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**A Smoking Cessation System Design Using Mobile Phone Text Messaging and Persuasive Technologies: A Pilot Study**

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**Abstract:**

Mackay and Eriksen (2002) stated that the number of smokers worldwide was about 1.25 billion and the number of diseases caused by smoking was continuously growing. Some behavioral theories, in particular the stages of change theory, suggest that individuals can modify their addictive behavior (such as smoking) through a series of stages. Mobile phones, viewed as a persuasive technology tool, can change smokers' behavior due to their capability to send and receive text messages, providing them the opportunity to send tailored messages to smokers encouraging them to quit smoking or to continue on with the maintenance stage. A pilot study was conducted to create and evaluate a text message smoking cessation system by means of a mobile phone in a casual setting. The results suggest that participants would be persuaded by tailoring text messages and that they would use the text messaging cessation program as a future smoking cessation intervention.