## Table 1. Demographics of Twitter users

|  |  |
| --- | --- |
|  | Number of Tweets  n (%) |
| Location the tweet was generated\* (n=197) |  |
| Urban | 166 (84.3) |
| Regional | 27 (13.7) |
| Rural | - |
| Unknown | 4 (2.0) |
| Gender retrieved from public user profiles that contained a URL (n=63) |  |
| Female | 26 (41.3) |
| Male | 19 (30.2) |
| Business page | 4 (6.3) |
| Broken link / profile no longer public | 14 (22.2) |
|  | |
| \*Geographic coding based on location type provided by TrISMA database. | |

## Table 2. Major categories, and exemplar tweets

|  |  |  |
| --- | --- | --- |
| **Sentiment/theme** | **DESCRIPTION** | **EXAMPLE** |
| **Humour** | laughter emoji, sarcasm, jokes, reference to laughter (haha, lol, jokes); allusions to humorous motifs; | “Yep definitely got sunburn after this picture hahaha” |
| **Joy** | Happy face/laughing emoji, expressed regret about pain of sunburn but stated it was worth it for the fun, described sunburn along with exciting event; associated with something pleasurable. | “Awesome day out on the water and caught dinner  for tonight.” |
| **Celebratory Nationalism** | Connection between being sunburnt and being Australian or in Australia; used colloquial Australian language in description of being sunburnt e.g. “mate”, Sunburn used to describe place “Sunburnt landscapes”. | Use of the word “straya” *(an abbreviation of Australia)* |
| **Shame** | Incorporated sense of being ugly after sunburn, sense of embarrassment of being sunburnt; | “My face is peeling. Ugh. I hate sunburn! 3rd time I've ever been sunburnt!!! Not okay man, not okay.” |
| **Fear/Pain** | Expressed pain due to sunburn, e.g. , difficulty sleeping or walking; used pain emoji; | “I’m never wearing shoes again my feet got so sunburned today.” |
| **Worry** | Sunburn as a threat; concerned for someone else. | “@TMI\_Australia how is ur sunburn today?” |
| **Confusion** | Expressed unexpected outcome; , sunburn still occurred after using sun protection; | “for once in my life I used sunscreen and I still got sunburnt down the backs of my legs and arms” |
| **Statement of Fact** | Stated I am sunburn; often accompanied by a sense of normality. | “I came home from summer vacay sunburned, and now melbourne is flooded so I’m rearranging living rm furniture.” |
| **Future Behaviour** | Would not repeat behaviour, used sunburn event as a prompt for future sun  protection. | “My sunburn’s now at that point where it's itchy as fk, but hurts like hell to scratch.” |
| **Advice** | Advice on how to treat sunburn. | “Whoever told Emma that putting yoghurt on sunburn helped was lying to her.” |
| **Misc** | Comments that do not fit into a category. | For example, describing whale sunburn |
| \*Hashtags were removed from quotes to ensure participant confidentiality. | | |

## Table 3. Total Numbers of Tweeted Sentiments According to Neuropsychological Categorisation (Affective v Cognitive)

|  |  |
| --- | --- |
| Affective | Total No. of tweets |
| Humour | 68 |
| Joy | 42 |
| Celebratory Nationalism | 25 |
| Shame/Disgust | 5 |
| Fear/Pain | 33 |
| Worry | 14 |
| Confusion | 9 |
| Total | **196** |
| Cognitive |  |
| Statement of fact | 24 |
| Future behaviour | 4 |
| Advice | 8 |
| Total | **36** |
| \* There were no limits to the number of themes that could be assigned to each tweet. | |

## Table 4. Emotional Valence of Affective Tweets (n=196)

|  |  |  |
| --- | --- | --- |
| Positive | n | (%) |
| Humour | 68 | (34.7) |
| Joy | 42 | (21.4) |
| Celebratory Nationalism | 25 | (12.8) |
| Total | **135** | **(68.9)** |
| Negative |  |  |
| Shame/Disgust | 5 | (2.6) |
| Fear/Pain | 33 | (16.8) |
| Worry | 14 | (7.1) |
| Confusion | 9 | (4.6) |
| Total | **61** | **(31.1)** |