The growth of online social networks has been phenomenal—1.73 billion users in 2013 and around 2.55 billion by 2017. Distinct qualities of these virtual platforms include real-time intervention delivery and data collection. Social networks have been used to understand the group mechanisms underlying human behavior change. The Transtheoretical Model of Change has been applied to analyze the content of these networks. Existing questionnaires used in behavioral therapy are being translated into features of consumer support. This study involved 100 messages of active users and maintenance smokers from a social network for smoking cessation. The messages were identified using quantitative content analysis. The processes of change indicate the socio-behavioral needs of QuitNet users at individual level.

**References**


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