

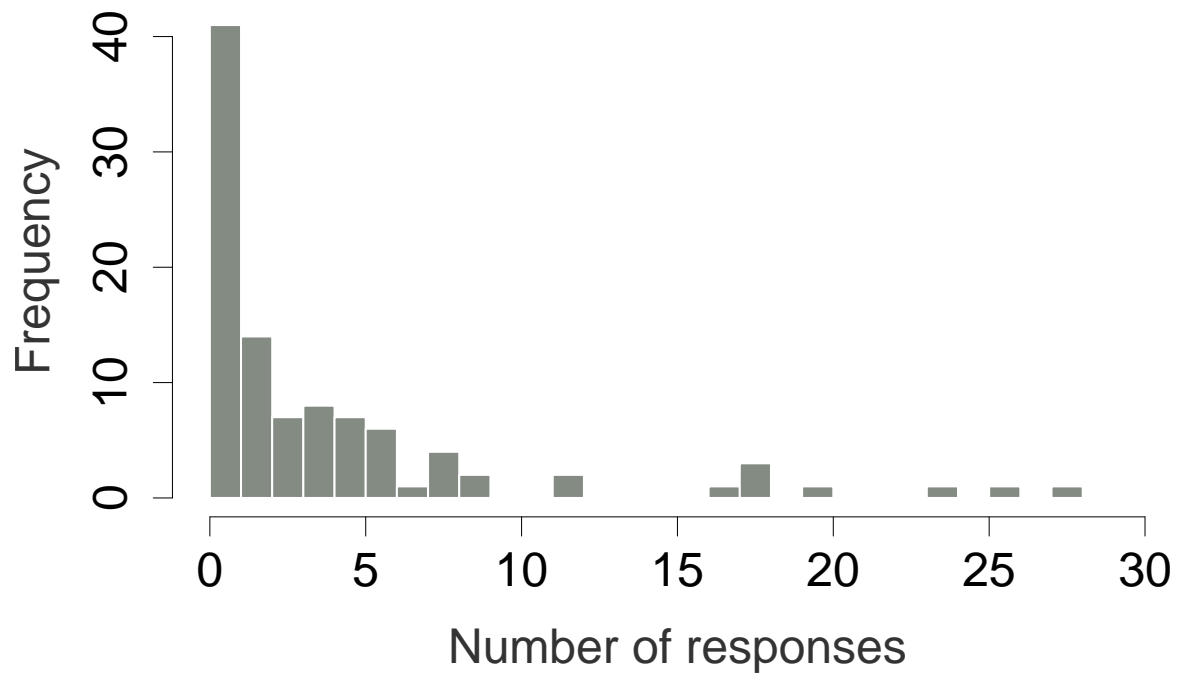
Final Project Tables

	City 1	City 2	City 3	City 4	City 5
Population (millions):	2.1	7	3.25	8.4	18.55
Treatment Ads:	10	10	10	10	10
Control Ads:	10	10	10	10	10
Author 1 Ads:	3	2	3	7	5
Author 2 Ads:	5	7	3	3	2
Author 3 Ads:	7	5	2	3	3
Author 4 Ads:	2	3	7	1	7
Author 5 Ads:	3	3	5	6	3

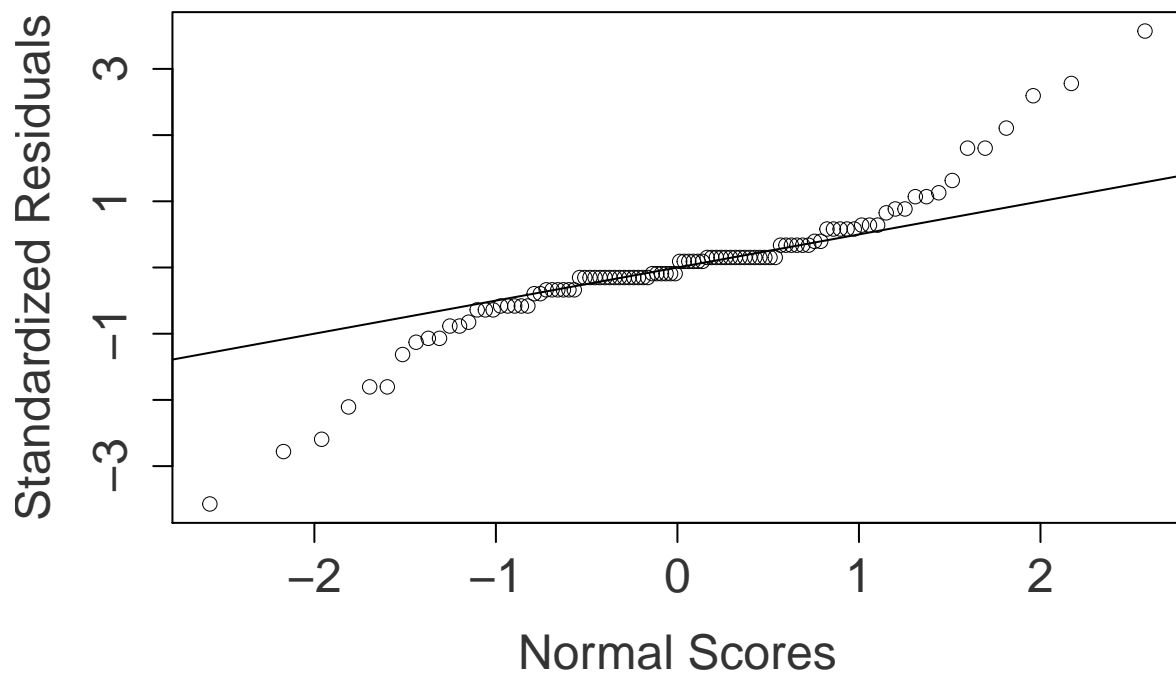
	Day 1	Day 2	Day 3	Day 4
Treatment Ads:	15	11	9	15
Control Ads:	10	14	16	10
Author 1 Ads:	5	8	3	4
Author 2 Ads:	3	4	4	9
Author 3 Ads:	8	6	2	4
Author 4 Ads:	6	4	7	3
Author 5 Ads:	3	3	9	5

	Treatment	Control
Mean Response Count:	4.42 (0.86)	3.8 (0.81)
Mean Offer Count:	1.06 (0.24)	1.04 (0.22)
Mean Mean Offer:	222.25 (0.41)	206.58 (0.33)

Response Count



Residual distribution



% Table created by stargazer v.5.2 by Marek Hlavac, Harvard University. E-mail: hlavac at fas.harvard.edu
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Table 4:

	<i>Dependent variable:</i>			
	rtotal			
	(1)	(2)	(3)	(4)
treatment	0.620 (1.178)	0.620 (0.585)	0.620 (0.590)	0.666 (0.587)
population			−0.028 (0.066)	0.064 (0.074)
Constant	3.800*** (0.833)	3.690* (2.088)	3.838* (2.134)	3.747 (2.463)
Pair Fixed effects?	No	Yes	Yes	Yes
Day Fixed effects?	No	No	No	Yes
Author Fixed effects?	No	No	No	Yes
Observations	100	100	100	100
R ²	0.003	0.877	0.878	0.903
Adjusted R ²	−0.007	0.752	0.748	0.771
Residual Std. Error	5.890 (df = 98)	2.924 (df = 49)	2.949 (df = 48)	2.806 (df = 42)
F Statistic	0.277 (df = 1; 98)	6.997*** (df = 50; 49)	6.749*** (df = 51; 48)	6.861*** (df = 57; 42)

Note:

*p<0.1; **p<0.05; ***p<0.01

Table 5:

	<i>Dependent variable:</i>			
	rtotal			
	(1)	(2)	(3)	(4)
treatment	0.151 (0.099)	0.151 (0.099)	0.138 (0.103)	0.134 (0.115)
population			−0.007 (0.016)	0.008 (0.018)
Constant	1.335*** (0.073)	1.308*** (0.358)	1.352*** (0.372)	1.497*** (0.495)
Pair Fixed effects?	No	Yes	Yes	Yes
Day Fixed effects?	No	No	No	Yes
Author Fixed effects?	No	No	No	Yes
Observations	100	100	100	100
Log Likelihood	−435.057	−152.203	−152.112	−141.164
Akaike Inf. Crit.	874.113	406.406	408.223	398.329

Note:

*p<0.1; **p<0.05; ***p<0.01

TODO: regression on secondary outcomes