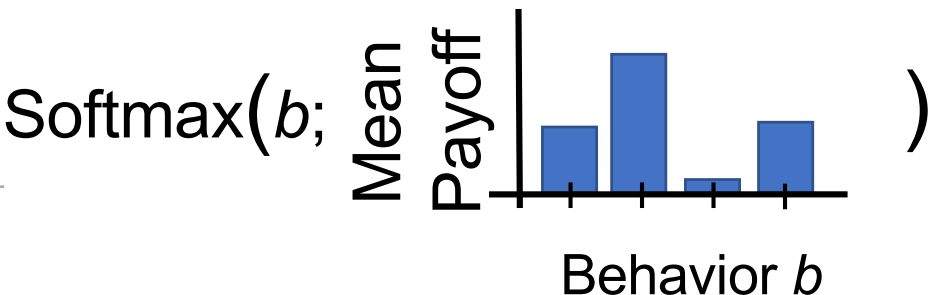
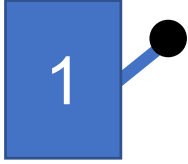


Use asocial information
with probability $a = 1 - s$

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

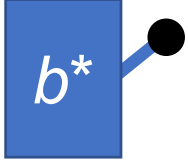


$$\pi_1 = \pi_{low}$$



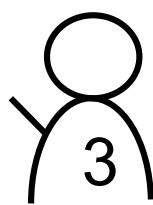
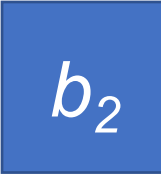
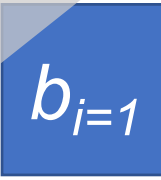
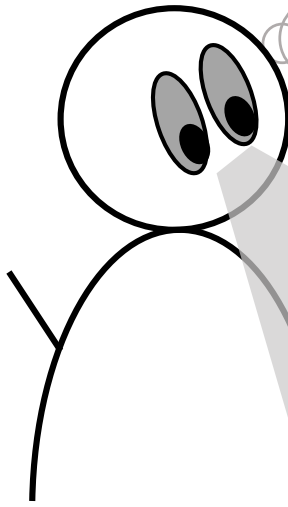
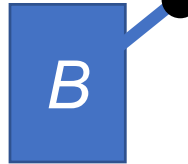
\vdots

$$\pi_* = \pi_{high}$$



\vdots

$$\pi_B = \pi_{low}$$



Net payoff

$\Pr(\text{adopt } b_i)$

\$5

5/17

\$10

10/17

\$2

2/17

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