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I do as I am: understanding and leveraging identity to promote smoking cessation and physical activity

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Understanding and leveraging identity to promote smoking cessation and physical activity

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The research presented in this dissertation was undertaken at the Health, Medical and Neuropsychology Department, Institute of Psychology, Leiden University, The Netherlands.

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Chapters 2, 3, 4, 6 and 7 of this dissertation present newly conducted research within the scope of the interdisciplinary *Perfect Fit* project. Study 3 in Chapter 6 falls outside the formal scope of *Perfect Fit*, but the data analyses and manuscript preparation were undertaken within the project due to the strong thematic alignment with its objectives. Chapter 5 and Study 3 in Chapter 6 draw on the same overarching dataset. However, they examine different variables and subsets of data to address distinct research questions.



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“Every action you take is a vote for the type of person you wish to become.”

— James Clear (*Atomic Habits*)

Table of Contents

Chapter 1 –	General introduction	13
Chapter 2 –	Mapping the evidence on identity processes and identity-related interventions in the smoking and physical activity domains: A scoping review protocol	31
Chapter 3 –	Conceptualization, operationalization and role of identity in physical activity and smoking in individuals aged forty-five and over: A systematic scoping review	48
Chapter 4 –	The effect of identity-related interventions on physical activity- and smoking-related identities and behavior: A mixed-methods systematic review	115
Chapter 5 –	My future-self has (not) quit smoking: An experimental study into the effect of a future-self intervention on smoking-related self-identity constructs	179
Chapter 6 –	User experiences with digital future-self interventions in the contexts of smoking and physical activity: A mixed methods multi-study exploration	211
Chapter 7 –	Digital future-self interventions to promote physical activity: Perspectives of minimally active middle-aged and older adults	261
Chapter 8 –	Summary and General discussion	283
Appendices		311
	Supplement 1 – Perfect Fit deliverable 1	313
	Supplement 2 – Perfect Fit deliverable 2	315
	Dutch summary	333
	French summary	337
	Acknowledgments	341
	Curriculum Vitae	343
	List of publications	345