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