match."	[1] First Group: Smoking e-cigarettes is harmful to health. Do not smoke e-cigarettes in smoke-free areas [吸电子烟有害健康 请勿在禁烟场所吸电子烟] [2] Second group: Quitting e-cigarettes early is beneficial to health. Quitting e-cigarettes can reduce health hazards [尽早戒电子烟有益健康 戒电子烟可减少健康的危害] [3] Third Group: Discourage teenagers from smoking e-cigarettes. It is forbidden for elementary and middle school students to smoke e-cigarettes. [劝阻青少年吸电子烟 禁止中小学生学习吸烟] [99] No match
(hwl_front_loc)	[if hwl_front≠1] Are the warning messages on the front of the pack located at the bottom of the <b>front</b> surface of the <b>(external, product)</b> packaging?	[1] Yes [0] No

Commented [HB40]: Will this question be asked 3 times if the product has both external & internal packaging?

Commented [QN41R40]: Yes, it'll be three questions. Present one in this codebook to avoid the duplication.

Commented [JC42]: perhaps add "official" before "health" if we are focusing on the required HWL?

Commented [QN43R42]: @Lorraine Liu : please check this throughout.

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(hwl_front_dec o)	[If hwl_front_loc=1] Is there branding (design elements, decorative border, color not found in label background, etc.) below the warning label on the <b>front</b> of the (external, product) packaging?	[1] Yes, any branding (design elements, decorative border, etc.) [2] Yes, branding colors were found within the warning label(s) [0] No
(hwl_front_col or1)	[If hwl_front_loc=1] Is the background of the official health warning label on the <b>front</b> of (external, product) packaging a single color?	[1] Yes [0] No
(hwl_front _color2)	[If hwl_front_loc=1] Is the text of the official health warning on the <b>front</b> of (external, product) packaging in multiple colors?	[1] Yes [0] No
(hwl_front _color3)	[If hwl_front_loc=1] Does the official health warning text contrast with the warning background on the <b>front</b> of the (external, product) packaging?	[1] Yes [0] No
(hwl_front _incomplete)	[If hwl_front_loc=1] Is a portion of the official health warning on the front of the pack incomplete on the (external, product) packaging? Select all that apply.	[1] Yes, split HWL [2] Yes, obstruction of HWL due to cropping, branding [3] Yes, others [0] No
(hwl_front_hwl _area)	[If hwl_front_loc=1] What is the area of the warning label on the <b>front</b> of the (external, product) packaging? Enter the area of the front official health warning label obtained by using ImageJ.	Open [Numbers ONLY]
(hwl_front_pac k_area)	[If hwl_front_loc=1] What is the area of the <b>front</b> of the (external, product) packaging? Enter the area of the entire package obtained by using ImageJ.	Open [Numbers ONLY]
(hwl_front_per cent)	[If hwl_front_loc=1] Warning label on the <b>front</b> of the (external, product) packaging coverage(%):	[REDCap auto calculation: hwl_front_hwl_area/hwl_front_pack_area]
<b><i>The following is about HWL on the back of the packaging/product.</i></b>		
(hwl_back_obs truct)	[If hwl_loc =2] Is the official health warning obstructed by external markings, cellophane, tax stamp, or anything else on the <b>back</b> of the (external, product) packaging? Only mark "Yes" if any of the text is obstructed.	[1] Yes, external markings (e.g., sticker) [2] Yes, non-transparent cellophane (e.g., cellophane colored or displays a print) [3] Yes, tax stamp [4] Yes, other [0] No

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(hwl_back_obs struct_other)	[If hwl_back_obstruct =4] Specify any other health warning obstruction on the <b>back</b> in lowercase letters, with multiple phrases separated by a comma. ( <b>external</b> , <b>product</b> packaging)	Open
(hwl_back_chn )	[If hwl_loc =2 ] Is the official health warning on the <b>back</b> of the ( <b>external</b> , <b>internal</b> , <b>product</b> ) packaging written in standard Chinese characters?	[1] Yes [0] No
(hwl_back)	[If hwl_loc =2 ] Identify the health warning that appears on the <b>back</b> of the ( <b>external</b> , <b>internal</b> , <b>product</b> ) packaging. If there is no warning that matches the warning on the pack select "No match."	[1] First Group: Smoking e-cigarettes is harmful to health. Do not smoke e-cigarettes in smoke-free areas [吸电子烟有害健康 请勿在禁烟场所吸电子烟] [2] Second group: Quitting e-cigarettes early is beneficial to health. Quitting e-cigarettes can reduce health hazards [尽早戒电子烟有益健康 戒电子烟可减少健康的危害] [3] Third Group: Discourage teenagers from smoking e-cigarettes. It is forbidden for elementary and middle school students to smoke e-cigarettes. [劝阻青少年吸电子烟 禁止中小学生吸电子烟] [99] No match
(hwl_back_loc)	[If hwl_back=1 or 2 or 3] Are the warning messages located at the bottom of the <b>back</b> surface of the ( <b>external</b> , <b>product</b> ) packaging?	[1] Yes [0] No
(hwl_back_dec o)	[If hwl_back_loc=1] Is there branding (design elements, decorative border, color not found in label background, etc.) below the warning label on the <b>back</b> of the ( <b>external</b> , <b>product</b> ) packaging? Select all that apply.	[1] Yes, any branding (design elements, decorative border, etc.). [2] Yes, branding colors were found within the warning label(s). [0] No
(hwl_back_col or_b)	[If hwl_back_loc=1] Is the background of the official health warning label on the <b>back</b> of the ( <b>external</b> , <b>product</b> ) packaging a single color?	[1] Yes [0] No
(hwl_back _color_b1)	[If hwl_back_loc=1] Is the text of the official health warning on the <b>back</b> of the ( <b>external</b> , <b>product</b> ) packaging in multiple colors?	[1] Yes [0] No
(hwl_back _color_b3)	[If hwl_back_loc=1]	[1] Yes [0] No

Commented [JC44]: did we have some packs with HWLs that did have branding colors within the HWL?

Commented [QN45R44]: Yes. @Lorraine Luc after checking the options, please add this as an additional option.

Commented [QN46]: @Lorraine Luc could you help check options of this question? It doesn't look correct.

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	Does the official health warning text contrast with the warning background on the <b>back</b> of the <b>(external, product)</b> packaging?	
(hwl_back_incomplete)	[If hwl_back_loc=1] Is a portion of the official health warning on the <b>back</b> of the pack incomplete on the <b>(external, product)</b> packaging? Select all that apply.	[1] Yes, split HWL [2] Yes, obstruction of HWL due to cropping, branding [3] Yes, others [0] No
(hwl_back_hwl_area)	[If hwl_back_loc=1] What is the area of the warning label on the <b>back</b> of the <b>(external, product)</b> packaging? Enter the area of the front official health warning label obtained by using ImageJ.	Open [Numbers ONLY]
(hwl_back_pack_area)	[If hwl_back_loc=1] What is the area of the <b>back</b> of the <b>(external, product)</b> packaging? Enter the area of the entire package obtained by using ImageJ.	Open [Numbers ONLY]
(hwl_back_percent)	[If hwl_back_loc=1] Warning label on the <b>back</b> of the <b>(external, product)</b> packaging coverage (%):	[REDCap auto calculation: hwl_front_hwl_area/hwl_front_pack_area]
<b>Observe the information on external/internal packaging, the product and insert/onsert (if any) to answer the following questions.</b>		
(misleading_lex)	Do any of the following misleading descriptors (including any word combination or analogous words) appear anywhere on the package? Check all that apply.	[1] No tar [无焦油] [2] Low tar/Low tar level [低焦油] [3] Low nicotine [低烟碱] [4] Light [淡味] [5] Ultra-light [超淡味] [6] Soft [柔和] [7] Low harm/harm reduction/no harm [低危害, 不伤身] [8] Ultra [超] [9] Safe [安全] [0] None of the above
(health_promoting_lex)	Do the following health promoting descriptors (including any word combination or analogous words) appear anywhere on the package? Check all that apply.	[1] Environmental protection [环保] [2] Curative/Curative effect [疗效] [3] Health/healthy [保健] [4] Smoking cessation/replacement [戒烟, 替代] [5] High quality [高品质] [6] performance improvement [性能提升]

**Commented [JC47]:** I worry that this might be difficult to operationalize and we might have poor inter-rater reliability

**Commented [KCS48R47]:** Agreed - though it may be part of the HWL policy - but maybe still we don't need/apply it.

**Commented [QN49R47]:** Agree. And this is very subjective. But it's part of the HWL policy... I'm good with either keeping or deleting it.

**Commented [JB50]:** Have you seen any instances in China where companies print extra "warnings" on the packaging? Just wondering since we saw warnings in Indonesia even though HWLs are not required. Would be interesting to capture if this is a thing in China.

**Commented [QNS1R50]:** I haven't seen the extra warnings on the packaging. But it'll be worth capturing the info. We may ask them to report it at the end of this form.

**Commented [HB52]:** Is this part of legislation? Do you expect to see mentions of tar on e-cigs?

**Commented [QN53R52]:** Yes, those are stated in the e-cig HWL regulation.



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		[7] Satisfying [过瘾] [0] None of the above
(minor_protection_lex)	Is there any language on the package on preventing sales to minors? (e.g. "For Adults Only", "Not for Sale to Youth", etc.)	[1] Yes [0] No
(minor_protection_lex_18)	[If minor_protection_lex =1] Is the language specific preventing sales to minors under 18 years old?	[1] Yes [0] No
(minor_protection_img)	Is there any imagery indication of preventing sales to minors on the (external, internal, product) packaging?	[1] Yes [0] No
(minor_protection_img_18)	[If minor_protection_img=1] Is the imagery specific preventing sales to minors under 18 years old?	[1] Yes [0] No

Commented [JB54]: May want to ask if the language is specific (no sales to those under 18 years) vs general (adults only).

**Section D: Features & Appeals**

**INSTRUCTION: For this section, code only unique packs [if duplicate=0].**

Some questions may apply to a different layer of the pack (external, internal, and the product itself).

**External packaging** is any layer of the packaging outside of the packaging/bottle in direct contact with the product (e.g., box containing a plastic dropper bottle that contains the e-cigarette liquid). [if pack\_elements=1 or 2]

**Internal packaging** is any layer between the external packaging and the product (e.g., a blister packaging that contains the pod inside the external box). [if pack\_elements=3 or 4 or 5]

**Product packaging** refers to the surface of the product itself (e.g., pod, disposable e-cigarette).

**Observe the insert/onsert to answer the following questions.**

(insert_marketing)	[If insert_onsert=1] If the package contains any inserts, is there any branding information (lexical or imagery), flavor descriptor (lexical or imagery), QR code, web presence, promotion, or other branding/marketing elements on the insert(s)? Check all that apply.	[1] Yes, lexical branding elements (e.g., brand family name, manufacturer name, sub-brand name). [2] Yes, imagery branding elements (e.g., brand family image, logo, symbol). [3] Yes, with the lexical description of flavor/taste. [4] Yes, with the imagery description of flavor/taste. [5] Yes, QR code. [6] Yes, any other web presence like company website, company email, WeChat account, TikTok, or others. [7] Yes, promotions (e.g., win money, win items, win cigarettes, win a trip, etc.)
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Commented [HB55]: Might be worth splitting into 2 negative options -

[89] No, the insert/onsert present only contains health warning info

[0] No, the package does not contain an insert/onsert

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		[88] Yes, other branding, marketing and/or promotion elements/appeals (describe). [0] No
(insert_marketing_other)	[If insert_marketing=88] Describe other branding, marketing and/or promotion elements/appeals on the insert(s).	Open
<b>Observe the external, internal packaging and the product to answer the following questions.</b>		
(branding)	Is there any branding information (either lexical or imagery) on the (internal, product) packaging?	[1] Yes, lexical branding elements (e.g., brand family name, manufacturer name, sub-brand name). [2] Yes, imagery branding elements (e.g., brand family image, logo, symbol). [88] Yes, other branding elements (describe). [4] No
(branding1)	[If insert_content=88] Describe other branding on the (internal, product) packaging.	Open
(web_presence)	Is there any reference to a web presence on the (external, internal, product) packaging? Check all that apply.	[1] Company website [2] Company email [3] QR code [4] Wechat account [5] TikTok [88] Other [e.g., Weibo] (describe) [0] No reference to web presence
(other_web)	[If web_presence_ep=88] What is the other reference to the web presence on the (external, internal, product) packaging?	Open
(phone)	Is a phone number for the company listed anywhere on the (external, internal, product) packaging?	[1] Yes [0] No
(marketing_claims)	Are any of the following marketing messages present on the packaging? Check all that apply.	[1] Lack of smell/odor/combustion [2] Realistic smoking experience [3] Can be used anywhere, not subject to most public smoking laws [4] "Smoke free future" or phrase with equivalent claim/meaning [5] Other non-health claims to support the notion that 'e-cigarettes are superior to cigarettes' [0] None of the above
Informed by Philippines Online Marketing Codebook & Kim et al., 2015 <a href="https://www.mdpi.com/1660-4601/12/5/4859">https://www.mdpi.com/1660-4601/12/5/4859</a>		
(technology)	Are any of the following technology appeals present on the packaging? Check all that apply.	[1] Any mention of "technology" [2] Words indicating innovation (e.g. new, new generation, innovative, modern, advanced, progressive)

Commented [HB56]: Are they distinguishing which layer they found the features or appeals? This would be a departure from Indonesia where we only coded what was on the external most visible layer of the pack/product

Commented [QN57R56]: Yes, coders will capture the branding on internal packaging and product. We have found the branding are very prevalent at those places and discussed this at the TPackSS calls.

Commented [JB58]: Is it worth adding Weibo?

Commented [QN59R58]: We haven't seen Weibo info printed on packaging. Added it in the 'Other' and will ask coders to report it there.

Commented [HB60]: We did not final some of these w/in the Indonesia e-cigs. Specifically, none for option #3, but "smoke free future" was relatively common

Commented [HB61]: I'm glad you are adding this back! I think we missed out on this in Indonesia and we noted a few "innovation" appeals as additional appeals

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		[3] The phrases "less odor" or "odor reducing," etc [4] RELOC, resealable, adhesive, Pro Fresh, etc [88] Other (describe) (Example: anti-counterfeit numbers) [0] None of the above
(other_tech)	(If technology=88) Describe the other lexical technology appeals on the packaging:	Open
(taste_lex)  TPackSS F&A	Review for taste/sensation terminology on the packaging. Check all that apply.	[1] Fresh, freshness, refreshing [2] Cool, ice, cold, chill, frost, freeze [3] The word "sensation" [4] Aroma or smell terminology [5] Smooth, creamy [88] Other (describe) [0] None of the above
(taste_lex_other)	[If taste_lex=88] Please describe other taste/sensation terminology on the packaging.	Open
(flav)	Is there any flavor presented on the packaging?	[1] Yes [0] No
(flav_lex)  Krusemann et al. ( <a href="http://europa.europa.eu/epmc.org/article/MED/29788484">http://europa.europa.eu/epmc.org/article/MED/29788484</a> )	[if flav=1] Indicate the presence of flavor terminology on the (external, internal, product) packaging. Check all that apply.	[1] Tobacco [2] Menthol/Mint [3] Nuts [4] Spices [5] Coffee/Tea [6] Alcohol [7] Other Beverages (soda, energy drink, lemonade, milk, etc.) [8] Fruit (berries, citrus, tropical, etc.) [9] Dessert (cake, pie, cookie, custard, ice cream, muffin, waffle, etc.) [10] Candy (gummy bears, cotton candy, bubble gum, etc.) [11] Other sweets (chocolate, honey, caramel, vanilla) [88] Other characterizing flavor terminology [89] Concept flavor descriptor (describe) [0] None of the above flavor terminology
(tobacco)	[if flav_lex=1] Is there any description of the tobacco flavor on the (external, product) packaging?	[1] Yes (describe) [0] No
(tobacco_description)	[if tobacco=1] Enter the description of the tobacco flavor on the (external, product) packaging.  <i>Use only lowercase letters and no quotes.</i>	Open
(concept_description)	[if flav_lex=89] Enter the concept flavor description on the (external, product) packaging.	Open

Commented [HB62]: Could add another response option for food texture ("smooth" or "creamy") were pretty common in Indonesia

Commented [JB63]: Since flavors aren't allowed in China, might be worth adding a question on whether a flavor is listed (yes/no) and then include branching logic to go to a question on specific flavor if 'yes'. Might be easier for the coders.

Commented [JC64]: were there China-specific flavors that are not included in Krusemann? Would these all fall under "other characterizing flavor"?

Commented [QN65R64]: I found a few Chinese herb flavored on cig packs. But don't know whether we can find some on e-cig packs, especially all non-tobacco flavored e-cigs are currently banned.

Commented [JB66]: Suggest adding specific instructions on how to enter the description if this is common (e.g., all caps, no quotes) to avoid some many coder discrepancies.

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		<i>Use only lowercase letters and no quotes.</i>	
(flav_lex_other)	[If flavor_lex=88] Enter the description of "other" flavor on the (external, product) packaging.	<i>Use only lowercase letters and no quotes.</i>	Open
(flav_img)  Krüsemann et al. ( <a href="http://europ.epmc.org/article/MED/29788484">http://europ.epmc.org/article/MED/29788484</a> )	[if flav=1] Indicate the presence of flavor imagery on the (external, internal, product) packaging. Check all that apply.		[1] Tobacco [2] Menthol/Mint [3] Nuts [4] Spices [5] Coffee/Tea [6] Alcohol [7] Other Beverages (soda, energy drink, lemonade, milk, etc.) [8] Fruit (berries, citrus, tropical, etc.) [9] Dessert (cake, pie, cookie, custard, ice cream, muffin, waffle, etc.) [10] Candy (gummy bears, cotton candy, bubble gum, etc.) [11] Other sweets (chocolate, honey, caramel, vanilla) [88] Other flavor imagery (describe) [89] Don't know/not sure [0] None of the above
(flav_img_other)	[If flavor_img=88] Enter the description of other flavor imagery on the (external, product) packaging.		Open
(youth_appeal_text)  <i>Stanford youth appeals codebook The Impact of Humor in Advertising, Weinberger.</i>	Please indicate any youth appeals regarding TEXT present on the packaging. Check all that apply  <i>Focus on prominent features of the pack when selecting appeals.</i>		[1] Fun brand name [2] Youth-oriented language or slang (e.g., "fun," "chill," "lit") [3] Joke or humorous (contains a pun, an understatement, joke, something ludicrous, satire, exaggeration, irony, or humorous intent) [4] Prominent font considered fun, cute, or cool [88] Other youth appeal regarding TEXT [0] None of the above
(youth_appeal_img)	Please indicate any youth appeals regarding IMAGERY present on the packaging. Check all that apply  <i>Focus on prominent features of the pack when selecting appeals.</i>		[1] Bright/vibrant colors or colorful pattern [2] Cartoons/animations/memes [88] Other youth appeal regarding IMAGERY [0] None of the above
(youth_appeal_shape)	Please indicate any youth appeals regarding SHAPE of the packaging. Check all that apply  <i>Focus on prominent features of the pack when selecting appeals.</i>		[7] Pack/product shape resembles candy or another sweet treat (e.g., juice pack, soda) [13] Interactive components/games on packaging (+ collectables?) [88] Other youth appeal regarding SHAPE [0] None of the above

Commented [HB67]: In hindsight, I do think you could split these youth appeals into sections, something like

youth\_1  
=anything to do with text (fun name, slang or joke)

youth\_2  
=anything to do with imagery (colors, cartoons, etc)

youth\_3  
=something to do with shape (resembles something else, interactive components)

youth\_4  
=other

Commented [KCS68R67]: While I like this, I think that it is probably going to be harder to do than you might think. I think that we can describe items that are coded with youth appeal rather than trying to further categorize. We can try and possibly create a single "any youth category" variable - BUT - it may be that we have more 'noise' in our youth code this way than we might want.

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(youth_appeal_other)	Please indicate any other youth appeals present on the packaging. Check all that apply  <i>Focus on <b>prominent features</b> of the pack when selecting appeals.</i>	[1] Depictions of recreation, action or adventure (e.g., sports) [2] Depictions of anything related to pop culture (e.g., social media influencer, well known figure) [3] Depictions related to entertainment (e.g., music, television) [4] Party scene (at a bar, club, party, concert, etc.) [5] Action, adventure (person is actively engaged in activity) [6] Romance (people are holding hands, showing affection, kissing, etc.) [7] Depictions of alcohol or other substances (e.g., cannabis) [88] Other youth appeals [0] None of the above
(youth_appeal_other_text)	[If youth_appeals_other =88] Enter the description of other youth appeal on the packaging.	Open
(culture_appeal)	Please indicate any China cultural-specific appeals present on the packaging. Check all that apply.	[1] Mentions of any town, city, province in China [2] Famous buildings, structures, statues or famous landscapes (e.g., rivers, mountains) in China [3] China country animals (e.g. Panda) [4] Mythical creatures in China (e.g. Dragon) [5] China-specific traditional and cultural items identified by an expert [6] China cultural nostalgia (i.e. citation of the classics, traditional poems, historical stories, traditional art/patterns) [7] Promotion of health or longevity (i.e. mention of Chinese medicine foods/herbs, "longevity", "long life", "peaches", "cranes", "immortal") [88] Other [0] None of the above
(global_luxury_appeal)	Please indicate any global or luxury/quality appeals present on the packaging. Check all that apply.	[1] "Quality," "finest" or "fine," "special," "premium" [2] Other luxury appeals [3] "International," "world" [4] Other foreign/international appeals [0] None of the above
(notable_other)	Is there anything else notable about the pack that has not been captured by the previous questions??	[1] Yes (describe) [0] No
(notable_other_describe)	[If notable_other=1] Describe it.	Open

Commented [HB69]: We did not find this

Commented [HB70]: This was also uncommon

Commented [KCS71R70]: I think that it's ok to keep options not found in other countries that might be found here.

Commented [HB72]: We found some global appeals & luxury appeals ("premium") in the Indonesia packs that could be worth separating into additional questions

**FOLLOW-UP**

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(further_discuss)	Are there any aspects of this product or packaging that need further discussion?	[1] Yes (describe) [0] No
(further_describe)	[If further =1] Describe the question number and issue that requires further discussion.	Open