

Online Supplement. Characteristics of 37 Independent Samples from 31 Studies Included in the Systematic Review

Study	N	% Male	Age Range	Smoking Status	Country	Product Type	Theory	Outcomes Studied
Cigarette								
Alaouie (2015)	1412	42.9	13-18	S, NS	Lebanon	Cigarette	—	Attention attracting Negative affective reactions Beliefs about smoking harms Self-efficacy Intention to not start smoking Social interactions intentions General effectiveness Other - Useful Intention to quit
Alaouie (2015)	1217	51	18-25	S, NS	Lebanon	Cigarette	—	Attention attracting Negative affective reactions Beliefs about smoking harms Self-efficacy Intention to not start smoking Social interactions intentions General effectiveness Other - Useful Intention to quit
Andrews (2016)	1066	50	13-18	S	USA, France, Spain	Cigarette	—	Cognitive elaboration Negative affective reactions Smoking cravings Pack/brand attitudes
Blanton (2016)	1169	50	18-24	S	USA	Cigarette	Adaptive vs defensive responding hypotheses	Intention to quit Intention to start smoking
Byrnes (2017)	340	44	11-14		USA	Cigarette	—	Attention duration Negative affective reactions Beliefs about smoking harms Intention to quit

Study	N	% Male	Age Range	Smoking Status	Country	Product Type	Theory	Outcomes Studied
Cameron (2015)	308	31.2	18-30	S, NS	USA	Cigarette	—	Negative affective reactions Motivate me to not smoke
Do (2015)	39	56.4	13-18	S, NS	USA	Cigarette	—	Smoking cravings
Duffy (2000)	580	43	-	S, NS	USA	Cigarette	—	Credibility Other - Importance
Evans (2017)	469	46	14-18	S, NS	USA	Cigarette	Emotions	Negative affective reactions Beliefs about smoking harms Intention to quit
Gibson (2015)	2203	50	18-25	S	USA	Cigarette	—	Negative affective reactions Aversiveness Intention to forego Intention to quit General effectiveness
Glock (2009)	30	7	<30	S	Germany	Cigarette	Cognitive dissonance theory	Response time Beliefs about smoking harms
Glock (2009)	30	13	<30	N	Germany	Cigarette	Cognitive dissonance theory	Response time Beliefs about smoking harms
Golmier (2007)	186	55.9	12-18	S, NS	Canada	Cigarette	Stereotype priming model	Smoking attitudes Intention to not start smoking
Green (2016)	19	52.6	18-30	S	USA	Cigarette	—	Motivate me to quit smoking
Gygax (2010)	51	55	13-14	S, NS	Switzerland	Cigarette	Health belief model, Fear appeals, Prospect theory	Response time

Study	N	% Male	Age Range	Smoking Status	Country	Product Type	Theory	Outcomes Studied
Gygax (2010)	29	48	15-16	S, NS	Switzerland	Cigarette	Health belief model, Fear appeals, Prospect theory	Response time
Gygax (2010)	38	45	17-18	S, NS	Switzerland	Cigarette	Health belief model, Fear appeals, Prospect theory	Response time
Hammond (2012)	528	50	16-18	S, NS	Mexico	Cigarette	Fear appeals	General effectiveness
Kessels (2012)	66	29	18-24	S, NS	Netherlands	Cigarette	Protection motivation theory; threatening health messages; self-efficacy and coping information	Attention duration Negative affective reactions
LaVoie (2017)	435	34	18-25	S, NS	USA	Cigarette	Psychological Reactance	Cognitive elaboration Negative affective reactions Other - Source appraisal
Macy (2016)	2192	53.1	18-25	S, NS	USA	Cigarette	Dual process models; implicit attitudes	Smoking attitudes
Magnan (2015) Study 1	232	13	18-25	S, NS	USA	Cigarette	Common-sense model	Negative affective reactions Motivate me to not smoke Other - Perceived knowledge Other - perceived understanding
Magnan (2015) Study 2	412	64.8	18-25	S, NS	USA	Cigarette	Common-sense model	Negative affective reactions Motivate me to not smoke Other - Perceived knowledge Other - perceived understanding
Nonnemaker (2015)	4599	52.7	13-17	S, NS	USA	Cigarette	—	Negative affective reactions Beliefs about smoking harms Other - Cognitive reaction

Study	N	% Male	Age Range	Smoking Status	Country	Product Type	Theory	Outcomes Studied
Nonnemaker (2015)	4584	53.8	18-24	S, NS	USA	Cigarette	—	Negative affective reactions Beliefs about smoking harms Other - Cognitive reaction
O'Hegarty (2006)	763	43	18-24	S, NS	USA	Cigarette	—	Negative affective reactions Motivate me to not start smoking Motivate me to quit smoking
Peebles (2016)	112	48	13-17	S, NS	USA	Cigarette	—	Attention attracting Negative affective reactions Psychological reactance Beliefs about smoking harms Social Interactions Motivate me to not smoke
Pepper (2013)	386	100	11-17	S, NS	USA	Cigarette	—	Beliefs about smoking harms Motivate me to not smoke Other - Imaginability
Qin (2011)	338	37.6	20-29	S, NS	China	Cigarette	—	Motivate me to quit smoking Deter giving cigarette pack as gift
Sabbane (2009a)	168	47	12-17	S, NS	Canada	Cigarette	General priming theory	Pack/brand attitudes Intention to not start smoking
Sabbane (2009b)	220	41	12-20	NS	USA, Canada	Cigarette	—	Pack/brand attitudes
Schneider (2012)	88	55.7	18-30	S	Germany	Cigarette	Extended Parallel Process Model	Negative affective reactions Beliefs about smoking harms Self-efficacy Motivate me to quit smoking
Vardavas (2009)	574	46	12-18	S, NS	Greece	Cigarette	—	Cognitive elaboration Motivate me to not start smoking

Study	N	% Male	Age Range	Smoking Status	Country	Product Type	Theory	Outcomes Studied
Smokeless Tobacco								
Adkison (2014)	1000	49.9	14-25	S, NS	USA	SLT	—	Attention Attracting General effectiveness
Callery (2011)	611	46.5	18-30	S	Canada	SLT		Beliefs about harms Product appeal
Mutti (2016)	500	50	16-18	S, NS	India	SLT	—	General effectiveness
Mutti (2016)	512	50.4	16-18	S, NS	Bangladesh	SLT	—	General effectiveness