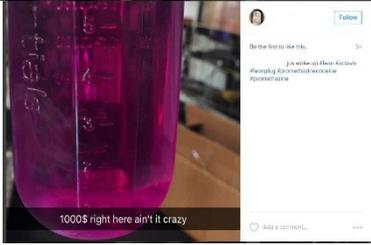


Multi-Media Appendix 1: Opioid-Related Hashtags, definitions and examples

Hashtag and definition	Example	Photo description and caption
<p>#Actavis A pharmaceutical company that discontinued its manufacture of promethazine or codeine cough syrup because of “unlawful and dangerous use of the product...contrary to its approved indication.”</p>		<p>Image of purple liquid in measuring bottle with overlay saying “1000\$ right here aint it crazy.” Caption reads: jus woke up #lean #actavis #leanplug #promethazinecodeine #promethazine</p>
<p>#CodeineCrazy The title of a popular song by trap artist, Future. It has been viewed more than 18 million times on YouTube.</p>		<p>Purple liquid in a bottle and a medicine bottle containing liquid. Caption reads: slumpy time (smiley face emoji) #Slumptime #slumpedout #codeine #Actavis #drank #purpleoil #MustBeNice #codeinecups #poedup #threwedoff #lean #Wockhardt #hydrocodone #Texastea #leanin #Realsippersonly #Leanteam #purplepotion #doublecup #Dirtysprite #sipslow #Expensivetaste #sizzurp</p>
<p>#DoubleCup The signature container for the consumption of lean, made of two nested white Styrofoam cups.</p>		<p>Image of reddish liquid in a double styrofoam cup and a vaporizer pen. Caption reads: #sundayfunday #420 #beachbum #mmj #siplean #lean #kickstand #dranksquad #beach #doublecup #faded with the fam</p>
<p>#OilMobb This term derives from the viscous, oil-like consistency promethazine or codeine cough syrup.</p>		<p>Image of purplish liquid and ice in a styrofoam cup. Caption reads: Sippin dark (cat emoji) (sleep emoji) #techszn #siplean #pourup #oilmob #drankinmycup #mudlife</p>
<p>#Promethazine The name of a common antihistamine with strong sedative effects. It is often mixed with codeine to treat against cough</p>		<p>Image of dark liquid in styrofoam cup in car. Caption reads: its red and we poor it up #codeine #promethazine #lean #sippinmud</p>
<p>#Qualitest A pharmaceutical company that manufactures promethazine or codeine cough syrup</p>		<p>Image of double styrofoam cup, baby bottle with purple liquid, and a bottle of seltzer. Caption reads: three amigos #qualitest #onys #solosippin #drunkedup</p>

<p>#SipLean Refers to the slow consumption of lean and a clothing or accessory brand</p>			<p>Image of promethazine hydrochloride with apple ring gummy candy. Caption reads: dime on time #siplean #duval2daworld</p>
<p>#Sizzurp Another name for promethazine or codeine cough syrup</p>			<p>Image of soda and medicine bottle in the shelf of a fridge. Caption reads: squeezing in #codeine #Actavis #drank #purpleoil #MustBeNice #codeinecups #poedup #threwedoff #lean #Wockhardt #hydrocodone #Texastea #leanin #Realsippersonly #Leanteam #purplepotion #doublecup #Dirtysprite #sipslow #Expensivetaste #sizzurp</p>
<p>#TexasTea Another name for promethazine or codeine cough syrup mixed with soda and occasionally hard candy; emphasizes the origins of lean or "purple drank" in Houston, TX</p>			<p>Image of clear liquid being poured into double styrofoam cup with ice and light pink liquid. Caption reads: po'in up that drank #drank #purple #screwed up #zzzquil #doublecup #texas #texasrill #texastea #jokes #nightnightn * * * *</p>
<p>#Wockhardt A pharmaceutical company that manufactures promethazine with codeine cough syrup</p>			<p>Image of soda bottle with label removed and purple liquid in cup. Caption reads: RIP SCREW #Screwjuice #RIPSCREW #choppedandscrewed #screwedupclick #drank #actavis #Wockhardt #Texastea #purpleoil #lean #codeine</p>