

Appendix 1. Final sample of Facebook and iPhone apps coded

Facebook apps (N=9)

Anti-Smoking Campaign

Cessation Nation

I QUIT

Nicorette 12 Week Quit Plan

Pledge to Quit

Quit O Meter

Quit With Me

UbiQUITous

What have you been smoking?

iPhone apps (N=3)

Butt Out v 1.91

Crush the Crave

Kwit