

Supplementary Material

A. Interview guide semi-structured interview 1

- **Demographics** (year of birth, marital status, children, highest education level completed, employment status) → add to life line
- **Smoking behaviour and quitting behaviour**
 - *What do you smoke?*
 - *How much do you smoke?*
 - *When do you smoke? (go through a day and ask when respondent smokes)*
 - *How long have you been smoking?*

LIFE LINE:

- ❖ *Did you ever quit smoking? When? And when did you start smoking again?*
- ❖ *Were there any periods in your life when you deliberately (or consciously, it's supposed to indicate 'being aware of') smoked more/less?*

With regard to the various periods just discussed:

- ❖ *What did you smoke?*
- ❖ *How much did you smoke?*
- ❖ *When did you smoke?*
- ❖ *What do you think about your smoking now (continue to smoke or quit)?*
- ❖ *To what extent do you experience contradictions in your thinking or feeling about your smoking?*

- **Factors (present):**

PROBE FOR FEELINGS

- ❖ *What's your life like now? (life events, personal circumstances)*
- ❖ *Which people are important to you? How do they respond to your smoking?*

Reasons. When the above is complete:

- ❖ *What are your reasons to quit smoking or continue to smoke (smoke more/less)?*

COMPLETING THE LIFE LINE: *Could you tell me something more about smoking in your life?*

Focus on specific time points:

- Quit attempts
- Starting to smoke after quit attempt

- **Factors (lifeline; specific periods):** PROBE FOR FEELINGS

Smoking onset

- ❖ *What was your life like when you started to smoke? (life events, personal circumstances)*
- ❖ *Which people were important to you then? How did they respond to your smoking?*

Quitting smoking/ decreasing smoking

- ❖ *How did you feel when you quit smoking/decreased your smoking?*
- ❖ *What was your life like when you quit smoking/decreased your smoking? (life events, personal circumstances)*
- ❖ *Which people were important to you then? How did they respond to your quit attempt / decreased smoking?*

Starting smoking again/increasing smoking

- ❖ *How did you feel when you started smoking again/increased you smoking?*
- ❖ *What was your life like when you started smoking again/increased you smoking? (life events, personal circumstances)*
- ❖ *Which people were important to you then? How did they respond to the fact that you started smoking again / increased smoking?*

Reasons. When the above is complete:

- ❖ *What were your reasons to quit smoking or start smoking again (smoke more/less)?*

IDENTITY: Self and group

- ❖ *What are your thoughts about smoking? (Does it fit with who you are?)*
- ❖ *What are your thoughts about people who smoke?*
- ❖ *What are your thoughts about quitting? (Does it fit with who you are?)*
- ❖ *What are your thoughts about people who quit smoking?*
- ❖ *What are your thoughts about non-smoking? (Does it fit with who you are?)*
- ❖ *What are your thoughts about people who do not smoke?*

For each **specific** time period:

- ❖ *What were your thoughts about smoking/non-smoking, smokers/non-smokers when you quit smoking/started smoking again (increased/decreased smoking)?*
- ❖ *How did you see yourself when you quit smoking/started smoking again (increased/decreased smoking)?*

- **Smoking ban (additional factor):**
 - ❖ *How do you feel about the smoking ban in cafés, restaurants and clubs?*
 - ❖ *What has changed for you since smoking is not allowed anymore in some places?*
 - ❖ *Did the smoking ban influence your behaviour?*
 - ❖ *Did the smoking ban influence how others see you, or how you see yourself?*

FINAL QUESTIONS

- Is the life line complete, or would you like to add anything?
- *In sum:* What is the meaning of smoking to you? How important is smoking to who you are?

B. Interview guide semi-structured interview 2 and 3

1. Past month

MAKE A LIFE LINE OF PAST MONTH

- ❖ *Could you describe what the past month has been like? (for example important events, changed circumstances)*
- ❖ *Did you think about your smoking, or about quitting smoking, in the past month?*
IF YES:
 - What did you think?
 - When did you think that?
 - Where were you when you thought that?
 - Were there any other people with you, and if yes, who?
 - How come you had this (these) thought(s)?
- ❖ *To what extent do you experience contradictions in your thinking or feeling about your smoking?*
- ❖ *Did you quit smoking or decrease your smoking during the past month?*

IF YES: → **2. Quit attempt/decrease smoking**
IF NO: → **4. Continued to smoke/smoke again**

2. Quit attempt/decrease smoking

IN CASE OF QUIT ATTEMPT/DECREASED SMOKING:

- ❖ *When did you quit smoking or decrease your smoking?*
 - IN CASE OF DECREASED SMOKING: *How much did you smoke?*
- ❖ *How did you feel when you quit smoking/decreased your smoking?*
- ❖ *What was your life like when you quit smoking/decreased your smoking? (life events, personal circumstances)*
- ❖ *Which people are important to you? How did they respond to your quit attempt / decreased smoking?*

Reasons:

- ❖ *What made you quit smoking/decrease your smoking?*

Identity:

- ❖ *At the time, what were your thoughts about smoking? (Does it fit with who you are?)*
- ❖ *At the time, what were your thoughts about people who smoke?*

- ❖ *At the time, what were your thoughts about quitting? (Does it fit with who you are?)*
- ❖ *At the time, what were your thoughts about people who quit smoking?*
- ❖ *At the time, what were your thoughts about non-smoking? (Does it fit with who you are?)*
- ❖ *At the time, what were your thoughts about people who do not smoke?*

Current smoking status:

- ❖ *Do you still refrain from smoking/do you still smoke less than before?*

IF YES: → **6. Current identity**

IF NO: → **3. Start smoking again/increase smoking**

3. Start smoking again/increase smoking

IN CASE RESPONDENT STARTED SMOKING AGAIN /INCREASED SMOKING:

- ❖ *When did you start smoking again / increase your smoking?*
- ❖ *How did you feel when you started smoking again / increase your smoking?*
- ❖ *What was your life like when you started smoking again / increase your smoking? (life events, personal circumstances)*
- ❖ *Which people are important to you? How did they respond to the fact that you started smoking again / increase your smoking?*

Reasons:

- ❖ *What made you start smoking again /increase your smoking?*

Identity:

- ❖ *At the time, what were your thoughts about smoking? (Does it fit with who you are?)*
- ❖ *At the time, what were your thoughts about people who smoke?*
- ❖ *At the time, what were your thoughts about quitting? (Does it fit with who you are?)*
- ❖ *At the time, what were your thoughts about people who quit smoking?*
- ❖ *At the time, what were your thoughts about non-smoking? (Does it fit with who you are?)*
- ❖ *At the time, what were your thoughts about people who do not smoke?*

4. Continued to smoke/start smoking again

- ❖ *What do you smoke now?*
- ❖ *How much do you smoke now?*
- ❖ *When do you smoke now?*

- ❖ *What's your life like now? (life events, personal circumstances)*
- ❖ *Which people are important to you? How do they respond to your smoking?*

ONLY IN CASE OF CONTINUED SMOKING (NO QUIT ATTEMPT, NO CHANGE IN # CIG)

5. Identity change during past month

- ❖ *During the past month, did anything change in what you think about smoking (and whether it fits with who you are)?*
- ❖ *During the past month, did anything change in what you think about people who smoke?*
- ❖ *During the past month, did anything change in what you think about quitting (and whether it fits with who you are)?*
- ❖ *During the past month, did anything change in what you think about people who quit smoking?*
- ❖ *During the past month, did anything change in what you think about non-smoking (and whether it fits with who you are)?*
- ❖ *During the past month, did anything change in what you think about people who do not smoke?*

IF YES:

- Can you tell me what has changed in your thinking about..?
- What made you change your mind about..?

- ❖ *What are your thoughts about smoking? (Does it fit with who you are?)*
- ❖ *What are your thoughts about people who smoke?*
- ❖ *What are your thoughts about quitting? (Does it fit with who you are?)*
- ❖ *What are your thoughts about people who quit smoking?*
- ❖ *What are your thoughts about non-smoking? (Does it fit with who you are?)*
- ❖ *What are your thoughts about people who do not smoke?*

FINAL QUESTIONS

- Is the life line complete, or would you like to add anything?
- *In sum:* What is the meaning of smoking to you? How important is smoking to who you are?

C. Follow-up questionnaire

1. Do you smoke nowadays?
 - Yes
 - No, I do not smoke anymore

If question 1 = Yes

2. How many cigarettes do you smoke on average per day?
3. Did you attempt to quit since the last interview? This refers to serious quit attempts when you did not smoke for at least 24 hours.
 - Yes
 - No

If question 3 = Yes

4. When was your most recent quit attempt of at least 24 hours? Try to indicate this as specifically as possible.
5. How long did you quit smoking during your most recent quit attempt? Try to indicate this as specifically as possible.

If question 1 = No

6. For how long have you quit smoking? Try to indicate this as specifically as possible.
7. Did you ever smoke since the last interview? If yes, when?

All

8. Do you ever use an e-cigarette?
 - Yes, I use an e-cigarette with nicotine
 - Yes, I use an e-cigarette without nicotine
 - No
9. The next question is about how you see yourself. How do you see yourself in relation to smoking? Try to provide a brief description.
I see myself as.. (textbox)