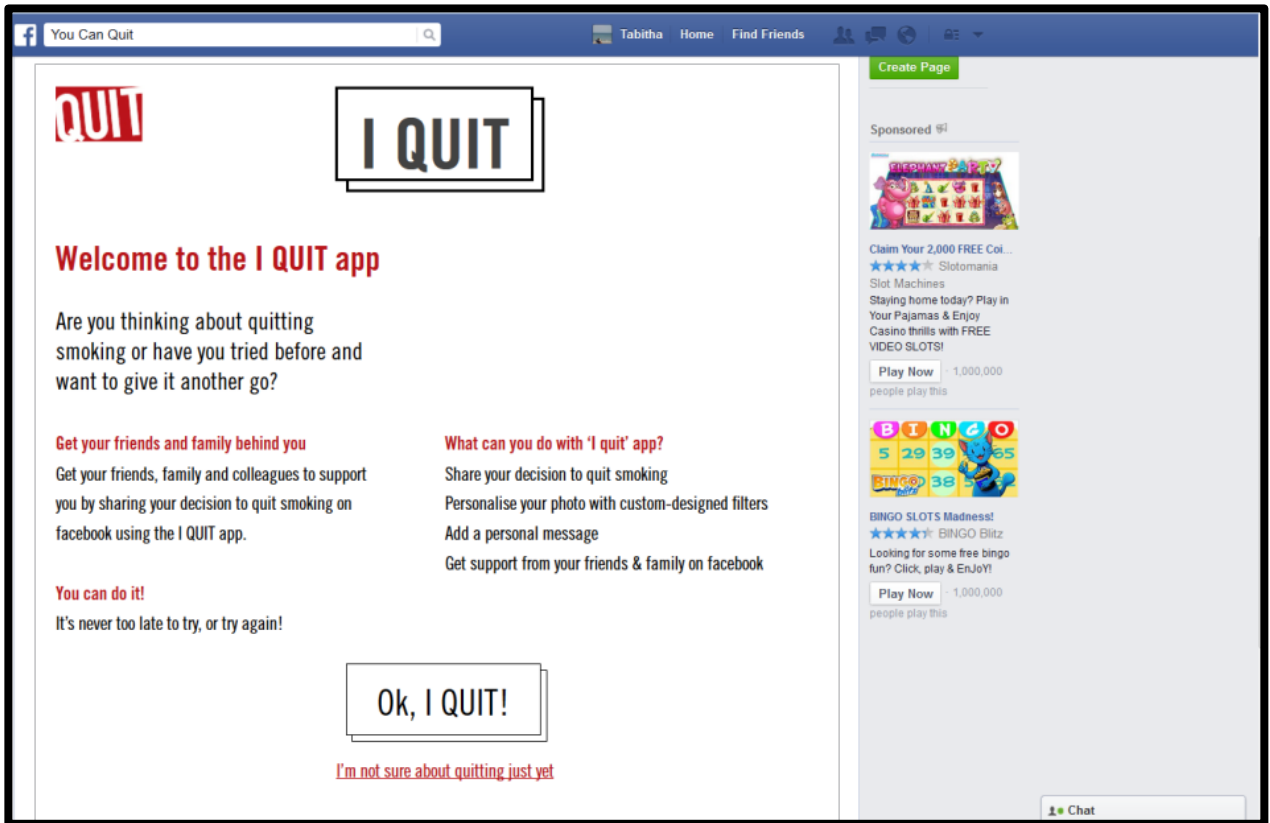


Appendix 2. Representative screenshots from apps in each category

A. Screenshot of public pledge to quit Facebook app (I QUIT)



B. Screenshot of calculator/tracker Facebook app (Cessation Nation)

The screenshot shows a Facebook interface for the 'Quit Smoking: Cessation Nation' app. The main content area displays a calculator/tracker for a user named Caroline. The interface includes a header with the app name and a search bar. Below the header, there are navigation icons and a 'Hi Caroline!' greeting. The calculator/tracker displays the following information:

- QUIT DATE:** Aug 4, 2013 19:00
- TIME SINCE:** 175d 23:33
- MONEY SAVED:** 483.07
- NOT SMOKED:** 527.95
- TIME SAVED:** 2d 04:47

On the right side of the interface, there are several sections:

- Games Your Friends Are Playing:** A section with icons for various games.
- Recommended Games:** A section with icons for recommended games.
- People You May Know:** A section with a profile picture and the text 'Dace Pickens 4 mutual friends Add Friend'.
- Sponsored:** A section with a Home Depot advertisement for 'Shop on HomeDepot.com! Complete your project with Universal Tube 2 in. x 10 ft. Black Steel Sch. 40 Pipe...'. Below this is an AT&T advertisement for 'AT&T customer savings all.com Thanks for being an AT&T customer. Take advantage of our customer deals and save today!'.
- 7-Eleven:** A section with a '7-Eleven Coffee Wednesday' advertisement: 'Wednesday is \$1 medium coffee day. The 7-Eleven mayor said so. See store for details.' Below this is a ModCloth advertisement: '\$10 Off Your First Order modcloth.com Get \$10 Off \$75+ Orders When You Become a New ModCloth Member!'.
- Brittany Kirby Hiltz and Maria Greenwood like this.**
- Walker D. Witt Roofing:** A section with an advertisement: 'Walker D. Witt Roofing wdwittroofing.com Serving The Needs Of Properties Like Yours For More Than 60 Years.'

At the bottom of the right sidebar, there are 'Okay' and 'Next' buttons, and a 'Zoom' link.

C. Screenshot of multi-component quit smoking program Facebook app (UbQUITOUS)

