

**S1 Table. Exploring Mechanism 1: Heterogeneous Treatment Effects across Time-of-the-day and Day-of-the-week**

	Treated vs. Control	Treated vs. Part vs. Control
weekendDay	0.0669*** (0.00161)	0.0682*** (0.00156)
weekdayDay	0.0455*** (0.00164)	0.0468*** (0.00178)
weekendNight	-0.0479*** (0.00123)	-0.0479*** (0.00123)
Treat × Post × weekendDay	0.0130*** (0.00461)	0.0130*** (0.00461)
Treat × Post × weekdayDay	0.0212*** (0.00407)	0.0212*** (0.00407)
Treat × Post × weekendNight	0.0236*** (0.00561)	0.0236*** (0.00561)
Treat × Post × weekdayNight	0.0298*** (0.00475)	0.0298*** (0.00475)
PartTreat × Post × weekendDay		0.0262*** (0.00257)
PartTreat × Post × weekdayDay		0.0196*** (0.00209)
PartTreat × Post × weekendNight		0.0371*** (0.00324)
PartTreat × Post × weekdayNight		0.0264*** (0.00254)
Post × weekendDay	0.0682*** (0.00197)	0.0688*** (0.00197)
Post × weekdayDay	0.0147*** (0.00161)	0.0153*** (0.00162)
Post × weekendNight	0.136*** (0.00257)	0.136*** (0.00254)
Post × weekdayNight	0.128*** (0.00205)	0.127*** (0.00203)
Treat × weekendDay	0.00336 (0.0386)	-0.0165 (0.0354)
Treat × weekdayDay	0.0185 (0.0386)	-0.00138 (0.0353)
Treat × weekendNight	-0.0291 (0.0387)	-0.0490 (0.0355)
Treat × weekdayNight	-0.0353 (0.0386)	-0.0552 (0.0354)
PartTreat × weekendDay		-0.0435** (0.0190)
PartTreat × weekdayDay		-0.0265 (0.0190)
PartTreat × weekendNight		-0.0566*** (0.0191)
PartTreat × weekdayNight		-0.0380** (0.0191)
Individual Fixed Effect	Yes	Yes
# Obs.	36,020,422	93,631,371
# Users	49,322	123,298

Robust and clustered standard errors are in parentheses. \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$ .