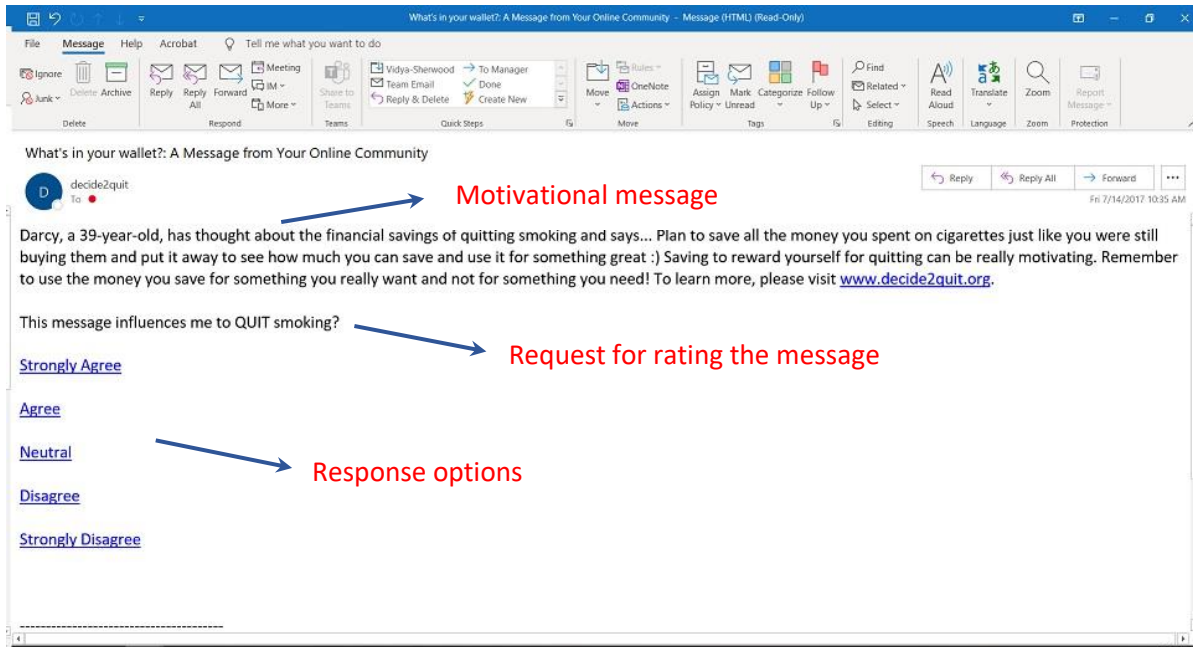


Additional File 1: Interaction between a user and the recommender system that motivates smoking cessation

Step 1: The user received a tailored email message from the recommender system to motivate quitting smoking and a request to rate the influence of the message on him/her.



Step 2: After the user rated the message by choosing/hitting one of the response options, their answer was automatically registered into the database of the recommender system and the system showed a new webpage (see the figure below) to acknowledge the receipt of the user's response/rating.

