S2 Appendix. Coding decisions. ₂₉₃

Main treatment variables: ₂₉₄

Treatment: Coded as "1" if the WhatsApp broadcast list is assigned to the treatment ₂₉₅
condition. Treatment assignment varies each week. ₂₉₆

Long experimental list: Coded as "1" if the WhatsApp broadcast list is assigned to ₂₉₇
the long experimental list. Experimental list assignment varies each week. ₂₉₈

Main outcome variables: ₂₉₉

Knowledge: In **week 1**, there are two questions that test respondent knowledge of ₃₀₀
the treatment messaging (see Week 1, Q4 and Q5 in S3 Appendix for exact ₃₀₁
wording). We code whether the respondent selected the correct responses, and ₃₀₂
Knowledge is coded as the standardized index, or z-score, of these two variables. ₃₀₃
In **week 2**, there is one question that tests respondent knowledge. The question ₃₀₄
allows for multiple options, meaning that there are four potentially correct ₃₀₅
responses (see Week 2, Q4 in S3 Appendix for exact wording). We code whether ₃₀₆
the respondent answered correctly for each option, and *Knowledge* is coded as the ₃₀₇
z-score of all four options. ₃₀₈

Behavior: Coded based on how many activities on the experimental list that ₃₀₉
respondents received they mention that they participated in the last three days. ₃₁₀
The short experimental list had four options and responses are coded from "0" to ₃₁₁
"4", while the long list has five options and responses are therefore coded from "0" ₃₁₂
to "5". ₃₁₃

Other variables: ₃₁₄

Qualtrics: Coded as "1" if the individual responded through the Qualtrics link and "0" ₃₁₅
if the individual responded directly through WhatsApp. ₃₁₆

Urban: Coded as "1" if the individual responded to living in the following districts: ₃₁₇
Harare, Bulawayo, Chitungwiza, Mutare, Gweru, Chinhoye, Masvingo, Kwekwe, ₃₁₈
Kadoma, and Norton. ₃₁₉

Female: Coded as "1" if the individual indicated that they were female. ₃₂₀

Months subscribed: The number of months that the WhatsApp broadcast list has ₃₂₁
been active, counting backward from April 2020. ₃₂₂

WhatsApp broadcast list response rate %: The number of responses per week ₃₂₃
from a WhatsApp broadcast list, divided by the total number of individuals in ₃₂₄
that list. ₃₂₅