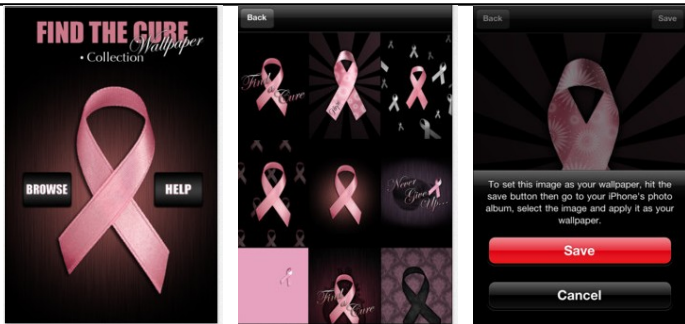
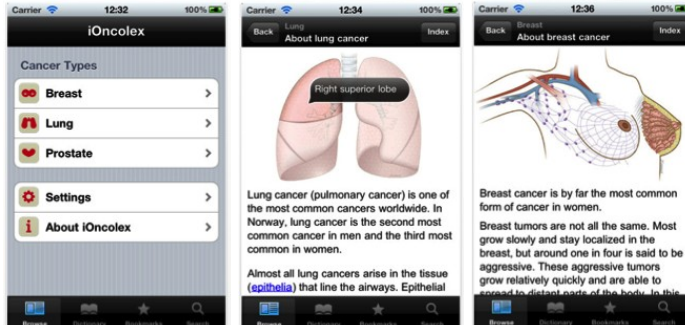
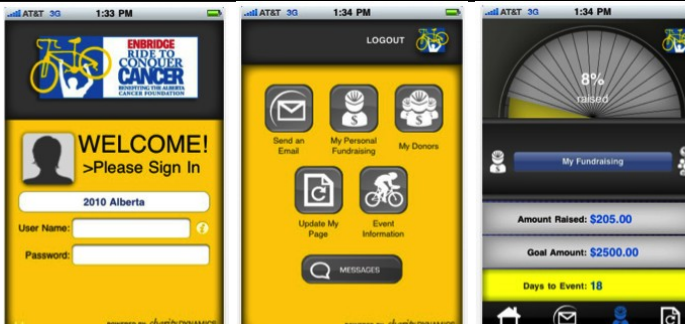
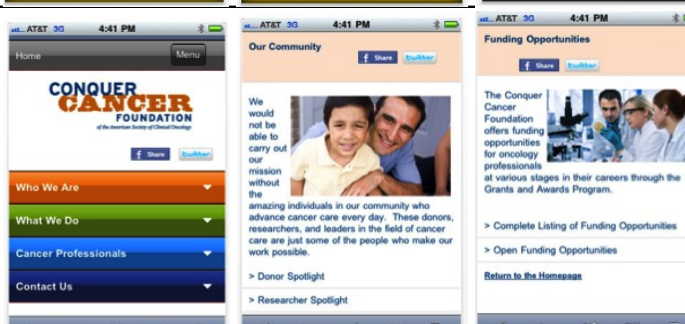
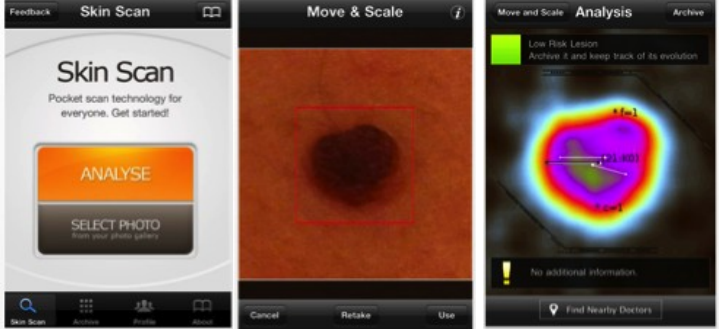


Multimedia Appendix 2: Examples of representative iPhone apps from each category

Category and App Name	Screen Shots
Awareness <i>Pink Ribbon Breast Cancer Wallpaper</i>	
Information <i>Cancer iOncolex</i>	
Fundraising <i>The Ride to Conquer Cancer</i>	
Promote an Organization <i>Conquer Cancer Foundation</i>	

Early Detection <i>Skin Cancer- The Most Accurate Skin Cancer Detector on iPhone</i>	
Disease Management <i>Cancer Net</i>	
Prevention <i>iEat for Life: Prostate Cancer</i>	
Peer Support <i>Breast Cancer Connect</i>	