

Multimedia Appendix 1. Emergent themes and subthemes identified in the analyses.

Domain 1. Mothers' Beliefs and Attitudes Toward Their Preschool-Age Children Screen Time Behaviors	
Theme 1. Perceptions and concerns about their preschool-age children's screen time behaviors	Subtheme 1.1. Perceived benefits and disadvantages of screen time
Theme 2. Reasons for screen time	
Theme 3. Mothers accept screen time as an integral part of children's daily lives	Subtheme 3.1. Mothers perceive a need for balance
Theme 4. Socioenvironmental influences on screen time	Subtheme 4.1. Increased accessibility and affordability of technology in the United States
	Subtheme 4.2. Siblings influence preschool-age children's screen time
	Subtheme 4.3. Preschool-age children's screen time is influenced by children's friends
	Subtheme 4.4. Caregivers influence preschool-age children's screen time
	Subtheme 4.5: Adult family members and parents' friends influence mothers' perceptions of screen time and their preschool-age children's screen time
	Subtheme 4.6: Parents' screen time behaviors influence children's screen time
Theme 5. Screen time is influenced by the weather	
Domain 2. The Home's Physical and Social Environment Impacts Screen Time Behaviors	
Theme 6. Screen devices readily available at home	
Theme 7. Watching TV and playing video game with their children	
Theme 8. Parenting practices to manage children's screen time	Subtheme 8.1: Monitoring screen time and content
	Subtheme 8.2: Implementing screen time rules can be challenging
	Subtheme 8.3: Prompting child to do something else
Theme 9. Mothers' confidence in the ability to manage children's screen time	