## 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 sunprotection.  | “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)** |