

Table 1 Coding system with operational definitions

Variable	Operational definition
<i>Date of publication</i>	Day, month and year of the publication of article
<i>Name of newspaper</i>	Name of the newspaper in which the item appears
<i>Tobacco control topics mentioned</i>	Items are classified under 1 or more of 6 topics that are modelled after the MPOWER demand-control policies: <ul style="list-style-type: none">– Monitor: discussing prevalence of tobacco use, tobacco consumption, tobacco-related economics and tobacco trade figures– Protect: discussing exposure to second-hand smoke and enforcement of smoking bans– Offer: discussing tobacco dependence treatment methods, availability of services, need for and benefit of services and tips for quitting smoking– Warn: discussing the addictiveness of tobacco, the health effects of tobacco and efforts to create awareness of tobacco addictiveness and harms– Enforce: discussing tobacco advertising, promotion and sponsorship– Raise: discussing taxation, pricing and smuggling of tobacco products
<i>Additional topics of interest</i>	Items are classified under either, both, or none of the following topics: <ul style="list-style-type: none">– Minors and tobacco– The waterpipe
<i>Tone¹</i>	Items are classified under one of the following tones: <ul style="list-style-type: none">– Pro-tobacco-control: content highlights the negative effects of tobacco on society, is supportive of tobacco control, is critical of tobacco use or is critical of entities supporting or promoting tobacco.– Anti-tobacco-control: content underrepresents the tobacco problem, is understood as hostile to tobacco control or is understood as sympathetic to entities supporting or promoting tobacco.– Neutral: content is neither pro- nor anti-tobacco-control, or presents a balanced mix of pro- and anti-tobacco-control arguments.

¹Coding for tone was performed for a subset of the items (published between 1 April, 2014 and 31 March, 2015).