**Additional file 2: Search strategy details.**

|  |  |
| --- | --- |
| Search set | MEDLINE |
| 1 | Descriptive norms\* ti, ab |
| 2 | “Social Norms”[Mesh] ti, ab |
| 3 | “Social Conformity”[Mesh] ti, ab |
| 4 | “Social Perception”[Mesh]ti, ab |
| 5 | 1-4/OR |
| 6 | “Health Behavior” [Mesh] OR ”Health Knowledge, Attitudes, Practice”[Mesh] OR “Health Education”[Mesh] |
| 7 | “Social Marketing”[Mesh] OR “Health Communication” [Mesh] OR “Health Promotion” [Mesh] OR “Health Promotion” [Mesh] |
| 8 | Environment\* ti, ab |
| 9 | 6-8/OR |
| 10 | Limit 9 to Humans |

This is the preliminary search strategy for MEDLINE. We will adapt it for other electronic databases. We will report all search strategies