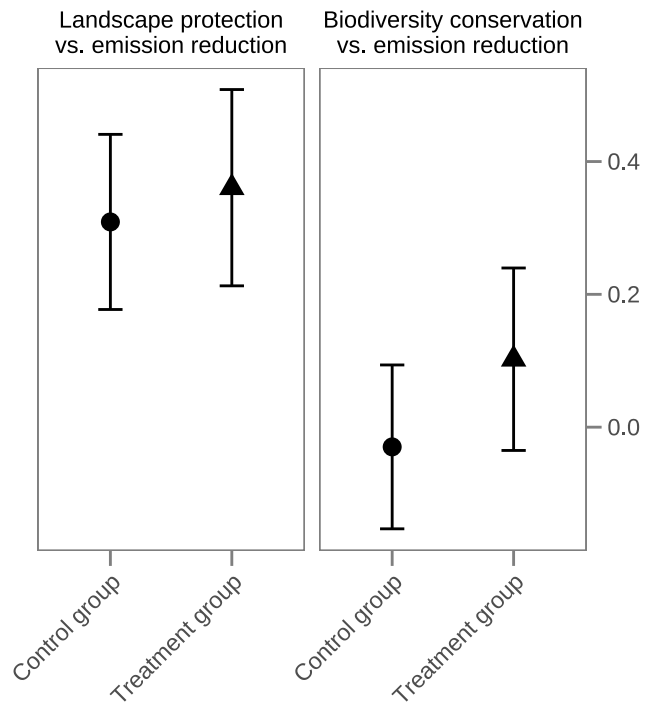


a Social influence:
treatment-control group comparison



b Social influence:
treatment direction

