# Final Study Data Analysis

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```
library(ggplot2)
library(data.table)
library(lmtest)
## Loading required package: zoo
##
## Attaching package: 'zoo'
## The following objects are masked from 'package:base':
##
##
       as.Date, as.Date.numeric
library(pwr)
library(lsr)
library(cobalt)
library(stringr)
library(AER)
## Loading required package: car
## Loading required package: carData
## Loading required package: sandwich
## Loading required package: survival
library(stargazer)
##
## Please cite as:
   Hlavac, Marek (2018). stargazer: Well-Formatted Regression and Summary Statistics Tables.
## R package version 5.2.2. https://CRAN.R-project.org/package=stargazer
library(pander)
```

#### Read in data and reformat

```
assigned_treatment_seq <- data.frame(seq_id = c(1,2,3,4,5,6),
                                     day1 = c(0,0,1,1,2,2),
                                     day2 = c(1,2,0,2,0,1),
                                     day3 = c(2,1,2,0,1,0))
d2 <- fread("241 Participant List - Final Study Results - 20181215.csv", na.strings=c("","NA"))
d2[UserId == 65,]$Q10 <- "In person"</pre>
d2[UserId == 13,]$Q6 <- "Through digital means"</pre>
# stringsAsFactors = F)
names(d2) <- str_replace_all(names(d2), c(" " = "." , "," = "" ))
# Not applicable = 0
# Through digital means = 1
# In person = 2
# Both in person and through digital means = 3
d2 <- d2[, .(userId = UserId,</pre>
             treatment_seq = as.integer(Treatment.Seq),
             day1_treatment = as.integer(as.character(factor(Q6, levels = c('Not applicable', 'In person
                                                                             'Through digital means'),
                                                              labels = c(0, 2, 1))),
             day2_treatment = as.integer(as.character(factor(Q10, levels = c('Not applicable', 'In pers
                                                                              'Through digital means',
                                                                              'Both in person and throug
                                                              labels = c(0, 2, 1, 3))),
             day3_treatment = as.integer(as.character(factor(Q14, levels = c('Not applicable', 'In pers
                                                                              'Through digital means',
                                                                              'Both in person and through
                                                              labels = c(0, 2, 1, 3))),
             day1_steps = as.numeric(gsub("\\,", "", Q7)),
             day2_steps = as.numeric(gsub("\\,", "", Q11)),
             day3_steps = as.numeric(gsub("\\,", "", Q15)),
             age_range = as.integer(as.character(factor(Age, levels = c('18 - 24',
                                                                         "25 - 34",
                                                                         "35 - 44",
                                                                         "45 - 54",
                                                                         "55 - 64",
                                                                         "65+"),
                                                         labels = c(0, 1, 2, 3, 4, 5))),
             # gender = factor(Gender),
             gender = as.integer(as.character(factor(Gender, levels = c('Male', 'Female', 'Gender non-c
                                                      labels = c(0, 1, 2))),
             lives_with_others = as.integer(as.character(factor(Living.Situation, levels = c('Alone', ''
                                                                 labels = c(0, 1))),
             # know_us = factor(Q17),
             know_us = as.integer(as.character(factor(Q17, levels = c('No', 'Yes'),
                                                      labels = c(0, 1))),
             location_lat = as.double(LocationLatitude),
             location_long = as.double(LocationLongitude)
)]
```

## Warning in eval(jsub, SDenv, parent.frame()): NAs introduced by coercion

```
## Warning in eval(jsub, SDenv, parent.frame()): NAs introduced by coercion
d2$gender[is.na(d2$gender)] <- 2
d2$age_range[is.na(d2$age_range)] <- 6
d2\$lives_with_others[is.na(d2\$lives_with_others)] <- 2
d2\$know_us[is.na(d2\$know_us)] <- 2
head(d2, 5)
      userId treatment_seq day1_treatment day2_treatment day3_treatment
## 1:
                         6
          82
                                         0
                                                                         2
## 2:
          57
                         3
                                         1
                                                         0
## 3:
          89
                          4
                                                                        NA
                                        NA
                                                        NA
## 4:
          69
                          3
                                         1
                                                         0
                                                                         2
                                                                         2
## 5:
          85
                          3
                                         1
                                                         0
      day1_steps day2_steps day3_steps age_range gender lives_with_others
                       5040
## 1:
              NA
                                   3788
                                                 1
                                                        0
## 2:
           21290
                      13959
                                  13717
                                                 0
              NA
                                     NA
                                                        0
## 3:
                         NA
                                                 1
                                                                           1
## 4:
            6343
                        3247
                                  10198
                                                 1
                                                        0
                                                                           1
## 5:
           13624
                        5406
                                   7851
                                                 1
                                                        1
                                                                           1
##
      know_us location_lat location_long
                  41.89250
## 1:
            1
                                 -87.7895
## 2:
            1
                  37.75101
                                 -97.8220
## 3:
                  37.97240
            1
                                -122.3369
## 4:
            1
                  40.37070
                                 -74.0084
                                 -71.1087
## 5:
            1
                  42.41730
#Covariate Balance Check
bal.tab(treatment_seq ~ gender + age_range + lives_with_others + know_us + location_lat + location_long
        data = d2
## Balance Measures
##
                         Type Corr.Un
                     Contin. -0.0625
## gender
                     Contin. -0.0099
## age_range
## lives_with_others Contin. -0.0105
## know us
                     Contin. 0.0214
## location_lat
                     Contin. 0.0157
                     Contin. -0.0480
## location_long
##
## Sample sizes
##
       Total
## All
cov_check <- lm(treatment_seq ~ gender + age_range + lives_with_others + know_us + location_lat + locat</pre>
                data = d2)
summary(cov_check)
```

## ## Call:

```
## lm(formula = treatment_seq ~ gender + age_range + lives_with_others +
##
      know_us + location_lat + location_long, data = d2)
##
## Residuals:
               1Q Median
                               3Q
                                      Max
## -2.7912 -1.4863 0.1883 1.4598 2.6363
## Coefficients:
##
                      Estimate Std. Error t value Pr(>|t|)
                                                     0.786
## (Intercept)
                     1.1350717 4.1690323
                                            0.272
## gender
                    -0.1639576 0.3999806
                                           -0.410
                                                     0.683
## age_range
                    -0.0003737
                                0.1750913 -0.002
                                                     0.998
## lives_with_others -0.1171429 0.7099934 -0.165
                                                     0.869
## know_us
                                           0.055
                                                     0.956
                    0.0212714 0.3840969
## location_lat
                     0.0465410 0.0841290
                                            0.553
                                                     0.582
## location_long
                    -0.0082195 0.0124256
                                          -0.661
                                                     0.511
##
## Residual standard error: 1.784 on 68 degrees of freedom
## Multiple R-squared: 0.01086,
                                   Adjusted R-squared:
## F-statistic: 0.1245 on 6 and 68 DF, p-value: 0.993
```

## Checking for ordering/priming effect

Is previous day's treatment highly predictive of how many steps are taken today?

```
# n = 75
df <- d2

# remove subjects/rows who were non-compliant
# n = 24
df <- df[rowSums(is.na(df[,c(3:8)])) != ncol(df[,c(3:8)]), ]
head(df, 5)</pre>
```

```
##
      userId treatment_seq day1_treatment day2_treatment day3_treatment
## 1:
                          6
## 2:
          57
                          3
                                          1
                                                          0
                                                                          2
                          3
                                                          0
                                                                          2
## 3:
          69
                                          1
                          3
                                                                          2
## 4:
          85
                                          1
                                                          0
                                          1
                                                          2
      day1_steps day2_steps day3_steps age_range gender lives_with_others
##
## 1:
                        5040
              NA
                                    3788
                                                         0
                                                  1
                       13959
                                                  0
## 2:
           21290
                                   13717
                                                         0
                                                                             1
## 3:
            6343
                        3247
                                   10198
                                                  1
                                                         0
                                                                             1
## 4:
           13624
                        5406
                                    7851
                                                  1
                                                         1
                                                                             1
## 5:
            7016
                        1211
                                    5717
      know_us location_lat location_long
## 1:
            1
                   41.89250
                                  -87.7895
## 2:
            1
                   37.75101
                                  -97.8220
## 3:
            1
                   40.37070
                                  -74.0084
## 4:
                   42.41730
                                  -71.1087
                   42.35760
                                  -71.0514
## 5:
            1
```

```
# day 3 steps using day 1 and 2 treatment
m1 <- lm(day3_steps ~ day1_treatment + day2_treatment, df)</pre>
summary(m1)
##
## Call:
## lm(formula = day3_steps ~ day1_treatment + day2_treatment, data = df)
##
## Residuals:
       Min
                1Q Median
                                       Max
## -7119.9 -2316.1 -462.4 1377.2 8580.4
## Coefficients:
                 Estimate Std. Error t value Pr(>|t|)
                                      8.145 2.12e-10 ***
## (Intercept)
                   7505.7
                                921.5
                   -385.7
## day1_treatment
                                672.7 -0.573
                                                 0.569
                  -365.5
## day2_treatment
                                600.8 -0.608
                                                 0.546
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 3440 on 45 degrees of freedom
     (3 observations deleted due to missingness)
## Multiple R-squared: 0.0142, Adjusted R-squared: -0.02961
## F-statistic: 0.3241 on 2 and 45 DF, p-value: 0.7248
# ATE (standard error)
print(paste0("Estimated effect of day1 treatment: ", signif(m1$coefficients[2], 3),
" (", signif(coef(summary(m1))[2,2], 3), ")"))
## [1] "Estimated effect of day1 treatment: -386 (673)"
print(paste0("Estimated effect of day2 treatment: ", signif(m1$coefficients[3], 3),
" (", signif(coef(summary(m1))[3,2], 3), ")"))
## [1] "Estimated effect of day2 treatment: -366 (601)"
# include days1,2 steps as covariates to understand
# subjects' step counts have as a function of
# treatment against waht they would typically do
m2 <- lm(day3_steps ~ day1_treatment + day2_treatment + day1_steps + day2_steps, df)
summary(m2)
##
## lm(formula = day3_steps ~ day1_treatment + day2_treatment + day1_steps +
       day2_steps, data = df)
##
## Residuals:
       Min
                1Q Median
                                3Q
                                       Max
## -8183.6 -1375.5
                     61.2 1536.6 5057.0
##
```

```
## Coefficients:
##
                  Estimate Std. Error t value Pr(>|t|)
                                      2.306 0.02614 *
## (Intercept)
                 2602.4071 1128.7513
## day1_treatment -484.8396
                            517.7869 -0.936 0.35444
## day2_treatment -296.7856
                            460.9784 -0.644 0.52319
                                      1.985 0.05373 .
## day1 steps
                    0.2442
                               0.1230
## day2 steps
                    0.4542
                               0.1341
                                      3.386 0.00155 **
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 2623 on 42 degrees of freedom
    (4 observations deleted due to missingness)
## Multiple R-squared: 0.455, Adjusted R-squared: 0.4031
## F-statistic: 8.766 on 4 and 42 DF, p-value: 3.076e-05
print(paste0("Estimated effect of day1 treatment: ", signif(m2$coefficients[2], 3),
            " (", signif(coef(summary(m2))[2,2], 3), ")"))
## [1] "Estimated effect of day1 treatment: -485 (518)"
print(paste0("Estimated effect of day2 treatment: ", signif(m2$coefficients[3], 3),
             " (", signif(coef(summary(m2))[3,2], 3), ")"))
```

We do not see that the previous days' treatment assignments to predict the last day's step count is highly

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#### Condense treatment sequence to 1 treatment

## [1] "Estimated effect of day2 treatment: -297 (461)"

predicitive and significant, which is super for us!

```
df1 <- df[,-c(4,5,7,8)]
df2 <- df[,-c(3,5,6,8)]
df3 <- df[,-c(3,4,6,7)]
names(df1)[names(df1) == "day1_treatment"] = "treatment"
names(df1)[names(df1) == "day1_steps"] = "steps"
names(df2)[names(df2) == "day2_treatment"] = "treatment"
names(df2)[names(df2) == "day2_steps"] = "steps"
names(df3)[names(df3) == "day3_treatment"] = "treatment"
names(df3)[names(df3) == "day3_steps"] = "steps"
d <- rbind(df1, df2, df3)
# combine digital and in person treatment as one
d$treatment2 <- ifelse(d$treatment == 0, 0, 1)</pre>
```

Table 1:

|                   | Dependen                    | at variable: |
|-------------------|-----------------------------|--------------|
|                   | Steps - Day 3               |              |
|                   | (1)                         | (2)          |
| Treatment - Day 1 | -385.744                    | -484.840     |
| v                 | (672.663)                   | (517.787)    |
| Treatment - Day 2 | -365.548                    | -296.786     |
|                   | (600.840)                   | (460.978)    |
| Steps - Day 1     |                             | 0.244*       |
|                   |                             | (0.123)      |
| Steps - Day 2     |                             | 0.454***     |
|                   |                             | (0.134)      |
| Constant          | 7,505.694***                | 2,602.407**  |
|                   | (921.528)                   | (1,128.751)  |
| Note:             | *p<0.1; **p<0.05; ***p<0.01 |              |

```
d$outcome <- ifelse(d$steps > 5000, 1, 0)
head(d, 5)
```

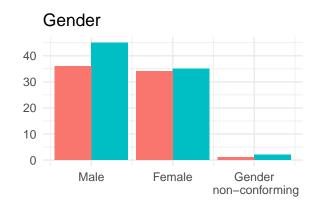
```
##
      userId treatment_seq treatment steps age_range gender lives_with_others
## 1:
          82
                                         NA
                         6
                                    1 21290
## 2:
          57
                         3
                                                            0
                                                                              1
## 3:
          69
                         3
                                    1 6343
                                                            0
                                                                              1
                         3
## 4:
          85
                                    1 13624
                                                     1
                                                            1
                                                                              1
## 5:
                         4
                                    1 7016
##
      know_us location_lat location_long treatment2 outcome
                  41.89250
                                 -87.7895
## 1:
            1
## 2:
            1
                  37.75101
                                 -97.8220
                                                   1
                                                            1
                                 -74.0084
## 3:
                  40.37070
## 4:
            1
                  42.41730
                                 -71.1087
                                                   1
                                                            1
## 5:
            1
                  42.35760
                                 -71.0514
                                                   1
                                                            1
```

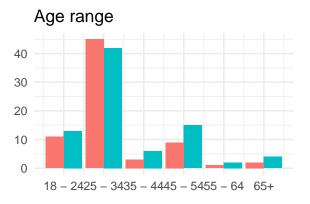
Make some pretty plots to show distribution, populatin etc.

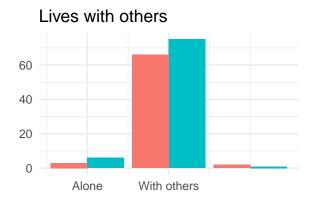
```
# population that actually responded to data collection survey
require(gridExtra)
```

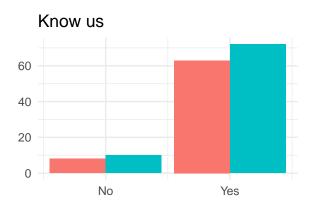
## Loading required package: gridExtra

```
d.gender <- d[, c("gender", "treatment2")]</pre>
p_gender <- ggplot(d.gender, aes(x=gender, fill = factor(treatment2))) +</pre>
  geom_bar(stat="count", position=position_dodge()) +
  theme_minimal() + theme(legend.position="right") +
  xlab("") + ylab("") + ggtitle("Gender") +
  guides(fill = guide_legend(title = "Assignment")) +
  scale_fill_discrete(labels = c("Control", "Treatment")) +
  scale x continuous(breaks = c(0, 1, 2),
                     labels = c('Male', 'Female', 'Gender\n non-conforming'))
p_gender_no_legend <- ggplot(d.gender, aes(x=gender, fill = factor(treatment2))) +</pre>
  geom_bar(stat="count", position=position_dodge()) +
  theme_minimal() + theme(legend.position="none") +
  xlab("") + ylab("") + ggtitle("Gender") +
  # quides(fill = quide_legend(title = "Assignment")) +
  # scale_fill_discrete(labels = c("Control", "Treatment")) +
  scale_x_continuous(breaks = c(0, 1, 2),
                     labels = c('Male', 'Female', 'Gender\n non-conforming'))
d.age <- d[, c("age_range", "treatment2")]</pre>
p_age <- ggplot(d.age, aes(x=age_range, fill = factor(treatment2))) +</pre>
  geom_bar(stat="count", position=position_dodge()) +
  theme_minimal() + theme(legend.position="none") +
  xlab("") + ylab("") + ggtitle("Age range") +
  # quides(fill = quide legend(title = "Assignment")) +
  # scale fill discrete(labels = c("Control", "Treatment")) +
  scale_x_{continuous}(breaks = c(0, 1, 2, 3, 4, 5),
                   labels = c('18 - 24')
                               "25 - 34",
                               "35 - 44",
                               "45 - 54".
                               "55 - 64",
                               "65+"))
d.others <- d[, c("lives_with_others", "treatment2")]</pre>
p_others <- ggplot(d.others, aes(x=lives_with_others, fill = factor(treatment2))) +</pre>
  geom_bar(stat="count", position=position_dodge()) +
  theme_minimal() + theme(legend.position="none") +
  xlab("") + ylab("") + ggtitle("Lives with others") +
  # guides(fill = guide_legend(title = "Assignment")) +
  # scale_fill_discrete(labels = c("Control", "Treatment")) +
  scale x continuous(breaks = c(0, 1),
                     labels = c('Alone', 'With others'))
d.know_us <- d[, c("know_us", "treatment2")]</pre>
p_know_us <- ggplot(d.know_us, aes(x=know_us, fill = factor(treatment2))) +</pre>
  geom_bar(stat="count", position=position_dodge()) +
  theme_minimal() + theme(legend.position="none") +
  xlab("") + ylab("") + ggtitle("Know us") +
  # quides(fill = quide_legend(title = "Assignment")) +
  # scale_fill_discrete(labels = c("Control", "Treatment")) +
  scale_x_continuous(breaks = c(0, 1),
```

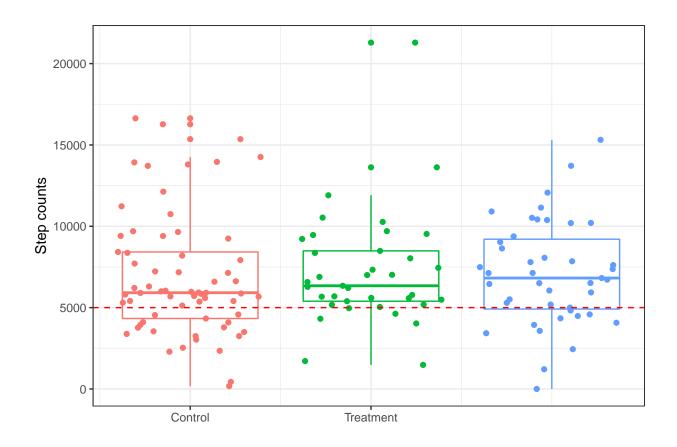




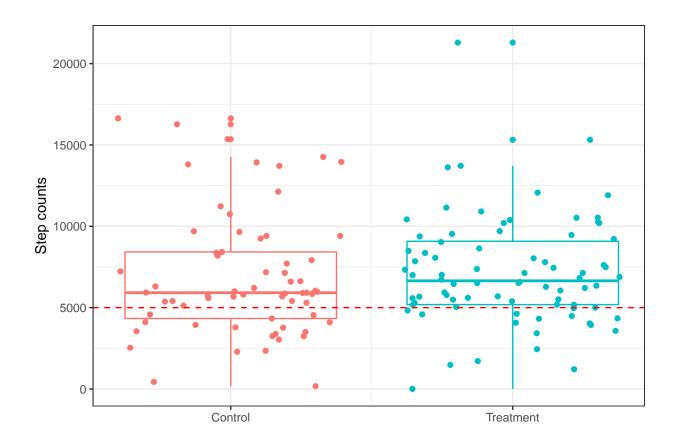




- ## Warning: Removed 8 rows containing non-finite values (stat\_boxplot).
- ## Warning: Removed 8 rows containing missing values (geom\_point).



- ## Warning: Removed 8 rows containing non-finite values (stat\_boxplot).
- ## Warning: Removed 8 rows containing missing values (geom\_point).



# For control vs digital and control vs in person

```
d$treatment <- factor(d$treatment)
fit_3 <- lm(outcome ~ treatment + userId , d)
# robust se
se_3 <- sqrt(diag(vcovHC(fit_3, type = 'HC')))

# remove intercept
fit_3.1 <- lm(outcome ~ treatment + userId -1, d)
# robust se
se_3.1 <- sqrt(diag(vcovHC(fit_3, type = 'HC')))

fit_3_covariates <- lm(outcome ~ treatment + age_range + gender + lives_with_others + know_us + location
# robust se
se_3_covariates <- sqrt(diag(vcovHC(fit_3_covariates, type = 'HC')))

# ATE (standard error)
print(paste0("Estimated effect of treatment (control, in person, digital): ", signif(fit_3$coefficients " (", signif(se_3[2], 3), ")"))</pre>
```

## [1] "Estimated effect of treatment (control, in person, digital): 0.125 (0.0819)"

```
print(paste0("Estimated effect of treatment (control, in person, digital) + covariates: ", signif(fit_3
" (", signif(se_3_covariates[2], 3), ")"))
```

## [1] "Estimated effect of treatment (control, in person, digital) + covariates: 0.0327 (0.0845)"

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Table 2:

|                  | 10010 2.                    |  |
|------------------|-----------------------------|--|
|                  | Dependent variable:         |  |
|                  | Steps > 5000                |  |
| Commit in person | $0.744^{***}$               |  |
|                  | (0.082)                     |  |
| Commit digitally | 0.629***                    |  |
| , ,              | (0.088)                     |  |
| User ID          | 0.002                       |  |
|                  | (0.001)                     |  |
| Note:            | *p<0.1; **p<0.05; ***p<0.01 |  |

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- % Date and time: Thu, Dec 20, 2018 16:26:42

test hypothesis that telling others make it more likely to take >5000 steps (control vs treatment)

```
#suppress intercept term
fit_2 <- lm(outcome ~ treatment2 + userId -1, d)
# robust se
se_2 <- sqrt(diag(vcovHC(fit_2, type = 'HC')))</pre>
```

Table 3:

|               | Dependent variable: |                 |  |
|---------------|---------------------|-----------------|--|
|               | Step                | s > 5000        |  |
|               | (1)                 | (2)             |  |
| Treatment     | 0.125               | 0.129           |  |
|               | (0.082)             | (0.085)         |  |
| User ID       | 0.010               | 0.033           |  |
|               | (0.088)             | (0.087)         |  |
| Age range     | 0.002               |                 |  |
|               | (0.001)             |                 |  |
| Gender        |                     | -0.017          |  |
|               |                     | (0.036)         |  |
| Has housemate |                     | -0.048          |  |
|               |                     | (0.077)         |  |
| Knows us      |                     | 0.200           |  |
|               |                     | (0.154)         |  |
| Latitute      |                     | 0.122           |  |
|               |                     | (0.134)         |  |
| Longitude     |                     | -0.002          |  |
|               |                     | (0.014)         |  |
| location_long |                     | 0.001           |  |
|               |                     | (0.003)         |  |
| Constant      | 0.619***            | 0.593           |  |
|               | (0.078)             | (0.800)         |  |
| Note:         | *n<0.1· **n         | <0.05; ***p<0.0 |  |

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Table 4:

|                   | Dependent variable:         |  |
|-------------------|-----------------------------|--|
|                   | Steps > 5000                |  |
| Social commitment | $0.353^{***} $ $(0.067)$    |  |
| User ID           | 0.009***<br>(0.001)         |  |
| Note:             | *p<0.1; **p<0.05; ***p<0.01 |  |

% Table created by stargazer v.5.2.2 by Marek Hlavac, Harvard University. E-mail: hlavac at fas.harvard.edu % Date and time: Thu, Dec 20, 2018 - 16:26:42

### power calculations

Table 5:

|               | Dependent variable: Steps > 5000 |                  |
|---------------|----------------------------------|------------------|
|               |                                  |                  |
|               | (1)                              | (2)              |
| Treatment     | 0.353***                         | 0.078            |
|               | (0.067)                          | (0.073)          |
| User ID       | 0.009***                         |                  |
|               | (0.001)                          |                  |
| Age range     |                                  | -0.019           |
|               |                                  | (0.037)          |
| Gender        |                                  | -0.046           |
|               |                                  | (0.077)          |
| Has housemate |                                  | 0.200            |
|               |                                  | (0.149)          |
| Knows us      |                                  | 0.131            |
|               |                                  | (0.135)          |
| Latitute      |                                  | -0.002           |
| 20070400      |                                  | (0.014)          |
| Longitude     |                                  | 0.001            |
| 0             |                                  | (0.003)          |
| Constant      |                                  | 0.598            |
|               |                                  | (0.805)          |
|               | *p<0.1: **p<                     | <0.05; ***p<0.01 |

```
### Control vs treatment (digital+in person)
# since we fail to reject the null hypothesis,
# let's calculate number of subjects needed for 80% power
effect_size_outcome <- cohensD(d[treatment2 == 0] $outcome, d[treatment2 == 1] $outcome)
#power we got from our experiment
pwr.t2n.test(n1 = 71, n2 = 82, d = effect_size_outcome, sig.level = 0.05)
##
##
        t test power calculation
##
                n1 = 71
##
                n2 = 82
##
##
                 d = 0.1537758
         sig.level = 0.05
##
##
             power = 0.1563328
##
       alternative = two.sided
# 80% powered test
pwr.t.test(power = 0.8, d = effect_size_outcome, sig.level = 0.05, type = "two.sample")
##
        Two-sample t test power calculation
##
##
##
                 n = 664.7977
                 d = 0.1537758
##
##
         sig.level = 0.05
##
             power = 0.8
##
       alternative = two.sided
##
## NOTE: n is number in *each* group
### extra plots
# day1
pd1 <- ggplot(df, aes(x=day1_treatment, y=day1_steps, colour = factor(day1_treatment))) +
  geom_boxplot() + geom_jitter() +
  geom_hline(yintercept=5000, linetype="dashed", color = "red") +
 xlab("") + ylab("Step counts") + theme_bw() +
 scale_x_continuous(breaks = c(0, 1, 2),
                     labels = c(0, 1, 2)) +
  # labels = c('Control', 'In person', 'Through digital means')) +
 theme(legend.position="none") + ggtitle("Step count - day 1")
# day2
pd2 <- ggplot(df, aes(x=day2_treatment, y=day2_steps, colour = factor(day2_treatment))) +
geom_boxplot() + geom_jitter() +
geom_hline(yintercept=5000, linetype="dashed", color = "red") +
xlab("") + ylab("Step counts") + theme_bw() +
    scale_x_continuous(breaks = c(0, 1, 2),
                       labels = c(0, 1, 2)) +
                       labels = c('Control', 'In person', 'Through digital means')) +
 theme(legend.position="none") + ggtitle("Step count - day 2")
# day3
pd3 <- ggplot(df, aes(x=day3_treatment, y=day3_steps, colour = factor(day3_treatment))) +
```