**Additional file 2. Illustration of data analysis process**

Categorization of themes and codes into key psychological principles and into parts of the Results.

|  |  |  |
| --- | --- | --- |
| **Parts of Results section**  (Subheadings in text) | **Key psychological principles**  (from Table 1) | **Themes in Coding scheme**  (from Table 3) |
| **Support experienced** | Social contagion theory | *Prior to campaign*  Rationale to quit smoking  Rationale for participation in Stoptober  *Behavioral determinants*  Attitude  Social influence  Self-efficacy  Motivational strength  *Intervention components*  Mass media |
| SMART goals | *Prior to campaign*  Rationale to quit smoking  Rationale for participation in Stoptober  *Strategies to break habit*  Relapse prevention  Goal setting  *Behavioral determinants*  Social influence  Self-efficacy / Confidence in success  Motivational strength  *Intervention components*  Set date and time |
| PRIME theory | *Experiences during campaign*  Difficult moments  Positive experiences  *Strategies to break habit*  All codes  *Behavioral determinants*  Social influence  Self-efficacy  Habit  Identity  Motivational strength  *Intervention components*  Facebook  App  Ambassadors  Needs |
| **Further need for support** | Social contagion theory | *Behavioral determinants*  Social influence  *Intervention components*  Needs |
| SMART goals | *Strategies to break habit*  Relapse prevention  *Behavioral determinants*  Attitude  Self-efficacy  Motivational strength  *Intervention components*  Set date and time |
| PRIME theory | *Experiences during campaign*  Difficult moments  Additional support  *Strategies to break habit*  Relapse prevention  *Behavioral determinants*  Social influence  Self-efficacy  *Intervention components*  General  Facebook  App  Mass media  Ambassadors  Needs |
| **Follow-up support** | Social contagion theory | *Behavioral determinants*  Social influence  *Intervention components*  Needs |
| SMART goals | *Prior to campaign*  Rationale to quit smoking  Rationale for participation in Stoptober  *Strategies to break habit*  Goal setting  Relapse prevention  *Behavioral determinants*  Self-efficacy  *Intervention components*  Set date and time |
| PRIME theory | *Behavioral determinants*  Relapse prevention  *Future*  Confidence in maintaining abstinence High risk situations  *Intervention components*  Facebook  App  Needs |