

G1 Social

Ride because I
In my
Ride because I
I think
celebrate Sally
because she was the first
Ride
my
brave and
That's why I
Sally because she
because
like
we should
we
celebrate
should
celebrated

-0.2 -0.1 0.0 0.1 0.2 0.3 0.4

Difference in Usage Rates
(Treatment – Control)

G2 Social

should celebrate
should
Leonardo da Vinci
ne
but
Ford should
think we
made
I think we
celebrate
opinion
I would
do
pick
greatest artist.

-0.2 -0.1 0.0 0.1 0.2 0.3 0.4

Difference in Usage Rates
(Treatment – Control)