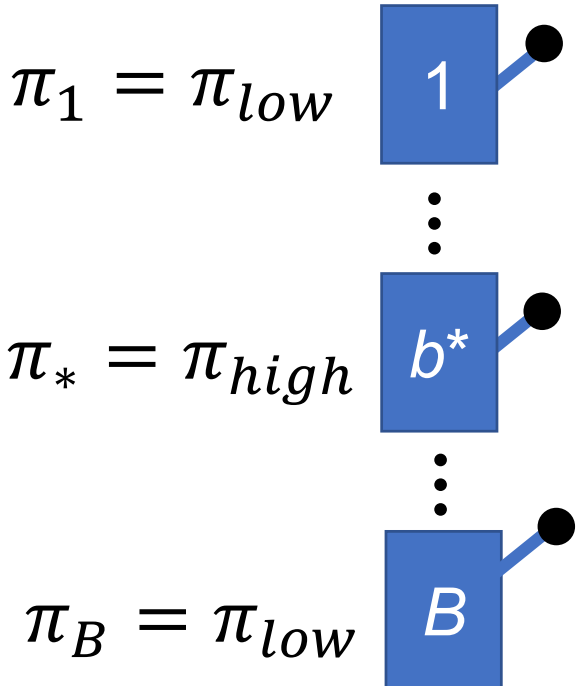
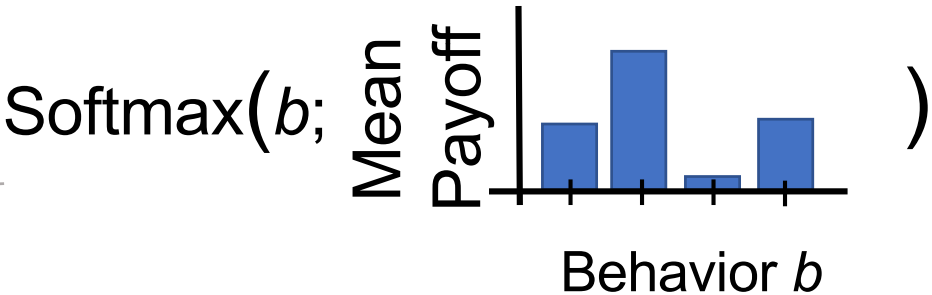
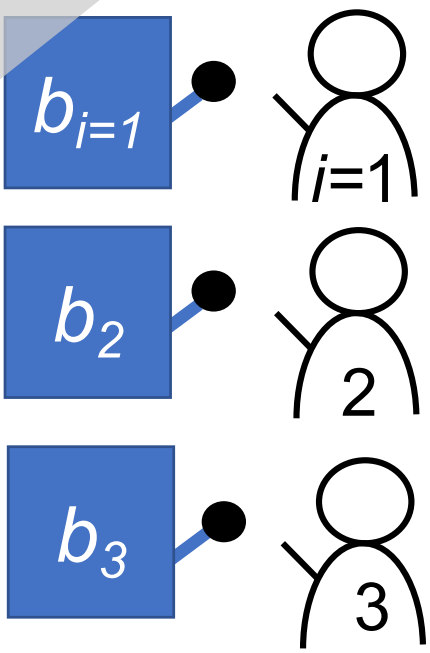


Use asocial information
with probability $a = 1 - s$

$\Pr(\text{do behavior } b) =$



Use social information
with probability $s = 1 - a$



Net payoff	Pr(adopt b_i)
\$5	5/17
\$10	10/17
\$2	2/17