Multimedia Appendix 1

*Items used to measure research constructs*

| Construct                  | Sub-construct          | Items                                                                 | Scale                                                                 |
|---------------------------|------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|
| Attitude                  | Experiential attitude  | Participating in the Cinnamon Challenge is enjoyable.                | Strongly disagree–strongly agree; scored 1 to 7                      |
|                           |                        | Participating in the Cinnamon Challenge makes you feel more confident.| Strongly disagree–strongly agree; scored 1 to 7                      |
|                           |                        | Participating in the Cinnamon Challenge make you feel more pleasant.  | Strongly disagree–strongly agree; scored 1 to 7                      |
|                           |                        | Participating in the Cinnamon Challenge is for a good cause.         | Strongly disagree–strongly agree; scored 1 to 7                      |
| Vale appointed to experiential attitude |                        | When you are challenged by someone, enjoyment is important to you.   | Extremely important–extremely unimportant; scored 1 to 7            |
|                           |                        | When you are challenged by someone, feeling confident is important to you. | Extremely important–extremely unimportant; scored 1 to 7            |
|                           |                        | When you are challenged by someone, feeling pleasant is important to you. | Extremely important–extremely unimportant; scored 1 to 7            |
|                           |                        | Doing an online challenge for a good cause is important to you.      | Extremely important–extremely unimportant; scored 1 to 7            |
| Construct               | Sub-construct           | Items                                                                 | Scale                                                                 |
|-------------------------|-------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|
| Instrumental attitude   |                         | Participating in the Cinnamon Challenge would get you more views than what you normally get on your posts on social media. | Strongly disagree-strongly agree; scored 1 to 7                       |
|                         |                         | Participating the Cinnamon Challenge would get you more likes than what you normally get on your posts on social media.       | Strongly disagree-strongly agree; scored 1 to 7                       |
| Value appointed to      |                         | Getting views on your social media posts is important to you.         | Extremely important-extremely unimportant; scored 1 to 7              |
| instrumental attitude   |                         | Getting likes on your social media posts is important to you.         | Extremely important-extremely unimportant; scored 1 to 7              |
| Perceived norm          | Injunctive              | Most people would approve of you participating in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7                       |
|                         |                         | Your family would approve of you participating in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7                       |
|                         |                         | Your best friend would approve of you participating in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7                       |
|                         |                         | Your significant other would approve of you participating in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7                       |
|                         |                         | Your role model would approve of you participating in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7                       |
|                         |                         | Your friends on social media would approve of you participating in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7                       |
| Descriptive             |                         | Most people would participate in the Cinnamon Challenge.              | Strongly disagree-strongly agree; scored 1 to 7                       |
| Construct | Sub-construct | Items | Scale |
|-----------|--------------|-------|-------|
| | | Your family would participate in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7 |
| | | Your best friend would participate in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7 |
| | | Your significant other would participate in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7 |
| | | Your role model would participate in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7 |
| | | Your social media friends would participate in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7 |
| | | Celebrities would participate in the Cinnamon Challenge. | Strongly disagree-strongly agree; scored 1 to 7 |
| Motivation to comply | | You are willing to do what most people think is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| | | You are willing to do what your best friends think is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| | | You are willing to do what your family thinks is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| | | You are willing to do what your significant other thinks is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| | | You are willing to do what your role model thinks is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| | | You are willing to do what your friends on social media think is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| | | You are willing to do what celebrities think is right. | Extremely likely-extremely unlikely; scored 1 to 7 |
| Construct          | Sub-construct       | Items                                                                 | Scale                                      |
|--------------------|---------------------|----------------------------------------------------------------------|--------------------------------------------|
| Personal agency    | Perceived control   | Participating in the Cinnamon Challenge is easy.                      | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | The Cinnamon Challenge is doable.                                      | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | Getting the tools and materials needed to participate in the Cinnamon Challenge is easy. | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | Going to a location where you can do the Cinnamon Challenge is easy.   | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | Having the tools and materials needed for the Cinnamon Challenge is important. | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | Finding a location to do the Cinnamon Challenge is important.         | Strongly disagree-strongly agree; scored 1 to 7 |
|                    | Self-efficacy       | Participating in the Cinnamon Challenge is under your control.        | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | You would face barriers participating in the Cinnamon Challenge.      | Strongly disagree-strongly agree; scored 1 to 7 |
|                    |                     | How certain are you that you can perform the Cinnamon Challenge?      | Extremely certain-extremely uncertain; scored 1 to 7 |
|                    |                     | How confident are you that you have everything needed to perform the Cinnamon Challenge? | Extremely confident-extremely not confident; scored 1 to 7 |

**Note:** We replaced “Cinnamon Challenge” with “Ice Bucket Challenge” to these items to collect the perceived beliefs about ALS IBC.