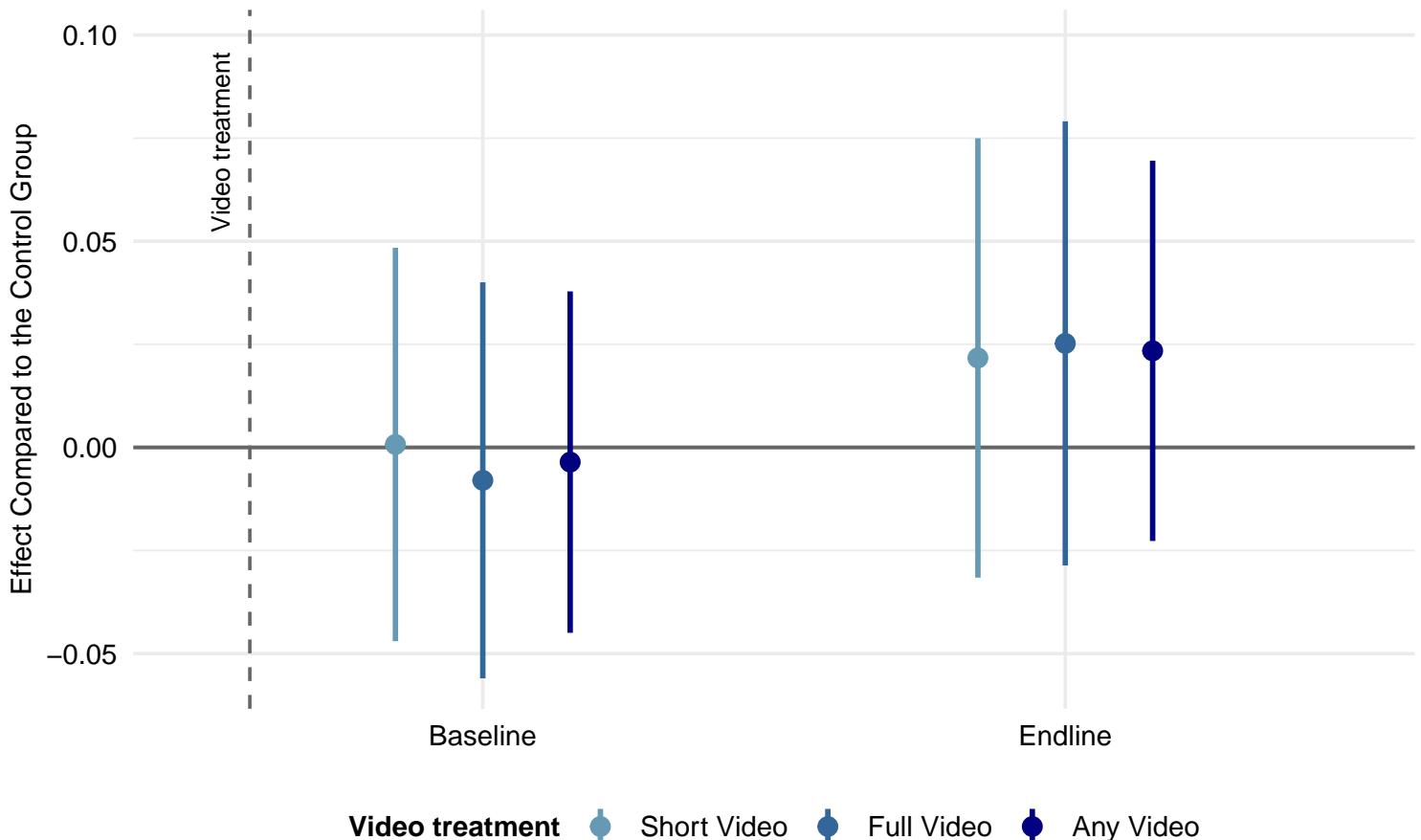


# Willingness to write a short note about air pollution to the mayor

## Video Treatment Effects by Survey Wave (OLS)



**Video treatment** ● Short Video ● Full Video ● Any Video

*Note:* 'Any Video' pools Short Video and Full Video categories. The outcome is a dummy variable, where 1 corresponds to 'Yes'  
95% CIs shown; heteroscedasticity-robust SEs used. Endline model controls for SMS treatment.

*N (Baseline) = 2,429; N (Endline) = 1,973*