

Multimedia Appendix 4. Inclusion of specific social media features by behavior.

Category or subcategory	^a SMFs	All studies reviewed, n/N (%)	Physical activity, n/N (%)	Diet and nutrition, n/N (%)	Smoking cessation, n/N (%)	Alcohol consumption, n/N (%)	Weight loss or weight maintenance, n/N (%)
Identity representation	User profile	35/134 (26.1)	23/94 (24)	17/65 (26)	9/26 (35) ^b	0/6 (0)	11/46 (24)
	Avatar	9/134 (6.7)	7/94 (7)	3/65 (5)	2/26 (8)	0/6 (0)	2/46 (4)
	All SMFs under identity representation		27/94 (29)	18/65 (28)	9/26 (35)	0/6 (0)	12/46 (26)
Communication ► many to many ► synchronous ^c	Chat room (text based)	22/134 (16.4)	13/94 (14)	14/65 (21)	6/26 (23)	2/6 (33)	11/46 (24)
	Group video conferencing	3/134 (2.2)	3/94 (3)	2/65 (3)	0/26 (0)	0/6 (0)	2/46 (4)
Communication ► many to many ► asynchronous	Online forum	78/134 (58.2)	58/94 (62)	41/65 (62)	16/26 (62)	3/6 (50)	32/46 (70)
	Mailing list	5/134 (3.7)	3/94 (3)	3/65 (5)	1/26 (4)	1/6 (17)	2/46 (4)
	Peer commenting	33/134 (24.6)	21/94 (22)	16/65 (24)	8/26 (31)	0/6 (0)	10/46 (22)
	Social notice board (group walls)	18/134 (13.4)	12/94 (13)	11/65 (17)	2/26 (8)	0/6 (0)	7/46 (15)
Communication ► one to one	Text chatting	19/134 (14.2)	13/94 (14)	9/65 (14)	2/26 (8)	1/6 (17)	6/46 (13)
	Peer SMS ^d text messages	7/134 (5.2)	3/94 (3)	2/65 (3)	4/26 (15)	1/6 (17)	1/46 (2)
	Peer web messaging or emailing	33/134 (24.6)	23/94 (24)	17/65 (26)	6/26 (23)	1/6 (17)	14/46 (30)
	Video call	1/134 (0.7)	1/94 (1)	0/65 (0)	0/26 (0)	0/6 (0)	0/46 (0)
Communication ► one way	Symbolic support	22/134 (16.4)	12/94 (13)	10/65 (15)	6/26 (23)	0/6 (0)	6/46 (13)
	Social tagging	3/134 (2.2)	2/94 (2)	2/65 (3)	0/26 (0)	0/6 (0)	0/46 (0)
	Peer data rating or evaluation	1/134 (0.7)	0/94 (0)	1/65 (2)	0/26 (0)	0/6 (0)	0/46 (0)
	All SMFs under communication		86/94 (92)	61/65 (94)	26/26 (100)	5/6 (83)	44/46 (96)

Peer grouping	Online teams, clubs or groups	9/134 (6.7)	9/94 (10)	2/65 (3)	0/26 (0)	0/6 (0)	1/46 (2)
	OSN [®] -based groups	14/134 (10.4)	9/94 (10)	7/65 (11)	2/26 (8)	0/6 (0)	5/46 (11)
	One-to-one social connections (friending or buddy nomination)	50/134 (37.3)	33/94 (35)	22/65 (33)	12/26 (46)	1/6 (17)	14/46 (30)
	All SMFs under peer grouping		39/94 (41)	23/65 (35)	12/26 (46)	1/6 (17)	15/46 (33)
Data sharing	Activity data	21/134 (15.7)	17/94 (18)	6/65 (9)	3/26 (12)	0/6 (0)	4/46 (9)
	Goal data	6/134 (4.5)	1/94 (1)	0/65 (0)	5/26 (19)	0/6 (0)	0/46 (0)
	Poll voting	8/134 (6.0)	4/94 (4)	6/65 (9)	2/26 (8)	0/6 (0)	4/46 (9)
	Blogs, testimonial, or experience sharing	16/134 (11.9)	8/94 (9)	8/65 (12)	6/26 (23)	1/6 (17)	6/46 (13)
	All SMFs under data sharing		33/94 (35)	24/65 (37)	7/26 (27)	1/6 (17)	13/46 (28)
Competition	Social quiz	3/134 (2.2)	2/94 (2)	2/65 (3)	1/26 (4)	0/6 (0)	0/46 (0)
	Social rewards	11/134 (8.2)	11/94 (12)	4/65 (6)	0/26 (0)	0/6 (0)	3/46 (7)
	Social challenge	5/134 (3.7)	5/94 (5)	2/65 (3)	0/26 (0)	0/6 (0)	1/46 (2)
	Activities and contests (team based)	3/134 (2.2)	3/94 (3)	1/65 (2)	0/26 (0)	0/6 (0)	0/46 (0)
	Activities and contests (individual based)	12/134 (9.0)	10/94 (11)	5/65 (8)	1/26 (4)	0/6 (0)	4/46 (9)
	All SMFs under competition		23/94 (24)	10/65 (15)	2/26 (8)	0/6 (0)	6/46 (13)
Activity data viewing ► peer data comparison	Leaderboard or ranking table	8/134 (6.0)	8/94 (9)	2/65 (3)	0/26 (0)	0/6 (0)	1/46 (2)
	Other textual comparison	10/134 (7.5)	9/94 (10)	2/65 (3)	1/26 (4)	0/6 (0)	1/46 (2)
	Graphical or video-based comparison	7/134 (5.2)	7/94 (7)	3/65 (5)	0/26 (0)	0/6 (0)	2/46 (4)
	Social norm or aggregated data comparison	8/134 (6.0)	6/94 (6)	3/65 (5)	0/26 (0)	1/6 (17)	0/46 (0)

Activity data viewing ► peer data updates	Social notification	3/134 (2.2)	<i>2/94 (2)</i>	<i>1/65 (2)</i>	0/26 (0)	0/6 (0)	0/46 (0)
	Feeds	26/134 (19.4)	17/94 (18)	12/65 (18)	<i>6/26 (23)</i>	0/6 (0)	8/46 (17)
	All SMFs under activity data viewing		<i>37/94 (39)</i>	20 (31)	<i>7/26 (27)</i>	1/6 (17)	11/46 (24)
OSN	Generic and conventional	16/134 (11.9)	11/94 (12)	8/65 (12)	2/26 (8)	0/6 (0)	<i>6/46 (13)</i>
	Virtual world	17/134 (12.7)	12/94 (13)	9/65 (14)	<i>4/26 (15)</i>	0/6 (0)	6/46 (13)
	Purpose-designed	4/134 (3.0)	2/94 (2)	2/65 (3)	<i>2/26 (8)</i>	0/6 (0)	1/46 (2)
	All SMFs under OSN		25 (27)	19 (29)	<i>8/26 (31)</i>	0/6 (0)	13/46 (28)

^aSMF: social media features.

^bThe features are grouped based on our taxonomy with the highest percentage for each category of social media features in italics.

^c►: symbol used to denote a subcategory.

^dSMS: short message service.

^eOSN: online social network.