Table 1.

Volume of Tweets Posted by E-cigarette Companies

|  |  |  |  |
| --- | --- | --- | --- |
| Company | Tweets before 8/8 | Tweets after 8/8 | Total |
| Blu | 54 (62.1%) | 33 (37.9%) | 87  |
| Vaporfi | 32 (42.1%) | 44 (57.9%) | 76 |
| Volcano | 48 (38.4%) | 77 (61.6%) | 125  |
| Vapor4life | 42 (47.7%) | 46 (52.3%) | 88  |
| Whitecloud | 71 (47.7%) | 78 (52.3%) | 149  |
| Total  | 247 (47.0%) | 278 (53.0%) | 525 (100%) |