

## Multimedia Appendix 1 Overview of study and Internet characteristics and objective outcome measures of exposure to Internet interventions presented to behavior

Study <sup>a</sup> , country	Target behavior, target group (N)	Potential exposure promoting elements, within main categories <sup>b</sup>	Objective outcome measure regarding exposure to Internet intervention <sup>b</sup>
<b>A. Physical activity</b>			
1. Carr (2008) [36], USA	<b>Target behavior:</b> physical activity <b>Target group:</b> sedentary overweight non-smoking adults (N=32) with a BMI between 18-40	<b>IBC:</b> 1. goal setting; 2. activity planning; 3. self-monitoring; 4. feedback on progress <b>IE:</b> virtual partner stories, quizzes, website links <b>PS:</b> - <b>CS:</b> weekly/bi-weekly e-mail/phone contact with facilitator <b>EP:</b> - <b>UD:</b> provision of new lessons <b>II:</b> -	<b>Login:</b> every 11 <sup>th</sup> day login during the intervention <b>IBC:</b> avg. 13 of 44 online journal activities (30%)
2. Dunton (2008) [37], USA	<b>Target behavior:</b> physical activity <b>Target group:</b> healthy and racially/ ethnically-diverse females (N=156) aged 21-65	<b>IBC:</b> 1. feedback on performance, cognitive constructs, and barrier identification and solution <b>IE, PS, CS:</b> - <b>EP:</b> 10 weekly follow-up e-mail newsletters with generic PA promotion information <b>UD, II:</b> -	<b>Login:</b> 0 times 5%; 1-2 times: 21%; 3-5 times: 37%; 6-10 times: 29%; >10 times: 8% <b>EP:</b> avg. 7.44 out of 10 ± 4.1 e-mails opened; 6.65 out of 25 ± 6.33 website links embedded in e-mails were opened (27%)
3. Ferney (2008) [28], Australia	<b>Target behavior:</b> walking and overall physical activity <b>Target group:</b> adults (N=106) aged 45-60 who did not meet current PA guidelines	<b>a. IBC:</b> 1. goal setting; 2. self-monitoring <b>IE:</b> target heart rate calculator, searchable database of local PA opportunities, website links <b>PS:</b> bulletin board <b>CS:</b> possibility to e-mail counselor <b>EP:</b> weekly/bi-weekly/maintenance e-mails with tailored feedback <b>UD:</b> bi-weekly updated news items <b>II:</b> -	<sup>d</sup> <b>Login:</b> avg. 8.2 logins ± 9.0 <b>IBC:</b> 13% used self-monitoring tool; 52% completed at least 1 tailored quiz, avg. 2.2 ± 1.4 quizzes <b>PS:</b> 1 participant posted message on bulletin board <b>CS:</b> 25% e-mailed counselor
		<b>b. IBC, IE, PS, CS:</b> - <b>EP:</b> e-mail with non-tailored advice <b>UD, II:</b> -	<sup>d</sup> <b>Login:</b> avg. 2.8 logins ± 2.4
4. Herman (2006) [38], USA	<b>Target behavior:</b> physical activity <b>Target group:</b> employees of multinational information technology company (N=67,324)	<b>IBC:</b> 1. goal setting; 2. self-monitoring; 3. feedback on progress <b>IE, PS:</b> - <b>CS:</b> ask the expert <b>EP:</b> e-mails with educational and motivational content <b>UD:</b> - <b>II:</b> mementos and cash rebate	<b>Access program content:</b> 53%

5. Hurling (2007) [39], UK	<b>Target behavior:</b> total and moderate to vigorous physical activity <b>Target group:</b> adults (N=77) aged 30-55 with a BMI of 19-30 who were not vigorously active	<b>IBC:</b> 1. feedback on performance, cognitive constructs, and barrier identification and solutions; 2. activity planning; 3. self-monitoring; 4. feedback on progress <b>IE:</b> information library <b>PS:</b> message board <b>CS:</b> - <b>EP:</b> e-mail and/or mobile phone prompts (optional), e-mail and/or mobile phone messages with motivational content (optional) <b>UD, II:</b> -	<sup>d</sup> <b>Visit duration:</b> avg. 7.5 min ± 0.9 <sup>d</sup> <b>Login:</b> avg. 2.9 logins ± 0.5 per week resulting in avg. 26.1 logins for 9 weeks <b>IBC:</b> use of activity charts (showing the accelerometer feedback data), schedule (weekly exercise planner) by at least 33% <b>PS:</b> use of chat-room style message board by at least 33%
6. Hurling (2006) [40], UK	<b>Target behavior:</b> physical activity/exercise <b>Target group:</b> adult employees (N=66) aged 23-54 years	<b>a. IBC:</b> 1. feedback on performance, cognitive constructs, and barrier identification and solutions; 2. activity planning; 3. self-monitoring; 4. feedback on progress <b>IE:</b> information library <b>PS:</b> message board <b>CS:</b> - <b>EP:</b> e-mail and/or mobile phone prompts (optional), e-mail and/or mobile phone messages with motivational content (optional) <b>UD, II:</b> -	<sup>d</sup> <b>Login:</b> avg. 1.4 logins per week resulting in avg. 14 logins for 10 weeks <sup>d</sup> <b>Completion whole intervention:</b> 75%
		<b>b. IBC:</b> 1. feedback on barrier identification and solution; 2. self-monitoring; 3. feedback on progress <b>IE, PS, CS, EP, UD, II:</b> -	<sup>d</sup> <b>Login:</b> avg. 1.0 logins per week; avg. 10 logins for 10 weeks <sup>d</sup> <b>Completion whole intervention:</b> 43%
7. Lewis (2008) [41], Marcus (2007) [42], USA	<b>Target behavior:</b> physical activity and exercise <b>Target group:</b> healthy sedentary adults (N=249) aged 18 and older who were ≤ 90 minutes per week physical active	<b>IBC:</b> 1. feedback on performance and cognitive constructs; 2. goal setting; 3. self-monitoring; 4. feedback on progress <b>IE:</b> website links <b>PS, CS:</b> - <b>EP:</b> e-mail as prompts <b>UD:</b> monthly tailored feedback reports, daily update with tip of the day <b>II:</b> -	<sup>d</sup> <b>Duration visit:</b> avg. 7.1 min per session; total avg. 356 min in one year <b>Login:</b> median 50 logins
		<b>b. IBC:</b> 1. self-monitoring <b>IE:</b> website links <b>PS, CS:</b> - <b>EP:</b> e-mail as prompts <b>UD, II:</b> -	<sup>d</sup> <b>Duration visit:</b> avg. 6.8 min per session; total avg. 260 min in one year <b>Login:</b> median 38 logins
8. Leslie (2005) [16], Australia	<b>Target behavior:</b> physical activity and exercise <b>Target group:</b> academic and general staff of medium-sized university (N=655)	<b>IBC:</b> 1. feedback on cognitive constructs; 2. goal setting; 3. activity planning <b>IE:</b> target heart rate calculator, rotating photo images of PA options <b>PS, CS:</b> - <b>EP:</b> 4 bi-weekly personalized stage-targeted e-mails <b>UD:</b> daily update with tip of the day <b>II:</b> -	<b>Landing website:</b> 4114 hits <b>Access program content:</b> 46% <sup>d</sup> <b>Duration visit:</b> avg. 9 min <sup>d</sup> <b>Pages visited:</b> avg. 18 pages <b>IBC:</b> 66% completed at least on stage-based quiz
9. Plotnikoff (2006) [43], Canada	<b>Target behavior:</b> raise awareness for physical activity <b>Target group:</b> general national population (N=3175)	<b>IBC:</b> 1. goal setting; 2. activity planning; 3. self-monitoring; 4. feedback on progress <b>IE, PS, CS, EP, UD, II:</b> -	<sup>d</sup> <b>Revisit website:</b> 15%

10. Spittaels (2006) [44], Belgium	<b>Target behavior:</b> physical activity <b>Target group:</b> visitors (N=55) of a university hospital aged 20 to 55	<b>IBC:</b> 1. feedback on performance, cognitive constructs, and barrier identification; 2. activity planning <b>IE:</b> website links <b>PS:</b> forum <b>CS, EP, UD, II:</b> -	<b>Access program content:</b> 28% (46% distributed with personal contact, 7% without personal contact) <sup>d</sup> <b>Completion intervention first visit:</b> 90% (89% distributed with personal contact, 100% without personal contact) <b>IBC/IE:</b> 22% of the visitors used one or more supplementary parts
11. Spittaels (2007) [45], Belgium	<b>Target behavior:</b> physical activity <b>Target group:</b> adults aged 20 to 55 (N=434)	<b>a. IBC:</b> 1. feedback on performance and cognitive constructs; 2. activity planning; 3. feedback on progress <b>IE:</b> website links <b>PS:</b> forum <b>CS:</b> - <b>EP:</b> 7 non-tailored e-mails as prompts to revisit <b>UD:</b> new tailored advice <b>II:</b> - <b>b. IBC:</b> 1. feedback on performance and cognitive constructs; 2. activity planning <b>IE:</b> website links <b>PS:</b> forum <b>CS, EP, UD, II:</b> -	<sup>d</sup> <b>Revisit website:</b> 31% to receive second tailored advice
12. Steele (2007) [46, 47], Australia	<b>Target behavior:</b> moderate intensity and lifestyle physical activity <b>Target group:</b> inactive adults (N=192) aged 18 and older being functionally mobile	<b>a. IBC:</b> 1. feedback on cognitive constructs; 2. goal setting; 3. activity planning; 4. self-monitoring <b>IE:</b> quizzes, multimedia video clips <b>PS:</b> - <b>CS:</b> access to online support person <b>EP:</b> weekly e-mail as prompts <b>UD:</b> weekly modules <b>II:</b> opportunity to receive incentives <b>b. IBC:</b> 1. feedback on cognitive constructs; 2. goal setting; 3. activity planning; 4. self-monitoring <b>IE:</b> multimedia video clips <b>PS:</b> - <b>CS:</b> access to online support person <b>EP:</b> weekly e-mail as prompts <b>UD:</b> weekly modules <b>II:</b> -	<sup>d</sup> <b>Login:</b> avg. 11.8 logins [range 2-90]  <sup>d</sup> <b>Login:</b> avg. 11.5 logins [range 2-102]
<b>B. Nutrition</b>			
13. Buller (2008) [48], Woodall 2007 [49], USA	<b>Target behavior:</b> fruit and vegetable consumption <b>Target group:</b> adults (N=755) living in specific area for at least 6 months and being older than 18 years	<b>IBC:</b> - <b>IE:</b> website links, community directory <b>PS:</b> - <b>CS:</b> community outreach trainer for questions/problems website <b>EP:</b> email as prompts <b>UD:</b> new or updated information <b>II:</b> every 2 months small gift	<b>Access intervention content:</b> 51% <sup>d</sup> <b>Duration visit:</b> avg. of 22.2 minutes total time [range 0-322.7] meaning avg. of 6.7 min per login <sup>d</sup> <b>Login:</b> avg. of 3.3 logins [range 1-39] <b>E-mail:</b> 23% responded to at least one of the e-mails by logging in within 5 days of e-mail was sent; 6 participants responded to all of the messages; those who responded to at least one email, 51% responded to half or more of the messages, while 49% responded to fewer than half.
14. Huang (2006) [50], Australia	<b>Target behavior:</b> purchases with saturated fat <b>Target group:</b> adult consumers (N=497) using a commercial online Internet supermarket shopping site	<b>IBC:</b> feedback on performance <b>IE:</b> point of purchase decision making <b>PS, CS, EP, UD, II:</b> -  <b>IBC, IE, PS, CS, EP, UD, II:</b> -	<b>Landing website:</b> total of 11% for both interventions <sup>d</sup> <b>Completing first visit:</b> 89% <b>Login:</b> median of 3 shopping episodes [range 1-20]  <sup>d</sup> <b>Completing first visit:</b> 94%

15. McNeill (2007) [51], USA	<b>Target behavior:</b> fruit and vegetable consumption <b>Target group:</b> adults (N=52) residing in low-income multiethnic neighborhoods	<b>IBC:</b> - <b>IE:</b> recipes database <b>PS, CS:</b> - <b>EP:</b> e-mail as prompt, and e-mail with feedback on performance and tips on increasing consumption <b>UD:</b> - <b>II:</b> raffle for a small incentive	<b>Access website content:</b> 75% <b>Pages visited:</b> avg. 24.5 pages out of 192 distinct pages <b>Logins:</b> avg. 3.8 logins <b>E-mail:</b> 56% login after first reminder; 27% after second reminder; 56% after final reminder
16. Papadaki (2005) [52], Papadaki (2006) [53], Scotland	<b>Target behavior:</b> Consumption of four key components of the Mediterranean diet <b>Target group:</b> healthy females university employees (N=72) aged 25 to 55	<b>IBC:</b> - <b>IE:</b> self-assessment quizzes, recipe section <b>PS:</b> bulletin board <b>CS:</b> - <b>EP:</b> 6 e-mails with feedback letters on performance, cognitive constructs, barrier identification and solution, progress, and progress; weekly e-mails as prompts including tips for relevant sections at the website with respect to goal <b>UD:</b> regular updates with tip of the day and new recipes <b>II:</b> -	<b>Landing website:</b> avg. 150 hits each month <b>Logins:</b> avg. 15.5 logins
<b>C. Weight management</b>			
17. Cussler (2008) [54], USA	<b>Target behavior:</b> weight maintenance through diet, physical activity and weight gain prevention <b>Target group:</b> premenopausal women (N=135) aged 40 to 55 with BMI between 25 and 38, non smokers	<b>IBC:</b> 1. self-monitoring; 2. feedback on progress <b>IE:</b> communication tools, website links <b>PS:</b> self-organized support groups meeting online, bulletin board, chat rooms <b>CS:</b> optional counselor support through e-mail, bulletin board and chat <b>EP:</b> e-mail as intervention content <b>UD:</b> new added information/articles <b>II:</b> several web-based incentive programs	<b>IBC:</b> diet log: 90%, avg. 53.4 ± 62.3 [range 0-299]; weekly weight log: 100%, avg. 26.9 ± 19.9 [range 1-69]; physical activity log: 84%, avg. 67.5 ± 76.3 [range 0-294]; 'your week' log: 71%, avg. 9.2 ± 12.2 [range 0-42] <b>PS:</b> 81%; avg. 84.3 ± 157.1 [range 0-835]
18. Glasgow (2007) [21], USA	<b>Target behavior:</b> weight loss through nutrition and physical activity <b>Target group:</b> health plan members (N=2311) with BMI < 30 for general membership and < 25 for those with chronic disease	<b>a. IBC:</b> 1. feedback on performance, cognitive constructs, and barrier identification and solution; 2. goal setting; 3. action planning <b>IE, PS, CS:</b> - <b>EP:</b> 6 e-mail as prompt to view follow-up action plans and tailored newsletters <b>UD:</b> 6 tailored newsletters <b>II:</b> -	<b>Access program content:</b> 13% accessed initial program content; 6% accessed extended program content
		<b>b. IBC:</b> 1. feedback on performance, cognitive constructs, barrier identification and solution; 2. goal setting; 3. action planning <b>IE, PS, CS:</b> - <b>EP:</b> 3 e-mails as prompt to view follow-up action plans <b>UD:</b> 3 tailored newsletters <b>II:</b> -	<b>Access program content:</b> 62% accessed initial program content; 25% accessed extended program content
		<b>c. IBC:</b> 1. feedback on performance, cognitive constructs, barrier identification and solution; 2. action planning <b>IE, PS, CS:</b> - <b>EP:</b> 6 e-mails as prompt to view follow-up action plans and tailored newsletters <b>UD:</b> 6 tailored newsletters <b>II:</b> -	<b>Access program content:</b> 19% accessed initial program content; 8% accessed extended program content

		<p><b>d. IBC:</b> 1. feedback on performance, cognitive constructs, barrier identification and solution; 2. action planning  <b>IE, PS, CS:</b> -  <b>EP:</b> 3 e-mails as prompt to view follow-up action plans  <b>UD:</b> 3 tailored newsletters  <b>II:</b> -</p>	<p><b>Access program content:</b> 90% accessed initial program content; 49% accessed extended program content</p>
19. Gold (2007) [55], USA <sup>c</sup>	<p><b>Target behavior:</b> weight loss through reducing calorie intake and increase aerobic activity  <b>Target group:</b> adults (N=124) aged 18 and older with a BMI between 25 and 39.9</p>	<p><b>a. IBC:</b> 1. feedback on performance; 2. goal setting; 3. self-monitoring; 4. feedback on progress  <b>IE:</b> contests, menu/recipe planner, food and exercise-calorie database, target heart rate, BMI calculator  <b>PS:</b> bulletin boards, e-mail possibilities with peers  <b>CS:</b> weekly/bi-weekly therapist-led chat meetings; weekly/bi-weekly e-mails from therapist with feedback on completed assignments  <b>EP:</b> weekly/biweekly e-mails with intervention content from counselor  <b>UD:</b> weekly new lesson; weekly updated story, new flashes and tips; periodically updated motivation page and local events guide  <b>II:</b> periodically contests with prizes</p>	<p><b>Login:</b> median 193/0-6 [range 120-309]; 90/6-12 months [range 21-154]  <b>IBC:</b> self-reported weight median 24/0-6 months [range 20-25]; 8/6-12 months [range 2-12]  <b>CS:</b> attendance online meeting median 21/0-6 months [range 19-23]; 11/6-12 months [range 6-14]</p>
		<p><b>b. IBC:</b> 1. feedback on cognitive constructs; 2. self-monitoring; 3. feedback on progress  <b>IE:</b> FAQ with expert responses  <b>PS:</b> chat-rooms, discussion boards, mentor section to team up with more experienced member  <b>CS:</b> professional facilitated online meetings  <b>EP, UD, II:</b> -</p>	<p><b>Login:</b> median 47/0-6 months [range 25-65]; 14/6-12 months [range 8-23]  <b>IBC:</b> self-reported weight median 16/0-6 months [range 8-22]; 8/6-12 months [range 2-13]  <b>CS:</b> attendance online meeting median 1/0-6 months [range 0-3]; 0/6-12 months [range 0-0]</p>
20. Harvey-Berino (2002) [56], USA	<p><b>Target behavior:</b> weight loss maintenance through modification of eating and exercise habits  <b>Target group:</b> overweight adults (N=122) aged 18 and older with a BMI &gt;25</p>	<p><b>IBC:</b> 1. self-monitoring  <b>IE:</b> short videos from group therapist  <b>PS:</b> self-initiated chat room meetings, bulletin board  <b>CS:</b> counselor support through bi-weekly chat sessions and e-mails  <b>EP:</b> bi-weekly e-mails from group therapist  <b>UD:</b> -  <b>II:</b> participation in weekly \$25-lottery and opportunity to earn points for lottery tickets</p>	<p><b>IBC:</b> submitting online date 19%  <b>CS:</b> attendance chat sessions 39%</p>
21. Hunter (2008) [57], USA	<p><b>Target behavior:</b> weight gain prevention and weight loss through restricting calorie intake and fat intake and increasing physical activity  <b>Target group:</b> air force personnel (N=446) aged 18 to 65 with a BMI &gt; 25 for women and &gt; 27.5 for men and remain in local area for 1 year</p>	<p><b>IBC:</b> 1. goal setting; 2. self-monitoring  <b>IE:</b> quizzes  <b>PS:</b> -  <b>CS:</b> internet counselor provided weekly feedback on performance and progress  <b>EP:</b> internet counselor made two brief motivational interviewing telephone calls  <b>UD:</b> weekly lessons  <b>II:</b> -</p>	<p><sup>d</sup><b>Login:</b> avg. 49.1 logins [range 1-707]</p>
22. McConnon (2007) [58], UK	<p><b>Target behavior:</b> Weight loss through dietary and physical activity  <b>Target group:</b> adults (N=221) aged 18 to 65 with a BMI &gt; 30</p>	<p><b>IBC:</b> 1. feedback on performance; 2. self-monitoring; 3. feedback on progress  <b>IE, PS, CS:</b> -  <b>EP:</b> e-mails as prompts  <b>UD, II:</b> -</p>	<p><sup>d</sup><b>Login:</b> avg. 15.8 times ± 15.2 [range 1-77]</p>

23. McCoy (2005) [59], Australia	<p><b>Target behavior:</b> weight loss through changing physical activity and dietary behavior</p> <p><b>Target group:</b> adults (N=808) of the general population</p>	<p><b>IBC:</b> 1. feedback on cognitive constructs; 2. action planning</p> <p><b>IE, PS, CS, EP, UD, II:</b> -</p>	<p><b>Access program content:</b> 68%</p> <p><b>Pages visited:</b> participants viewed in total 83,111 pages</p> <p><b>Login:</b> participants used the program in total 6058 times with avg. 29 homepage visits per participant</p> <p><b>IBC:</b> participants used in total the wellness record page 1792 times, the exercise planner 2487 times, and the diet planner 1344 times</p>
24. Micco (2007) [60], USA <sup>c</sup>	<p><b>Target behavior:</b> weight loss through changing eating and exercise behavior</p> <p><b>Target group:</b> Adults (N=123) aged 18 and older with a BMI between 25 and 39.9, non-smoking</p>	<p><b>a. IBC:</b> 1. feedback on performance; 2. goal setting; 3. self-monitoring; 4. feedback on progress</p> <p><b>IE:</b> contests, menu/recipe planner, food and exercise-calorie database, target heart rate, BMI calculator</p> <p><b>PS:</b> bulletin boards, e-mail possibilities with peers</p> <p><b>CS:</b> weekly/bi-weekly therapist-led chat meetings; weekly/bi-weekly e-mails from therapist with feedback on completed assignments</p> <p><b>EP:</b> weekly/biweekly e-mails with intervention content from counselor</p> <p><b>UD:</b> weekly new lesson; weekly updated story, new flashes and tips; periodically updated motivation page and local events guide</p> <p><b>II:</b> periodically contests with prizes</p>	<p><b>Login:</b> 0-6 months total of 223 hits; 7-12 months total of 99 hits</p> <p><b>IE:</b> use BMI calculator avg. 2.6 times <math>\pm</math> 3.0</p> <p><b>CS:</b> attendance online meetings 0-6 months 76% <math>\pm</math> 21%; 7-12 months: 58% <math>\pm</math> 33%</p>
		<p><b>b. IBC:</b> 1. feedback on performance; 2. goal setting; 3. self-monitoring; 4. feedback on progress</p> <p><b>IE:</b> contests, menu/recipe planner, food and exercise-calorie database, target heart rate, BMI calculator</p> <p><b>PS:</b> bulletin boards, e-mail possibilities with peers</p> <p><b>CS, EP:</b> -</p> <p><b>UD:</b> weekly new lesson; weekly updated story, new flashes and tips; periodically updated motivation page and local events guide</p> <p><b>II:</b> periodically contests with prizes</p>	<p><b>Login:</b> 0-6 months total of 206 hits; 7-12 months total of 90 hits</p> <p><b>IE:</b> use BMI calculator avg. 1.0 times <math>\pm</math> 1.5</p> <p><b>CS:</b> attendance online meetings 0-6 months 54% <math>\pm</math> 14%; 7-12 months: 55% <math>\pm</math> 34%</p>
25. Petersen (2008) [61], USA	<p><b>Target behavior:</b> weight management by creating life long habits</p> <p><b>Target group:</b> Employees of a multinational information technology company (N=7743)</p>	<p><b>IBC:</b> 1. feedback on performance; 2. goal setting; 3. self-monitoring; 4. feedback on progress</p> <p><b>IE:</b> interactive tools, e.g. meal planners, grocery lists, serving size calculator, information library</p> <p><b>PS:</b> message boards</p> <p><b>CS:</b> expert assistance</p> <p><b>EP:</b> weekly e-mail newsletters, e-mails individualized to visitors' goals</p> <p><b>UD:</b> -</p> <p><b>II:</b> 'fictive' points that can be earned in interaction with website features</p>	<p><b>Access program content:</b> 6%</p> <p><b>Login:</b> 0-2 days 42%; 3-11 days 36%; <math>\geq</math>12 days 22%</p>
26. Tate (2001) [62], USA	<p><b>Target behavior:</b> weight loss through calorie restriction and increased physical activity</p> <p><b>Target group:</b> Overweight hospital employees (N=91) aged 18 to 60 with a BMI of 25 to 36</p>	<p><b>a. IBC:</b> 1. self-monitoring</p> <p><b>IE:</b> website links</p> <p><b>PS:</b> bulletin board</p> <p><b>CS:</b> weekly e-mail from therapist with feedback on progress, recommendations and strategies for improvement, answers on questions and encouragement</p> <p><b>EP:</b> weekly behavioral weight loss lesson, and personal e-mail to motivate to continue for participants not sending log</p> <p><b>UD, II:</b> -</p>	<p><b>IBC:</b> mean submission of 13.65 <math>\pm</math> 6.4 self-monitoring diaries</p> <p><b>PS:</b> 28% posted a note on bulletin board [range 1-7]</p> <p><sup>d</sup><b>Login:</b> avg. 19 logins <math>\pm</math> 10.9</p>
		<p><b>b. IBC:</b> 1. self-monitoring</p> <p><b>IE:</b> website links</p> <p><b>PS, CS, EP, UD, II:</b> -</p>	<p><sup>d</sup><b>Login:</b> avg. 8.5 logins <math>\pm</math> 10.4</p>

27. Tate (2006) [63], USA	<p><b>Target behavior:</b> weight loss through calorie restriction and increased physical activity</p> <p><b>Target group:</b> overweight adults (N=192) aged 20 to 65 with a BMI of 27 to 40, willing to use meal replacements</p>	<p><b>a. IBC:</b> 1. feedback on performance; 2. self-monitoring; 3. feedback on progress</p> <p><b>IE:</b> -</p> <p><b>PS:</b> e-buddy network system, message board</p> <p><b>CS:</b> -</p> <p><b>EP:</b> 2 weekly emails with prompts, behavioral lessons and weight loss tips</p> <p><b>UD, II:</b> -</p>	<p><b>Login:</b> median 20 logins on both public and study website (median 2 logins to public website)</p> <p><b>IBC:</b> avg. 11.4 ± 9.2 online diary submissions</p>
		<p><b>b. IBC:</b> 1. self-monitoring</p> <p><b>IE:</b> -</p> <p><b>PS:</b> e-buddy network system, message board</p> <p><b>CS:</b> counselor support containing feedback on progress through weekly e-mails</p> <p><b>EP:</b> 2 weekly emails with prompts, a behavioral lesson and weight loss tips, weekly e-mail from counselor with feedback on performance, progress and overcoming barriers, motivation and answers to questions</p> <p><b>UD, II:</b> -</p>	<p><b>Login:</b> median 32.5 logins on both public and study website (median 9 logins to public website)</p> <p><b>IBC:</b> avg. 17.2 ± 8.7 online diary submissions</p>
		<p><b>c. IBC:</b> 1. self-monitoring; 2. feedback on progress</p> <p><b>IE:</b> -</p> <p><b>PS:</b> e-buddy network system</p> <p><b>CS:</b> -</p> <p><b>EP:</b> weekly emails with prompts and weight loss tips</p> <p><b>UD, II:</b> -</p>	<p><b>Login:</b> median 34 logins on both public and study website (median 20 logins to public website)</p>
28. Webber (2008) [64], USA	<p><b>Target behavior:</b> weight loss through physical activity and dietary habits</p> <p><b>Target group:</b> adult women (N=66) aged 22 to 65 with a BMI of 25 to 40</p>	<p><b>a. IBC:</b> 1. self-monitoring</p> <p><b>IE:</b> website links</p> <p><b>PS:</b> message board</p> <p><b>CS:</b> counselor support through weekly moderated online chat group sessions</p> <p><b>EP:</b> -</p> <p><b>UD:</b> weekly lessons</p> <p><b>II:</b> -</p>	<p><sup>d</sup><b>Login:</b> avg. 42.8 logins</p> <p><b>IBC:</b> avg. 7.5 completed weekly self-monitoring diaries</p> <p><b>PS:</b> avg. 2.4 postings on message board</p> <p><b>CS:</b> avg. 8 attended chat sessions</p>
		<p><b>b. IBC:</b> 1. self-monitoring</p> <p><b>IE:</b> website links</p> <p><b>PS:</b> message board</p> <p><b>CS, EP:</b> -</p> <p><b>UD:</b> weekly lessons</p> <p><b>II:</b> -</p>	<p><sup>d</sup><b>Login:</b> avg. 39.7 logins</p> <p><b>IBC:</b> avg. 9.1 completed weekly self-monitoring diaries</p> <p><b>PS:</b> avg. 7.2 postings on message board</p>
29. Van Wier (2009) [65], Netherlands	<p><b>Target behavior:</b> weight loss through sustainable lifestyle changes (reduction of calories through fat, sugar and alcohol and increasing physical activity)</p> <p><b>Target group:</b> employees (N=1386) aged 18 years and older with a BMI of 25 or higher</p>	<p><b>IBC, IE, PS:</b> -</p> <p><b>CS:</b> counselor support through e-mail by commenting on homework assignments and answering of additional questions</p> <p><b>EP:</b> counselor e-mail with intervention content, e-mail/phone prompt max twice a week by not logging on</p> <p><b>UD:</b> weekly modules</p> <p><b>II:</b> -</p>	<p><b>Access program content:</b> 86%</p> <p><sup>d</sup><b>Completion first visit:</b> 74% completed at least first module</p> <p><b>CS:</b> median 5 counseled sessions [IQR 1 to 10]</p>

30. Wing (2006) [66], USA	<b>Target behavior:</b> weight gain prevention with emphasis on daily self-weighing and self-regulation <b>Target group:</b> adults (N=314) with a loss of at least 10% of their body weight during prior 2 years	<b>IBC:</b> 1. self-monitoring <b>IE:</b> - <b>PS:</b> message board, <b>CS:</b> counselor-led weekly chat sessions (1 <sup>st</sup> month), monthly chat sessions (2-18 months), counselor support through e-mail depending on weight gain during program <b>EP:</b> e-mail with intervention content in case of weight gain during program <b>UD:</b> weekly tips <b>II:</b> small gifts by maintaining weight	<b>IBC:</b> reporting weight 82%/baseline to 6 months, 69%/7-12 months, 55%/13-18 months <b>CS:</b> attendance chat room sessions 66%/ baseline to 6 months, 41%/7-12 months), 34%/13-18 months)
<b>D. Smoking cessation</b>			
31. Balmford (2008) [67], Australia	<b>Target behavior:</b> smoking cessation <b>Target group:</b> general smoking population (N=23,656)	<b>IBC:</b> 1. feedback on cognitive and behavioral processes; 2. feedback on progress <b>IE, PS, CS:</b> - <b>EP:</b> e-mail prompts <b>UD, II:</b> -	<sup>d</sup> <b>Revisit website:</b> 27%; revisit before prompt 20%; revisit after prompt 80%
32. Brendryen (2008) [68], Norway	<b>Target behavior:</b> smoking cessation <b>Target group:</b> adults (N=290) aged 18 and older, willing to quit without NRT	<b>IBC:</b> 1. action planning; 2. self-monitoring <b>IE, PS, CS:</b> - <b>EP:</b> e-mail prompts, mobile phone text messages and voice response messages (reactive log-on calls), and post-quitteing, support phone calls (proactive log-off calls) <b>UD:</b> daily, during first phase of intervention <b>II:</b> -	<b>Landing website:</b> 0.3% out of 947,059 times the banner was displayed <sup>d</sup> <b>Login:</b> avg. 26 logins ± 13 (59%) [range 0-44] <sup>d</sup> <b>Completion whole intervention:</b> 60% <b>EP:</b> avg. 26 ± 16 (62%) log-on calls [range 0-42]; avg. 53 ± 37 (52%) log-off calls [range 0-102]
33. Brendryen (2008) [69], Norway	<b>Target behavior:</b> smoking cessation <b>Target group:</b> adults (N=396) aged 18 and older, smoking 10 or more cigarettes daily who were willing to quit	<b>IBC:</b> 1. action planning; 2. self-monitoring <b>IE, PS, CS:</b> - <b>EP:</b> e-mail prompts, mobile phone text messages and voice response messages (reactive log-on calls), and post-quitteing, support phone calls (proactive log-off calls) <b>UD:</b> daily, during first phase of intervention <b>II:</b> -	<sup>d</sup> <b>Login:</b> avg. 30 logins ± 13 (68%) [range 0-44] <sup>d</sup> <b>Completion whole intervention:</b> 77% <b>EP:</b> avg. 30 ± 16 (71%) log-on calls [range 0-42]; avg. 69 ± 35 (66%) log-off calls [range 0-104]
34. Cobb (2005) [70], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> adult smokers (N=1501)	<b>IBC:</b> 1. feedback on cognitive and behavioral processes; 2. setting quit date; 3. self-monitoring <b>IE:</b> money and 'life saved' calculator, real time notification of forum/chat/internal e-mail messages, identification of quitting buddies, and searchable list of smoking cessation resources <b>PS:</b> forums, internal e-mail system, chat rooms, and buddy system <b>CS:</b> individual counseling support by online counselors, and ask the expert in online forum <b>EP:</b> tailored e-mail support messages <b>UD, II:</b> -	<b>Duration visit:</b> quitters median 12 min per session [range 7-20]; smokers median 14.5 min [range 8-23]; quitters median 103 min total online [range 33-339]; smokers median 33 min [range 17-82.5] <b>Pages visited:</b> quitters median 128 pages [range 31-366]; smokers median 34 pages [range 17-87] <b>Login:</b> quitters median 9 logins [range 1-42]; smokers median 2 [range 1-5] <sup>d</sup> <b>Revisit website:</b> 53% <b>PS:</b> 19% quitters and 5% smokers posted on forum; 19% quitters and 10% smokers with at least one buddy; 25% quitters and 9% smokers sent e-mail to at least one person; 41% quitters and 21% smokers received e-mail from at least one person



35. Danaher (2006) [32], USA	<b>Target behavior:</b> cessation of smokeless tobacco <b>Target group:</b> adult smokeless tobacco users (N=2375)	<b>a. IBC:</b> 1. feedback on cognitive and behavioral processes; 2. planning to quit <b>IE:</b> video based testimonials, and website links <b>PS:</b> support forum <b>CS:</b> ask the expert forum <b>EP:</b> e-mails prompts, and support e-mails <b>UD:</b> new information in stay quit part <b>II:</b> -	<b>Access program content:</b> 96% <b>Visit duration:</b> median overall 28.99 min <b>Completion first visit:</b> 64% continued on day of enrolment <b>Login:</b> median 2 logins <b>IBC:</b> 63% setting quit date <b>IE:</b> 18% used outside links; 68% video testimonial <b>PS:</b> 38% posted message <b>CS:</b> 5% posted message
		<b>b. IBC:</b> - <b>IE:</b> website links <b>PS, CS, EP, UD, II:</b> -	<b>Access program content:</b> 93% <b>Visit duration:</b> median overall 12.50 min <b>Completion first visit:</b> 39% continued on day of enrolment <b>Login:</b> median 1 logins <b>IE:</b> 32% used outside links
36. Feil (2003) [71], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> adults (N=606) aged 18 and older in at least contemplator stage of quitting	<b>IBC:</b> 1. planning to quit <b>IE:</b> anti-tobacco entertainment, e.g., puzzles and video's, and website links <b>PS:</b> bulletin board, and chat room <b>CS:</b> ask the expert <b>EP:</b> e-mail messages as intervention component <b>UD, II:</b> -	<b>Login:</b> avg. 7.9 logins ± 38.8; women 8.3 logins ± 39.2; men 6.7 logins ± 41.5 <b>IBC:</b> 63% accessed personalized quit-plan segment <b>PS:</b> avg. 3.7 posting ± 30.3; women 4.4 postings ± 34.6; men 1.8 postings ± 14.2
37. Graham (2007) [72], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> smoking employees of a multinational information technology company (N=1776)	<b>IBC:</b> 1. feedback on cognitive and behavioral processes; 2. setting quit date; 3. self-monitoring <b>IE:</b> money and 'life saved' calculator, real time notification of forum/chat/internal e-mail messages, identification of quitting buddies, and searchable list of smoking cessation resources <b>PS:</b> forums, internal e-mail system, chat rooms, and buddy system <b>CS:</b> individual counseling support by online counselors, and ask the expert in online forum <b>EP:</b> tailored e-mail support messages <b>UD:</b> - <b>II:</b> benefits premium discount of \$11 per month to a maximum of \$132 for the year, for use of intervention	<b>Visit duration:</b> avg. 15 min per visit ± 10.3 min, median 12 min; avg. 205 min in total ± 2161, median 23 min <b>Pages visited:</b> avg. 95 pages ± 518; median of 18 pages <b>Login:</b> avg. 12 logins ± 89.7; median 2 logins [range 0-1846] <b>Revisit:</b> 53%; never accessed program <1%, 1 time 46%, 2 times 19%; 3 times 10%, 4 or more times 24% <b>IBC:</b> 62% used expert system for quit date; 18% used medication expert system <b>PS:</b> 7% quitters and 0.4% continued smokers posted on forum; 8% quitters and 4% continued smokers had a buddy; 9% quitters and 2% continued smokers belonged to club; 12% quitters and 6% continued smokers sent e-mail to other members
38. Houston (2008) [73], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> current smokers (N=231)	<b>a. IBC:</b> 1. feedback on cognitive constructs; 2. planning to quit <b>IE:</b> small games and quizzes, decisional balance calculator, and library <b>PS:</b> forum <b>CS:</b> ask the expert <b>EP, UD, II:</b> -	<b>Duration visit:</b> median 18 min; <3 min 24%, 3-10 min 13%, >10-25 min 31%, >25 min 32% <i>Remark: 16% of both phases used forum; 4% of both phases used ask the expert; 1% (3 participants) of both phases revisited the website</i> <b>IBC:</b> 69% used self-management strategies; 50% used family help module; 56% used talking to your doctor module
		<b>b. IBC:</b> 1. feedback on cognitive constructs; 2. planning to quit <b>IE:</b> small games and quizzes, decisional balance calculator, and library <b>PS:</b> forum <b>CS:</b> ask the expert <b>EP, UD, II:</b> -	<b>Duration visit:</b> median 8 min; <3 min 31%, 3-10 min 30%, >10-25 min 15%, >25 min 23% <b>IBC:</b> 58% used self-management strategies; 29% used family help module; 33% used talking to your doctor module
39. Lenert (2003) [22], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> smokers (N=49) who had completed a previous web-based survey on cessation needs and who had failed to quit but were ready to quit	<b>IBC:</b> 1. feedback on behavior; 2. self-monitoring <b>IE, PS, CS:</b> - <b>EP:</b> e-mail prompts <b>UD, II:</b> -	<b>Access program content:</b> 86% <b>Completing first visit:</b> 25% completed all modules; avg. 2 of 8 modules were completed <b>Login:</b> median 2 logins <b>IBC:</b> 82% set quit date

40. McKay (2008) [74], USA	<p><b>Target behavior:</b> a. smoking cessation; b. smoking cessation, through improving physical activity</p> <p><b>Target group:</b> current smokers (N=2328) aged 18 and older interested in quitting in next 30 days and willingness to engage in moderate PA</p>	<p><b>a. IBC:</b> 1. feedback on cognitive and behavioral processes; 2. planning to quit</p> <p><b>IE:</b> -</p> <p><b>PS:</b> forum</p> <p><b>CS:</b> ask the expert forum</p> <p><b>EP, UD, II:</b> -</p>	<p><b><sup>d</sup>Duration visit:</b> avg. 8.4 min per visit; total avg. 18.04 min ± 22.18</p> <p><b><sup>d</sup>Login:</b> avg. 2.14 logins ± 3.66</p>
		<p><b>b. IBC:</b> 1. feedback on performance; 2. goal setting; 3. action planning; 4. self-monitoring; 5. feedback on progress</p> <p><b>IE:</b> -</p> <p><b>PS:</b> forum</p> <p><b>CS, EP, UD, II:</b> -</p>	<p><b><sup>d</sup>Duration visit:</b> avg. 8.1 min per visit; total avg. time 14.02 min ± 17.09</p> <p><b><sup>d</sup>Login:</b> avg. 1.74 logins ± 2.43</p>
41. Saul (2007) [75], USA	<p><b>Target behavior:</b> smoking cessation</p> <p><b>Target group:</b> adult (N=607) aged 18 and over who accessed the site as a current smoker and had not already quit at the time of registration</p>	<p><b>IBC:</b> 1. feedback on cognitive constructs; 2. setting quit date; 3. self-monitoring</p> <p><b>IE:</b> money and 'life saved' calculator, real time notification of forum/chat/internal e-mail messages, identification of quitting buddies, and searchable list of smoking cessation resources</p> <p><b>PS:</b> forums, internal e-mail system, chat rooms, and buddy system</p> <p><b>CS:</b> individual counseling support by online counselors, ask the expert in online forum</p> <p><b>EP:</b> tailored e-mail support messages</p> <p><b>UD, II:</b> -</p>	<p><b>Login:</b> in past 6 month never logged in: 52%; 1-3 logins: 29%; 4 or more logins: 19%</p> <p><b><sup>d</sup>Revisit website:</b> 48%; 32% of non-responders and 53% of responders</p>
42. Severson (2008) [31], USA	<p><b>Target behavior:</b> smoke free tobacco cessation</p> <p><b>Target group:</b> adult smokeless tobacco users (N=2523) aged 18 and over who were thinking of quitting</p>	<p><b>a. IBC:</b> 1. feedback on cognitive and behavioral processes; 2. planning to quit</p> <p><b>IE:</b> video's and website links</p> <p><b>PS:</b> forum</p> <p><b>CS:</b> ask the expert forum</p> <p><b>EP:</b> e-mail support and e-mail prompts</p> <p><b>UD:</b> new information in stay quit part</p> <p><b>II:</b> -</p>	<p><b>Access program content:</b> 95%</p> <p><b><sup>d</sup>Duration visit:</b> avg. 11.1 min per visit; total avg. 37.51 min; median 27.59 min [range 0.01-439]</p> <p><b><sup>d</sup>Login:</b> avg. 3.39 logins; median 2 logins [range 1-37]</p> <p><b>PS:</b> avg. 2.91 posts on forum; median 1 post [range 1-106]</p> <p><b>CS:</b> avg. 0.33 posts on expert forum; median 1 post [range 1-17]</p>
		<p><b>b. IBC:</b> -</p> <p><b>IE:</b> website links and FAQ</p> <p><b>PS, CS, EP, UD, II:</b> -</p>	<p><b>Access program content:</b> 93%</p> <p><b><sup>d</sup>Duration visit:</b> avg. 8.3 min per visit; total avg. 15.77 min; median 11.62 min [range 0.04-186]</p> <p><b><sup>d</sup>Login:</b> avg. 1.9 logins; median 1 logins [range 1-25]</p>
43. Stoddard (2005) [76], USA	<p><b>Target behavior:</b> smoking cessation</p> <p><b>Target group:</b> smokers (N=538) aged 18 and over who smoked 1 or more cigarettes daily</p>	<p><b>IBC:</b> 1. feedback on nicotine dependency and depressive symptoms</p> <p><b>IE:</b> website links</p> <p><b>PS, CS, EP, UD, II:</b> -</p>	<p><b>Landing website:</b> 0.5% of direct mail</p> <p><b><sup>d</sup>Completion first visit:</b> 91%</p>
44. Stoddard (2008) [77], USA	<p><b>Target behavior:</b> smoking cessation</p> <p><b>Target group:</b> adult federal employees and contractors (N=1375) aged 18 and over who were willing to quit smoking</p>	<p><b>a. IBC:</b> 1. feedback on cognitive processes</p> <p><b>IE:</b> -</p> <p><b>PS:</b> bulletin board/forum</p> <p><b>CS:</b> online counseling</p> <p><b>EP:</b> e-mail support and prompt messages</p> <p><b>UD, II:</b> -</p>	<p><b><sup>d</sup>Duration visit:</b> avg. 18.0 min</p> <p><b>IBC:</b> hits various tools varied from 242 to 437 hits</p> <p><b>PS:</b> 12% used bulletin board</p>

		<b>b. IBC:</b> 1. feedback on cognitive processes <b>IE, PS:</b> - <b>CS:</b> online counseling <b>EP:</b> e-mail support and prompt messages <b>UD, II:</b> -	<sup>d</sup> <b>Duration visit:</b> avg. 11.1 min <b>IBC:</b> hits various tools varied from 240 to 413 hits
45. Strecher (2005) [78], England and Ireland	<b>Target behavior:</b> smoking cessation among nicotine patch users <b>Target group:</b> adult smokers (N=3971) aged 18 and older smoking more than 10 cigarettes a day, who purchased nicotine patches and target quit date within 7 days	<b>a. IBC:</b> 1. feedback on cognitive and behavioral processes <b>IE, PS, CS:</b> <b>EP:</b> e-mail support messages <b>UD:</b> three sequential newsletters via website <b>II:</b> -	<b>Access program content:</b> 88%
		<b>b. IBC, IE, PS, CS:</b> - <b>EP:</b> e-mail support messages <b>UD, II:</b> -	<b>Access program content:</b> 88%
46. Strecher (2008) [79, 80], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> adult smokers (N=944) aged 21-70, smoked at least 100 cigarettes in lifetime and currently smoking at least 10 cigarettes a day, who were seriously considering quitting in next 30 days	<b>a. IBC:</b> 1. feedback on cognitive and behavioral processes, and on barrier identification and solutions; 2. setting quit date <b>IE:</b> success stories <b>PS, CS:</b> - <b>EP:</b> e-mail prompts <b>UD:</b> weekly new opened sections <b>II:</b> -	<b>IBC:</b> avg. 2.6 opened sections
		<b>b. IBC:</b> 1. feedback on cognitive and behavioral processes, and on barrier identification and solutions; 2. setting quit date <b>IE:</b> success stories <b>PS, CS, EP, UD, II:</b> -	<b>IBC:</b> avg. 3.1 opened sections
47. Swartz. (2006) [81], USA	<b>Target behavior:</b> smoking cessation <b>Target group:</b> smokers (N=351) aged 18 and older, currently smoking daily, willing to make quit attempt in the next 30 days	<b>IBC:</b> 1. feedback on cognitive and behavioral processes and barrier identification; 2. planning to quit <b>IE:</b> video segments, and audio segments in combination with animated graphics <b>PS, CS, EP, UD, II:</b> -	<b>IBC:</b> 56% viewed quit plan module and set actual quit date; 49% viewed overcoming barriers; 42% viewed voiding situations that prompt cravings; 42% viewed dealing with cravings; 35% viewed benefits of quitting smoking; 70% viewed at least one optional section within modules
48. Wang (2004) [82], Switzerland	<b>Target behavior:</b> smoking cessation <b>Target group:</b> smokers in general (N=18,361)	<b>IBC:</b> 1. feedback on cognitive and behavioral processes; 2. feedback on progress <b>IE:</b> - <b>PS:</b> forum <b>CS:</b> - <b>EP:</b> bi-monthly e-mail prompts <b>UD, II:</b> -	<sup>d</sup> <b>Revisit website:</b> 20%
<b>E. Alcohol reduction</b>			
49. Cloud (2001) [83], USA	<b>Target behavior:</b> abstaining or controlled drinking <b>Target group:</b> adult problem drinkers (N=2813) aged 18 and older	<b>IBC:</b> 1. feedback on performance and cognitive constructs <b>IE:</b> FAQ and website links <b>PS, CS, EP, UD, II:</b> -	<b>Landing website:</b> 10,253 hits during 172 study period <b>Access program content:</b> 27% <sup>d</sup> <b>Pages visited:</b> avg. 1.4 additional web pages

50. Cunningham (2000) [84], Canada	<b>Target behavior:</b> problem drinking, drinking habits <b>Target group:</b> NR (N=214)	<b>IBC:</b> 1. feedback on performance <b>IE, PS, CS, EP, UD, II:</b> -	<b>Landing website:</b> more than 500 hits each month <b>Accessed program content:</b> 14% <b><sup>d</sup>Completion first visit:</b> 88%
51. Lieberman (2006) [85], USA	<b>Target behavior:</b> alcohol abuse <b>Target group:</b> adults (N=288)	<b>a. IBC:</b> 1. feedback on cognitive constructs <b>IE:</b> online guide <b>PS, CS, EP, UD, II:</b> - <b>b. IBC:</b> 1. feedback on cognitive constructs <b>IE, PS, CS, EP, UD, II:</b> -	<b>Access program content:</b> 89% <b><sup>d</sup>Completion first visit:</b> 90% completed all 4 modules; 0% 1 module; 0% 2 modules; 10% 3 modules <b><sup>d</sup>Completion first visit:</b> 83% completed all 4 modules; 5% 1 module; 4% 2 modules; 9% 3 modules
52. Linke (2004) [86], Linke (2005) [87], UK	<b>Target behavior:</b> excessive alcohol consumption <b>Target group:</b> adults (N=1319) with a FAST score of 3 or above	<b>IBC:</b> 1. feedback on performance and cognitive constructs; 2. self-monitoring <b>IE:</b> quizzes, recreational area, blood alcohol concentration calculator, FAQ about heavy drinking, mouse-overs <b>PS:</b> discussion group <b>CS:</b> - <b>EP:</b> e-mail/SMS as intervention content, e-mail as prompt <b>UD:</b> new consecutive intervention modules <b>II:</b> -	<b>Landing website:</b> 7,581 hits during 6-month study period <b>Accessed program content:</b> 17% <b><sup>d</sup>Completion first visit:</b> 62% <b><sup>d</sup>Completion whole intervention:</b> 6% completed all 6 modules (1 module 62%, 2-5 modules 32%, 3 modules 20%, 4 modules 14%, 5 modules 10%)
53. Linke (2007)[88], UK	<b>Target behavior:</b> promotion of sensible drinking <b>Target group:</b> adults (N=10,000) with a FAST score of 3 or above	<b>IBC:</b> 1. feedback on performance and cognitive constructs; 2. self-monitoring <b>IE:</b> quizzes, recreational area, blood alcohol concentration calculator, FAQ about heavy drinking, mouse-overs <b>PS:</b> discussion group <b>CS:</b> - <b>E-mail/Phone:</b> e-mail/SMS as intervention content, e-mail as prompt <b>Update:</b> new consecutive intervention modules <b>II:</b> -	<b><sup>d</sup>Completion first visit:</b> 89% <b><sup>d</sup>Completion whole intervention:</b> 17% completed all 6 weeks (89% week 1, 40% week 2, 30% week 3, 24% week 4, 19% week 5)
54. Matano (2007) [89], USA	<b>Target behavior:</b> reduction of alcohol consumption <b>Target group:</b> employees at a worksite (N=229) with low or moderate risk for alcohol-related problems	<b>a. IBC:</b> 1. feedback on performance, stress levels, and cognitive constructs; 2. self-monitoring; 3. feedback on progress <b>IE:</b> mini-workshop, animations, website links <b>PS:</b> forum <b>CS, EP, UD, II:</b> - <b>b. IBC:</b> 1. feedback on stress levels and cognitive constructs; 2. self-monitoring; 3. feedback on progress <b>IE:</b> mini-workshop, animations, website links <b>PS:</b> forum <b>SC, EP, UD, II:</b> -	<b>Access program content:</b> 72% <b><sup>d</sup>Duration visit:</b> avg. 16.7 min ± 12.3 for moderate-risk, avg. 19.7 min ± 16.0 for low-risk <b><sup>d</sup>Login:</b> avg. 1.3 logins ± 0.5 for moderate-risk, avg. 1.3 logins ± 0.5 for low-risk <b><sup>d</sup>Duration visit:</b> avg. 18.9 min ± 16.4 for moderate-risk, avg. 16.8 min ± 12.9 for low-risk <b><sup>d</sup>Login:</b> avg. 1.4 logins ± 0.9 for moderate-risk, avg. 1.4 logins ± 0.9 for low-risk
55. Riper (2008) [90], Netherlands	<b>Target behavior:</b> reduction of alcohol consumption <b>Target group:</b> excessive and hazardous drinkers (N=261) aged 28-65 without professional help	<b>a. IBC:</b> 1. feedback on behavior and cognitive constructs; 2. goal setting; 3. self-monitoring; 4. feedback on progress <b>IE:</b> animations, website links <b>PS:</b> discussion forum <b>CS, EP:</b> - <b>Update:</b> tip of the day <b>II:</b> - <b>b. IBC, IE, PS, CS, EP, UD, II:</b> -	<b>Access program content:</b> 45%
56. Saitz (2004) [91], USA	<b>Target behavior:</b> Alcohol use <b>Target group:</b> adult website visitors (N=39,842) aged 18 and above who complete screening about their own drinking	<b>IBC:</b> feedback on performance <b>IE:</b> online information library, searchable national database, website links <b>PS, CS, EP, UD, II:</b> -	<b><sup>d</sup>Duration visit:</b> average of 5.25 min <b>IBC:</b> after receiving results 19% chose the 'Learn More' or 'Get Help' option

57. Westrup (2003) [92], USA	<b>Target behavior:</b> reduction of alcohol consumption <b>Target group:</b> highly educated workforce (N=187)	<b>a. IBC:</b> 1. feedback performance, stress levels and cognitive constructs; 2. self-monitoring; 3. feedback on progress <b>IE:</b> mini-workshop, animations, website links <b>PS:</b> forum <b>CS, EP, UD, II:</b> -	<b>Remark:</b> no distinction was made between Internet interventions regarding visit duration and login <b>Duration visit:</b> avg. 19.9 min ± 14.2 [range 3-68]; high risk avg. 19.9 min ± 13.3, moderate risk avg. 14.6 min ± 10.8, low risk avg. 14.8 ± 10.7) <b>Login:</b> 1 login 78%, 2 logins 16%, 3 logins 4%, 4 or 5 logins 3%
		<b>b. IBC:</b> 1. feedback on stress levels and cognitive constructs; 2. self-monitoring; 3. feedback on progress <b>IE:</b> mini-workshop, animations, website links <b>PS:</b> forum <b>CS, EP, UD, II:</b> -	
<b>F. Combination of behaviors</b>			
58. Cook (2007) [93], USA	<b>Target behavior:</b> nutrition/weight management, fitness/physical activity, and stress management <b>Target group:</b> employees of human resources company (N=419)	<b>IBC:</b> 1. feedback on performance and cognitive constructs; 2. goal setting; 3. action planning; 4. self-monitoring; 5. feedback on progress <b>IE:</b> BMI and target heart rate calculator, video testimonials and skills training, interactive exercises and videos, FAQ, website links <b>PS, CS, EP, UD, II:</b> -	<b>Access program content:</b> 10% <b>IBC:</b> 14% never used nutrition module, 45% one time, 25% twice, 15% more than twice; 20% never used physical activity module, 55% one time, 16% twice, 9% more than twice
59. Cowdery (2007) [94], USA	<b>Target behavior:</b> Smoking cessation, weight management, nutrition, physical activity, alcohol, injury prevention, mental health, skin protection <b>Target group:</b> university staff (N=90)	<b>IBC:</b> 1. Feedback on performance and cognitive constructs <b>IE:</b> website links <b>PS, CS, EP, UD, II:</b> -	<sup>d</sup> <b>Completing first visit:</b> 13% of eligible participants
60. Oenema (2008) [95], Netherlands	<b>Target behavior:</b> saturated fat intake, physical activity, smoking cessation <b>Target group:</b> adult participants (N=2159) of an online research panel aged 30 and older	<b>IBC:</b> 1. feedback on performance and cognitive constructs; 2. action planning; 3. feedback on progress <b>IE, PS, CS, EP, UD, II:</b> -	<b>Access program content:</b> 81% <sup>d</sup> <b>Completing first visit:</b> 93% completed at least one module <b>IBC:</b> 72% visited saturated fat module, 72% physical activity module, 60% of the smokers visited smoking module
61. Verheijden (2007) [23], Netherlands	<b>Target behavior:</b> health promotion through several lifestyle behaviors aimed at physical activity as core behavior, and dietary habits, alcohol intake, smoking, work, cardio-respiratory fitness, and muscle strength <b>Target group:</b> general adult population (N=6272)	<b>IBC:</b> 1. feedback on performance; 2. feedback on progress <b>IE:</b> self-tests on anthropometrics, cardio-respiratory fitness, and muscle strength <b>PS, CS:</b> - <b>EP:</b> email as prompt <b>UD:</b> availability of follow-up modules <b>II:</b> -	<sup>d</sup> <b>Revisit website:</b> 10%; 2 times 8%, 3 times 2%, 4 times <1%
62. Ware (2008) [96], UK	<b>Target behavior:</b> Weight loss, weight maintenance, physical activity <b>Target group:</b> office and manufacturer workers (N=265)	<b>IBC:</b> 1. feedback on performance and barrier identification; 2. goal setting; 3. action planning; 4. self-monitoring; 5. feedback on progress <b>IE:</b> - <b>PS:</b> community message boards, discussion forums <b>CS:</b> - <b>EP:</b> e-mail and/or mobile phone reminder messages <b>UD, II:</b> -	<b>Access program content:</b> 88% <sup>d</sup> <b>Duration visit:</b> avg. 11.6 min week 1, avg. 8.6 min week 2, avg. 7 min weeks 3-12, resulting in avg. 7.5 min per week <sup>d</sup> <b>Login:</b> week 1-2 avg. 6 logins per week, week 3-12 avg. 2 logins per week, resulting in 32 logins during intervention period <sup>d</sup> <b>Completion whole intervention:</b> 22%

63. Winett (2007) [97], USA	<b>Target behavior:</b> fat, fiber, and fruit and vegetable intake, physical activity <b>Target group:</b> adult church members (N=1071)	<b>a. IBC:</b> 1. feedback on cognitive constructs; 2. goal setting; 3. self-monitoring; 4. feedback on progress <b>IE:</b> audio narrator 'guide', virtual restaurant <b>PS, CS, EP:</b> - <b>UD:</b> weekly new modules <b>II:</b> -	<b>Access program content:</b> 80% <b><sup>d</sup>Completion whole intervention:</b> 50% <b>IBC:</b> avg. 7.0 modules were viewed; 50% viewed all modules
		<b>b. IBC:</b> 1. feedback on cognitive constructs; 2. goal setting; 3. self-monitoring; 4. feedback on progress <b>IE:</b> audio narrator 'guide', virtual restaurant <b>PS, CS, EP:</b> - <b>UD:</b> weekly new modules <b>II:</b> -	<b>Access program content:</b> 57% <b><sup>d</sup>Completion whole intervention:</b> 25% <b>IBC:</b> avg. 4.6 modules were viewed; 25% viewed all modules
64. Woolf (2006) [98], USA	<b>Target behavior:</b> healthy diet, physical activity, smoking cessation, and reduced problem drinking <b>Target group:</b> adults (N=273) with unhealthy behaviors	<b>IBC:</b> 1. feedback on performance and cognitive constructs <b>IE:</b> website links, resource library <b>PS, CS:</b> - <b>EP:</b> e-mail prompts <b>UD, II:</b> - <b>b. IBC, IE, PS, CS, EP, UD, II:</b> -	<b>Landing website:</b> 932 hits of 25,488 unique patients visited practice during study period <b>Access program content:</b> 29% <b><sup>d</sup>Completion first visit/intervention:</b> 94%

Notes: NR = not reported; BMI = body mass index; NRT = nicotine replacement therapy; FAST = fast alcohol screening test

<sup>a</sup> Information of publications that evaluated and reported on the same interventions but were separate studies were combined. This applies to the following studies: both studies of Hurling [39, 40], Gold [55] and Micco [60], both studies of Brendryen [68, 69], Cobb [70] with Graham [72] and Saul [75], Danahar [32] and Severson [31], both studies of Linke [86-88], and Matano [89] and Westrup [92]

<sup>b</sup> The main categories of potential exposure promoting elements are abbreviated as: IBC = interactive behavior change strategy; IE = interactive elements; PS = peer support; CS = counselor/therapist support; EP = e-mail and/or phone contact; UD = update intervention website; II = intervention incentive

<sup>c</sup> Both Internet interventions a. from Gold [55] and Micco [60] are identical as they come from the same study but are compared in two publications to a another intervention

<sup>d</sup> Indicate that these exposure measures are incorporated in Table 3 and 4