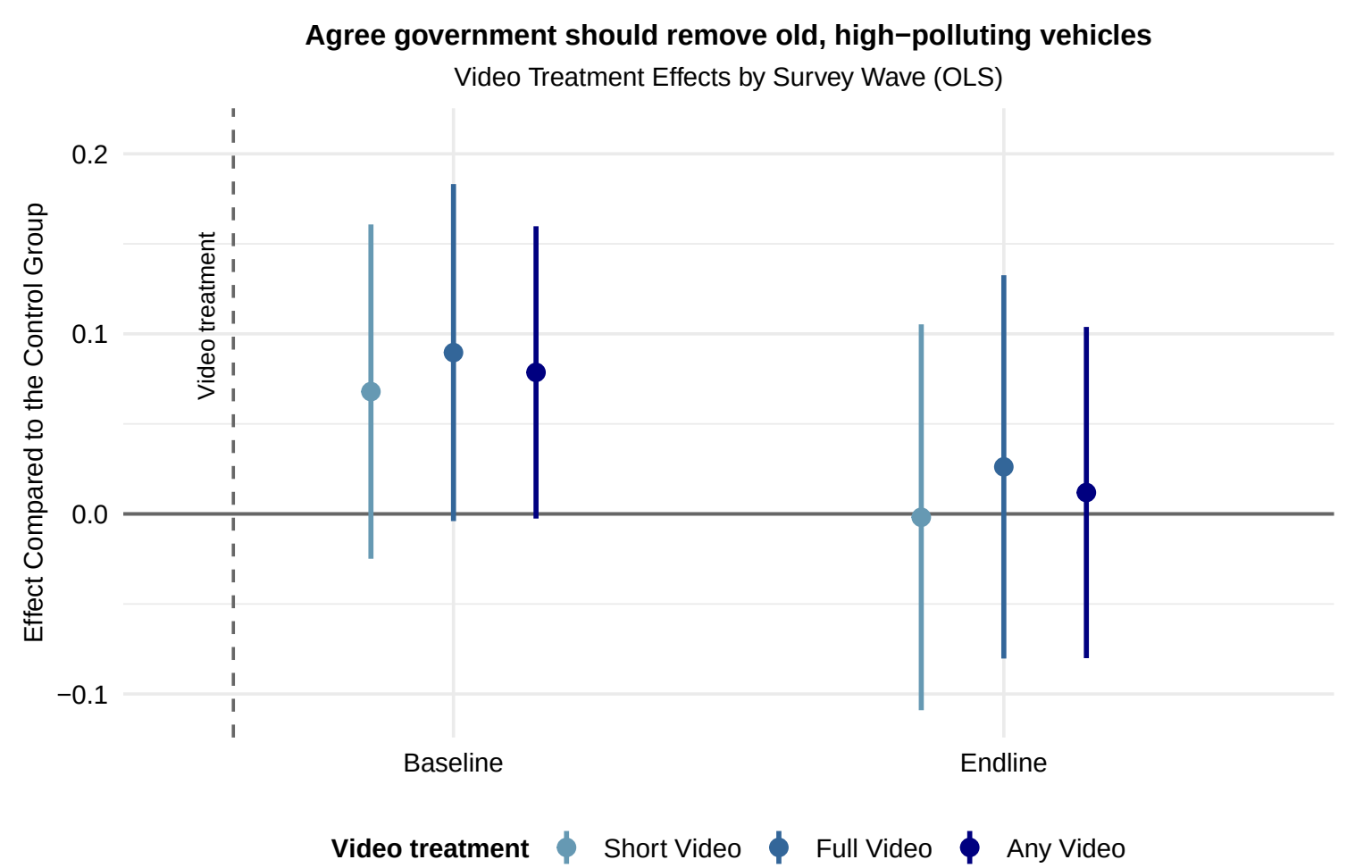

N (Baseline) = 2,425; N (Endline) = 1,972
Note: 'Any Video' pools Short Video and Full Video categories. Outcome is a 1−4 agreement scale (1 = Strongly disagree, 4 = Strongly agree).
95% CIs shown; heteroscedasticity−robust SEs used. Endline model controls for SMS treatment.