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

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

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| **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 |