The Impact of Bebbo: A Randomized Control Trial

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1 Balance

With N observations, N control and N treated, we look at balance across a set of observable characteristics of interest at baseline:

Table 1:

	control	treatment	difference
gender_Man	0.19	0.13	-0.06
gender_Prefer not to answer	0.02	0.03	0.01
gender_Woman	0.79	0.84	0.05
breastfed	0.43	0.44	0.02
breastfed:<NA>	0.60	0.58	-0.02
past_24h_read	0.80	0.78	-0.02

2 Results

2.1 Difference in Differences Model

A simple difference-in-differences OLS regression on binary outcomes, no controls:

Table 2:

	Dependent variable:	
	breastfed	past_24h_read
	(1)	(2)
treatmenttreated	0.02	−0.02
	(0.08)	(0.04)
endline	0.04	0.02
	(0.08)	(0.04)
treatmenttreated:endline	−0.06	0.02
	(0.11)	(0.06)
Constant	0.43***	0.80***
	(0.05)	(0.03)
Observations	343	801
Note:	*p<0.1; **p<0.05; ***p<0.01	

2.2 Instrumental Variable Model

An instrumental variable regression using randomization as the instrument. Some notes:

1. We assume monotonicity in that asking parents to download and use Bebbo should not prevent a parent from using Bebbo that otherwise would.
2. We rely on a follow-up variable to measure Bebbo usage in the control group (spillovers) due to the fact that the app does exist in the country and anyone could have it and use it.
3. The first stage measures the impact of randomization on Bebbo usage.
4. The second stage regresses that impact on the outcome of interest.