

Network-Based Targeting with Heterogeneous Agents for Improving Technology Adoption

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MOTIVATION

- ▶ Low adoption of modern technologies in developing countries (Foster and Rosenzweig, 2010).
- ▶ One of the key reasons: information constraints (Magruder, 2018).
- ▶ Social networks can facilitate technology adoption by improving diffusion (Foster and Rosenzweig, 1995).
- ▶ Most effective use of social ties to improve diffusion?
 - ▶ Network-based targeting vs. random seeding. (Akbarpour et al., 2020)
 - ▶ For network-based targeting, seed agents *solely* based on their positions in the network. (Beaman et al., 2021)
 - ▶ **Key Assumption:** The diffusion depends *only* on the agents' positions in the network.

THIS STUDY

If agents differ in the benefits of a new technology and this heterogeneity affects the diffusion of information:

- ▶ Can we still use network-based targeting to improve diffusion?
- ▶ Recommended network-based targeting strategies still optimal? If not, what works better in such a scenario?

To answer these questions:

- ▶ Theoretically model agents learning about heterogeneous benefits from each other.
- ▶ Use simulations to characterize the outcomes of different targeting strategies.
- ▶ Test predictions using data on the diffusion of pit planting in Malawi.

PREVIEW OF RESULTS

- ▶ Network-based targeting *solely* based on agents' positions in the network works well in *relatively* homogeneous networks.
- ▶ For heterogeneous networks, the effectiveness of such a targeting strategy decreases.
- ▶ In such scenarios, targeting agents that benefit the most from the technology works better.
- ▶ Results show evidence in favor of agent-level heterogeneity in benefits affecting the diffusion of information and that the networks are assortative in terms of this heterogeneity.

CONTRIBUTIONS

1. Using networks to improve technology adoption

Banerjee et al. (2013, 2019), Beaman et al. (2021)

- ▶ Evidence that the success of network-based targeting strategies depend on the population level heterogeneity.

2. Effect of population heterogeneity in social learning

Munshi (2004), Conley and Udry (2010)

- ▶ Formalize agents learning from their network about a technology having heterogeneous benefits.

3. Characterizing opinion leaders in diffusing new knowledge

Feder and Savastano (2006), Maertens (2017)

- ▶ Based on population heterogeneity, characterize opinion leaders in network-based targeting.

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ELEMENTS OF THE MODEL

- ▶ Risk-neutral and myopic households.
- ▶ Two stage decision process: first learning, then adoption.
- ▶ Traditional technology has a sure payoff of π^T , where the new technology provides a payoff of $\pi^N(\omega_{it})$, $\omega_{it} \in \Omega$.
- ▶ Draws depend on the true distribution $p_i^*(\omega_{it})$ for household i . Independent draws every period.
- ▶ Uninformed households $\Rightarrow p_i^*$ s are unknown. Need to be fully informed (know p_i^*) before adoption.
- ▶ If uninformed, can become informed by putting effort $e_{it} \in \{0, 1\}$ at cost η_i .
- ▶ Costly effort: network ties help make this decision.
- ▶ Networks are assortative: $G_{ij} \neq 0$ if $|p_i^* - p_j^*| < \delta$. ▶ Example

TWO-STEP ADOPTION DECISION

1. Households decide whether or not to get informed, based on the following rule:

$$e_{it} = \begin{cases} 1 & \text{if } \int_{\omega_{it} \in \Omega} \hat{p}_{it}(\omega_{it}) \pi^N(\omega_{it}) - c_i - \pi^T \geq \eta_i \\ 0 & \text{otherwise.} \end{cases}$$

2. Conditional on being informed, they decide whether or not to adopt the new technology:

$$Adopt_{it} = \begin{cases} 1 & \text{if } \int_{\omega_{it} \in \Omega} p_i^*(\omega_{it}) \pi^N(\omega_{it}) - c_i \geq \pi^T \\ 0 & \text{otherwise.} \end{cases}$$

TIMELINE OF DECISIONS

1. At each t , uninformed household i decide whether or not to get informed.
2. To decide, they collect information on beliefs (p_{jt-1}) from their peers $j \in \mathcal{I}$, formed in the last period. Household i use DeGroot averaging to calculate $\hat{p}_{it} = \sum_{j \in \mathcal{I}} G_{ij} p_{jt-1}$.
3. Based on \hat{p}_{it} , they decide whether or not to become informed.
4. If not informed ($e_{it} = 0$): $p_{it} = \hat{p}_{it}$, and next period repeat from 1. If informed ($e_{it} = 1$): p_i^* is known and adoption decisions are made based on that, and $p_{is} = p_i^* \forall s \geq t$.

IMPLICATIONS

- ▶ Let's simplify: $\Omega = \{\omega_H, \omega_L\}$ and $p_{iH}^* := p_i^*(\omega_H)$.
- ▶ In step 2 the household will adopt the new technology iff:

$$p_{iH}^* \geq \frac{c_i + (\pi^T - \pi^N(\omega_L))}{(\pi^N(\omega_H) - \pi^N(\omega_L))} = \bar{p}_{iH}^*.$$

- ▶ In step 1 the household i will choose to get informed at time t iff:

$$p_{it}^H \geq \bar{p}_{iH}^* + \frac{\eta_i}{(\pi^N(\omega_H) - \pi^N(\omega_L))} = \bar{p}_{iH}^* + \bar{\eta}_i.$$

- ▶ Under efficient diffusion of information:

$$p_{iH}^* \geq \bar{p}_{iH}^* + \bar{\eta}_i.$$

- ▶ Multiple possible equilibria: depends on the initial beliefs.
- ▶ If everyone is uninformed and $p_{it}^H \approx 0 \forall it$, can network-based targeting help?

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METHODOLOGY

- ▶ Simulate networks:
 - ▶ Homogeneous non-assortative networks: $p_{iH}^* = p_H^*, \forall i \in \mathcal{I}$.
 - ▶ Heterogeneous networks: p_{iH}^* s vary:
 - ▶ **Non-assortative:** G_{ij} s are not formed on the basis of p_{iH}^* s.
 - ▶ **Assortative:** G_{ij} s are formed on the basis of p_{iH}^* s.
- ▶ Select information entry points (initially $p_{it}^H \approx 0 \forall it$):
 - ▶ Centrality-Based
 - ▶ Probability-Based
 - ▶ Random

METHODOLOGY (CONTINUED)

- ▶ Let the diffusion take place for a few periods. ▶ Example
- ▶ Measure the efficiency of a targeting strategy κ :

$$Efficiency_{\kappa} = \underbrace{\frac{Informed_{\kappa}^T}{Informed^T}}_{A_{\kappa}} - \underbrace{\frac{Informed_{\kappa}^F}{Uninformed^T}}_{B_{\kappa}}$$

- ▶ Ranges between -1 and 1 (both inclusive).
- ▶ Repeat procedure for multiple networks and evaluate results *on average*.

HOMOGENEOUS VS. HETEROGENEOUS NETWORKS

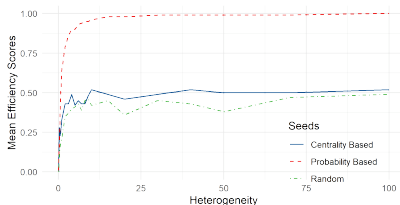
Table 1: Efficiency Scores for Simulations using Different Targeting Strategies

| | | Homogeneous | Heterogeneous | |
|------------------------------|-----------|-------------|-----------------|-------------|
| | | | Non-Assortative | Assortative |
| Targeting Strategy | Statistic | (1) | (2) | (3) |
| Eigenvector Centrality-Based | Mean | 0.470 | -0.005 | 0.522 |
| | Variance | 0.236 | 0.003 | 0.235 |
| Probability-Based | Mean | 0.227 | -0.022 | 0.955 |
| | Variance | 0.153 | 0.025 | 0.004 |
| Random | Mean | 0.000 | 0.000 | 0.415 |
| | Variance | 0.000 | 0.000 | 0.230 |
| Observations [†] | | 229 | 200 | 200 |

Notes: [†] Simulations are done for 400 networks with homogeneous probabilities and 200 networks with heterogeneous probabilities. Upon generation of the true probabilities, some networks are dropped as they contained 0% of informed households under full efficiency. Columns (2) and (3) use the efficiency measure $Efficiency_{\kappa}$ to measure the efficiency of the targeting strategy κ . Column (1) uses the term A_{κ} of $Efficiency_{\kappa}$ for that purpose. All networks contain 30 households, and the threshold probability of learning is assumed to be 0.4 for all of them. For assortative networks, each pair of households having a success probability difference of 0.1 or less is assumed to be connected.

ASSORTATIVE NETWORKS WITH VARYING HETEROGENEITY

Panel A: Linear Scale



Panel B: Logarithmic Scale

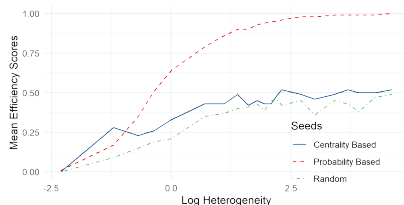


Figure 5: Efficiency scores over increasing levels of heterogeneity (with assortative networks)

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HYPOTHESES

Hypothesis 1: As the level of heterogeneity in terms of the benefits from a new technology ↑es, the success of central seeds in terms of diffusing that technology ↓es.

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Hypothesis 1: As the level of heterogeneity in terms of the benefits from a new technology \uparrow es, the success of central seeds in terms of diffusing that technology \downarrow es.

Hypothesis 2: As the level of heterogeneity in terms of the benefits from a new technology \uparrow es, the success of probability-based seeds in terms of diffusing that technology \uparrow es.

DATA

1. Replication data for Beaman et al., 2021 (BBMM):

- ▶ RCT to promote Pit Planting (PP) for Maize farmers in Malawi. Randomized information entry points at the village level.
- ▶ Panel data contains information on adoption, demographics, and network characteristics. [▶ Timeline](#) [▶ More Details](#)

2. Agricultural Extension Services and Technology Adoption Survey (AESTAS) data collected by International Food Policy Research Institute (IFPRI).

- ▶ Nationally representative survey of farmers in Malawi.
- ▶ Panel data contains information on adoption of different technologies and household demographics. [▶ More Details](#)

IDENTIFICATION USING VILLAGE-LEVEL VARIATIONS:

$$Y_{vt} = \beta_0 + \beta_1 \text{Centrality}_v + \beta_2 \text{Probability}_v + \beta_3 \text{Het}_v \\ + \beta_4 \text{Centrality}_v \times \text{Het}_v + \beta_5 \text{Probability}_v \times \text{Het}_v + \lambda X_v + \zeta_t + \epsilon_{vt}$$

- ▶ Y_{vt} : adoption related outcome for village v at time t (excludes seed households).
- ▶ Centrality_v : average centrality of the seeds for village v at the baseline (available in the data).
- ▶ Probability_v : average probability of adoption for the seeds for village v at the baseline (not in the data). ▶ Approximation
- ▶ Het_v : coefficient of variation (CV) of probability of adoption at the village level.

DESCRIPTIVE STATISTICS: VILLAGE-LEVEL VARIATIONS

Table 4: Baseline Village-level Sample Characteristics

| Variable | Benchmark | Treatment Status | | | Overall |
|--|------------------|------------------|------------------|------------------|------------------|
| | | Complex | Simple | Geo | |
| Adoption Rate (PP) | 0.018 (0.035) | 0.030 (0.063) | 0.029 (0.060) | 0.029 (0.077) | 0.026 (0.060) |
| Any Non-Seed Adopters (PP) | 0.300 (0.463) | 0.340 (0.479) | 0.320 (0.471) | 0.420 (0.499) | 0.345 (0.477) |
| Eigenvector Centrality of Seeds [†] | 0.178 (0.090) | 0.235 (0.077) | 0.187 (0.096) | 0.129 (0.090) | 0.182 (0.096) |
| Predicted Adoption Index of Seeds [†] | 0.110 (0.034) | 0.114 (0.036) | 0.101 (0.041) | 0.082 (0.025) | 0.101 (0.036) |
| CV of Predicted Adoption Index | 0.389 (0.069) | 0.378 (0.077) | 0.379 (0.075) | 0.366 (0.062) | 0.378 (0.071) |
| Observations | 50 | 50 | 50 | 50 | 200 |

Notes: [†] Contains 44 observations for the benchmark treatment group, 49 observations for the other treatment groups. Seed level measures are calculated using the average of two seeds, whenever the information on both seeds are available. Otherwise they reflect the information for one seed. Coefficient of Variations (CV) are calculated at the village level for the whole village. Adoption Rate and Any Non-Seed Adopters are calculated excluding seed or shadow farmers in a village.

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REGRESSION RESULTS: VILLAGE-LEVEL VARIATIONS

Table 5: Village level Regression 1 of Adoption Outcomes (Pit Planting)

| Variables | Adoption Rate | | Any Non-Seed Adopters | |
|--|---------------------|---------------------|-----------------------|-------------------|
| | (1) | (2) | (3) | (4) |
| Eigenvector Centrality of Seeds (= <i>Centrality_v</i>) | 1.173** (0.581) | 0.917* (0.467) | 1.181 (1.439) | 1.235 (1.332) |
| Predicted Adoption Index of Seeds (= <i>Probability_v</i>) | -2.973** (1.467) | -2.140 (1.318) | -8.019** (3.257) | -3.344 (3.233) |
| CV of Predicted Adoption Index (= <i>Heterogeneity_v</i>) | -0.296 (0.208) | -0.157 (0.214) | -0.928 (1.079) | 0.506 (1.053) |
| <i>Centrality_v × Heterogeneity_v</i> | -2.625** (1.324) | -2.131** (1.066) | -2.851 (3.777) | -3.299 (3.562) |
| <i>Probability_v × Heterogeneity_v</i> | 6.715** (3.131) | 4.762* (2.796) | 18.480*** (6.997) | 7.562 (7.073) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.080 | 0.180 | 0.049 | 0.169 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include a constant term and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

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IDENTIFICATION USING EXPERIMENTAL VARIATION

$$\begin{aligned} Y_{vt} = & \psi_0 + \psi_1 Cent_v + \psi_2 Prob_v + \psi_3 Het_v + \psi_4^0 Cent_v \times Het_v \\ & + \psi_4^T Cent_v \times Het_v \times Treat_v + \psi_5^0 Prob_v \times Het_v \\ & + \psi_5^T Prob_v \times Het_v \times Treat_v + \gamma X_v + \rho_t + \eta_{vt}. \end{aligned}$$

- ▶ $Treat_v$: captures whether the village v belongs to complex, simple or geo treatment arm.
- ▶ Effects are measured in terms of the omitted category (benchmark treatment arm).
- ▶ Villages are less (or, same level of) heterogeneous in other treatment arms (compared to benchmark). That implies:
 - ▶ Y_{vt} ↑es with centrality and ↓es with probability.
 - ▶ No prediction for seeds with less centrality and probability.

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REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

Table 6: Village level Regression 2 of Adoption Outcomes

| Variables | Adoption Rate (5) | (6) | Any Non-Seed Adopters (7) | (8) |
|--|----------------------|---------------------|------------------------------|--------------------|
| $Centrality_v \times Heterogeneity_v$ | -2.423** (1.093) | -2.237** (0.996) | -6.692 (4.503) | -6.574 (4.119) |
| $Centrality_v \times Heterogeneity_v \times Complex$ | 0.657** (0.306) | 0.664** (0.282) | 4.328** (1.775) | 3.756** (1.664) |
| $Centrality_v \times Heterogeneity_v \times Simple$ | 0.416 (0.337) | 0.428 (0.320) | 1.078 (2.060) | 0.431 (1.947) |
| $Centrality_v \times Heterogeneity_v \times Geo$ | 2.026** (0.940) | 1.942** (0.839) | 0.103 (2.235) | -0.070 (2.098) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.133 | 0.224 | 0.113 | 0.222 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

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Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

Table 6: Village level Regression 2 of Adoption Outcomes

| Variables | Adoption Rate (5) | (6) | Any Non-Seed Adopters (7) | (8) |
|--|----------------------|---------------------|------------------------------|--------------------|
| $Centrality_v \times Heterogeneity_v$ | -2.423** (1.093) | -2.237** (0.996) | -6.692 (4.503) | -6.574 (4.119) |
| $Centrality_v \times Heterogeneity_v \times Complex$ | 0.657** (0.306) | 0.664** (0.282) | 4.328** (1.775) | 3.756** (1.664) |
| $Centrality_v \times Heterogeneity_v \times Simple$ | 0.416 (0.337) | 0.428 (0.320) | 1.078 (2.060) | 0.431 (1.947) |
| $Centrality_v \times Heterogeneity_v \times Geo$ | 2.026** (0.940) | 1.942** (0.839) | 0.103 (2.235) | -0.070 (2.098) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.133 | 0.224 | 0.113 | 0.222 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

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REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

Table 6: Village level Regression 2 of Adoption Outcomes (continued)

| Variables | Adoption Rate (5) | (6) | Any Non-Seed Adopters (7) | (8) |
|---|----------------------|---------------------|------------------------------|-------------------|
| $Probability_v \times Heterogeneity_v$ | 5.881** (2.437) | 4.104* (2.286) | 22.97*** (7.720) | 12.35 (7.626) |
| $Probability_v \times Heterogeneity_v \times Complex$ | -0.155 (0.520) | -0.232 (0.497) | -1.275 (2.765) | -0.679 (2.654) |
| $Probability_v \times Heterogeneity_v \times Simple$ | -0.121 (0.642) | -0.110 (0.571) | 1.941 (3.572) | 3.511 (3.333) |
| $Probability_v \times Heterogeneity_v \times Geo$ | -2.588** (1.131) | -2.562** (1.039) | -0.391 (4.028) | 0.538 (3.618) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.133 | 0.224 | 0.113 | 0.222 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

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REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

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REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

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| Variables | Adoption Rate (5) | (6) | Any Non-Seed Adopters (7) | (8) |
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| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.133 | 0.224 | 0.113 | 0.222 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

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Introduction

Theoretical Framework

Simulations

Empirical Analysis

Discussion

SUMMARY

Key Takeaway: Network-based targeting may require more than identifying central households within a social network.

⇒ We need to have an understanding of possible heterogeneity in benefits across households.

- ▶ Under the assumption of assortativity, simulations show that centrality (probability) based targeting perform worse (better) as heterogeneity increase.
- ▶ Empirical results show support in favor of my hypotheses:
 - ▶ Positive (negative) effect of seeds' centrality (probability) on adoption decrease with increase in village-level heterogeneity. [▶ Descriptive Figures](#) [▶ Robustness](#)
 - ▶ Weaker evidences in favor of my hypotheses are found using the experimental variations in the data. [▶ Robustness](#)

REMARKS

Difficulty in targeting based on the probability of adoption.

- ▶ Use of additional data to predict adoption conditional on observable demographics.
- ▶ Better approach: collect additional information while collecting network data.

Policy: Need to have an understanding of possible heterogeneity in benefits across households.

- ▶ Demands more information.
- ▶ Targeting vs. random seeding: cost-benefit analysis needed.

THANK YOU!

The diagram shows a central yellow node (5) connected to five peripheral nodes. On the left, two blue nodes (1 and 2) are connected to the central node by double-headed arrows. On the right, two red nodes (3 and 4) are connected to the central node by double-headed arrows. The central node is connected to all four peripheral nodes (1, 2, 3, 4) by double-headed arrows, indicating a bidirectional relationship between the central node and each peripheral node.

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THEORETICAL MODEL

- ▶ Two-stage decision process:
 - ▶ **Stage 1:** Irreversible investment to learn about an available new technology.
 - ▶ **Stage 2:** Conditional on the investment, decide whether to stick to a traditional technology or adopt the new technology.
- ▶ Traditional technology has a sure payoff of π^T , where the new technology provides a payoff of $\pi^N(\omega_{it})$, $\omega_{it} \in \Omega$.
- ▶ ω_{it} is drawn independently at each period t according to the true distribution $p_i^*(\omega_{it})$ for household i . Draws are not correlated over time within household and between households.

THEORETICAL MODEL

- ▶ Then $\hat{p}_{it} = \sum_{j \in \mathcal{I}} G_{ij} p_{jt-1}$ denotes household i 's approximation based on others' opinion following the DeGroot averaging.
- ▶ Networks are assortative: $G_{ij} \neq 0$ if $|p_i^* - p_j^*| < \delta$.
- ▶ The belief of household i at period t :

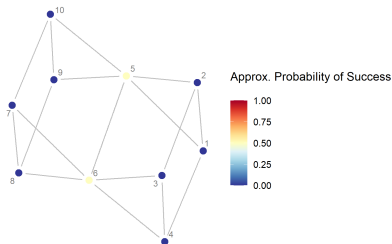
$$p_{it}(\omega_{it}) = e_{it}(p_i^*(\omega_{it})) + (1 - e_{it})\hat{p}_{it}(\omega_{it}).$$

- ▶ Assume that households need to be informed before they adopt: helps me explicitly capture the point when the households stop seeking information from their peers.
- ▶ Assume the households to be risk-neutral and myopic.



ILLUSTRATIVE EXAMPLE

Panel A: Centrality-Based



Panel B: Probability-Based

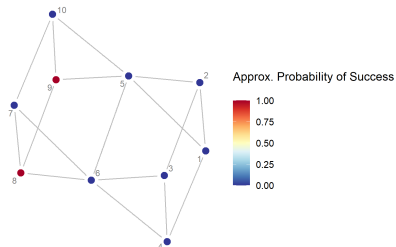
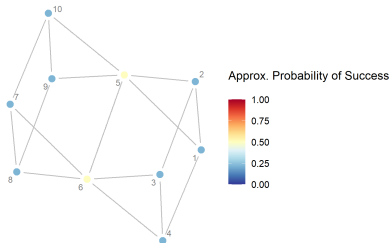


Figure 3: Initial Seeding based on Centrality and Probability

ILLUSTRATIVE EXAMPLE

Panel A: Centrality-Based



Panel B: Probability-Based

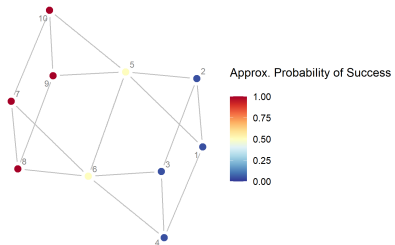


Figure 4: Performance of seeds after three periods

SIMULATION ROBUSTNESS 1

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Table D.7: Simulation Robustness (w.r.t different centrality measure)

| | | Homogeneous | Heterogeneous | |
|------------------------------|-----------|-------------|-----------------|-------------|
| | | | Non-Assortative | Assortative |
| Targeting Strategy | Statistic | (1) | (2) | (3) |
| Betweenness Centrality-Based | Mean | 0.475 | -0.008 | 0.666 |
| | Variance | 0.234 | 0.004 | 0.199 |
| Probability-Based | Mean | 0.227 | -0.022 | 0.955 |
| | Variance | 0.153 | 0.025 | 0.004 |
| Random | Mean | 0.000 | 0.000 | 0.415 |
| | Variance | 0.000 | 0.000 | 0.230 |
| Observations [†] | | 229 | 200 | 200 |

Notes:[†] Simulations are done for 400 networks with homogeneous probabilities and 200 networks with heterogeneous probabilities. Upon generation of the true probabilities, some networks are dropped as they contained 0% of informed households under full efficiency. Columns (2) and (3) use the efficiency measure $Efficiency_{\kappa}$ to measure the efficiency of the targeting strategy κ . Column (1) uses the term A_{κ} of $Efficiency_{\kappa}$ for that purpose. All networks contain 30 households, and the threshold probability of learning is assumed to be 0.4 for all of them. For assortative networks, each pair of households having a success probability difference of 0.1 or less is assumed to be connected.

SIMULATION ROBUSTNESS 2

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Table D.8: Simulation Robustness (w.r.t $\bar{p}_i^H = 0.5$, instead of $\bar{p}_i^H = 0.4$)

| | | Homogeneous | Heterogeneous | |
|------------------------------|-----------|-------------|-----------------|-------------|
| | | | Non-Assortative | Assortative |
| Targeting Strategy | Statistic | (1) | (2) | (3) |
| Eigenvector Centrality-Based | Mean | 0.238 | -0.008 | 0.524 |
| | Variance | 0.151 | 0.005 | 0.236 |
| Probability-Based | Mean | 0.023 | -0.007 | 0.962 |
| | Variance | 0.013 | 0.010 | 0.003 |
| Random | Mean | 0.000 | 0.000 | 0.120 |
| | Variance | 0.000 | 0.000 | 0.101 |
| Observations [†] | | 192 | 200 | 200 |

Notes:[†] Simulations are done for 400 networks with homogeneous probabilities and 200 networks with heterogeneous probabilities. Upon generation of the true probabilities, some networks are dropped as they contained 0% of informed households under full efficiency. Columns (2) and (3) use the efficiency measure $Efficiency_\kappa$ to measure the efficiency of the targeting strategy κ . Column (1) uses the term A_κ of $Efficiency_\kappa$ for that purpose. All networks contain 30 households, and the threshold probability of learning is assumed to be 0.4 for all of them. For assortative networks, each pair of households having a success probability difference of 0.1 or less is assumed to be connected.

SIMULATION ROBUSTNESS 3

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Table D.9: Simulation Robustness (w.r.t $\bar{p}_i^H = 0.3$, instead of $\bar{p}_i^H = 0.4$)

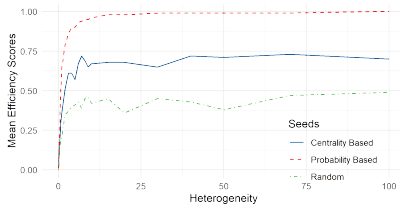
| | | Homogeneous | Heterogeneous | |
|------------------------------|-----------|-------------|-----------------|-------------|
| | | | Non-Assortative | Assortative |
| Targeting Strategy | Statistic | (1) | (2) | (3) |
| Eigenvector Centrality-Based | Mean | 0.661 | -0.005 | 0.517 |
| | Variance | 0.213 | 0.010 | 0.230 |
| Probability-Based | Mean | 0.485 | -0.027 | 0.946 |
| | Variance | 0.231 | 0.008 | 0.004 |
| Random | Mean | 0.037 | -0.010 | 0.430 |
| | Variance | 0.023 | 0.004 | 0.228 |
| Observations [†] | | 264 | 200 | 200 |

Notes:[†] Simulations are done for 400 networks with homogeneous probabilities and 200 networks with heterogeneous probabilities. Upon generation of the true probabilities, some networks are dropped as they contained 0% of informed households under full efficiency. Columns (2) and (3) use the efficiency measure $Efficiency_\kappa$ to measure the efficiency of the targeting strategy κ . Column (1) uses the term A_κ of $Efficiency_\kappa$ for that purpose. All networks contain 30 households, and the threshold probability of learning is assumed to be 0.4 for all of them. For assortative networks, each pair of households having a success probability difference of 0.1 or less is assumed to be connected.

SIMULATION ROBUSTNESS 4

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Panel A: Linear Scale



Panel B: Logarithmic Scale

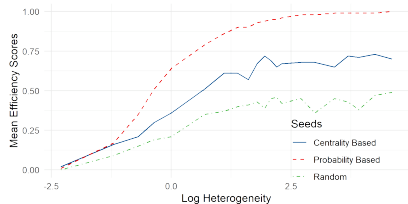
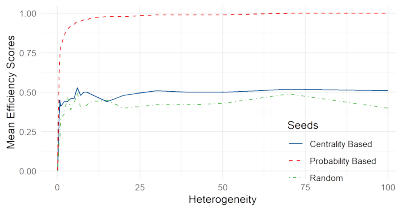


Figure 8: Efficiency scores over increasing levels of heterogeneity (with assortative networks) w.r.t betweenness centrality (instead of eigenvector centrality)

SIMULATION ROBUSTNESS 5

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Panel A: Linear Scale



Panel B: Logarithmic Scale

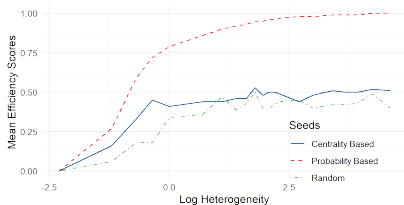


Figure 9: Efficiency scores over increasing levels of heterogeneity (with assortative networks w.r.t $\delta = 0.2$ instead of $\delta = 0.1$)

SIMULATION ROBUSTNESS 6

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Panel A: Linear Scale

Panel B: Logarithmic Scale

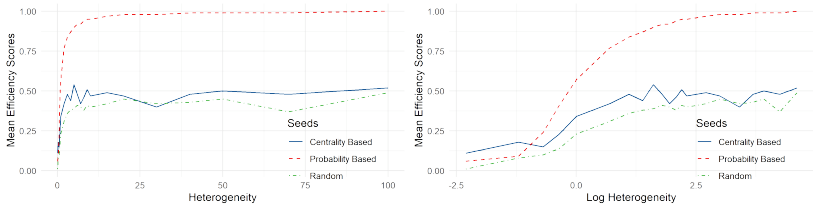
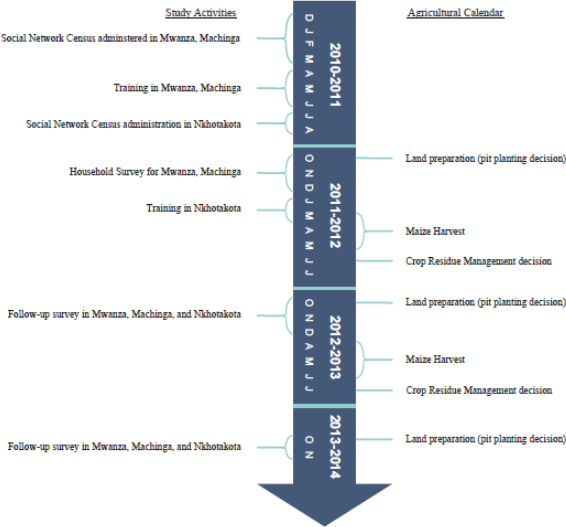


Figure 10: Efficiency scores over increasing levels of heterogeneity (with assortative networks w.r.t $\delta = 0.05$ instead of $\delta = 0.1$)

TIMELINE OF BBMM

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BBMM REPLICATION DATA

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- ▶ First collected the social network census data to elicit names of people each respondent consults when making agricultural decisions along with some other demographics.
- ▶ Used this responses with the village listing to identify links. Considered individuals linked if either party named each other or if they are part of the same household.
- ▶ Used simulations with the network information to identify seeds according to different diffusion processes to optimize diffusion after four periods.
- ▶ Randomly allocated villages to one of the four treatment groups and selected seeds for training based on that.
- ▶ Once the training is complete, randomly surveyed a panel of approximately 30 households per village, including all the seed and shadow farmers.

AESTAS DATA

◀ Back

- ▶ Objective was to monitor the *Lead Farmer* (LF) program in Malawi.
- ▶ Covers all districts of Malawi, except Likoma. Data collected in two waves: 2016 and 2018.
- ▶ Three types of interviews: Household, LF, and Community.
- ▶ Random sample of around 10 households were selected for interview from randomly selected sections within each district.
- ▶ Stratification was done based on whether or not the household had a LF.
- ▶ The same households were interviewed in the two waves with very small level of attrition (around 4%).
- ▶ For each household, both household head and their spouses were interviewed.

APPROXIMATING PROBABILITY OF ADOPTION

◀ Back

- ▶ How to calculate probability of adoption?
- ▶ Proxy for probability of adoption using predicted adoption index.
- ▶ Calculate the index at the baseline, conditional on household demographics: number of adults and children, housing, livestock, and assets. ▶ Description of Variables
- ▶ Calculation uses estimates from following regressions using AESTAS data: $Adoption\ Index_{it} = f(X_{it}; \mu_{it})$. ▶ Results
- ▶ Based on a set of assumptions. ▶ All Assumptions

DESCRIPTION OF KEY DEMOGRAPHIC VARIABLES

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- ▶ **Adults:** Number of adults in the household.
- ▶ **Children:** Number of children in the household.
- ▶ **Housing:** Standardized first principal component (PC). Includes information on materials walls are made of, roof materials, floor materials (0- Traditional, 1- Modern), and whether the household has a toilet (only in the BBMM sample).
- ▶ **Livestock:** Standardized first PC. Includes the number of sheep, goats, chickens, cows, pigs the household owns. The BBMM sample also includes number of guinea fowl and doves.
- ▶ **Assets:** Standardized first PC. Includes the number of bicycles, radios and cell phones the household owns.

APPROXIMATING PROBABILITY: ASSUMPTIONS

◀ Back

- ▶ **Assumption 1:** Adoption and Usage indices are good proxies for the probability of adoption.
- ▶ **Assumption 2:** The variation in adoption and usage indices, conditional on the observable demographics, is sufficient for my analysis. ▶ Actual and Predicted Variations
- ▶ **Assumption 3:** The mapping of observable characteristics to the adoption probability is the same across the datasets I use in this study. ▶ Sample Comparison
- ▶ **Assumption 4:** Any bias in the estimated relationship between adoption probability and observable characteristics is independent of the unobserved village-level learning in the BBMM sample.

SAMPLE COMPARISON

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Table 2: Baseline Demographics Across Datasets

| Dataset | Statistic | Variables | | | | |
|---------|--------------|-----------|----------|---------|-----------|--------|
| | | Adults | Children | Housing | Livestock | Assets |
| AESTAS | Mean | 2.14 | 3.00 | -0.09 | -0.03 | -0.03 |
| | (SD) | (1.00) | (2.00) | (0.98) | (0.99) | (1.00) |
| | Median | 2.00 | 3.00 | -0.29 | -0.40 | -0.29 |
| | Observations | 2820 | 2820 | 2803 | 2820 | 2820 |
| BBMM | Mean | 2.36 | 2.77 | -0.02 | 0.02 | 0.09 |
| | (SD) | (0.95) | (1.86) | (0.99) | (1.02) | (1.03) |
| | Median | 2.00 | 3.00 | -0.24 | -0.31 | -0.10 |
| | Observations | 5384 | 5407 | 5382 | 5407 | 5407 |

Notes: The variables *Adults* and *Children* represent number of adults and children in a household, respectively. The variables *Housing*, *Livestock*, and *Assets* were standardized first principal components. More details available in the paper.

APPROXIMATING PROBABILITIES OF ADOPTION

[◀ Back](#)

Table 3: OLS Regression Results for Adoption and Usage Indices

| Variables | Adoption Index | | | Usage Index | | |
|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | (1) | (2) | (3) | (4) | (5) | (6) |
| Adults | 0.008*** (0.002) | 0.008*** (0.002) | 0.005** (0.002) | 0.011*** (0.002) | 0.011*** (0.002) | 0.008*** (0.002) |
| Children | 0.003*** (0.001) | 0.003*** (0.001) | 0.002 (0.001) | 0.003*** (0.001) | 0.003*** (0.001) | 0.002** (0.001) |
| Housing | 0.009*** (0.002) | 0.009*** (0.002) | 0.008*** (0.002) | 0.003 (0.002) | 0.003 (0.002) | 0.002 (0.002) |
| Livestock | 0.010*** (0.003) | 0.011*** (0.003) | 0.005* (0.002) | 0.014*** (0.002) | 0.014*** (0.002) | 0.009*** (0.002) |
| Assets | 0.024*** (0.002) | 0.024*** (0.002) | 0.017*** (0.002) | 0.020*** (0.002) | 0.020*** (0.002) | 0.014*** (0.002) |
| Year Fixed-Effects | No | Yes | Yes | No | Yes | Yes |
| Household Controls | No | No | Yes | No | No | Yes |
| Observations | 5610 | 5608 | 5604 | 5610 | 5608 | 5604 |
| R-squared | 0.096 | 0.096 | 0.150 | 0.085 | 0.131 | 0.169 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors clustered at the section level are in parentheses. All regressions use a constant term and sample weights. The variables *Adults* and *Children* represent number of adults and children in a household, respectively. The variables *Housing*, *Livestock*, and *Assets* were standardized first principal components.

APPROXIMATING PROBABILITIES OF ADOPTION

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Panel A: Adoption Index

Panel B: Usage Index

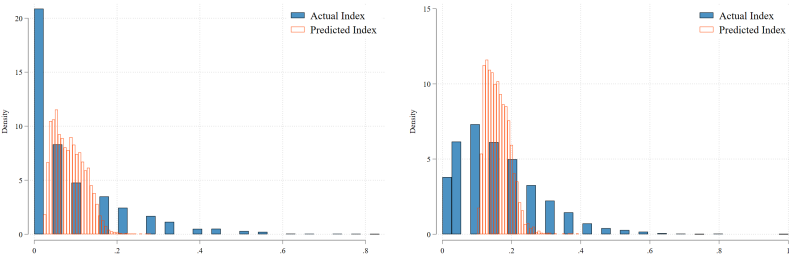
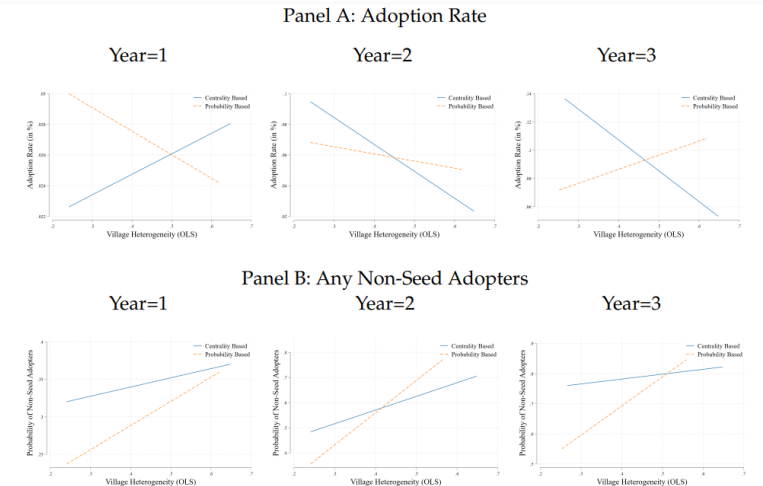


Figure 7: Actual and Predicted Adoption and Usage Indices

DESCRIPTIVE FIGURES: VILLAGE-LEVEL VARIATIONS

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Panel B: Any Non-Seed Adopters

Year=1

Year=2

Year=3

Figure 8: Outcomes for Different Seeding Strategies with respect to Village Heterogeneity

REGRESSION RESULTS

Table D.14: Village level Regression 1 with Different Measure of Probability

| Variables | Adoption Rate | | Any Non-Seed Adopters | |
|---|--------------------|--------------------|-----------------------|-------------------|
| | (1) | (2) | (3) | (4) |
| Eigenvector Centrality of Seeds (= <i>Centrality_v</i>) | 0.999* (0.565) | 0.817* (0.480) | 0.984 (1.302) | 1.067 (1.191) |
| Predicted Usage Index of Seeds (= <i>Probability_v</i>) | -2.174 (1.410) | -1.511 (1.279) | -4.599 (3.317) | -0.084 (3.053) |
| CV of Predicted Usage Index (= <i>Heterogeneity_v</i>) | -1.091 (0.805) | -0.631 (0.779) | -2.549 (2.905) | 2.142 (2.823) |
| <i>Centrality_v × Heterogeneity_v</i> | -4.481* (2.623) | -3.936* (2.281) | -4.874 (6.889) | -5.907 (6.438) |
| <i>Probability_v × Heterogeneity_v</i> | 10.330* (6.160) | 7.276 (5.623) | 23.130 (14.190) | 0.889 (13.400) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.063 | 0.174 | 0.037 | 0.164 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include a constant term and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

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Table D.16: Village level Regression 1 with Different Measure of Centrality

| Variables | Adoption Rate (1) | (2) | Any Non-Seed Adopters (3) | (4) |
|--|----------------------|--------------------|------------------------------|-------------------|
| Closeness Centrality of Seeds (= <i>Centrality_v</i>) | 0.609** (0.306) | 0.454* (0.234) | 0.571 (0.709) | 0.617 (0.659) |
| Predicted Adoption Index of Seeds (= <i>Probability_v</i>) | -2.438** (1.230) | -1.709 (1.134) | -7.555** (3.201) | -2.904 (3.152) |
| CV of Predicted Adoption Index (= <i>Heterogeneity_v</i>) | -0.0774 (0.214) | -0.007 (0.202) | -0.677 (1.196) | 0.887 (1.158) |
| <i>Centrality_v × Heterogeneity_v</i> | -1.325* (0.716) | -1.020* (0.558) | -1.552 (1.896) | -1.997 (1.823) |
| <i>Probability_v × Heterogeneity_v</i> | 5.610** (2.660) | 3.814 (2.439) | 17.550** (6.873) | 6.849 (6.940) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.087 | 0.179 | 0.048 | 0.170 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include a constant term and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

REGRESSION RESULTS

Table D.15: Village level Regression 2 with Different Measure of Probability

| Variables | Adoption Rate | | Any Non-Seed Adopters | |
|--|--------------------|---------------------|-----------------------|--------------------|
| | (1) | (2) | (3) | (4) |
| <i>Centrality_v × Heterogeneity_v</i> | -4.619* (2.549) | -4.617* (2.473) | -12.420 (8.555) | -12.190 (7.660) |
| <i>Centrality_v × Heterogeneity_v × Complex</i> | 1.432* (0.749) | 1.595** (0.720) | 9.431** (4.323) | 8.099** (3.996) |
| <i>Centrality_v × Heterogeneity_v × Simple</i> | 0.492 (0.860) | 0.576 (0.831) | 3.308 (4.665) | 1.958 (4.340) |
| <i>Centrality_v × Heterogeneity_v × Geo</i> | 3.957* (2.057) | 3.711** (1.785) | -1.692 (4.676) | -2.661 (4.495) |
| <i>Probability_v × Heterogeneity_v</i> | 10.260* (5.561) | 7.702 (5.378) | 33.700* (17.390) | 13.410 (16.260) |
| <i>Probability_v × Heterogeneity_v × Complex</i> | -0.316 (0.762) | -0.589 (0.778) | -2.606 (4.577) | -1.839 (4.315) |
| <i>Probability_v × Heterogeneity_v × Simple</i> | 0.428 (0.984) | 0.416 (0.866) | 1.355 (5.269) | 3.119 (4.868) |
| <i>Probability_v × Heterogeneity_v × Geo</i> | -2.468* (1.377) | -2.409** (1.217) | 2.565 (4.925) | 3.786 (4.505) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.114 | 0.212 | 0.100 | 0.215 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.

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Table D.17: Village level Regression 2 with Different Measure of Centrality

| Variables | Adoption Rate (1) | (2) | Any Non-Seed Adopters (3) | (4) |
|---|----------------------|---------------------|------------------------------|-------------------|
| $Centrality_v \times Heterogeneity_v$ | -1.457** (0.591) | -1.181** (0.478) | -2.508 (1.935) | -3.114 (1.939) |
| $Centrality_v \times Heterogeneity_v \times Complex$ | 0.307** (0.137) | 0.304** (0.140) | 1.446* (0.838) | 1.355* (0.810) |
| $Centrality_v \times Heterogeneity_v \times Simple$ | 0.364** (0.157) | 0.395*** (0.152) | -0.401 (0.934) | -0.498 (0.917) |
| $Centrality_v \times Heterogeneity_v \times Geo$ | 0.679** (0.267) | 0.667** (0.262) | 0.517 (0.988) | 0.140 (0.914) |
| $Probability_v \times Heterogeneity_v$ | 4.791** (2.281) | 3.306 (2.166) | 19.310*** (7.105) | 9.942 (6.963) |
| $Probability_v \times Heterogeneity_v \times Complex$ | -0.351 (0.632) | -0.419 (0.637) | 0.056 (3.155) | 0.189 (3.031) |
| $Probability_v \times Heterogeneity_v \times Simple$ | -1.125* (0.664) | -1.235* (0.629) | 4.299 (3.876) | 5.406 (3.727) |
| $Probability_v \times Heterogeneity_v \times Geo$ | -2.855** (1.200) | -2.864** (1.187) | -2.748 (4.867) | 0.060 (4.398) |
| Village-level Controls | No | Yes | No | Yes |
| Observations | 324 | 324 | 324 | 324 |
| R-squared | 0.121 | 0.209 | 0.109 | 0.223 |

Notes: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors are in parentheses. All regressions include seed centrality, seed probability, village-level heterogeneity, a constant term, and year fixed effects. Village-level controls include percentage of village using pit planting at baseline, percentage of village using compost at baseline, percentage of village using fertilizer at baseline, village size, the square of village size, and district fixed effects.