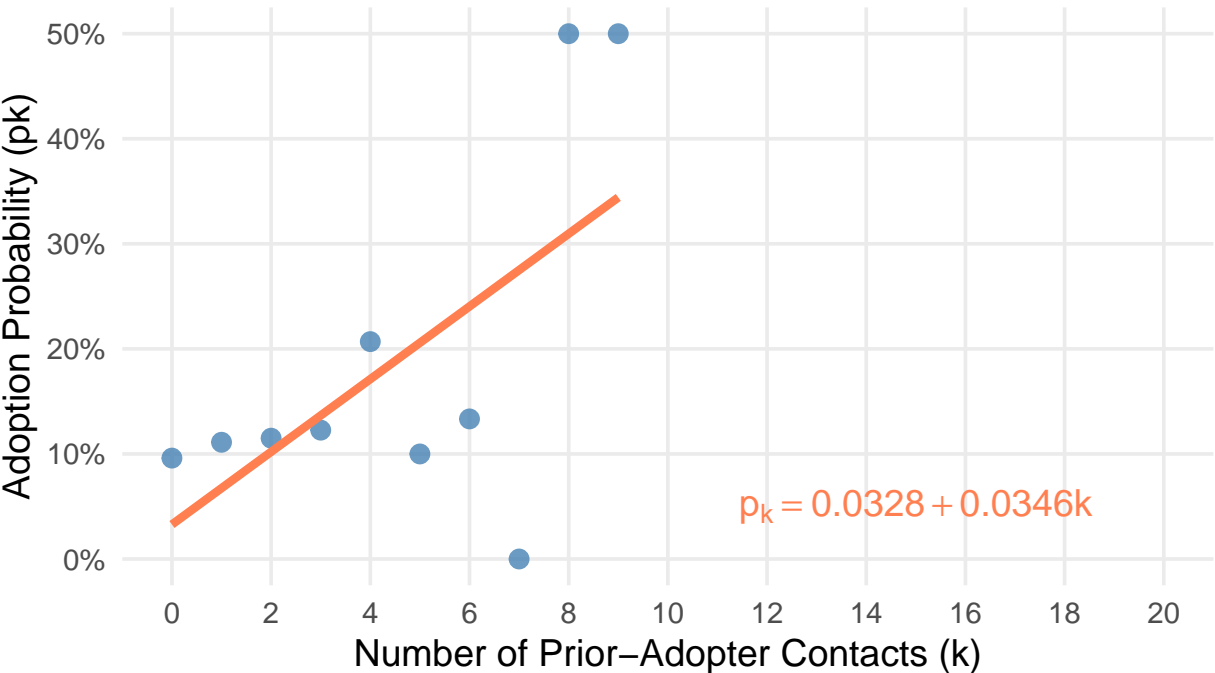


Linear Model of Adoption Probability

$p_k = a + b \cdot k$ (constant marginal effect per contact)



Points: Observed probabilities | Line: Linear model fit