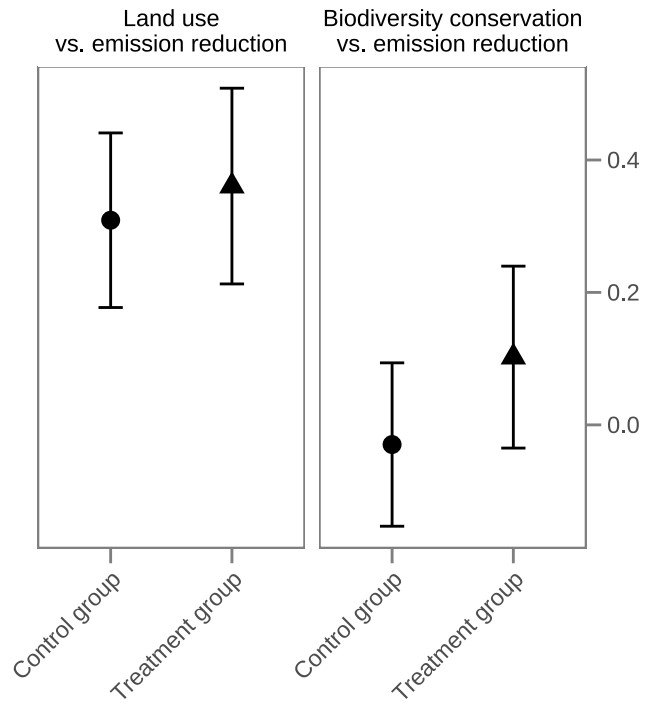


**a** Social influence:  
treatment-control group comparison



**b** Social influence:  
treatment direction

