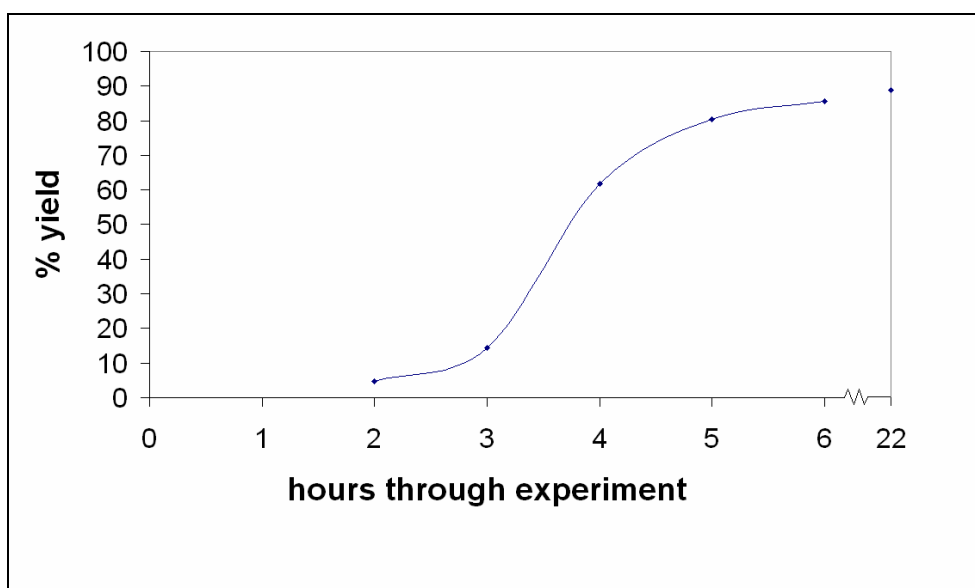


**Supporting information.**

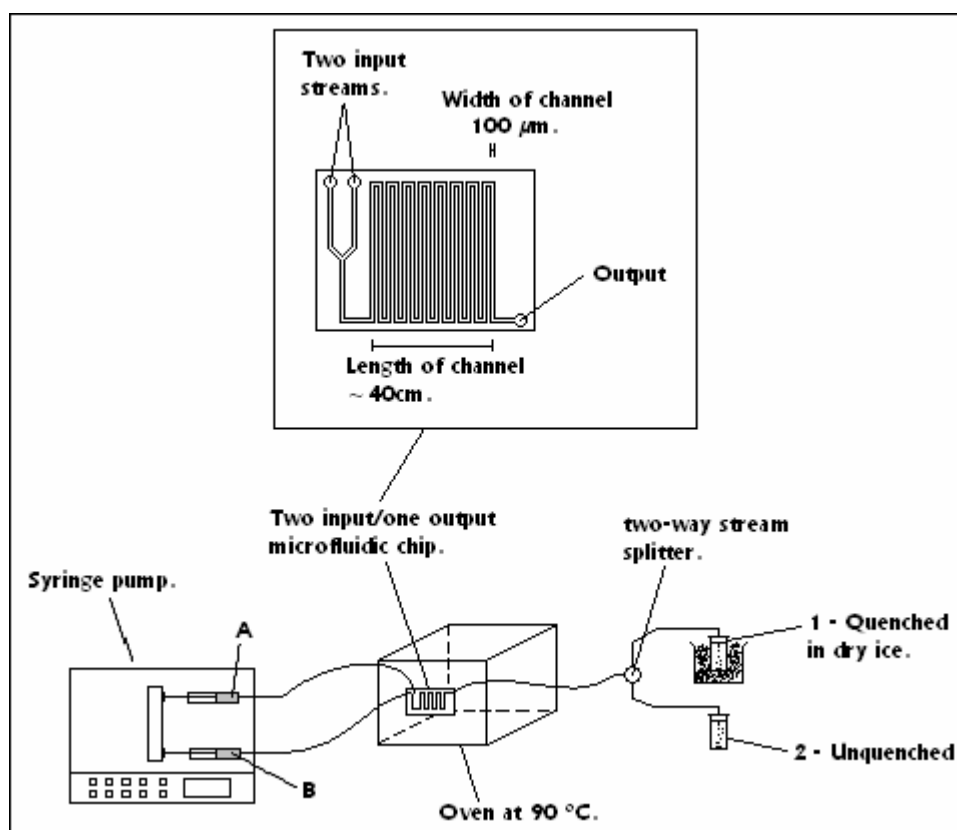
**A Comparative Synthesis of Titanium Oxide Nanostructures on the Bulk Scale and  
Using Microfluidic Chips**

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**Figure S1.** Yield data for batch synthesis.

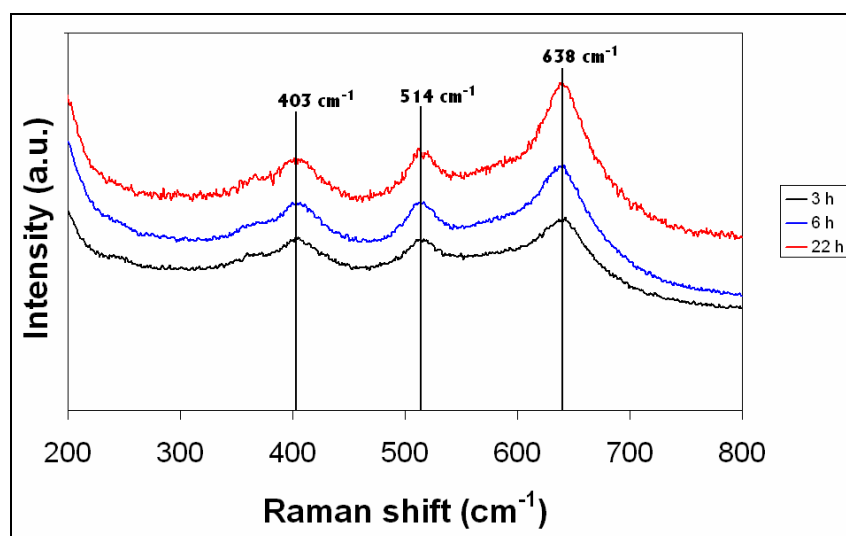


**Figure S2.** Schematic showing the microfluidic chip set-up and detail of the chip used.

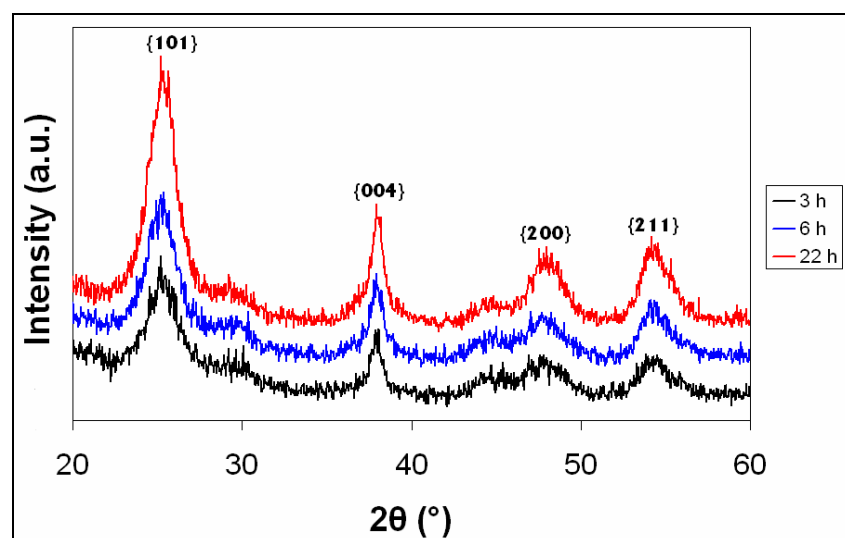
*Characterisation techniques.*

Transmission electron microscopy (TEM) was performed using a JEOL JEM 2010 microscope operating at 200 kV. Samples were prepared by dropping dilute hexane solutions onto a carbon film supported on a 300 mesh copper grid. X-ray powder diffraction patterns were collected with a Philips X'Pert diffractometer Cu K $\alpha$  radiation at a wavelength of 1.54 Å. Due to the small mass of material obtained from the microfluidic experiments it was not possible to perform conventional X-ray powder diffraction on these samples. Instead, a single-crystal Oxford Diffraction X'calibur 3 diffractometer was used, with ~3 mg dry powder suspended in a 0.7 mm inner diameter Lindemann tube.

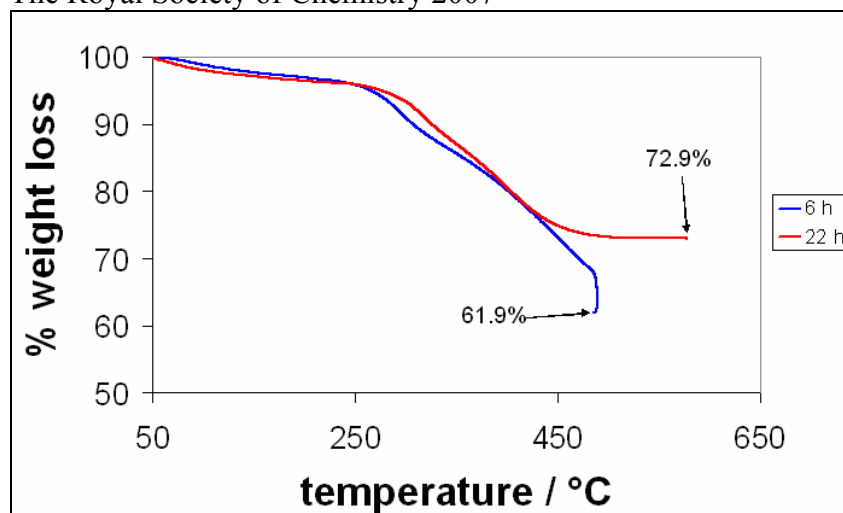
**Raman spectroscopy and X-ray diffraction spectra and thermogravimetric analysis plots.**



**Figure S3.** Raman spectra of batch reactions after 3, 6 and 22 hours.

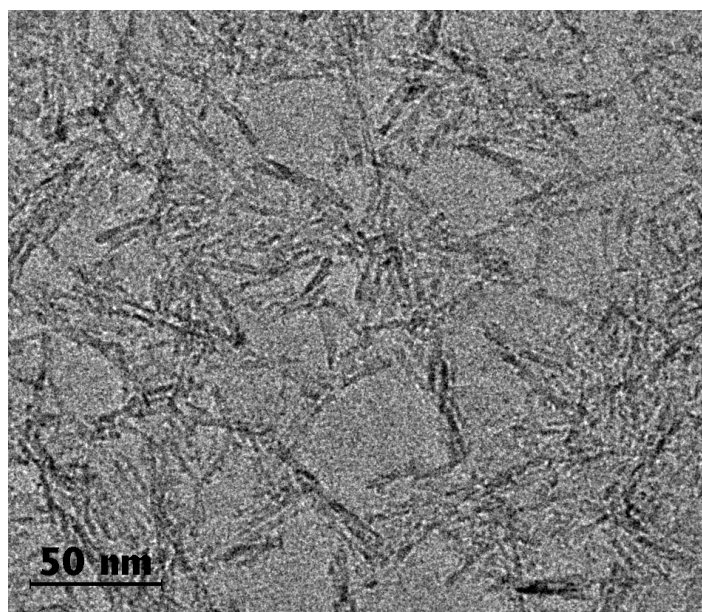


**Figure S4.** X-ray diffraction spectra of batch reactions after 3, 6 and 22 hours.

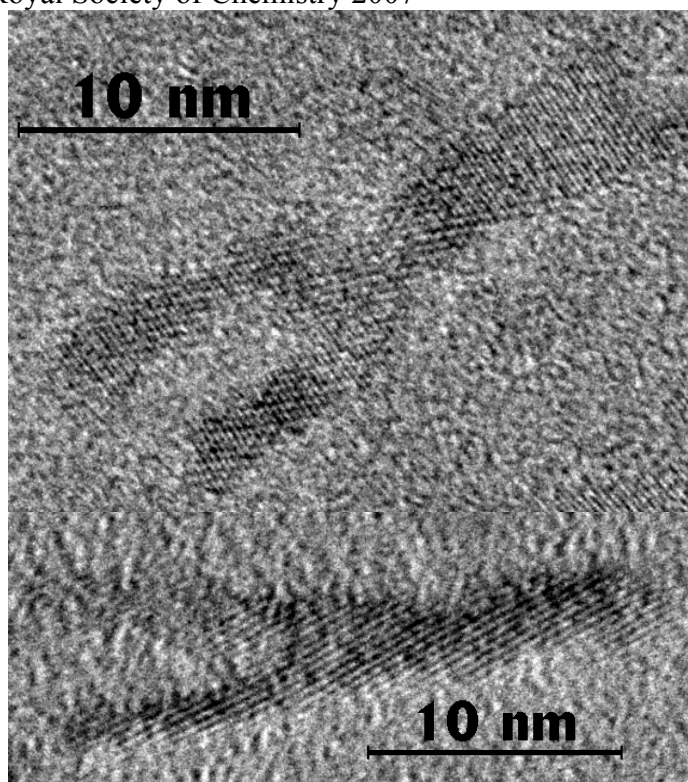


**Figure S5.** Thermogravimetric analysis plots (in air) of batch synthesised samples. Between 50 and 250 °C volatile organics (water/ethanol etc.) are lost, above 250 °C the oleic acid surfactant is burnt and above 500 °C only TiO<sub>2</sub> remains.

**TEM images.**



**Figure S6.** TEM image 1-D TiO<sub>2</sub> nanorods obtained after a batch reaction for 6 h.



**Figure S7.** HRTEM images of branched structures formed after a batch reaction of 22 h.