

**Additional file 1: Table S1: Details of intervention modules**

Intervention module	Objective	Details of module		BCTs included in 'high' version	BCTs included in 'low' version
		High	Low		
Self-monitoring and feedback	Facilitate easy and on-going recording of alcohol consumption; provide feedback on consumption, consequences of consumption and progress toward goals.	Ability to record drinks, graph showing units consumed calories consumed, amount spent on alcohol. Record mood, productivity, clarity, sleep quality, graph illustrating how they differ on mornings after heavy drinking compared to mornings after light/no drinking. Feedback on progress	Ability to record drinks. No other self-monitoring facilitated. No feedback provided	Review behaviour goals, Discrepancy between current behaviour and goal, Feedback on behaviour, Self-monitoring of behaviour, Self-monitoring of outcomes of behaviour, Feedback on outcomes of behaviour, Salience of consequences, Information about emotional consequences, Social reward, Self-reward	Self-monitoring of behaviour

towards goals:  
 cumulatively  
 as the week  
 progresses, on  
 the past week  
 and on all  
 previous  
 weeks.

Action planning	Allow users to create implementation intentions for dealing with difficult drinking situations.	Create implementation intentions, review implementation intentions already created, gain understanding of why to set implementation intentions.	Gain understanding of why to set implementation intentions only.	Action planning, Credible source	None
Normative feedback	Inform users of the social drinking norm and alert them to any discrepancy	Questions assessing how users think they compare with others. Infographics	Text on risks of drinking too much (from PHE website)	Social comparison Provide normative information about others' behaviour and experiences	Information about health consequences Information about emotional

with how they believe their drinking compares with normal to how it actually compares with normal. illustrating how user's drinking actually compares with other adults and others of same gender and age. consequences

Identity change	Help users foster a change in their identity so that users do not see themselves as “drinkers” as a key part of their identity which should aid their behaviour change attempt.	Memos – record messages about drinking or when drunk too much to watch in the future “I am”: identifying and considering those values that are important to you, and whether you do not live up to those values	Text on how identity is an important factor in how we behave and advise to think about the undesired consequences of drinking too much.	Identification of self as role model Incompatible beliefs Valued self-identity Identity associated with changed behaviour Information about health/social/emotional consequences Salience of consequences Anticipated regret Pros and cons Framing/reframing	None
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when you have drunk too much.

Flipsides of drinking:

Providing examples of the negative sides of positive alcohol expectancies.

Cognitive bias re-training	Use a form of cognitive bias modification to strengthen cognitive control over the automatic biases to approach alcohol that predict alcohol use that exist amongst the users through	Game with all alcohol related pictures associated with “avoid” and all soft drink pictures associated with “approach”. Additional section of text on why and how this sort of game is	Game with 50% of alcohol related pictures associated with “avoid” and 50% associated with “approach”. Same for soft drink pictures.	None	None
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an engaging      believed to  
game.              work.

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