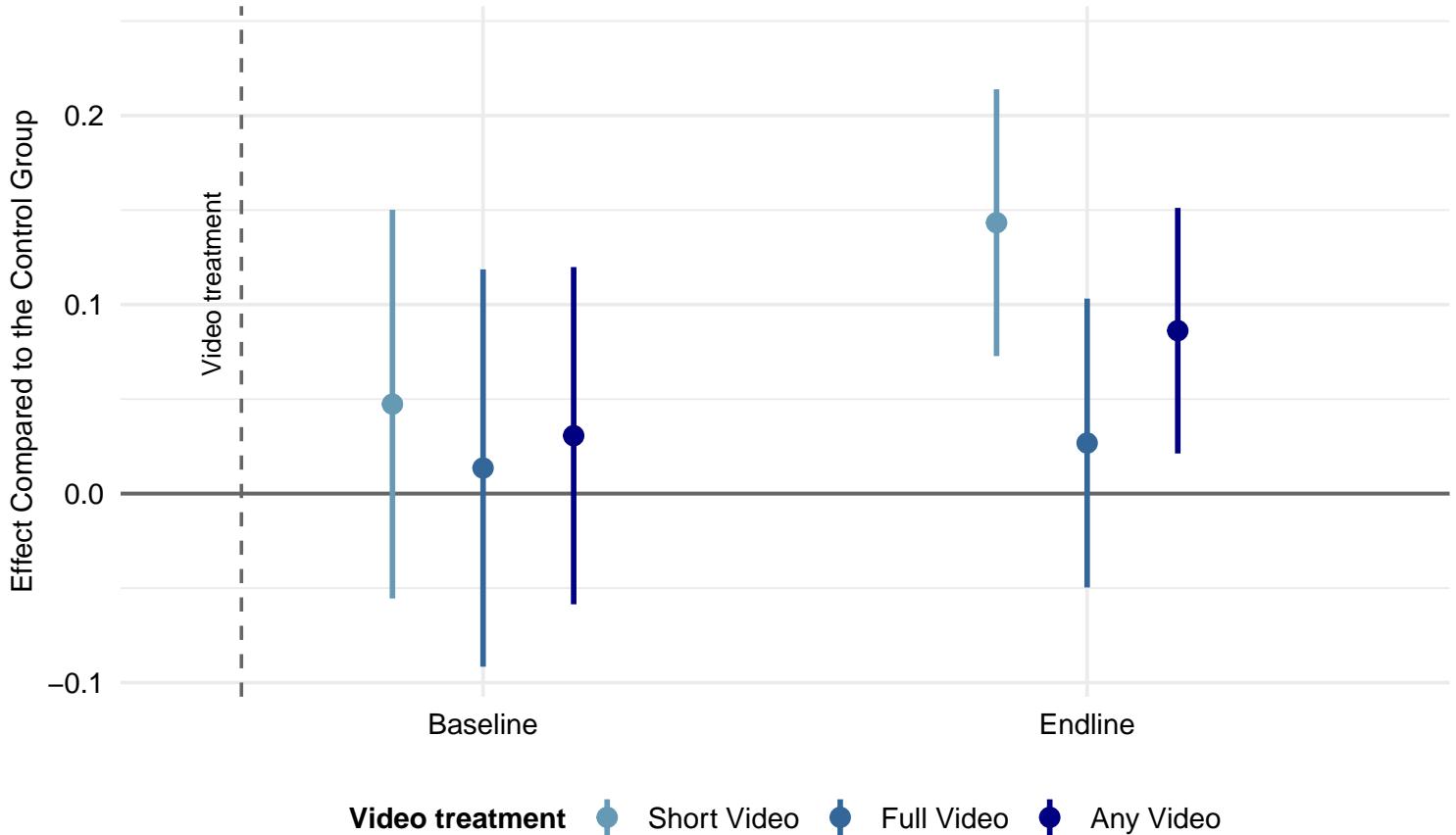


# Concern about air pollution in the neighbourhood

Video Treatment Effects by Survey Wave (OLS)



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

$N$  (Baseline) = 2,402;  $N$  (Endline) = 1,971

Note: 'Any Video' pools Short Video and Full Video categories. Outcome is a 1–4 concern scale  
(1 = Not concerned at all, 4 = Very concerned).  
95% CIs shown; heteroscedasticity-robust SEs used. Endline model controls for SMS treatment.