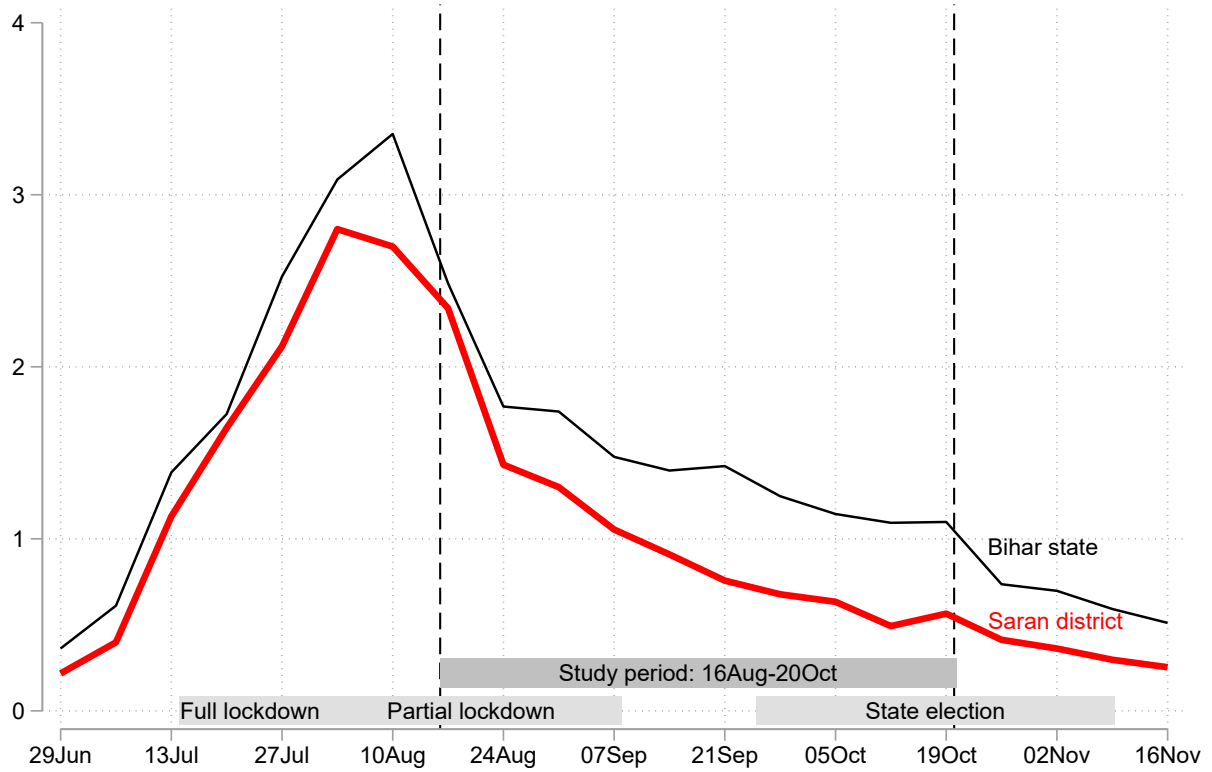


A Appendix

Figure A.1: Average Newly Confirmed Cases per Day (per 100,000)



Note: Figure A.1 plots the average by calendar week of newly confirmed cases per day, per 100,000 population. Bihar was also affected by flooding in July, 2020. Source: [COVID-19 India Org Data Operations Group \(2020\)](#) using data collected by volunteers.

Table A.1: Comparison of study sample with Bihar

	Study sample	Bihar state	Year for Bihar
Rural	78%	89%	2011
Age (mean)		24	2011
Age (mean) population ≥ 18	31	47	2011
Male	72%	52%	2011
Scheduled Castes	19%	20%	2015-2016
Other Backward Classes	60%	58%	2015-2016
Hindu	91%	84%	2015-2016
Muslim	9%	16%	2015-2016
More than secondary school*	28%	22%	2015-2016
Household has cell phone	100%	90%	2015-2016

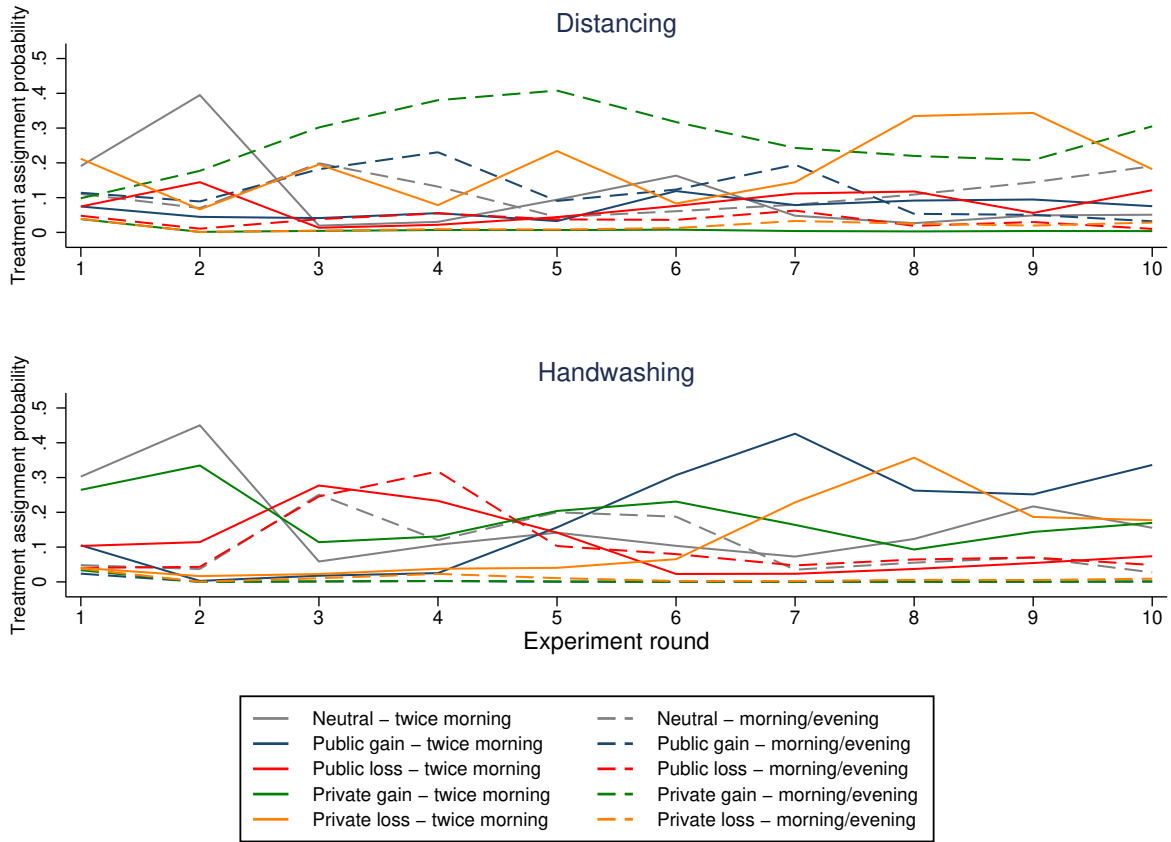
Note: Table A.1 compares study sample with the related statistics available for the state of Bihar. *Bihar data weighted for a population with 72% men. Sources: Study sample statistics are from Table 1. Rural refers to location at the time of the interview, not residence. Bihar state data is taken from the 2011 Census and the 2015-2016 NFHS-4 state-level report for Bihar.

Table A.2: SMS Content by Message Framing and Targeted Behavior

Framing	Handwashing	Distancing
Neutral	Coronavirus is here. Before touching any food or touching your face, wash your hands with water and soap.	Coronavirus is here. Outside the house, keep a distance of at least two arms from others.
Public Loss	Coronavirus kills. Your action can put our community at risk of infection. Before touching any food or touching your face, wash your hands with water and soap.	Coronavirus kills. Your action can put our community at risk of infection. Outside the house, keep a distance of at least two arms from others.
Private Loss	Coronavirus kills. Your action can put your family at risk of infection. Before touching any food or touching your face, wash your hands with water and soap.	Coronavirus kills. Your action can put your family at risk of infection. Outside the house, keep a distance of at least two arms from others.
Public Gain	Save lives. Your action can protect our community from coronavirus. Before touching any food or touching your face, wash your hands with water and soap.	Save lives. Your action can protect our community from coronavirus. Outside the house, keep a distance of at least two arms from others.
Private Gain	Save lives. Your action can protect your family from coronavirus. Before touching any food or touching your face, wash your hands with water and soap.	Save lives. Your action can protect your family from coronavirus. Outside the house, keep a distance of at least two arms from others.

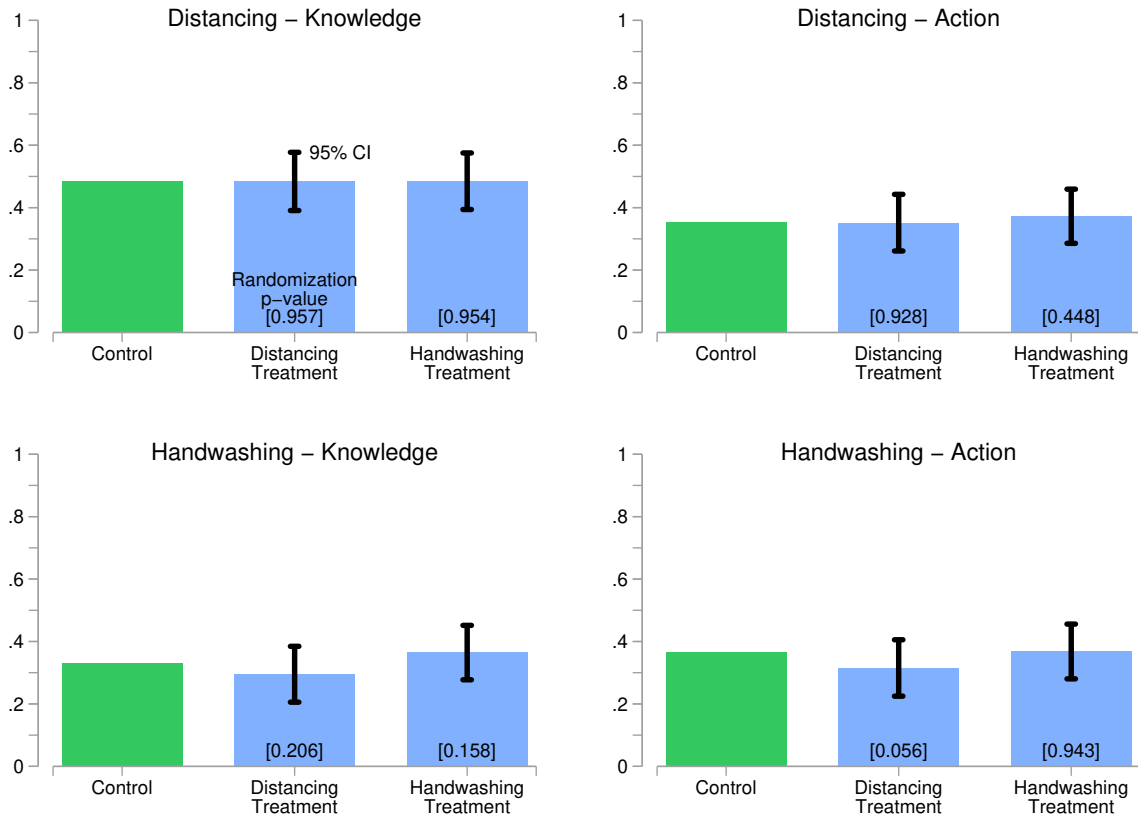
Note: All messages were sent from the sender id “SEHATx”, with no signature. “Sehat” in Hindi means health or well-being.

Figure A.2: Treatment Shares by Round



Note: Figure A.2 shows the posterior probabilities for each of the 10 treatment arms for Round 1 to 10 for distancing in Panel A and handwashing in Panel B. Round 1 comprises of first five rounds that are used as priors.

Figure A.3: Treatment Effects by Target Behavior



Note: Figure A.3 shows the ITT results by target behavior (social distancing and handwashing) for four main outcomes: knowledge and uptake of social distancing behavior in the upper panel and knowledge and behavior of handwashing behavior in the lower panel. Asymptotic confidence intervals bars are shown with exact p -values in square brackets below the x-axis. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Detailed results are also shown in Table 3.

Table A.3: Two-Stage Least Squares Results

	Distancing		Handwashing	
	Know	Act	Know	Act
Panel A: TOT Regressions (delivery reports)				
Treatment - SD	0.013 (0.042) [0.790]	-0.002 (0.042) [0.959]	-0.046 (0.041) [0.318]	-0.056 (0.041) [0.201]
Treatment - HW	0.012 (0.041) [0.758]	0.028 (0.040) [0.490]	0.056 (0.040) [0.193]	0.017 (0.040) [0.642]
Adjusted R^2	-0.04	-0.04	-0.04	-0.04
N	3,484	3,484	3,484	3,484
Control Mean	0.49	0.36	0.32	0.35
Panel B: IV Regressions (self-reported receipt)				
Treatment - SD	-0.138 (0.091) [0.225]	-0.020 (0.091) [0.852]	-0.186** (0.088) [0.062]	-0.077 (0.090) [0.416]
Treatment - HW	0.035 (0.079) [0.683]	0.045 (0.078) [0.587]	0.033 (0.079) [0.712]	0.036 (0.080) [0.673]
Adjusted R^2	-0.08	-0.07	-0.08	-0.07
N	1,988	1,988	1,988	1,988
Control Mean	0.56	0.40	0.41	0.43

Note: Table A.3 shows two-stage least squares results using randomized treatment assignment as the instrument. Panel A reports regressions using administrative data on whether the SMS we sent was successfully delivered as the endogenous variable. Panel B reports regressions using self-reported receipt of any COVID-related message as the endogenous variable. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.4: Treatment Effects by Message Framing

	Distancing		Handwashing	
	Know	Act	Know	Act
SD - Neutral	-0.023 (0.040) [0.607]	0.023 (0.040) [0.564]	-0.014 (0.038) [0.709]	-0.077** (0.038) [0.047]
SD - Public Gain	-0.035 (0.042) [0.485]	-0.047 (0.041) [0.340]	-0.058 (0.041) [0.195]	-0.049 (0.041) [0.291]
SD - Public Loss	-0.041 (0.050) [0.279]	-0.056 (0.047) [0.070]	0.047 (0.048) [0.193]	-0.008 (0.047) [0.821]
SD - Private Gain	0.035 (0.038) [0.406]	0.044 (0.038) [0.267]	-0.078** (0.036) [0.025]	-0.068* (0.037) [0.051]
SD - Private Loss	0.018 (0.038) [0.716]	-0.024 (0.038) [0.664]	-0.032 (0.037) [0.504]	-0.035 (0.037) [0.478]
HW - Neutral	-0.014 (0.038) [0.712]	0.045 (0.036) [0.227]	0.000 (0.036) [0.992]	-0.007 (0.037) [0.879]
HW - Public Gain	0.031 (0.040) [0.535]	-0.016 (0.038) [0.751]	0.028 (0.039) [0.578]	0.030 (0.040) [0.622]
HW - Public Loss	-0.026 (0.041) [0.398]	-0.019 (0.040) [0.528]	0.037 (0.041) [0.219]	-0.027 (0.041) [0.359]
HW - Private Gain	-0.012 (0.039) [0.712]	0.037 (0.038) [0.244]	0.053 (0.038) [0.120]	0.004 (0.038) [0.911]
HW - Private Loss	0.014 (0.040) [0.719]	0.019 (0.039) [0.614]	0.057 (0.038) [0.137]	0.011 (0.038) [0.771]
Adjusted R^2	0.08	0.05	0.05	0.05
N	3,563	3,563	3,563	3,563
Control Mean	0.49	0.36	0.32	0.35

Note: Table A.4 shows the ITT results by 5 message frames for the four main outcomes. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.5: Treatment Effects by Message Timing

	Distancing		Handwashing	
	Know	Act	Know	Act
SD - 2xmorn.	-0.022 (0.034) [0.557]	-0.033 (0.033) [0.273]	-0.033 (0.032) [0.289]	-0.057* (0.033) [0.058]
SD - Morn./Eve.	0.013 (0.032) [0.700]	0.023 (0.032) [0.455]	-0.039 (0.031) [0.213]	-0.051 (0.031) [0.103]
HW - 2xmorn.	-0.003 (0.031) [0.897]	0.003 (0.030) [0.939]	0.049 (0.030) [0.076]	0.029 (0.030) [0.344]
HW - Morn./Eve.	0.003 (0.034) [0.903]	0.042 (0.033) [0.104]	0.013 (0.033) [0.648]	-0.036 (0.032) [0.169]
Adjusted R^2	0.09	0.05	0.05	0.05
N	3,563	3,563	3,563	3,563
Control Mean	0.49	0.36	0.32	0.35

Note: Table A.5 shows the ITT results by 2 message timings for the four main outcomes. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.6: ITT Results by Treatment Arm

	Distancing		Handwashing	
	Know	Act	Know	Act
SD - Neutral (2xmorn.)	-0.096 (0.059) [0.044]	0.000 (0.055) [0.992]	-0.030 (0.053) [0.467]	-0.141*** (0.051) [0.000]
SD - Public gain (2xmorn.)	-0.049 (0.055) [0.408]	-0.070 (0.055) [0.220]	-0.104** (0.052) [0.053]	-0.069 (0.055) [0.226]
SD - Public loss (2xmorn.)	-0.030 (0.059) [0.503]	-0.044 (0.055) [0.328]	0.044 (0.056) [0.290]	-0.032 (0.055) [0.429]
SD - Private gain (2xmorn.)	-0.260** (0.102) [0.010]	-0.347*** (0.055) [0.000]	-0.203** (0.099) [0.035]	-0.137 (0.117) [0.149]
SD - Private loss (2xmorn.)	0.034 (0.041) [0.598]	-0.015 (0.040) [0.815]	-0.028 (0.040) [0.635]	-0.027 (0.040) [0.646]
SD - Neutral (morn./eve.)	0.018 (0.046) [0.811]	0.037 (0.046) [0.619]	-0.007 (0.044) [0.914]	-0.047 (0.045) [0.493]
SD - Public gain (morn./eve.)	-0.022 (0.051) [0.774]	-0.029 (0.050) [0.729]	-0.025 (0.051) [0.736]	-0.038 (0.051) [0.601]
SD - Public loss (morn./eve.)	-0.062 (0.076) [0.141]	-0.077 (0.075) [0.029]	0.047 (0.074) [0.250]	0.029 (0.071) [0.500]
SD - Private gain (morn./eve.)	0.047 (0.038) [0.276]	0.059 (0.039) [0.133]	-0.074** (0.036) [0.040]	-0.067* (0.037) [0.064]
SD - Private loss (morn./eve.)	-0.034 (0.066) [0.681]	-0.060 (0.063) [0.485]	-0.053 (0.064) [0.491]	-0.066 (0.064) [0.397]
HW - Neutral (2xmorn.)	-0.040 (0.046) [0.315]	0.020 (0.044) [0.610]	0.004 (0.043) [0.923]	0.026 (0.046) [0.578]
HW - Public gain (2xmorn.)	0.034 (0.045) [0.547]	-0.038 (0.042) [0.510]	0.062 (0.044) [0.258]	0.062 (0.044) [0.325]
HW - Public loss (2xmorn.)	0.004	-0.001	0.003	-0.018

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Table A.6 – *Continued from previous page*

	Distancing		Handwashing	
	Know	Act	Know	Act
	(0.056)	(0.056)	(0.055)	(0.056)
	[0.938]	[0.973]	[0.946]	[0.683]
HW - Private gain (2xmorn.)	-0.015	0.055	0.097**	0.025
	(0.048)	(0.047)	(0.047)	(0.047)
	[0.797]	[0.327]	[0.063]	[0.674]
HW - Private loss (2xmorn.)	-0.007	-0.035	0.079*	0.032
	(0.048)	(0.046)	(0.046)	(0.047)
	[0.905]	[0.505]	[0.124]	[0.533]
HW - Neutral (morn./eve.)	0.018	0.071	0.007	-0.039
	(0.050)	(0.047)	(0.047)	(0.048)
	[0.799]	[0.341]	[0.916]	[0.633]
HW - Public gain (morn./eve.)	0.013	0.028	-0.062	-0.057
	(0.068)	(0.068)	(0.060)	(0.065)
	[0.900]	[0.788]	[0.534]	[0.585]
HW - Public loss (morn./eve.)	-0.047	-0.032	0.064	-0.034
	(0.049)	(0.049)	(0.049)	(0.048)
	[0.158]	[0.318]	[0.066]	[0.308]
HW - Private gain (morn./eve.)	-0.014	0.008	-0.015	-0.032
	(0.054)	(0.052)	(0.052)	(0.053)
	[0.689]	[0.821]	[0.713]	[0.413]
HW - Private loss (morn./eve.)	0.036	0.084	0.019	-0.025
	(0.057)	(0.054)	(0.053)	(0.052)
	[0.527]	[0.135]	[0.705]	[0.667]
Adjusted R^2	0.09	0.05	0.05	0.05
N	3,563	3,563	3,563	3,563
Control Mean	0.49	0.36	0.32	0.35

Note: Table A.6 shows the ITT results by 10 treatment arms for the four main outcomes. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.7: Correlation matrix between different social distancing and handwashing outcomes

Panel A: Social distancing outcomes

	Main	Direct	List	Community	With Others	At Others
Main	1.000					
Direct	0.007	1.000				
List	0.073	-0.169***	1.000			
Community	-0.021	0.405***	-0.097	1.000		
With Others	0.049	-0.073**	-0.015	0.018	1.000	
At Others	0.040	-0.076**	0.031	-0.025	0.387***	1.000
Control mean	0.36	0.55	1.16	0.40	0.18	0.41

Panel B: Handwashing outcomes

	Main	Direct	List	Community
Main	1.000			
Direct	0.109***	1.000		
List	0.098**	0.154***	1.000	
Community	0.056	0.437***	0.074	1.000
Control mean	0.35	0.86	1.40	0.76

Note: Table A.7 presents correlations of each of our measures for social distancing outcomes (Panel A) and handwashing outcomes (Panel B) for the control group that received no SMS message in our experiment. “Main” refers to our preferred outcome, which is whether the respondent reported handwashing or social distancing in their response to the question, “what are you doing to protect against the virus?” “Direct” for social distancing refers to the question “Have you come into close contact with anyone not in your household, that is within 2 arms distance or less? For example, when you went to meet someone in a group or for a meeting, get-together, or to go to the market or shopping”. For handwashing, “Direct” is the answer to “Have you washed hands with soap and running water, or used hand sanitizer?” “Community” corresponds to the same questions as “Direct” but for a “typical member of your community”. “List” corresponds to the outcome from the list experiment, which is the sum of the total number of statements that people said they agreed with. Two of these statements were “I watched television yesterday” and “I talked to a relative on the phone yesterday”. The third was either “I went outside of the house to meet people outside of my household yesterday” for social distancing arm and “I washed my hands with soap and water at least six times yesterday” for handwashing arm. For social distancing, “With Others” and “At Others” correspond to answers to the questions: “Could you tell me who else is near you now?” and “Could you tell me where you are now?”, respectively. For further details on the specific questions, see the complete questionnaire available in the replication materials. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.8: Heterogeneity Analysis by Social Desirability Score (SDS)

	Distancing						Handwashing			
	Main	Direct	List	Community	With Others	At Others	Main	Direct	List	Community
Panel A: Pooled Treatment ITT Regressions										
Treatment - SD	-0.010 (0.033) [0.727]	0.004 (0.031) [0.908]	-0.079 (0.067) [0.155]	-0.007 (0.036) [0.849]	-0.016 (0.026) [0.549]	-0.012 (0.031) [0.692]	-0.025 (0.032) [0.396]	0.002 (0.023) [0.924]		0.017 (0.036) [0.626]
Treatment - HW	0.034 (0.030) [0.203]	0.047 (0.029) [0.101]		0.071** (0.034) [0.017]	0.028 (0.023) [0.244]	-0.018 (0.029) [0.523]	0.003 (0.031) [0.897]	0.007 (0.023) [0.709]	-0.016 (0.061) [0.751]	0.022 (0.035) [0.445]
Panel B: Pooled Treatment ITT Regressions by SDS										
Treatment - SD x SDS	-0.032 (0.053) [0.504]	-0.033 (0.050) [0.436]	0.299** (0.132) [0.008]	0.031 (0.061) [0.701]	-0.054 (0.040) [0.118]	0.019 (0.050) [0.695]	0.032 (0.052) [0.475]	-0.030 (0.042) [0.400]		-0.031 (0.060) [0.525]
Treatment - HW x SDS	0.017 (0.053) [0.756]	-0.013 (0.049) [0.752]		0.009 (0.061) [0.861]	-0.007 (0.041) [0.847]	0.013 (0.051) [0.755]	0.002 (0.054) [0.966]	-0.050 (0.042) [0.211]	-0.080 (0.109) [0.438]	-0.045 (0.060) [0.407]
Adjusted R^2	0.05	0.18	0.09	0.15	0.08	0.14	0.05	0.05	0.10	0.03
N	2,937	2,892	1,359	2,206	2,934	2,937	2,937	2,935	1,569	1,939
Control Mean	0.36	0.55	1.16	0.40	0.18	0.41	0.35	0.86	1.40	0.76

Note: Table A.8 shows the results for heterogeneity analysis for social distancing and handwashing outcomes by social desirability score (SDS) measured through IRT. Panel A shows the results for ITT regressions without any interaction term on a sample with non-missing data on SDS score and Panel B shows the results for ITT regressions with the interaction terms. The ITT regression for Panel B would be: $Y_i = \alpha_i + \beta_1 T_i + \beta_2 O_i + \beta_3 SDS_i + \beta_4 T_i \times SDS_i + \beta_5 O_i \times SDS_i + \mathbf{X}'_i \lambda + \varepsilon_i$. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. The first six columns show the results for six social distancing outcomes: main, directly asked, measured through the list experiment, respondent reporting that they are with other people and at other peoples home at the time of the interview and respondent's perception of social distancing by a typical community member, respectively. The last four columns show the results for four handwashing outcomes: main, directly asked, measured through the list experiment and respondent's perception of handwashing by a typical community member, respectively. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.9: Heterogeneity Analysis by Study Period

	Distancing		Handwashing	
	Know	Act	Know	Act
Treatment - SD x Middle Period	0.078 (0.068) [0.361]	0.032 (0.066) [0.606]	-0.002 (0.063) [0.968]	-0.016 (0.064) [0.774]
Treatment - SD x Late Period	0.088 (0.056) [0.117]	0.022 (0.056) [0.721]	0.001 (0.053) [0.978]	0.016 (0.054) [0.769]
Treatment - HW x Middle Period	-0.020 (0.067) [0.737]	0.019 (0.063) [0.744]	0.023 (0.062) [0.671]	-0.009 (0.063) [0.868]
Treatment - HW x Late Period	0.044 (0.055) [0.371]	-0.014 (0.054) [0.776]	0.028 (0.054) [0.568]	0.071 (0.054) [0.172]
Adjusted R^2	0.09	0.05	0.05	0.05
N	3,563	3,563	3,563	3,563
Control Mean	0.49	0.36	0.32	0.35

Note: Table A.9 shows the heterogeneity analysis for main social distancing and handwashing outcomes by study periods. The omitted group is the early period (round 1) from 16 August to 9 September 2020; the middle period includes rounds 2 through 5 from 10 September to 2 October 2020, and the late period includes rounds 6 through 10 from 3 October to 20 October 2020. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.10: Heterogeneity Analysis by SMS Literacy

	Distancing		Handwashing	
	Know	Act	Know	Act
Treatment - SD x Read SMS	-0.024 (0.062) [0.695]	0.014 (0.057) [0.856]	0.062 (0.060) [0.209]	0.042 (0.063) [0.425]
Treatment - HW x Read SMS	-0.103* (0.062) [0.201]	-0.119** (0.059) [0.101]	0.105* (0.059) [0.075]	0.089 (0.062) [0.100]
Adjusted R^2	0.09	0.05	0.04	0.05
N	3,106	3,106	3,106	3,106
Control Mean	0.49	0.36	0.32	0.35

Note: Table A.10 shows the heterogeneity analysis for main social distancing and handwashing outcomes by SMS literacy, defined as whether the respondent self-reported that they can read SMS in Hindi. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.11: Treatment Effect Heterogeneity by Recall Period

	Distancing		Handwashing	
	Know	Act	Know	Act
Treatment - SD x 5-day Recall	-0.008 (0.041) [0.802]	0.024 (0.042) [0.525]	0.077* (0.040) [0.388]	-0.001 (0.039) [0.945]
Treatment - HW x 5-day Recall	0.069* (0.038) [0.613]	-0.012 (0.037) [0.600]	-0.075** (0.036) [0.783]	-0.059* (0.036) [0.745]
Adjusted R^2	0.09	0.05	0.05	0.05
N	3,563	3,563	3,563	3,563
Control Mean	0.49	0.36	0.32	0.35

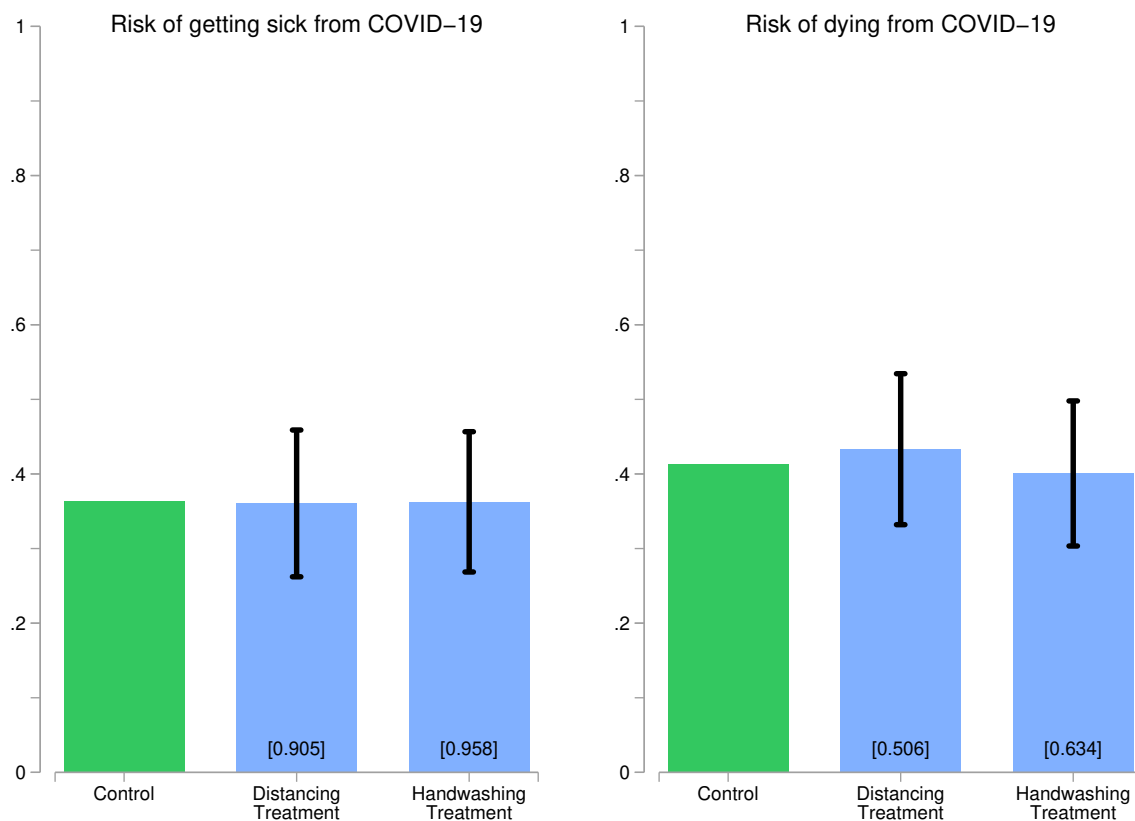
Note: Table A.11 shows the heterogeneity analysis for main social distancing and handwashing outcomes by three or five day recall period. The omitted group is respondents in the three-day recall period. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. The analysis sample consists of respondents 18 years of age and above who consented to the interview and were interviewed on the fourth or sixth day after the first message was sent for the treatment group or were interviewed on the predetermined date for control group. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Table A.12: ITT Results on Additional Preventive Measures

	Wearing Masks			Respiratory Hygiene		
	Know	Act	Direct	Know	Act	Direct
Treatment - SD	-0.001 (0.029) [0.974]	-0.051* (0.028) [0.063]	0.013 (0.027) [0.591]	-0.004 (0.005) [0.290]	-0.003 (0.006) [0.410]	-0.012 (0.029) [0.675]
Treatment - HW	-0.011 (0.027) [0.656]	-0.018 (0.027) [0.477]	0.000 (0.024) [0.984]	-0.013** (0.006) [0.008]	-0.003 (0.005) [0.492]	0.028 (0.028) [0.266]
Adjusted R^2	0.10	0.08	0.11	0.01	-0.00	0.08
N	3,563	3,563	3,335	3,563	3,563	3,138
Control Mean	0.63	0.68	0.75	0.01	0.01	0.71

Note: Table A.12 shows the ITT results for additional preventive measures for pooled treatment and control group. The columns represent knowledge, unprompted and directly asked measures of wearing masks and respiratory hygiene. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes. The analysis sample consists of respondents 18 years of age and above who consented to the interview and were interviewed three days or five days after the first message was sent for the treatment group or were interviewed on the predetermined date for control group. Robust standard errors are in parentheses and Fisher exact p -values are in square brackets. Asymptotic p -values are denoted by: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.001$.

Figure A.4: ITT Results of Pooled Treatments on Perceived COVID-19 Risk



Note: Figure A.4 shows the ITT results for the pooled treatments for risk perceptions of getting sick and dying from COVID-19. Asymptotic confidence intervals bars are shown with exact p -values in square brackets below the x-axis. The regressions include fixed effects for gender, occupation, education, age, target behavior, block, day of the week, round of the experiment, enumerator, and (random) order of the knowledge and action question for the key outcomes.