Qualitative interview coding frame

Node
Three, 12 & 15 month interviews
Behaviour change
Acceptability of weight target
Barriers to implementing change
Behaviour change techniques used
Behaviour maintenance
Experience of weight loss and weight loss efforts
Facilitators to implementing change
Other weight loss motivations
Perceived consequences of study participation
Weight loss expectations & confidence
Comparison with other weight loss programmes
Game of Stones Website
Data entry and charts
Frequency of access
Information on narrative characters
Suggested changes to improve website
Weight loss information links
Incentives
Acceptability and awareness of loss aversion
Competition with self or others
Delivery of incentive (at end)
Donation to charity

Node
Gaming and unintended consequences relating to the incentives
Incentive information on the website
Information materials, including fake cheque
Perceived influence of incentives on behaviour
Suggestions for changes to incentive strategy
Value and spacing of the incentive
Views on incentives for weight loss, including who pays
Long term follow up and potential data linkage (Rebecca Skinner's PhD preliminary nodes)
Integration of Game of Stones & NHS service
24 month phone call
Data linkage vignettes
Feelings about study completion
Outcomes that matter to men (Rebecca Skinner's PhD preliminary nodes)
Body image
Card sorting task
Health
Important outcomes (men's views)
Questionnaire acceptability
Wellbeing
Pedometer
Use and views
Recruitment
Acceptability of recruitment

Node
Recruitment Suggestions
Research Design
Acceptability of randomisation and group allocation
Blinding acceptability
Contamination with other Game of Stones participants
Importance and acceptability of Game of Stones
Relationship with and accountability to researcher
Retention
Study information materials
Study name
Social Aspects
Disclosure of study or group to others
Family, friends and partners influence on weight loss efforts
Family, friends and partners reaction to study or randomisation group
Impact of holidays, social events and religious festivals
Integration into daily life
Request for group social support
Social media communications
Text Delivery
Duration of the text intervention (1 year)
Interactivity and ability to respond to texts
Suggested changes to improve text delivery
Text Frequency
Text spacing & consecutive texts

Node
Text timing
Text message content
Acceptability of Game of Stones text messages
Acceptability of a text message intervention in general
Alternative SMS – perception of form & pseudonyms as being real participants
Diet facts & tips
Engagement with text intervention
Exercise - facts & tips
Main character weight loss trajectory
Perceived Text intervention effectiveness
Suggested text changes
Tailoring for health interests
Unintended consequences of being in the study
Negative
Neutral
Positive
Weighing venues
Acceptability of venues
Appointment schedule, time points & frequency of weighing
Real World setting
Suggested venue changes
Two-week window either side of target date
Influence of food price