

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.

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.

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:

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

► Full Model

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?

METHODOLOGY

- ▶ Generate p_{iH}^* s: manipulate to vary degree of heterogeneity.
- ▶ Creating a network: G_{ij} s s.t. $G_{ij} \neq 0$ if $|p_i^* - p_j^*| < 0.1$ & $\sum_{j \in \mathcal{I}} G_{ij} = 1$.
- ▶ Select information entry points (initially $p_{it}^H \approx 0 \forall it$):
 - ▶ Centrality Based
 - ▶ Probability Based
- ▶ Let the diffusion take place for a few periods. ▶ Example
- ▶ Measure the efficiency of a targeting strategy:

$$\text{Efficiency} = \frac{\# \text{ informed among those that should get informed}}{\# \text{ informed under full efficiency}}.$$

- ▶ Repeat procedure for multiple networks and evaluate results *on average*.

SIMULATION RESULTS

Table 1: Simulation Results

Strategy	Statistic	Level of Correlation		
		Low	Medium	High
Eigenvector Centrality-Based	Mean	0.32	0.39	0.49
	Variance	0.10	0.13	0.17
Probability-Based	Mean	0.46	0.38	0.33
	Variance	0.03	0.07	0.11
Observations		200	200	178

Notes: Simulations on varying levels of correlation are all done for 200 networks, each containing 20 households. However, upon generation of the true probabilities, some networks may be dropped as they contained 0% of informed households under full efficiency.

SIMULATION RESULTS

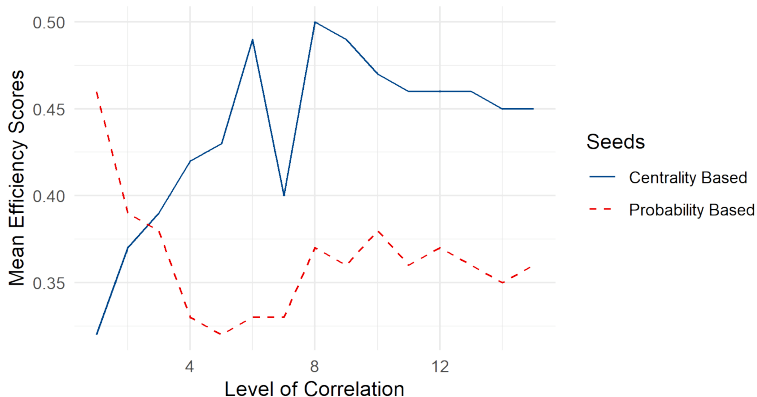


Figure 6: Mean efficiency scores over increasing levels of correlation

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</i> × <i>Heterogeneity_v</i>	-2.625** (1.324)	-2.131** (1.066)	-2.851 (3.777)	-3.299 (3.562)
<i>Probability_v</i> × <i>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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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. [▶ Identification and Results](#)

THANK YOU!

Figure 1: Networks with Heterogeneous Benefits

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

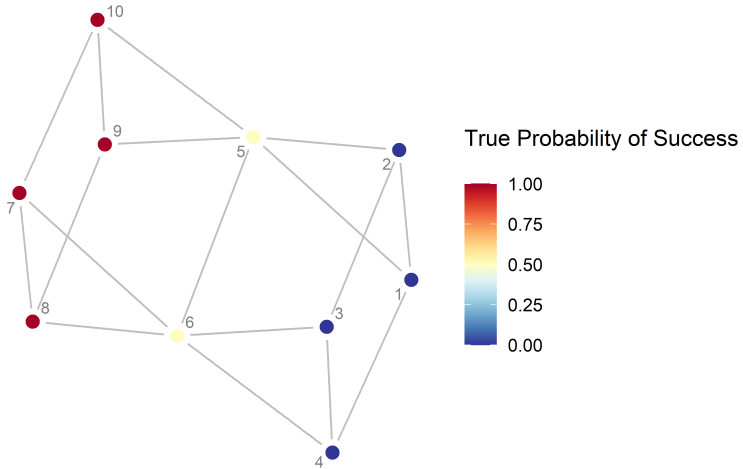
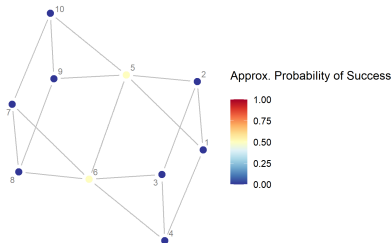


Figure 1: Distribution of True Probability within the network

ILLUSTRATIVE EXAMPLE

Panel A: Centrality-Based



Panel B: Probability-Based

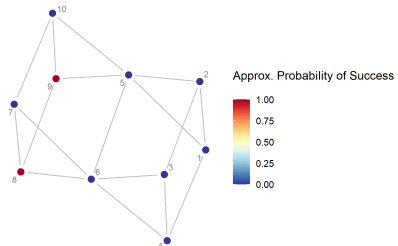
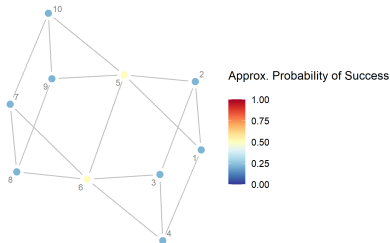


Figure 3: Initial Seeding based on Centrality and Probability

ILLUSTRATIVE EXAMPLE

Panel A: Centrality-Based



Panel B: Probability-Based

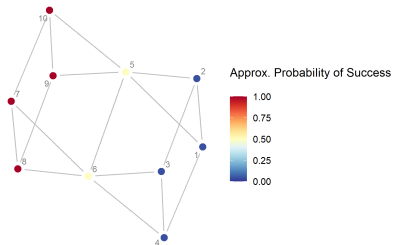


Figure 4: Performance of seeds after three periods

SIMULATION ROBUSTNESS 1

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

Strategy	Statistic	Level of Correlation		
		Low	Medium	High
Betweenness Centrality-Based	Mean	0.38	0.35	0.42
	Variance	0.10	0.12	0.16
Probability-Based	Mean	0.46	0.38	0.33
	Variance	0.03	0.07	0.11
Observations		200	200	178

Notes: Simulations on varying levels of correlation are all done for 200 networks, each containing 20 households. However, upon generation of the true probabilities, some networks may be dropped as they contained 0% of informed households under full efficiency.

SIMULATION ROBUSTNESS 2

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Table D.8: Simulation Robustness (w.r.t $\delta = 0.05$, instead of $\delta = 0.1$)

Strategy	Statistic	Level of Correlation		
		Low	Medium	High
Eigenvector Centrality-Based	Mean	0.22	0.34	0.45
	Variance	0.05	0.08	0.14
Probability-Based	Mean	0.37	0.29	0.29
	Variance	0.02	0.04	0.08
Observations		200	198	177

Notes: Simulations on varying levels of correlation are all done for 200 networks, each containing 50 households. However, upon generation of the true probabilities, some networks may be dropped as they contained 0% of informed households under full efficiency.

SIMULATION ROBUSTNESS 3

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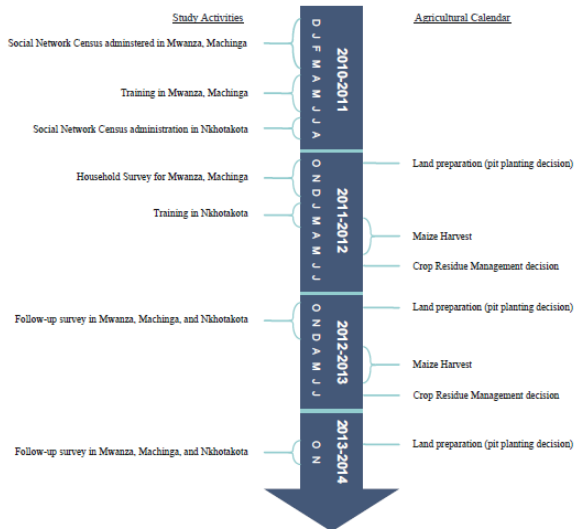
Table D.9: Simulation Robustness (w.r.t $\delta = 0.15$, instead of $\delta = 0.1$)

Strategy	Statistic	Level of Correlation		
		Low	Medium	High
Eigenvector Centrality-Based	Mean	0.39	0.51	0.44
	Variance	0.14	0.18	0.18
Probability-Based	Mean	0.58	0.38	0.40
	Variance	0.05	0.08	0.14
Observations		200	196	178

Notes: Simulations on varying levels of correlation are all done for 200 networks, each containing 50 households. However, upon generation of the true probabilities, some networks may be dropped as they contained 0% of informed households under full efficiency.

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

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- ▶ 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

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- ▶ 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

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- ▶ **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

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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

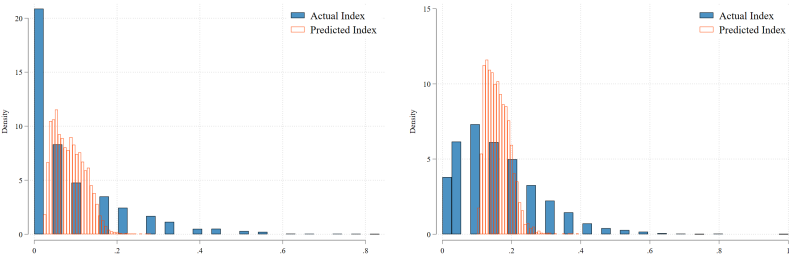
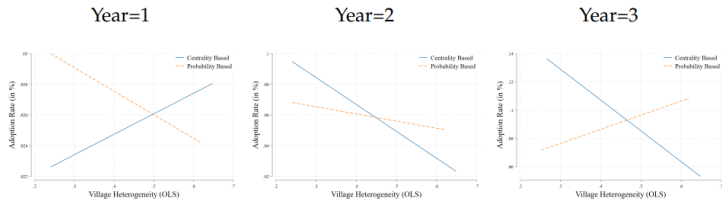


Figure 7: Actual and Predicted Adoption and Usage Indices

DESCRIPTIVE FIGURES: VILLAGE-LEVEL VARIATIONS

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Panel A: Adoption Rate



Panel B: Any Non-Seed Adopters

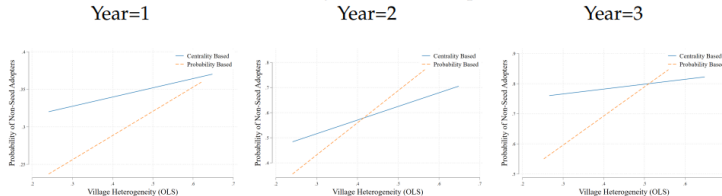


Figure 8: Outcomes for Different Seeding Strategies with respect to Village Heterogeneity

REGRESSION RESULTS

Table A1: 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)	-0.0836 (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)	23.13 (14.19)	0.889 (13.40)
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.

REGRESSION RESULTS

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Table A2: 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</i> × <i>Heterogeneity_v</i>	-1.325* (0.716)	-1.020* (0.558)	-1.552 (1.896)	-1.997 (1.823)
<i>Probability_v</i> × <i>Heterogeneity_v</i>	5.610** (2.660)	3.814 (2.439)	17.55** (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.

IDENTIFICATION USING EXPERIMENTAL VARIATION

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

- ▶ $Treat_v$: 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.

DESCRIPTIVE STATISTICS: EXPERIMENTAL VARIATIONS

Table 4: Baseline Village-level Sample Characteristics

Variable	Benchmark	Treatment Status		Geo	Overall
		Complex	Simple		
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.

DESCRIPTIVE STATISTICS: EXPERIMENTAL VARIATIONS

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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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REGRESSION RESULTS: EXPERIMENTAL VARIATIONS

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

Variables	Adoption Rate		Any Non-Seed Adopters	
	(5)	(6)	(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
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