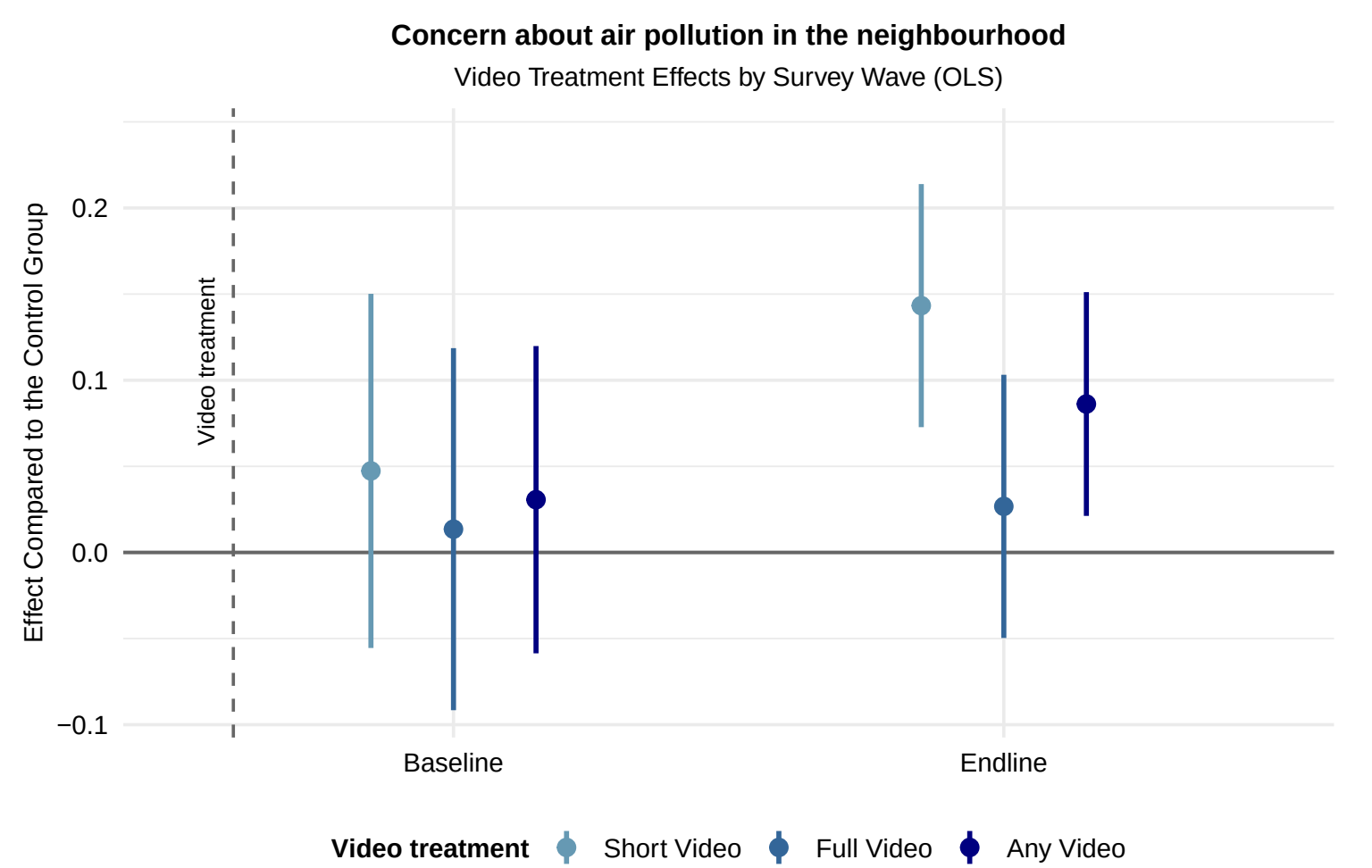

N (Baseline) = 2,402; N (Endline) = 1,971
Note: 'Any Video' pools Short Video and Full Video categories. Outcome is a 1−4 concern scale (1 = Not concerned at all, 4 = Very concerned).
95% CIs shown; heteroscedasticity−robust SEs used. Endline model controls for SMS treatment.