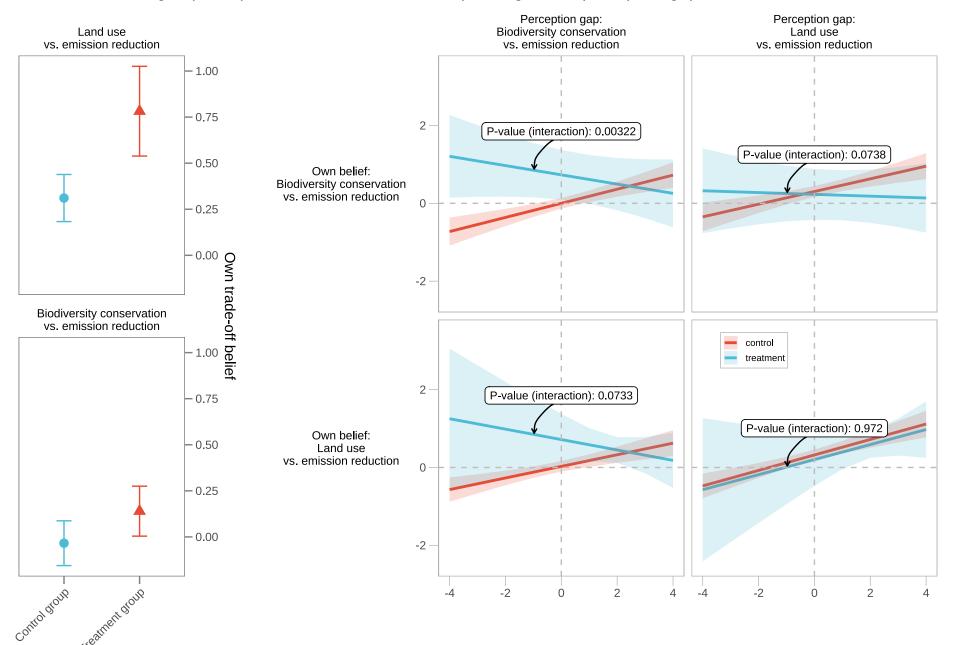
Social influence: treatment-control group comparison

Social influence: Depending on the perception gap



Perception gap
(True value of what others believe - expectation prior to the experiment)