

Multimedia Appendix 2: Frequency of codes related to behavior change.

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Added activity in life	
Break from routine	12
Going out	34
Playing alone	13
Playing as a reward	1
Enhancing routines	
Walking the dog	2
Playing while doing something else	31
Exploration	
Exploration	13
Just moved here	2
Use of public spaces	3
Increased physical activity	
Exercise	90
Exergames	1
Strengthening social bonds	
Playing for somebody else	1
Reason for playing: Social pressure	8
Spending time with family	45
Spending time with friends	63
Spending time with significant other	26
Lowering social barriers	
Community	23
Community: online	6
Competition or player versus player gameplay	14
Groups of people	36
Making new friends	14
Meeting neighbors	4
Meeting new people	64
Meetup	3
Negative social experience	7
People of different ages playing or meeting	17
Socialization	73
Teaching the game to others	9
Teams	15
Teamwork	12
Increased positive emotional expression	
Helping others	8
Positive change in other people	12
Shared excitement/interest	30
Self-treatment	
Helps with anxiety or depression	5

Improved mood	10
Treatment	8