Ashoka University

Centre for Social and Behaviour Change

Digital Narratives

Measuring the effectiveness of narratives in increasing MDD knowledge, attitudes and intentions compared to traditional IEC

November 2023

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Introduction

- Exposure to media has long been thought to change attitudes, but early studies suffered from the selection bias that arose from studying differences in attitudes between viewers in real life
- Using experimental methods, more recent studies have detected causal effects of edutainment on a range of outcomes including private behaviours.*
- Most assess long-formats such as TV series and movies. **Less is known about new short formats that have the potential for "viral" exposure and influence.**
- CSBC created and tested short-format, narrative-style videos aimed at improving early childhood feeding practices, which are often private within a household.

*Banerjee, La Ferrara and Orozco-Olvera (2019), Berg and Zia (2017), Banerjee, Barnhardt and Duflo (2015), Ravallion et al. (2015), Coville et al. (2014)

CSBC design researchers created two video series

Tales of Mazrupur (Treatment 1)

- Five **narrative, animated episodes**
- They address the primary outcomes of:

  - The importance of MDD for infants (to build immunity and strength, etc.)
  - Food groups/items young children in the age group of 6-24 months should be fed

- Each episode lasts 3.5 to 4 minutes.

Khaan Paan Gaan (Treatment 2)

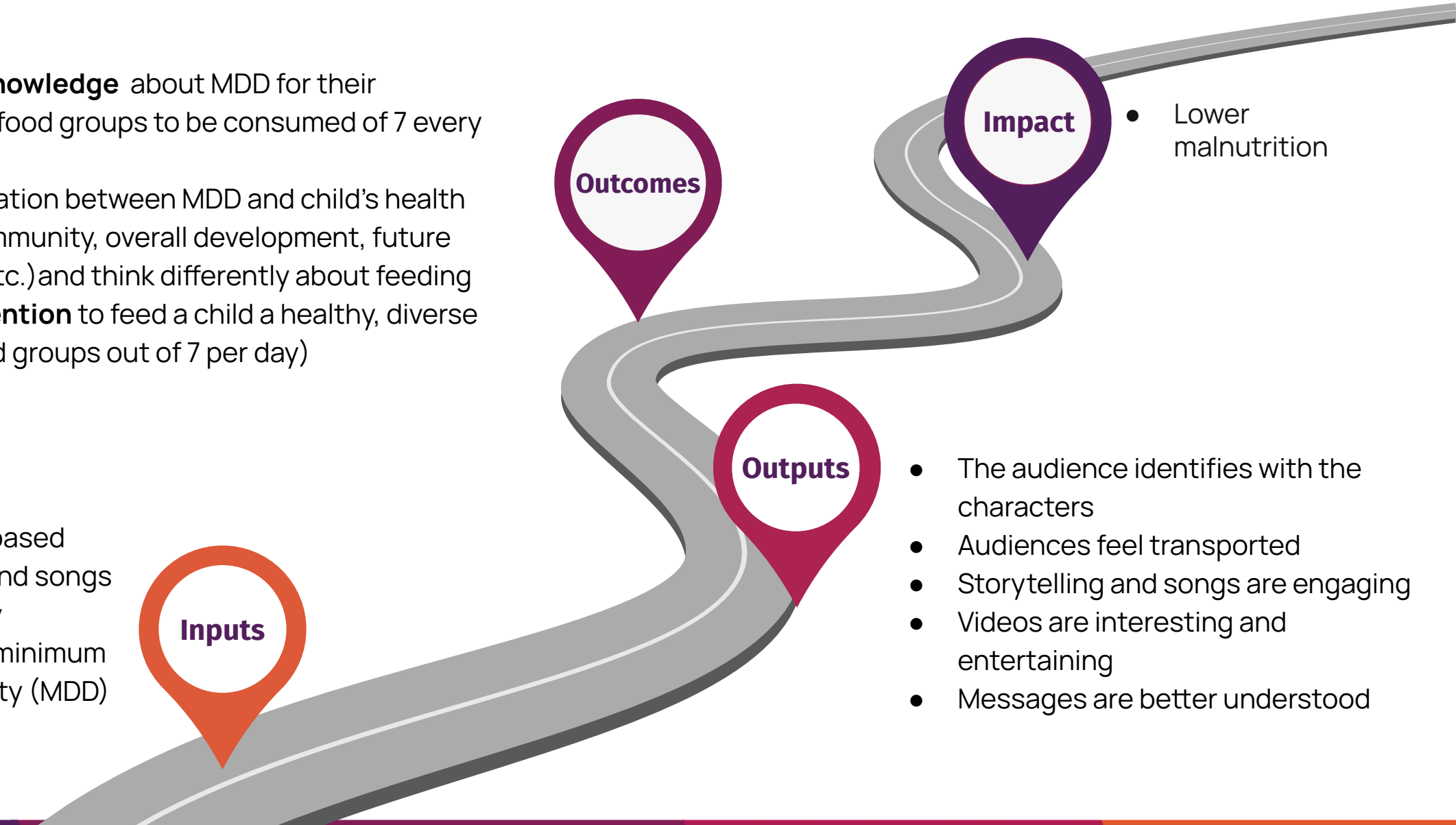
- Our **animated videos adapting bollywood songs**
- They address the primary outcomes of:

  - The importance of MDD for young children over 6 months of age
  - Food groups/items young children in the age group of 6-24 months should be fed

- Each video lasts 1 to 1.5 minutes.

Theory of Change

- Increase **knowledge** about MDD for their children(4 food groups to be consumed of 7 every day)
- Greater relation between MDD and child's health (for their immunity, overall development, future success, etc.)and think differently about feeding
- Higher **intention** to feed a child a healthy, diverse diet (4 food groups out of 7 per day)



- Lower malnutrition

- The audience identifies with the characters
- Audiences feel transported
- Storytelling and songs are engaging
- Videos are interesting and entertaining
- Messages are better understood

- Narrative-based episodes and songs about early childhood minimum diet diversity (MDD)

Research questions

Do the narrative-style videos and standalone song adaptation increase

- Transportation and engagement,
- Comprehension of messages,
- Interest in watching and sharing;

Do they increase respondents'

- knowledge about MDD for young children (6 to 24 months),
- association between the importance of MDD and child health, and
- intentions to feed their child a more diverse diet (4 foods group out of 7 per day)...

...compared to the existing minimum diet diversity (MDD) collaterals used by the government?

Outcome measures and research methods

We designed two lab-style, randomized experiments to test the impact of narrative-style videos.

The treatment groups saw our videos and the control groups saw videos created from government IEC videos:

- On the same topic and edited to be similar length,
- Pre-tested to be of similar quality,
- But without a narrative approach.

Immediately after viewing the videos on a tablet, everyone took a self-administered survey focused on:

- Technical knowledge about MDD
- Knowledge about the consequences of not following MDD
- Agreement that diverse foods are healthy for children
- Intentions to buy more diverse foods and to feed their children more diverse foods
- Influence of the videos on the stated way of thinking about young child feeding
- Willingness to share videos watched

Regression models

We use two models for each outcome, without covariates and with them to increase precision

OLS models for numerical outcomes

1a $$Y_i = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$$

1b $$Y_i = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$$

Logit models for binary outcomes

2a $$Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$$

2b $$Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$$

Parameters and Variables

Y_i = Outcome for i^{th} respondent

π = Probability of presence of outcome

β_0 = Intercept

B_1 = Coefficient of interest

X_i = Treatment (=1 when assigned to narrative series or song adaptations)

γ_i = Covariates (see appendix table)

Γ_j = Fixed effect of j^{th} session

u_i = error

Outcomes shown on the previous slide

Preview of results

Compared with the existing MDD collaterals government uses, the narratives make **no significant improvement** in **knowledge**, **attitudes** or **intentions** - which were consistently high in the control group.

This is likely because under controlled conditions, all videos were watched attentively. In real-world conditions, content vies for audience attention.

Tales of Mazrupur

Experiment Results

Sample characteristics - Tales of Mazrupur

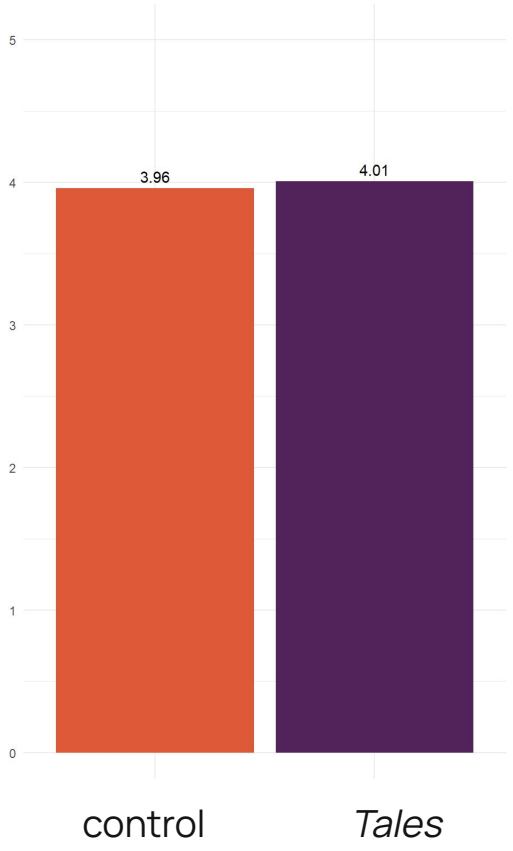
- 40% finished 10th grade or more schooling
- 82% had a 6 to 24-month-old child in their household
- Relationship with the child:
  - Mother: 38%
  - Father: 31%
  - Paternal Grandmother: 31%
- 98% of respondents were involved in feeding the child
- 65% named the mother as primary decision maker for the child's diet
- 84% practiced diet diversity (anything beyond breastmilk, medicine and water)

Groups	Number of respondents allocated	
Tales of Mazrupur	141	285
control	144	

Tales of Mazrupur did not improve knowledge about MDD

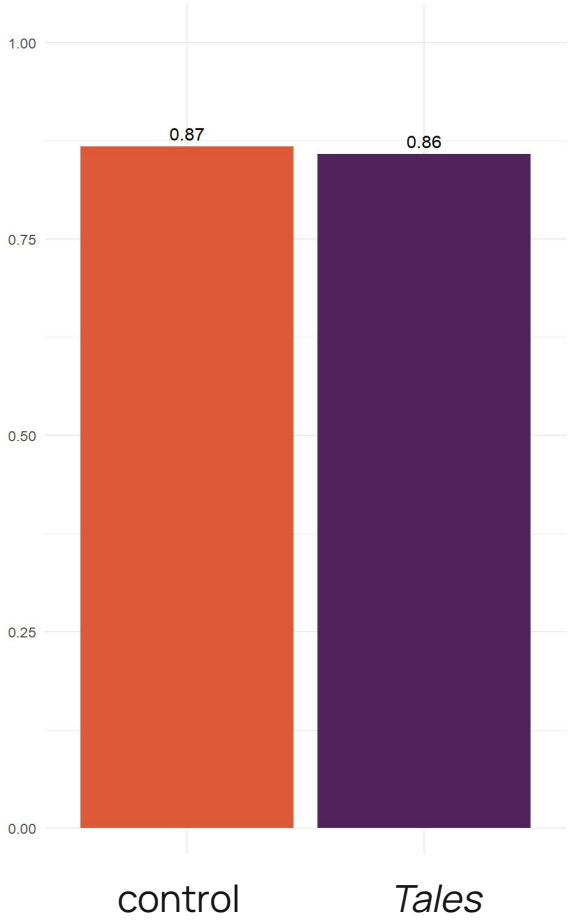
Technical knowledge

Mean of number of correct answers out of 5



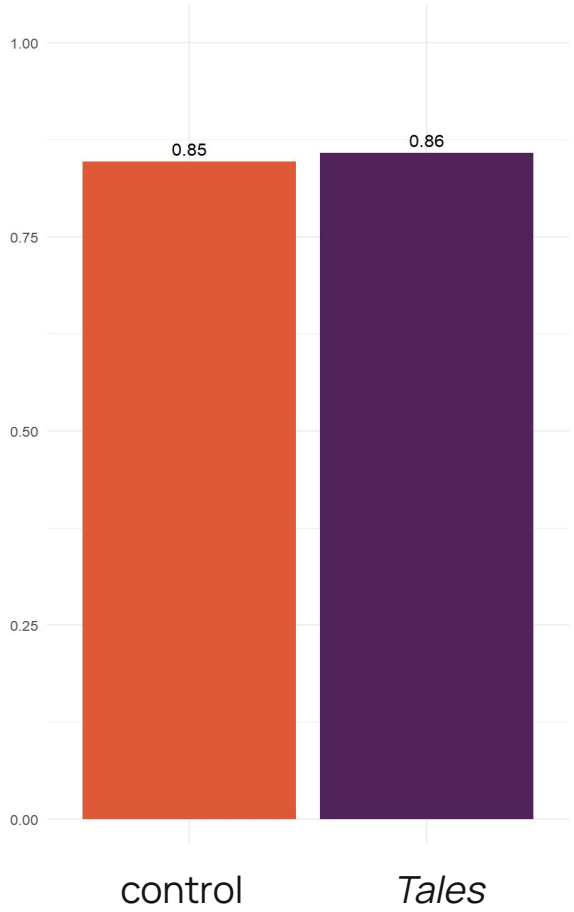
Not following MDD affects learning

Fraction answering this is “completely” or “highly” correct



Not following MDD affects strength

Fraction answering this is “completely” or “highly” correct

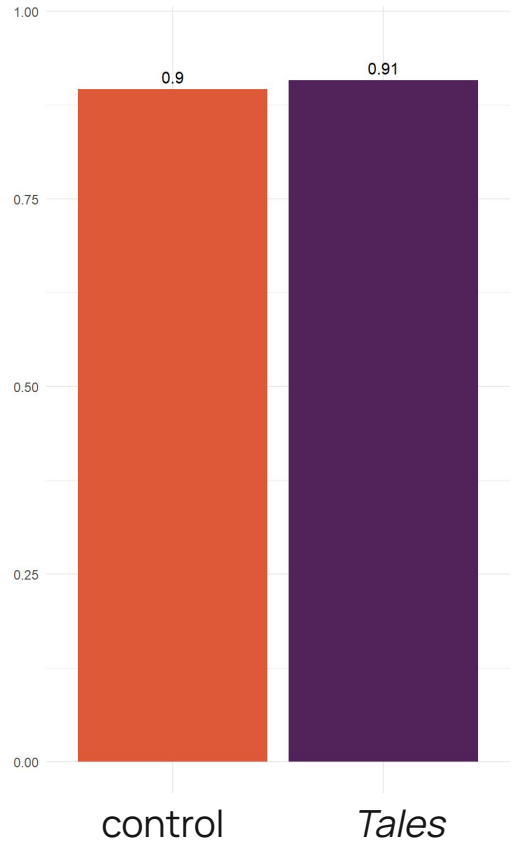


The bar charts represent raw means of the outcome variables. The significance asterisks are taken from regression analysis testing the difference between treatment and control groups. *** 0.99, ** 0.95, * 0.90 levels of confidence.

People shown the control video had higher intentions to give children diverse foods

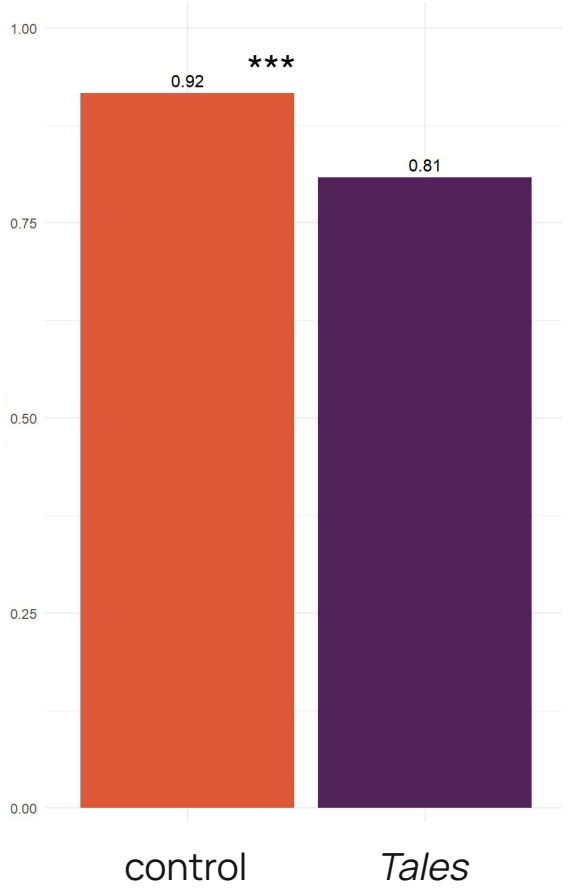
Attitudes about what is healthy

Fraction answering variety of food is “completely” or “highly” important



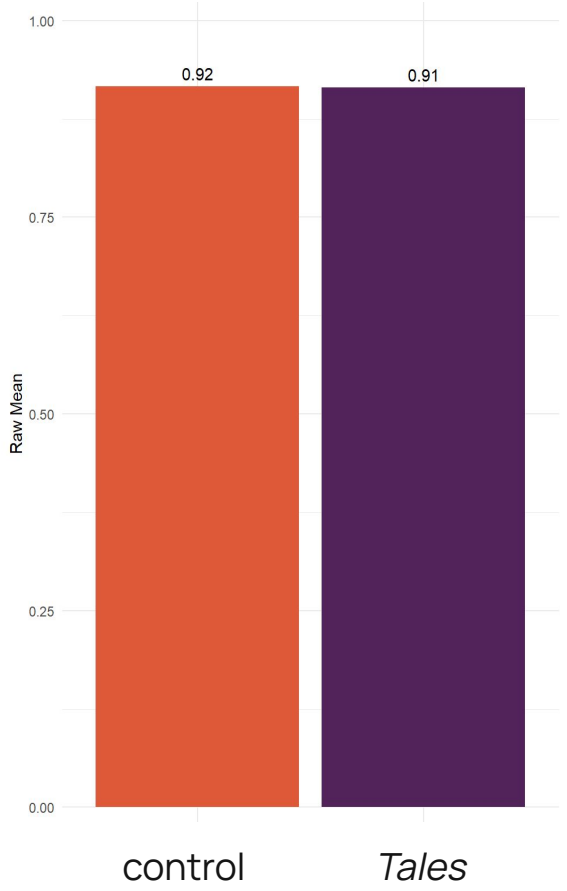
Intention to give more diverse foods

Fraction answering “yes”



Intention to buy more diverse foods

Fraction answering “yes”

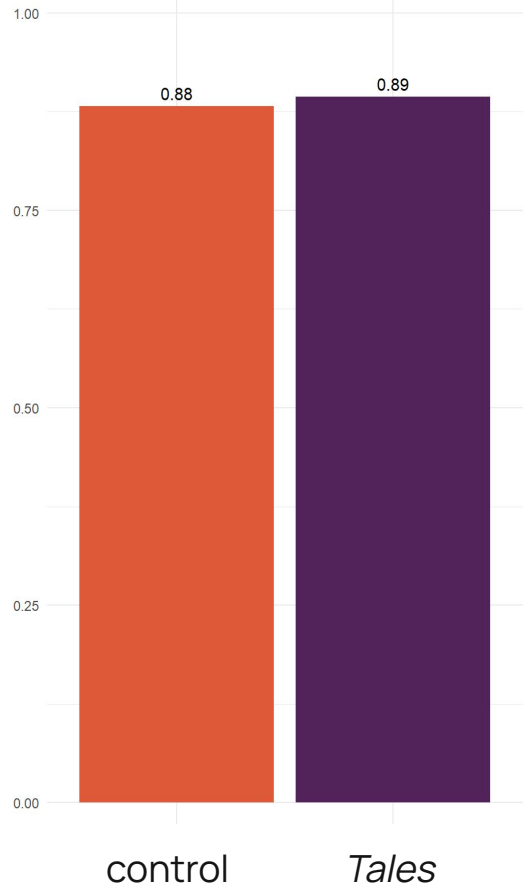


The bar charts represent raw means of the outcome variables. Higher scores mean higher intentions. The significance asterisks are taken from regression analysis testing the difference between treatment and control groups. *** 0.99, ** 0.95, * 0.90 levels of confidence.

Tales of Mazrupur was not more influential, shareable or applicable than the government IEC videos

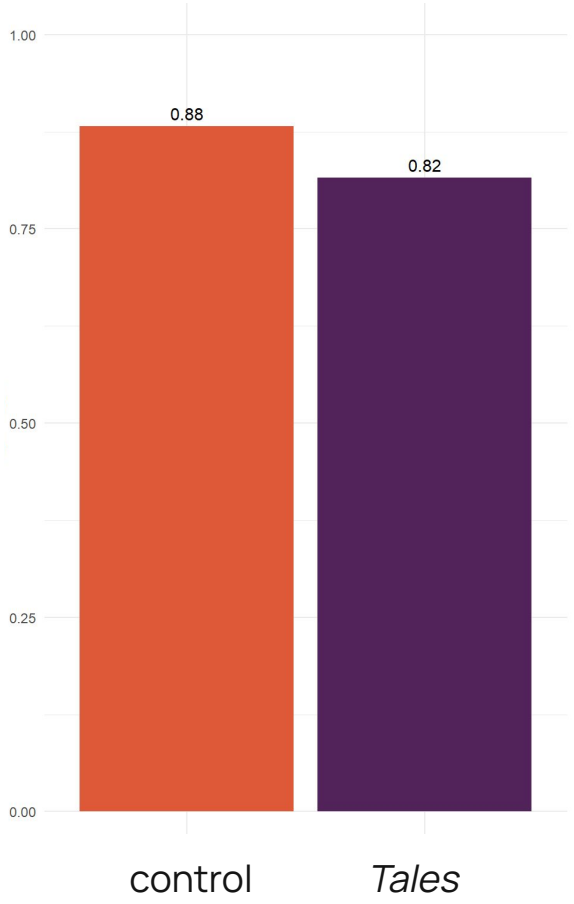
Influence on thinking

Fraction answering this video "completely" or "highly" changed my way of thinking about feeding my infant



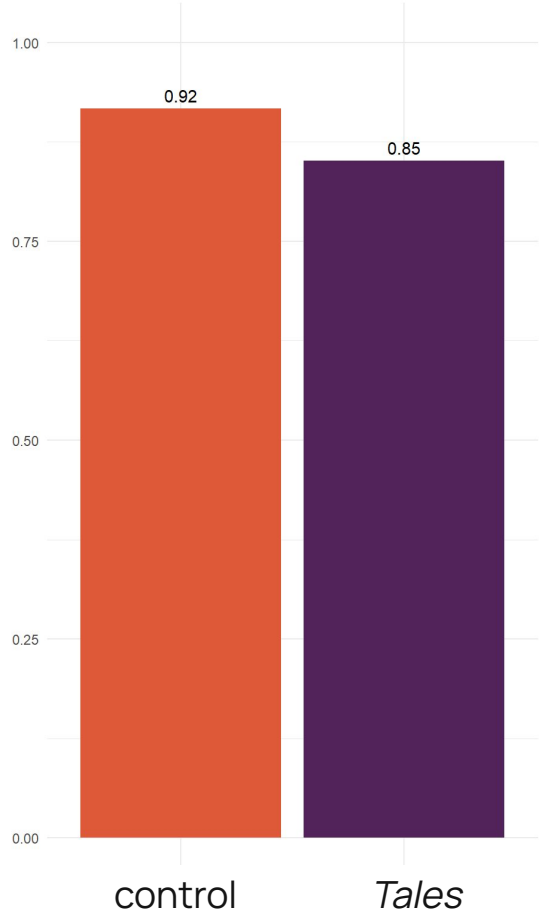
Shareable

Fraction answering "yes"



Applies to respondent's life

Fraction answering "completely" or "highly" applicable



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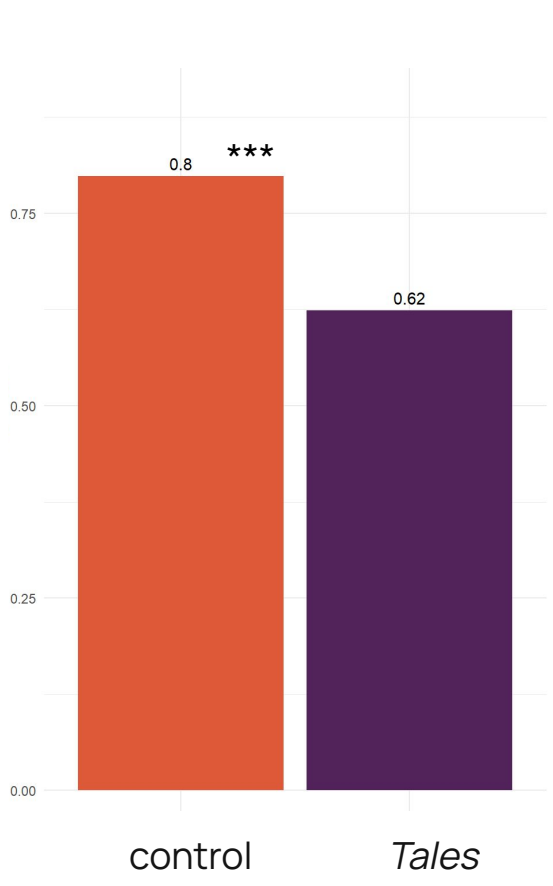
Tales of Mazrupur was less easily understood and entertaining

It was scary for 19% of respondents

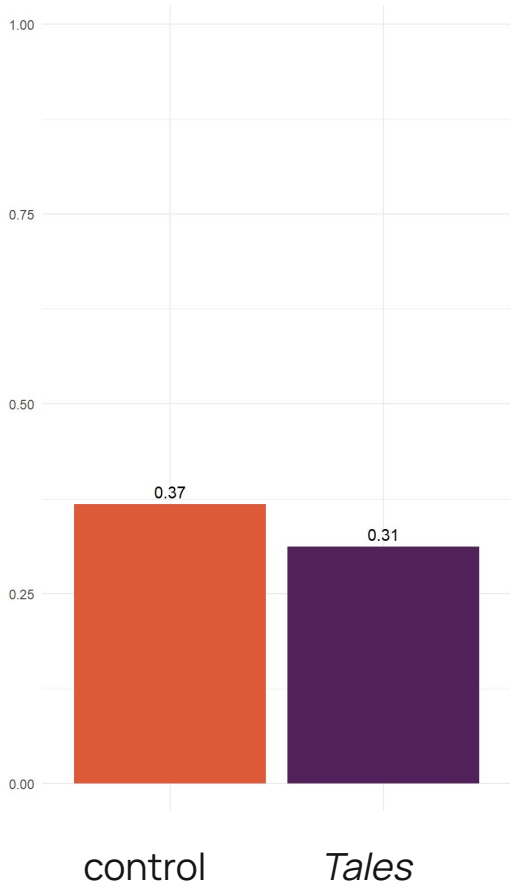
Understandable

Fraction answering “yes”



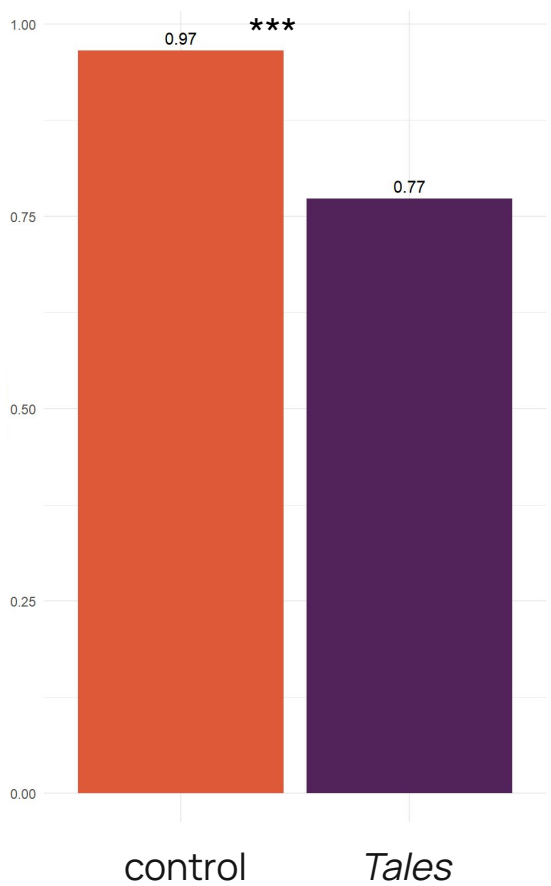
Distracted while watching

Fraction answering “sightly” or “not at all distracted”



Entertaining

Fraction answering “yes”



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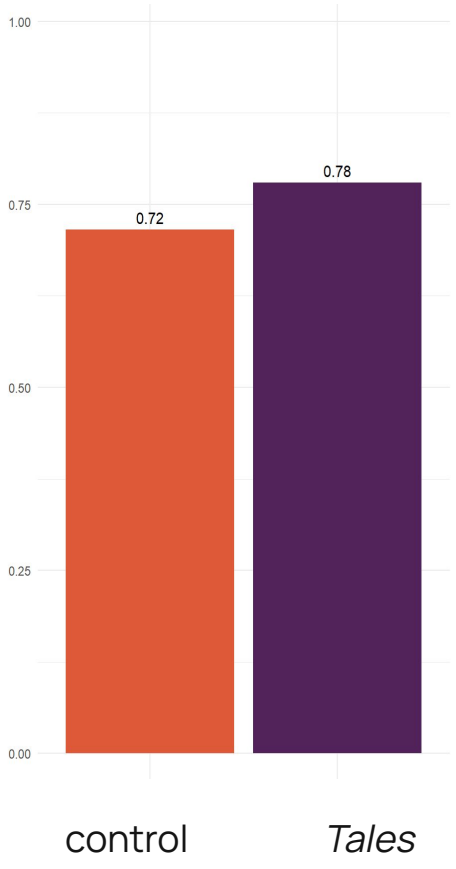
The transportation produced by Tales of Mazrupur was less than in government IEC videos

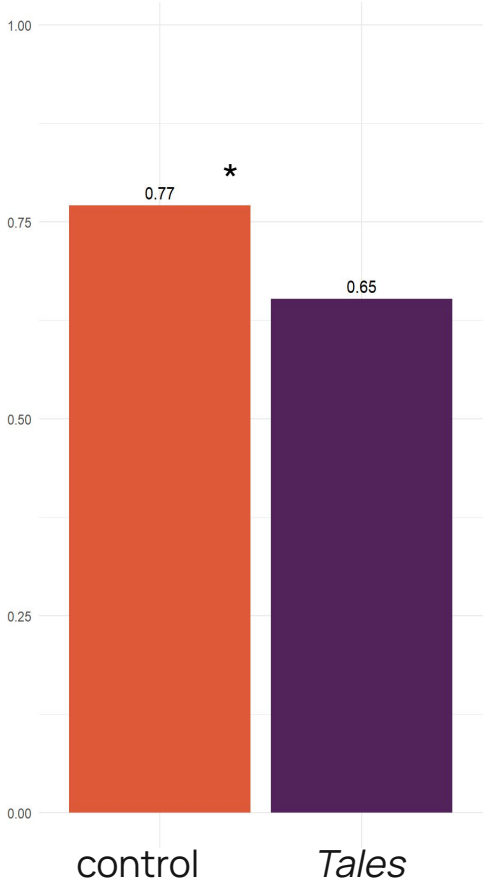
Engagement

Fraction answering was “completely” or “highly” impatient to know what would happen next



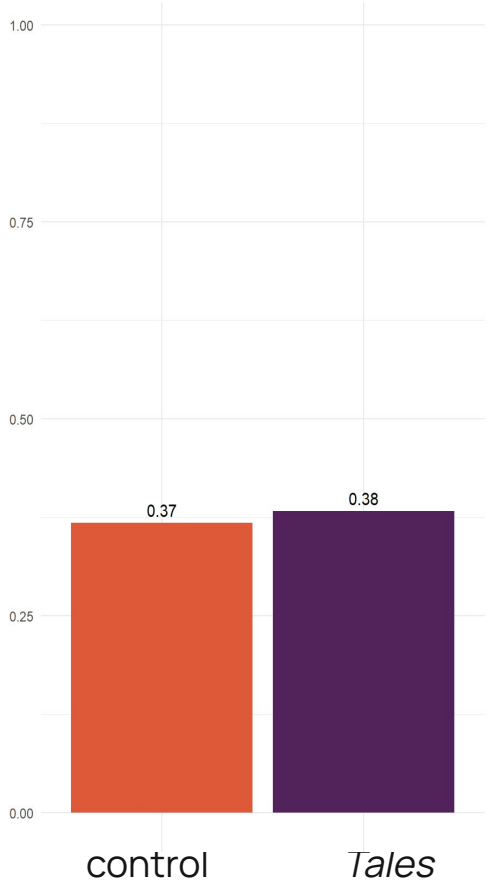
Transportation

Fraction answering “completely” or “highly” felt like was experiencing the same situation as in video



Novelty

Fraction answering this was “slightly” or “not at all” like videos government workers normally show



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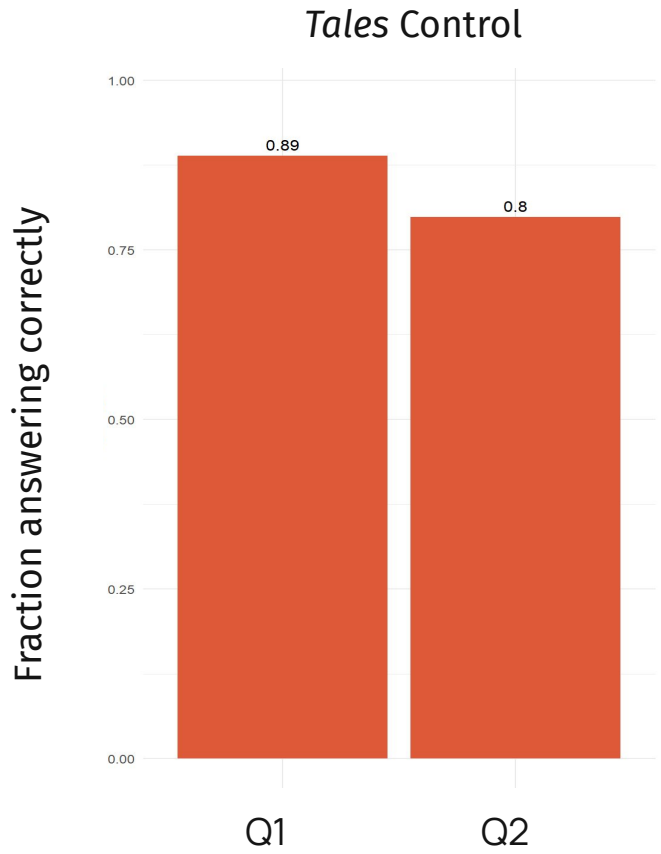
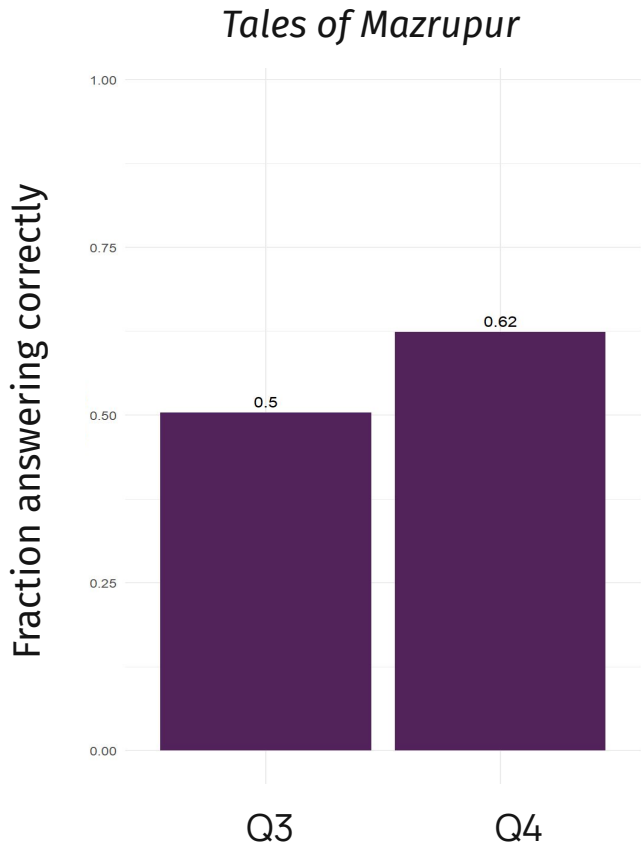
Manipulation check: Tales and its control were watched

Most respondents correctly answered questions about the video they were assigned





Q1: As per the video, what type of food can a young child be fed?
Answer: Home-made food
Q2: In the video shown to you, one child was weaker than the other child. Why was that?
Answer: Because one child ate more diverse types of nutritious food than the other

Q3: What was the name of the demon who kidnapped the baby in the video?
Answer: Mazru
Q4: In the last episode, when the demon attacked the baby, the baby managed to stay safe. Why did they remain safe?
Answer: Because the food the devi gave them made them strong

Khaan Paan Gaan

Experiment Results

Sample characteristics - Khaan Paan Gaan

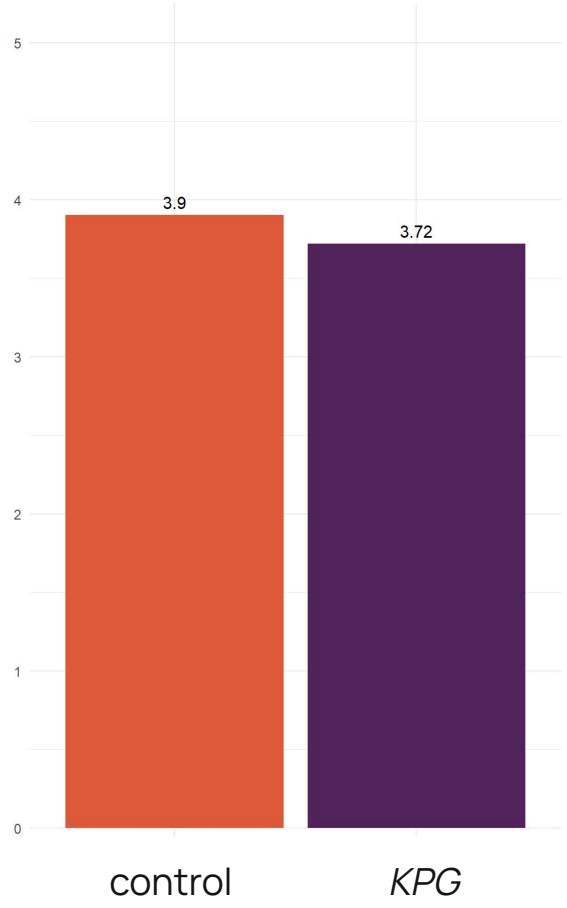
- 47% finished 10th grade or more schooling
- 83% had a 6 to 24-month-old child in their household
- Role in nutritional care: 100% yes
- Relationship with the child:
  - Mother: 32%
  - Father: 34%
  - Paternal Grandmother: 33%
- 60% named the Mother as primary decision maker
- 88% practiced diet diversity (Foods apart from breastmilk, medicine and water)

Groups	Number of allocated respondents	
Khaan Paan Gaan	128	270
KPG control	142	

Khan Paan Gaan did not improve knowledge about MDD

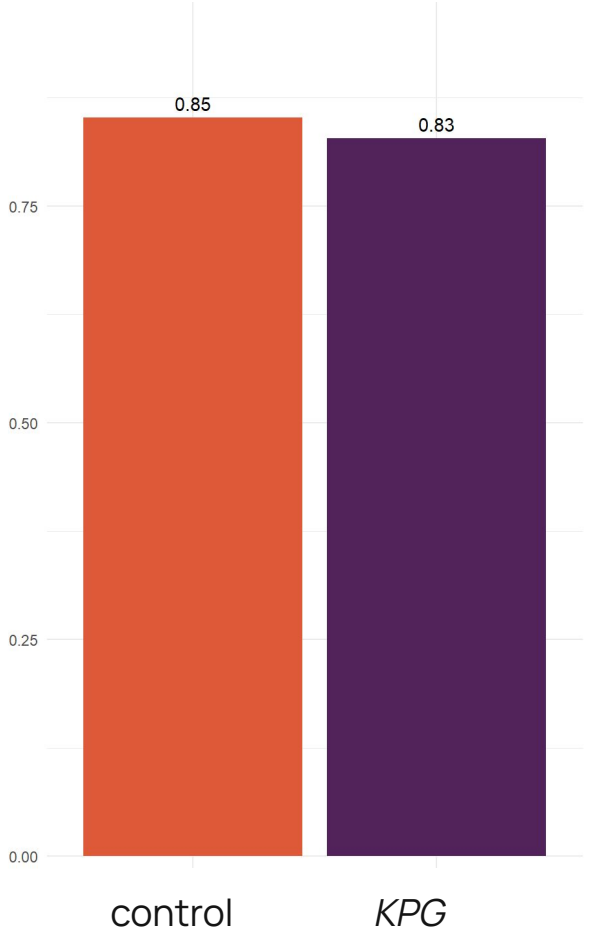
Technical knowledge

Mean of correct answers count (out of 5)



Not following MDD affects learning

Fraction answering this is “completely” or “highly” correct



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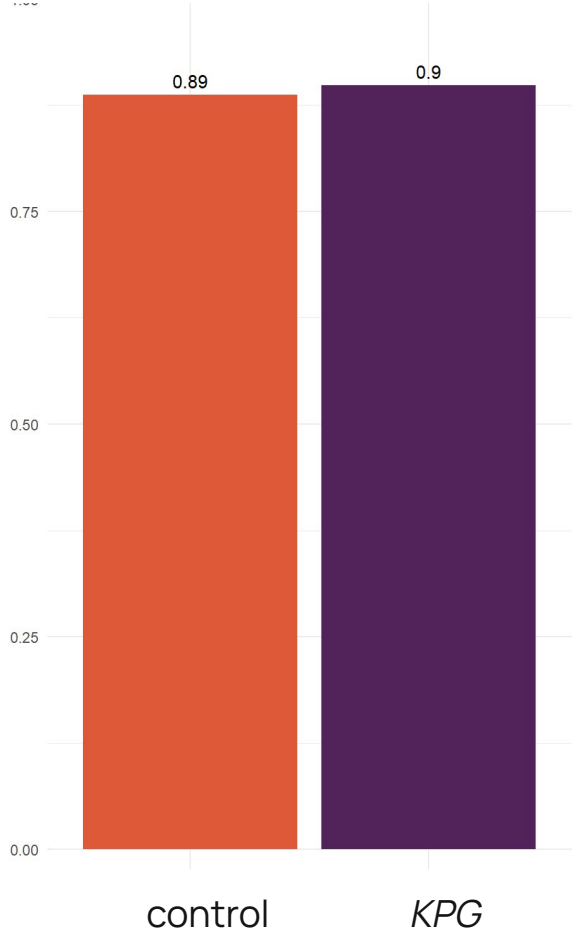

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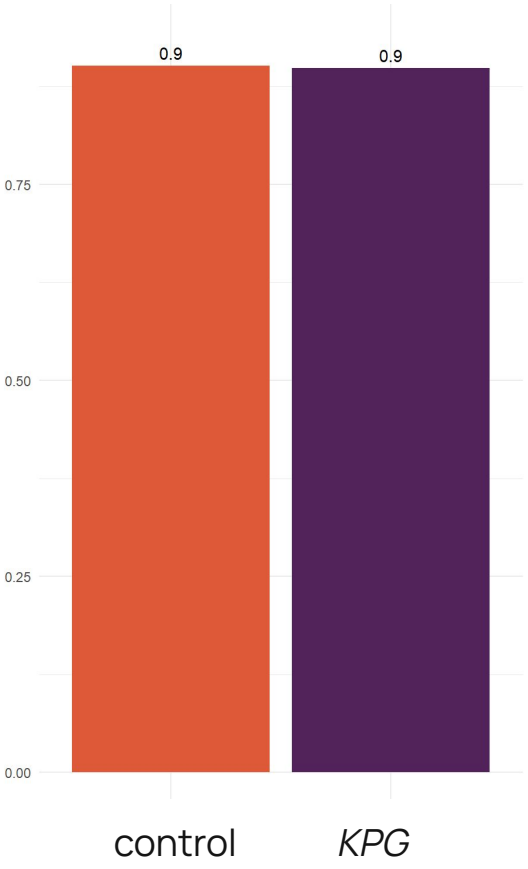
Khaan Paan Gaan did not change intentions around food or feeding or attitude about MDD

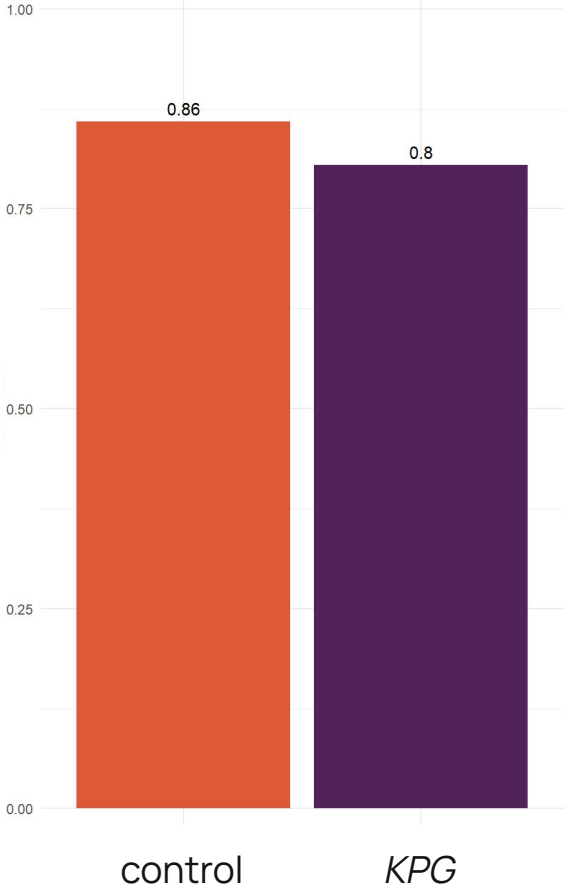
Attitudes about what is healthy

Fraction answering variety of food is “completely” or “highly” important



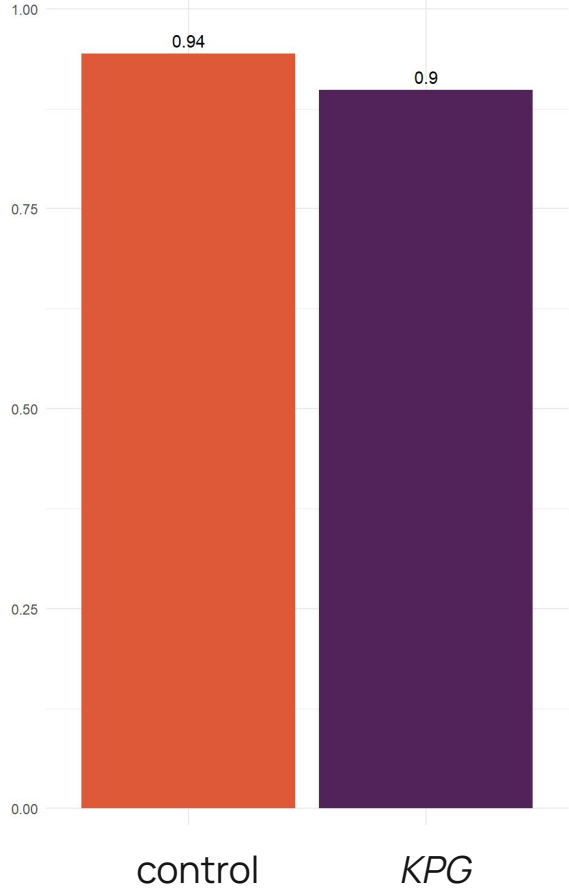
Intention to give more diverse foods

Fraction answering “yes”



Intention to buy more diverse foods

Fraction answering “yes”

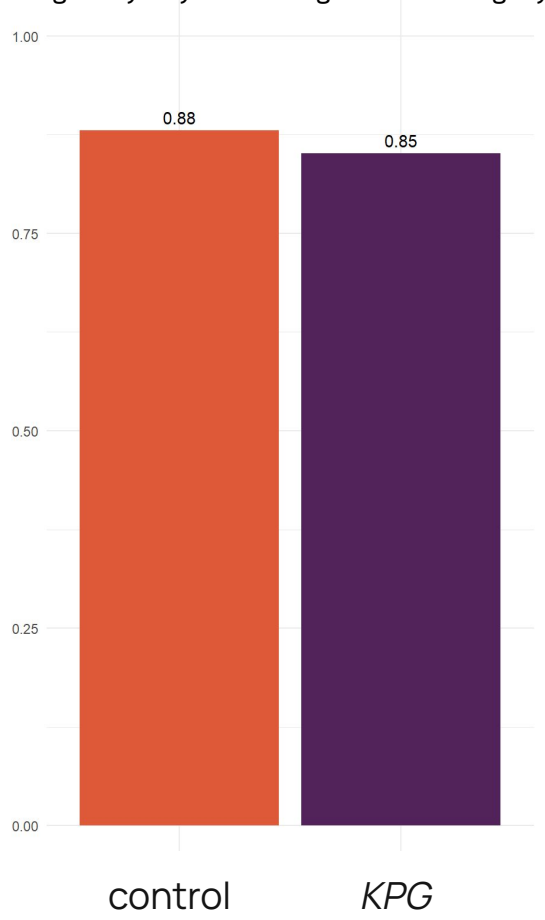


The bar charts represent raw means of the outcome variables. Higher scores mean higher intentions. The significance asterisks are taken from regression analysis testing the difference between treatment and control groups. *** 0.99, ** 0.95, * 0.90 levels of confidence.

Khaan Paan Gaan was not more influential, shareable or applicable

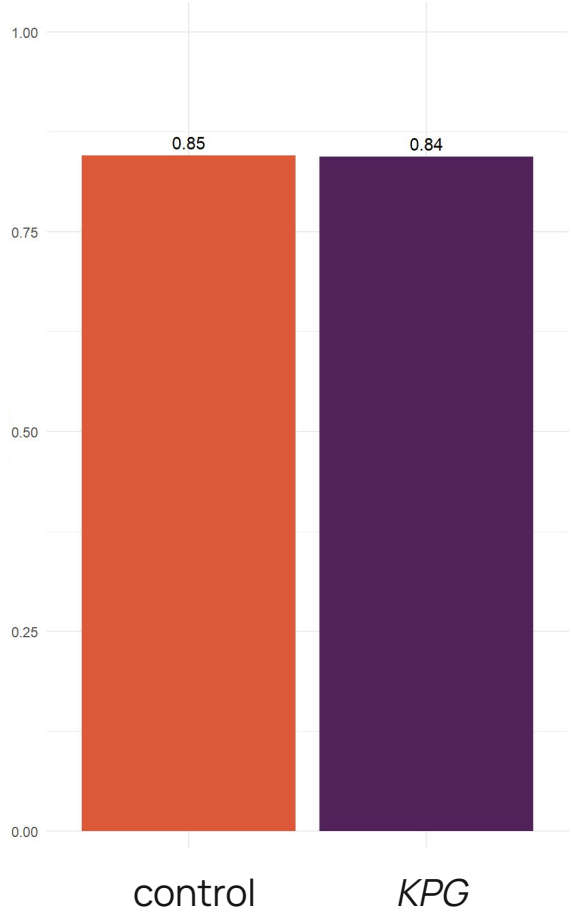
Influence on thinking

Fraction answering this video “completely” or “highly” changed my way of thinking about feeding my infant



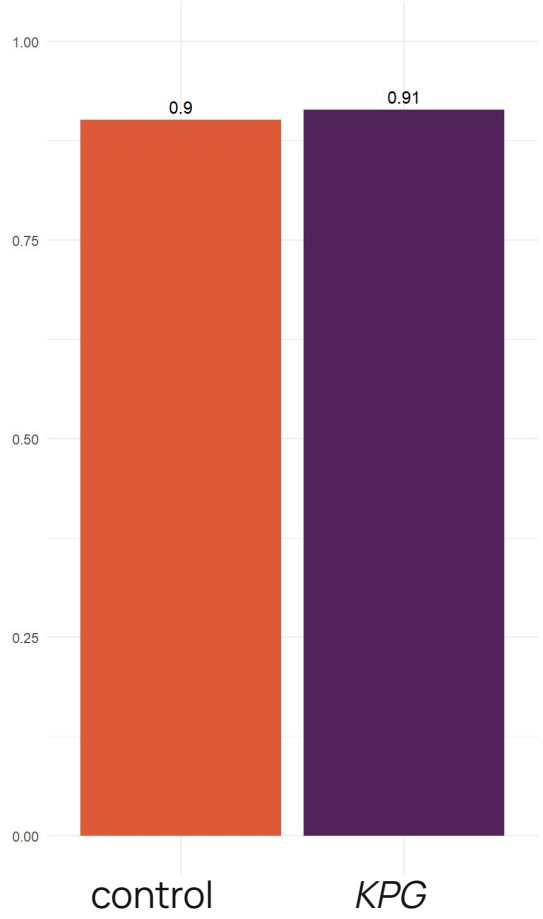
Shareable

Fraction answering “yes”



Applies to respondent’s life

Fraction answering “completely” or “highly” applicable



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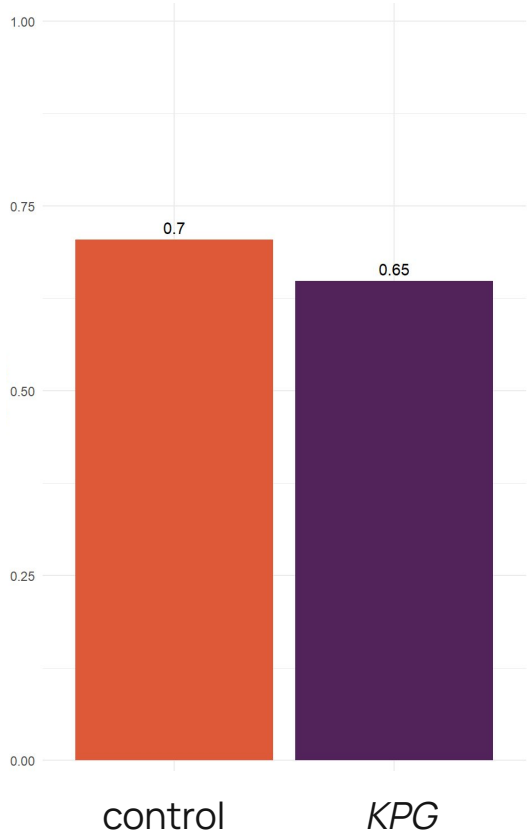
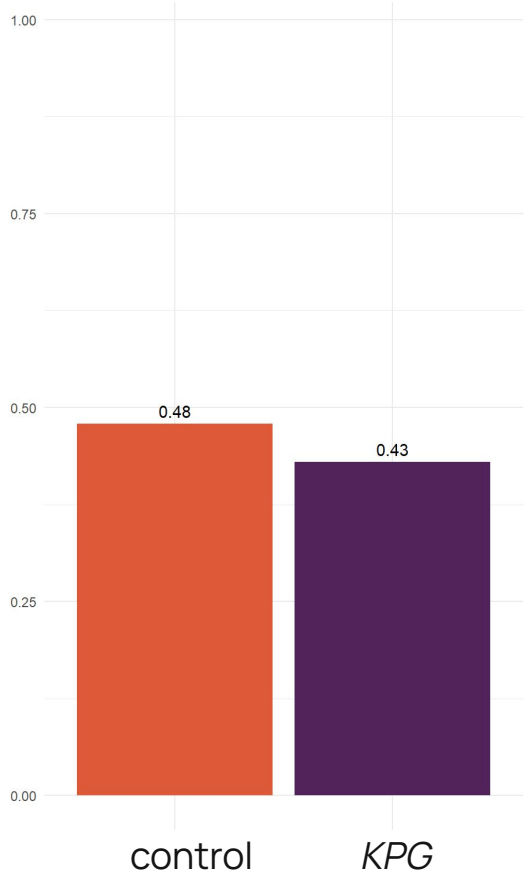
Khaan Paan Gaan was not more comprehensible, entertaining. Respondents were distracted away from it as much as the control.

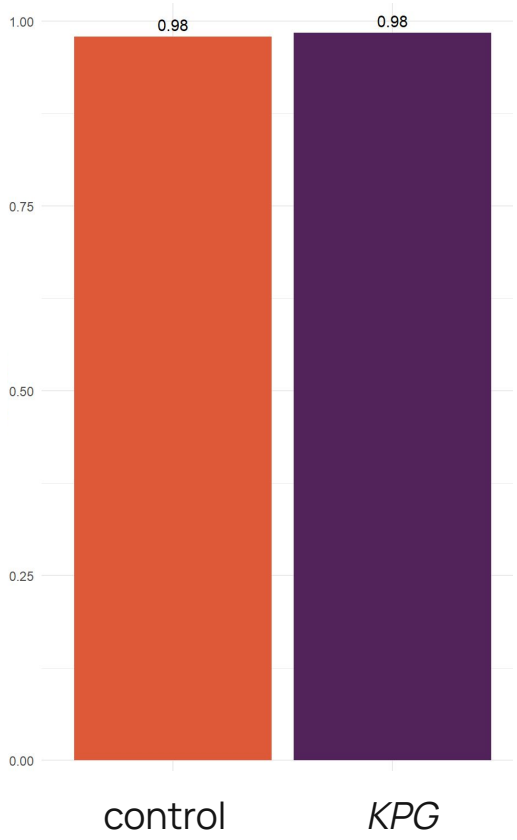
Understandable
Fraction answering “yes”



Distracted while watching
Fraction answering “sightly” or “not at all distracted”



Entertainment
Fraction answering “yes”



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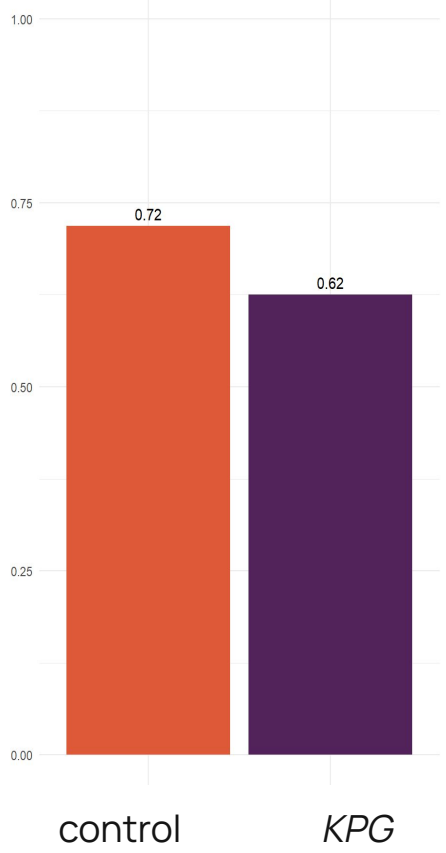
Khaan Paan Gaan was more engaging, transporting and novel than the government IEC videos

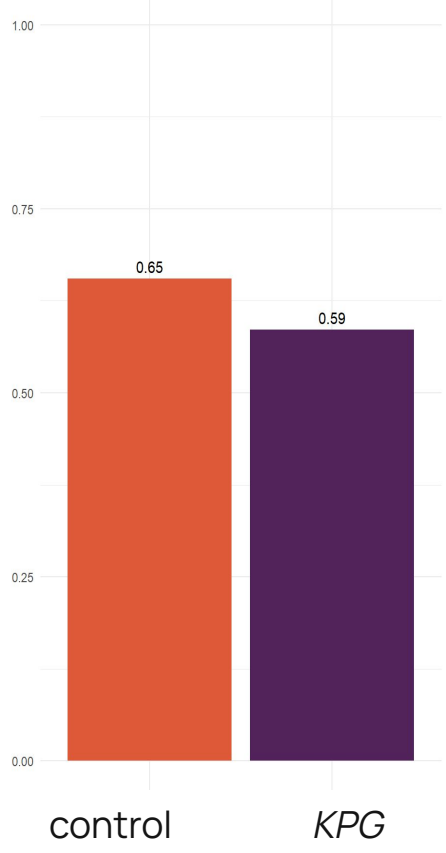
Engagement

Fraction answering was “completely” or “highly” impatient to know what would happen next



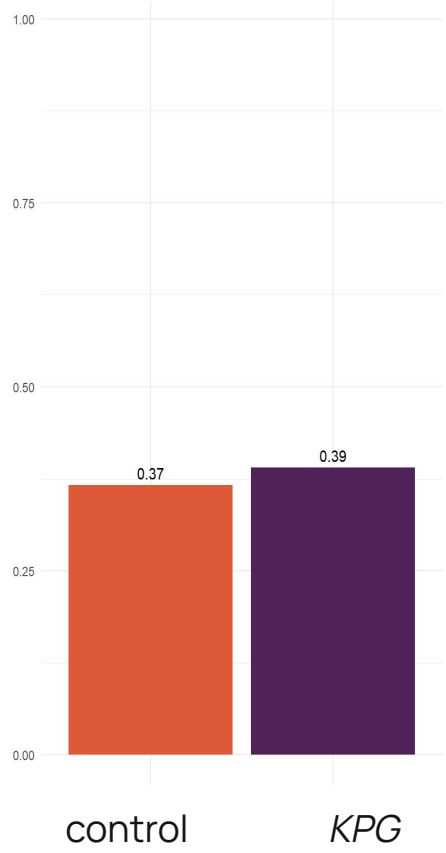
Transportation

Fraction answering “completely” or “highly” felt like was experiencing the same situation as in video



Novelty

Fraction answering this was “slightly” or “not at all” like videos government workers normally show



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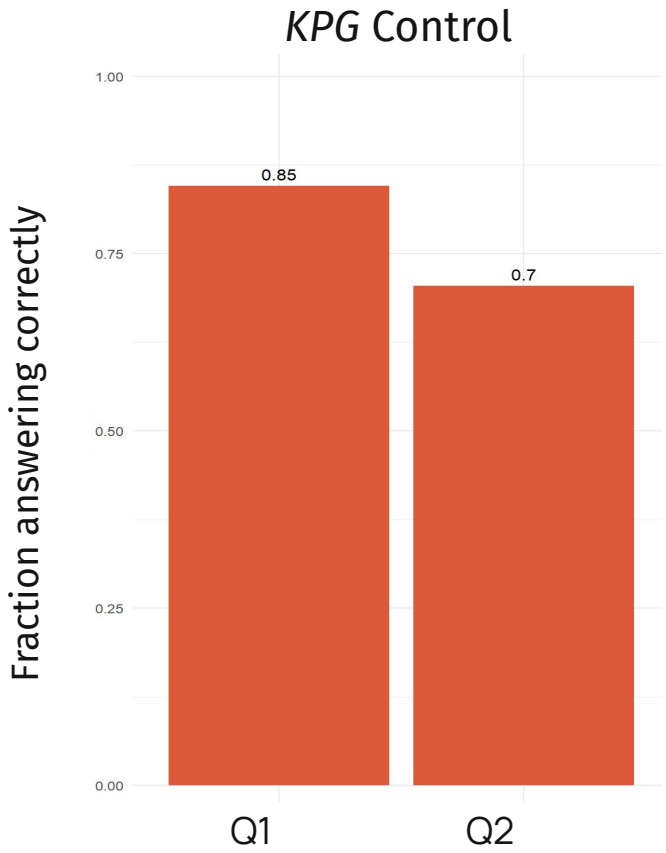
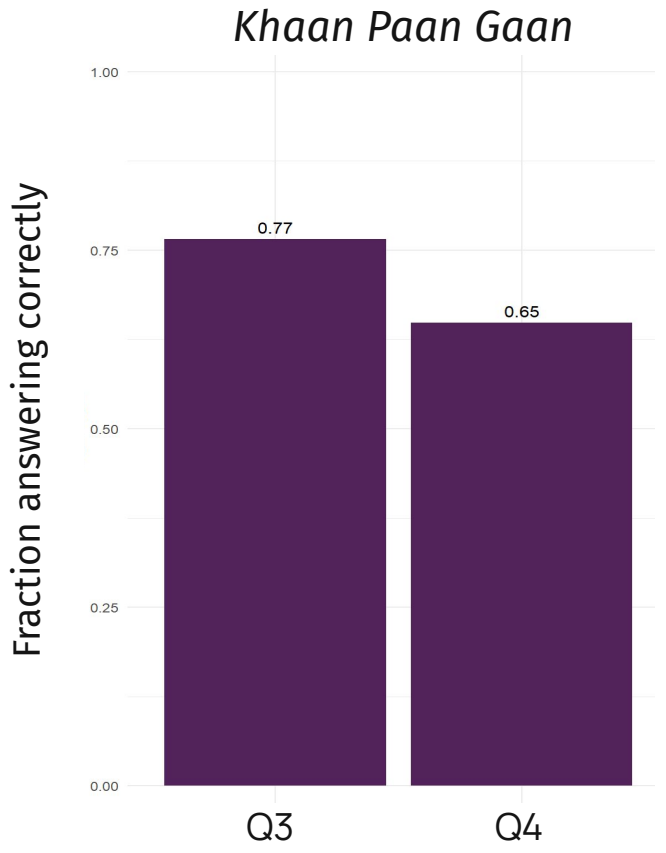
Manipulation check: *KPG* and its control were watched, understood

Most respondents correctly answered questions about the video they were assigned





Q1: As per the video, what type of food can a young child be fed?
Answer: Home-made food
Q2: As per the video, why is it important to feed the child different types of food?
Answer: Because this will prevent the child from being malnourished

Q3: There was a message at the end of every song. In this message, who was the song dedicated to?
Answer: Children between 6 to 24 months of age
Q4: As per what you heard in the song, what out of these should a child of 6-24 months eat?
Answer: Nuts (eg. Almonds, Walnuts, Cashews)

Discussion

Why didn't these narrative videos work as intended?

The groups who saw the government-style video had much higher intentions around diet diversity than the real practice of diet diversity in the population

- The proportion of children whose diets meet the guidelines for minimum dietary diversity ranges from 7% for 6-8- month-olds to 32% for 18-23-month-olds (NFHS-4).
- In our control groups, the proportion of adults who say they intend to feed their children diverse foods ranged from 86% (KPG control) to 92% (ToM control).

→ This could indicate an intention-action gap, but it is also consistent with the sample being unusually committed to diet diversity - **and not needing persuasion**

The results are robust in subsamples, so it's not driven by fathers or mothers-in-law

- Analysis shows the same pattern of results for the full sample and the following sub-samples of respondents:
  - The respondent is from a household in which the child's mother is not the primary decision maker
  - Household income less than 10,000 INR per month
  - The household has no SHG member

It's more likely about these specific narrative videos

Conclusion: Why didn't these narrative videos work as intended?

Both narrative videos missed the mark of being more novel, engaging and transporting.

The government-style control videos have positive qualities too

- We pre-tested multiple possible government-style videos to determine which one met the ideal of being similar in quality without taking a narrative approach.
- Government-style videos were seen as
    - more serious and trustworthy than *Tales of Mazrupur*,
    - more serious than the *Khaan Paan Gaan* song makeover videos.

Limitations

- We tested one dramatic series and one song-based series, so the results may be specific to these series and not generalizable to all short-format narratives.
- Songs are likely to have an impact on behaviour through repetition that couldn't happen easily in this test.
- In a lab setting, the government videos get as much attention as the treatment videos because of the controlled conditions.

Appendices

A1 - Narrative content check

Indicators	Question	Score	Variable Type
Engagement	You were impatient to know what happens at the end of the video. How accurate/correct does this sentence seem to you?	• Completely correct = 1 • Highly correct = 0.75 • Fairly correct = 0.50 • Slightly correct = 0.25 • Not at all correct =0	Ordinal
Transportation	It felt like you were experiencing the same situation as the characters in the video. How accurate/correct do you think this sentence is?	• Completely correct = 1 • Highly correct = 0.75 • Fairly correct = 0.50 • Slightly correct = 0.25 • Not at all correct =0	Ordinal
Applicability	You can learn something from these videos that you can apply in your daily life. How accurate/correct does this sentence seem to you?	• Completely correct = 1 • Highly correct = 0.75 • Fairly correct = 0.50 • Slightly correct = 0.25 • Not at all correct =0	Ordinal
Novelty	This is the kind of video that is usually shown by Anganwadi workers/ASHA workers. How accurate/correct does this sentence seem to you?	• Completely correct = 0 • Highly correct = 0.25 • Fairly correct = 0.50 • Slightly correct = 0.75 • Not at all correct =1	Ordinal

A2 - Outcome and output variables in regression models

Indicators	Constructed variable (CFA)	Question	Score	Variable Type
MDD initiation	**MDD Knowledge**	Month when complementary feeding should begin	• Correct answer (At 6 months) = 1 • Otherwise = 0	Count of correct answers
Grains		Cereals, bread or potatoes	• Correct answer (Yes) = 1 • Otherwise = 0	
Seasonal vegetables		Red and yellow fruits and vegetables		
Meat		Meat and fish		
Leafy vegetables		Green leafy vegetables		
No MDD affects learning	**Knowledge about the consequences of not following MDD**	No food apart from breast milk, affects learning	• Completely correct = 1 • Highly correct = 0.75 • Fairly correct = 0.50 • Slightly correct = 0.25 • Not at all correct = 0	Ordinal
No MDD affects strength		No food apart from breast milk, affects physical strength		

A2 - Outcome and output variables in regression models (continued)

Indicators	Question	Score	Variable Type
Attitude: Variety	I believe it is important to buy a variety of vegetables and fruits for the house and cook balanced meals with items from various food groups for infantren	• Completely correct = 1 • Highly correct = 0.75 • Fairly correct = 0.50 • Slightly correct = 0.25 • Not at all correct = 0	Ordinal
Intention: Diverse types of food	Think about your plans about your infant's diet: I will feed the infant more types of foods than he/she is currently eating right now	• Yes = 1 • No = 0	Binary
Intention: Buy diverse fruits and vegetables	Think about your plans about your infant's diet: I will buy more diverse types of fruits and vegetables to feed the infant/family		
Shareability	Willingness to share videos with others		
Influence	The videos have changed my way of thinking about feeding my infant	• Completely correct = 1 • Highly correct = 0.75 • Fairly correct = 0.50 • Slightly correct = 0.25 • Not at all correct =0	Ordinal

A2 - Outcome and output variables in regression models (continued)

Indicators	Question	Score	Variable Type
Distraction	There was something else on my mind while I was watching the videos	• Completely correct = 0 • Highly correct = 0.25 • Fairly correct = 0.50 • Slightly correct = 0.75 • Not at all correct =1	Ordinal
Comprehension (Understandable)	TOM:In the last episode, when the demon attacked the baby, the baby managed to stay safe. Why did they remain safe? TOM's control: In the video shown to you, one child was weaker than the other child. Why was that? KPG: As per what you heard in the song, what out of these should a child of 6-24 months eat? KPG's Control: As per the video, why is it important to feed the child different types of food?	1 = Correct Answers: • TOM: Because the food the devi gave them made them strong • TOM's control: Because one child ate more diverse types of nutritious food than the other • KPG: Nuts (eg. Almonds, Walnuts, Cashews) • KPG's control: Because this will prevent the child from being malnourished 0 = Incorrect Answers	Binary
Entertainment	Which of the following words describes your feelings towards the video the best? 1. Fun/Entertaining 2. Enjoyable/Happy 3. Scary 4. Boring 5. Sad	• Fun/ Entertaining / Enjoyable / Happy = 1 • Otherwise = 0	Binary

A2 MDD Knowledge output

Dependent variable (MDD Knowledge) is a constructed variable using CFA, it's a numerical variable with standardized values

Outcome: Knowledge

	Dependent variable:			
	MDD Knowledge			
	OLS			
	T1 W/O covariates (1a)	T1 With covariates (1b)	T2 W/O covariates (1a)	T2 With covariates (1b)
	(1)	(2)	(3)	(4)
factor(arm)t1	0.066	0.033		
	(0.098)	(0.110)		
factor(arm)t2			-0.080	-0.071
			(0.111)	(0.118)
Observations	285	243	269	235
R^2	0.124	0.391	0.141	0.401
Adjusted R^2	0.028	0.157	0.045	0.166
Residual Std. Error	0.780 (df = 256)	0.737 (df = 175)	0.859 (df = 241)	0.767 (df = 168)
F Statistic	1.289 (df = 28; 256)	1.674*** (df = 67; 175)	1.470* (df = 27; 241)	1.707*** (df = 66; 168)
Note:				*p<0.1; **p<0.05; ***p<0.01

The contributing variables are:

- MDD initiation
- Grains
- Seasonal vegetables
- Meat
- Leafy vegetables

The models are:

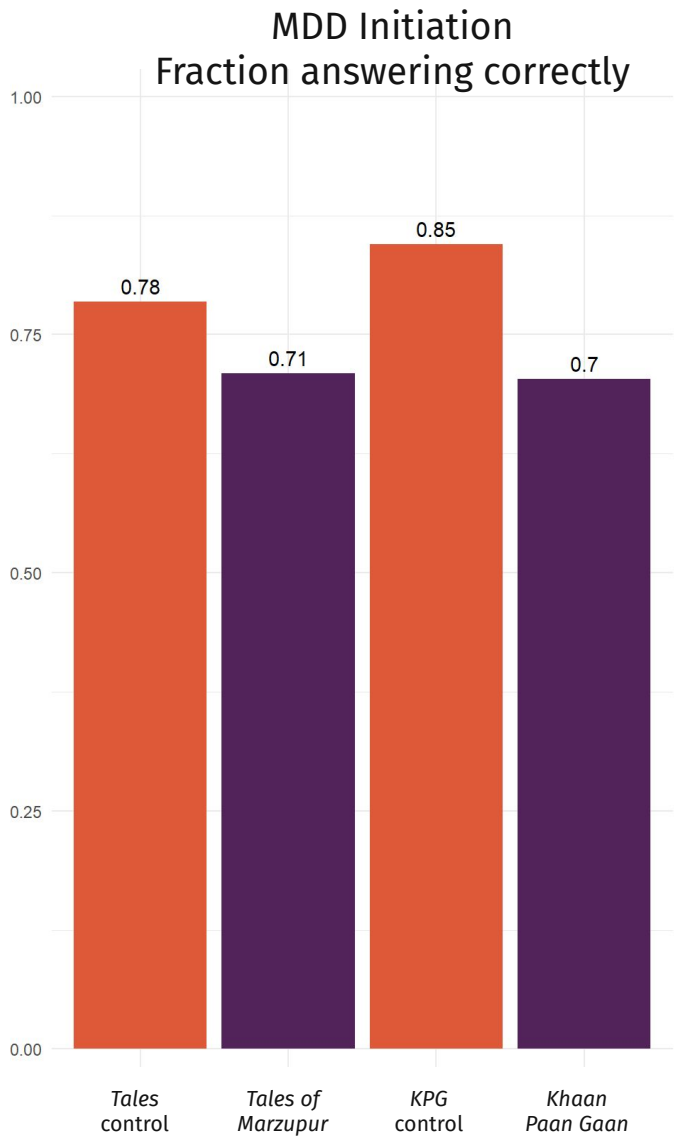
(1a) $Y_i = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

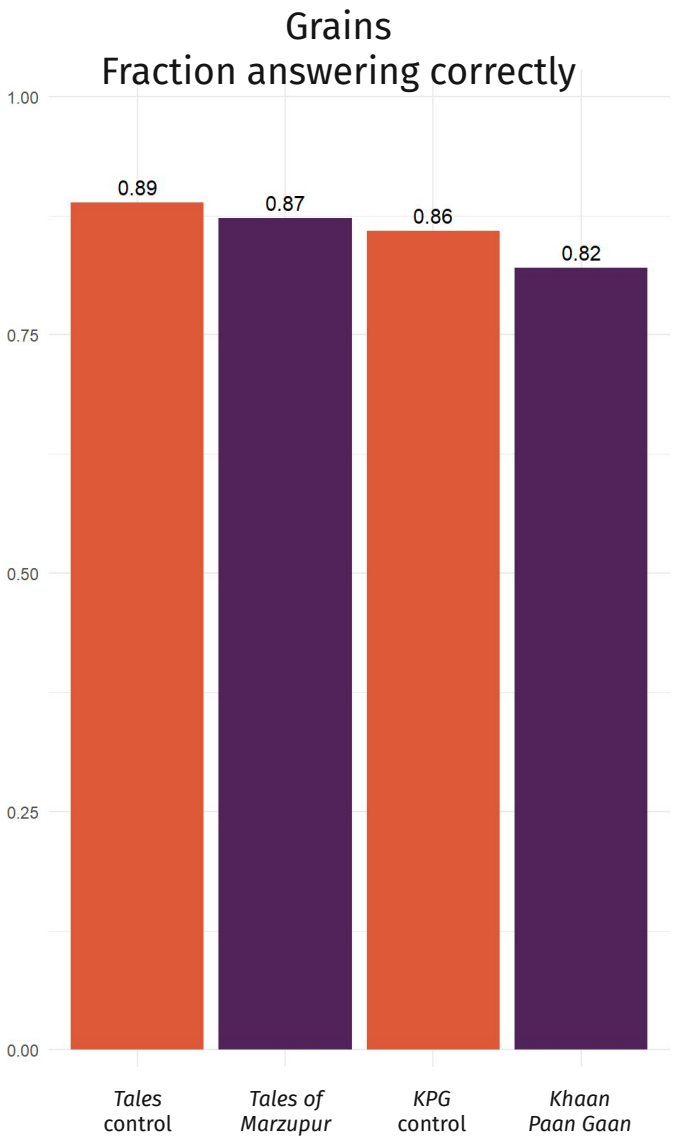
(1b) $Y_i = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

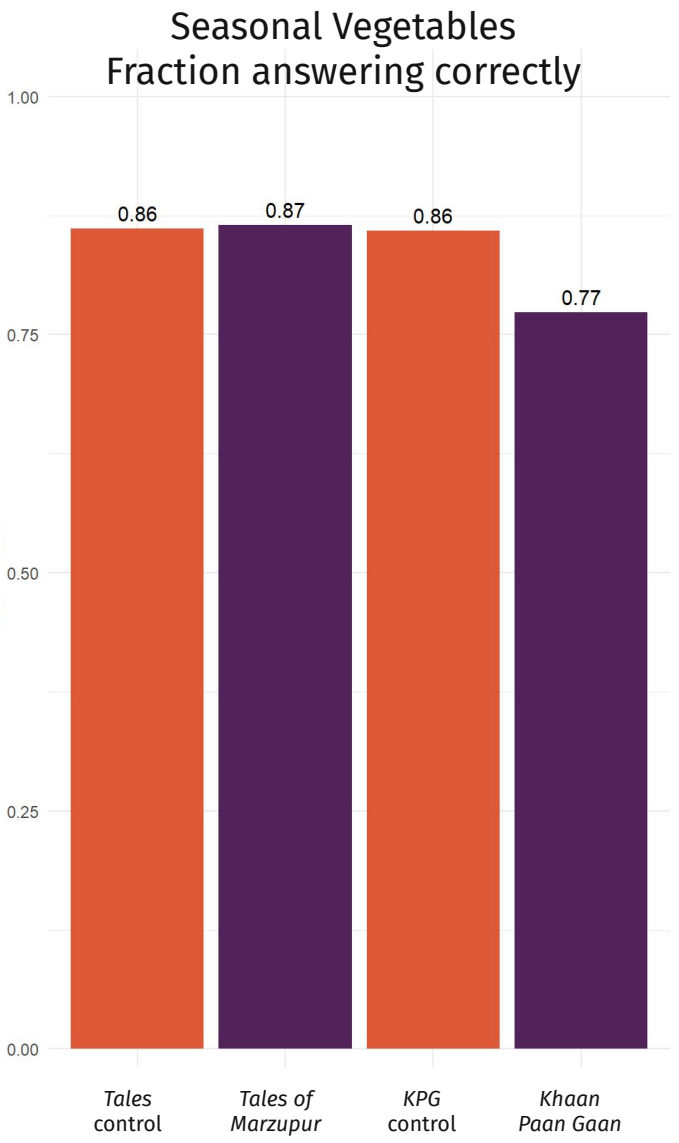
➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

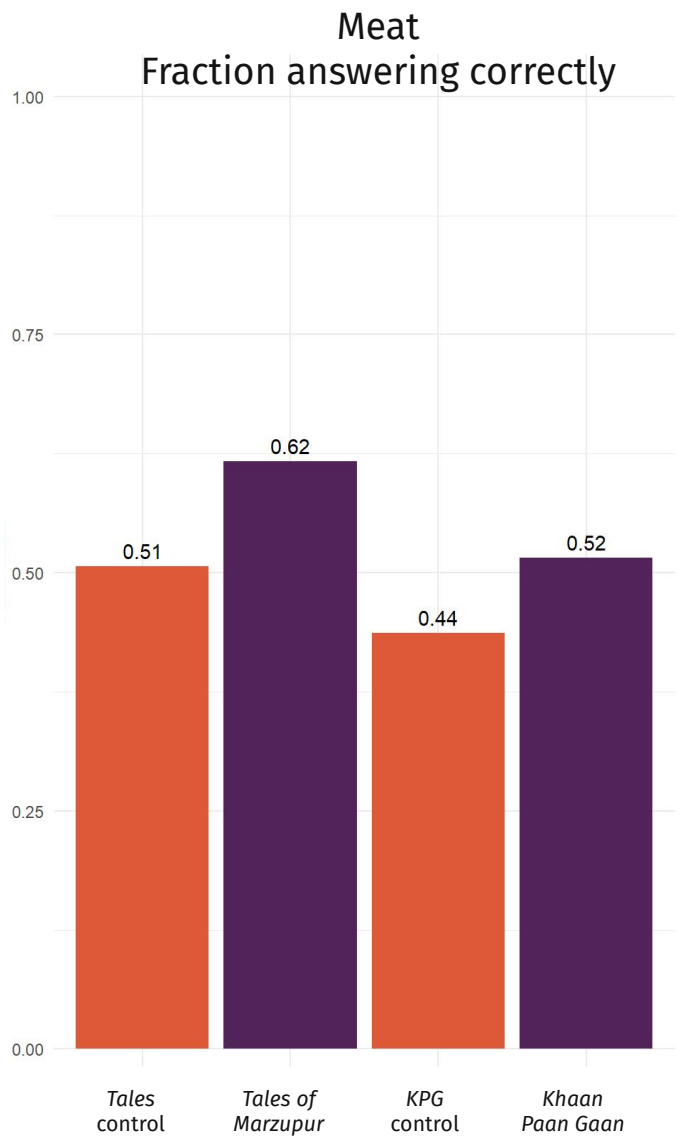
A2 Components of MDD Knowledge constructed variable

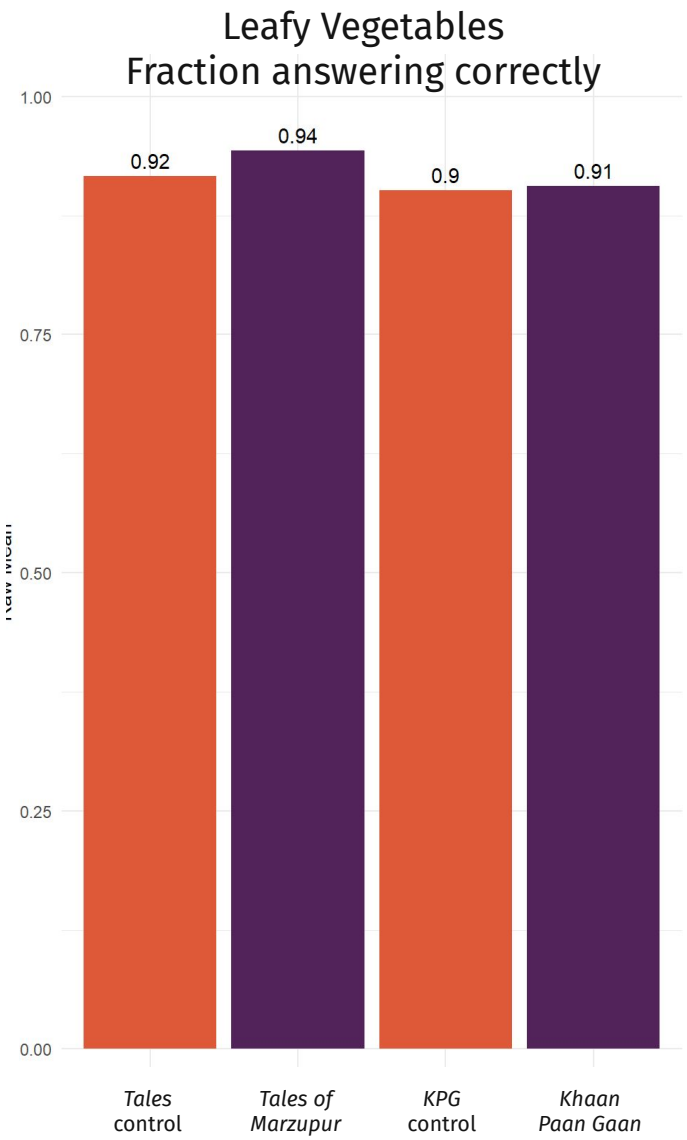






A2 Components of constructed variable: MDD Knowledge (continued)





A3 - Covariates in regression models

Indicator	Question	Score	Variable Type
Diet diversity practice	Diet diversity practised (foods fed to the child apart from breastmilk, medicine and water)	• Yes and Age 6 to 24 months = 1 • No and Age less than 6 months = 1 • Yes and Age less than 6 months = 0 • No and Age 6 to 24 months = 0	Binary
Eats grains	Food made from cereals, rice, potatoes etc.		
Eats pulses	Pulses		
Eats nuts	Nuts and seeds		
Drinks animal milk	Animal milk		
Drinks milk products	Milk products		
Eats meat	Meat and Fish		
Eats eggs	Eggs		
Eats green vegetables	Dark green leafy vegetables		
Eats red, yellow fruits, vegetables	Seasonal Dark yellow and orange fruits and vegetables		
Eats other vegetables	Other vegetables		
Eats other fruits	Other fruits		
Eats ghee	Ghee, butter, oil etc.		
Eats other foods	Other/foods other than the items listed		

A3 - Covariates in regression models (continued)

Indicator	Question	Score	Variable Type
Eats fried food	Fried snacks such as pakodas and samosas	• Yes and Age 6 to 24 months = 0 • No and Age less than 6 months = 1 • Yes and Age less than 6 months = 0 • No and Age 6 to 24 months = 1	Binary
Eats pickles	Pickles and other condiments		
SHG Membership	Self help group member in household	• Nobody = 0 • Otherwise = 1	
Relationship with Child	Respondent's relationship with the child	• Father/ Mother/ Grandmother	Categorical
Age	Age	• [integer]	Continuous
Education Level	Highest education level completed is less than grade 8 Highest education level completed is primary school Highest education level completed is Grade 10 Highest education level completed is high school Highest education level completed is graduate degree or higher Don't know/Can't say		Categorical
Employed	Earnings status	Does not work for wages or salary = 0 (Housewife, Do not work outside for wages) Works for wages or salary = 1	Binary
Housewife	Person is a housewife	Male / Not currently a housewife = 0 Primary work is being housewife= 1	Binary
Single Parent	Marital status	Unmarried/Divorced/separated= 1/Widowed = 1 Otherwise = 0	Binary

A3 - Covariates in regression models (continued)

Indicator	Question	Score	Variable Type
Grandmother at home	Family members that live in the same house as the young child	• Grandmother at home = 1 • Otherwise = 0	Binary
Father or Mother not at home*	parents do not live in the same house as the young child	• Young child's father or mother live in the same house= 0 • Otherwise = 1	Binary
Monthly Income	Don't know/Can't say INR 5000 or less INR 5001 to INR 10000 INR 10001 to INR 15000 INR 15001 to INR 20000 INR 20000 to INR 25000 Greater than INR 25000		Categorical
Non-Hindu	Religion	• Non-Hindu = 0 (Hinduism) • Otherwise = 1	Binary
Non-General	Caste category	• Non-General = 0 (General) • Otherwise = 1	Binary
Self-Administered survey	CAPI, Self-administered survey or both	• Self-administered = 1 • Otherwise (CAPI, Both) = 0	Binary
Location: Block	Sewapuri / Chiraigaon		Binary
Location: AWW Centre/ Village	Variable for village/AWW Centre		Categorical
Empirical expectation of MDD in village	How many people in your community feed infants between 6-24 months only breastmilk and no solid or semi-solid food?	• Empirical expectation for MDD = 0 (Nobody, Some people), • Otherwise = 1	Binary

A3 - Covariates in regression models (continued)

Indicator	Question	Score	Variable Type
Fear in decision making	Worry that family will be upset if you seek information from an outside source	• Decision Making Fear = 0 (Not worried at all, A little worried) • Otherwise = 1 (Fairly worried, Very worried, Extremely worried)	Binary
Primary decision maker	Primary Decision Maker regarding the child's diet is mother	• Decision Maker = 1 (Mother) • Other = 0	Binary
Maternal influence on the young child's diet	Mother has high influence on the young child's diet	• Mother's influence = 1 (High influence, Complete influence) • Otherwise = 0 •	Binary
Paternal influence on the young child's diet	Father has high influence on the young child's diet	• Father's influence = 1 (High influence, Complete influence) • Otherwise = 0 •	Binary
Paternal grandmother's influence on the young child's diet	Paternal grandmother has high influence on the young child's diet	• Grandmother's influence = 1 (High influence, Complete influence) • Otherwise = 0	Binary

Subgroup Analysis: Knowledge among respondents for whom mother is NOT the primary decision maker

knowledge; count of correct

	Dependent variable:							
	knowledge							
	Poisson							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.144	1.148			0.135	0.138		
	(0.134)	(0.194)			(0.117)	(0.169)		
factor(arm)t2			1.053	1.078			0.051	0.075
			(0.126)	(0.224)			(0.120)	(0.208)
Observations	106	91	107	96	106	91	107	96
Log Likelihood	-186.754	-149.613	-189.395	-160.546	-186.754	-149.613	-189.395	-160.546
Akaike Inf. Crit.	427.508	427.226	432.790	453.093	427.508	427.226	432.790	453.093

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis Knowledge among respondents for whom mother is NOT the primary decision maker (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.157	1.127			0.146	0.119		
	(0.632)	(0.795)			(0.546)	(0.706)		
factor(arm)t2			1.723	1.822			0.544	0.600
			(0.833)	(1.079)			(0.484)	(0.592)
Observations	106	103	107	105	106	103	107	105

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis Knowledge among respondents for whom mother is NOT the primary decision maker (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.918	1.051			-0.085	0.049		
	(0.471)	(0.619)			(0.514)	(0.589)		
factor(arm)t2			2.305	2.307			0.835	0.836
			(1.212)	(1.437)			(0.526)	(0.623)
Observations	106	103	107	105	106	103	107	105

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among respondents who completed the survey within one standard deviation of the mean completion time

knowledge; count of correct

	Dependent variable:							
	knowledge							
	Poisson							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.012	0.996			0.012	-0.004		
	(0.070)	(0.085)			(0.069)	(0.085)		
factor(arm)t2			0.962	0.963			-0.038	-0.038
			(0.077)	(0.097)			(0.080)	(0.101)
Observations	231	202	192	169	231	202	192	169
Log Likelihood	-411.694	-350.651	-340.507	-288.903	-411.694	-350.651	-340.507	-288.903
Akaike Inf. Crit.	879.389	837.303	737.015	709.805	879.389	837.303	737.015	709.805

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among respondents who completed the survey within one standard deviation of the mean completion time (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.828	0.766			-0.189	-0.267		
	(0.257)	(0.261)			(0.310)	(0.340)		
factor(arm)t2			1.159	1.230			0.147	0.207
			(0.377)	(0.434)			(0.326)	(0.353)
Observations	231	226	192	190	231	226	192	190

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among respondents who completed the survey within one standard deviation of the mean completion time (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.886	0.738			-0.121	-0.304		
	(0.282)	(0.258)			(0.318)	(0.350)		
factor(arm)t2			1.376	1.389			0.319	0.328
			(0.510)	(0.590)			(0.371)	(0.425)
Observations	231	226	192	190	231	226	192	190

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among respondents who do not have an SHG member at home

knowledge; count of correct

	Dependent variable:							
	knowledge							
					Poisson			
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.025	1.074			0.025	0.072		
	(0.090)	(0.123)			(0.088)	(0.115)		
factor(arm)t2			0.929	0.926			-0.073	-0.077
			(0.094)	(0.118)			(0.101)	(0.127)
Observations	160	143	145	126	160	143	145	126
Log Likelihood	-282.112	-244.071	-258.476	-210.663	-282.112	-244.071	-258.476	-210.663
Akaike Inf. Crit.	620.225	620.142	568.951	553.326	620.225	620.142	568.951	553.326

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among respondents who do not have an SHG member at home (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.652	0.556			-0.428	-0.587		
	(0.251)	(0.263)			(0.386)	(0.474)		
factor(arm)t2			1.933	4.420***			0.659	1.486***
			(0.808)	(2.435)			(0.418)	(0.551)
Observations	160	159	145	144	160	159	145	144

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis: Knowledge among respondents who do not have an SHG member at home (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd *ordered logistic*							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.529	0.430*			-0.638	-0.845*		
	(0.205)	(0.197)			(0.389)	(0.459)		
factor(arm)t2			2.447*	5.622**			0.895*	1.727**
			(1.156)	(4.026)			(0.472)	(0.716)
Observations	160	159	145	144	160	159	145	144

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis: Knowledge among respondents whose household has income less than INR 10000/ month

knowledge; count of correct

	Dependent variable:							
	knowledge							
	Poisson							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.033	0.996			0.032	-0.004		
	(0.090)	(0.110)			(0.087)	(0.111)		
factor(arm)t2			0.972	0.970			-0.029	-0.030
			(0.085)	(0.103)			(0.087)	(0.106)
Observations	156	152	152	148	156	152	152	148
Log Likelihood	-279.143	-262.813	-277.595	-257.029	-279.143	-262.813	-277.595	-257.029
Akaike Inf. Crit.	604.286	651.626	599.191	636.057	604.286	651.626	599.191	636.057

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among respondents whose household has income less than INR 10000/ month (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.037	0.986			0.036	-0.014		
	(0.411)	(0.478)			(0.397)	(0.484)		
factor(arm)t2			1.775	2.417**			0.574	0.883**
			(0.670)	(1.051)			(0.377)	(0.435)
Observations	156	152	152	148	156	152	152	148

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis Knowledge among respondents whose household has income less than INR 10000/ month (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.891	0.859			-0.115	-0.153		
	(0.346)	(0.391)			(0.389)	(0.456)		
factor(arm)t2			1.862	2.505*			0.621	0.918*
			(0.746)	(1.218)			(0.401)	(0.486)
Observations	156	152	152	148	156	152	152	148

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis: Knowledge among mothers

knowledge; count of correct

	Dependent variable:							
	knowledge							
					Poisson			
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.105	0.797			0.099	-0.227		
	(0.153)	(0.234)			(0.138)	(0.293)		
factor(arm)t2			0.900	1.421			-0.105	0.351
			(0.122)	(0.523)			(0.136)	(0.368)
Observations	101	81	87	74	101	81	87	74
Log Likelihood	-177.258	-136.370	-154.354	-121.571	-177.258	-136.370	-154.354	-121.571
Akaike Inf. Crit.	410.516	398.740	354.708	357.141	410.516	398.740	354.708	357.141

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis: Knowledge among mothers (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd *ordered logistic*							
	T1 W/O covariates (2a)-exp (1)	T1 With covariates (2b)-exp (2)	T2 W/O covariates (2a)-exp (3)	T2 With covariates (2b)-exp (4)	T1 W/O covariates (2a) (5)	T1 With covariates (2b) (6)	T2 W/O covariates (2a) (7)	T2 With covariates (2b) (8)
factor(arm)t1	1.402	0.131*			0.338	-2.033*		
	(0.833)	(0.146)			(0.594)	(1.117)		
factor(arm)t2			1.893	0.624			0.638	-0.471
			(1.079)	(0.622)			(0.570)	(0.996)
Observations	101	96	87	85	101	96	87	85

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis: Knowledge among mothers (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	2.103	2.258			0.743	0.814		
	(1.273)	(1.891)			(0.605)	(0.838)		
factor(arm)t2			2.061	1.357			0.723	0.305
			(1.263)	(1.052)			(0.613)	(0.776)
Observations	101	96	87	85	101	96	87	85

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among fathers

knowledge; count of correct

	Dependent variable:							
	knowledge							
					Poisson			
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.946	0.905			-0.056	-0.100		
	(0.127)	(0.186)			(0.135)	(0.206)		
factor(arm)t2			0.991	1.339			-0.009	0.292
			(0.130)	(0.324)			(0.131)	(0.242)
Observations	89	83	91	83	89	83	91	83
Log Likelihood	-153.852	-136.761	-160.774	-135.720	-153.852	-136.761	-160.774	-135.720
Akaike Inf. Crit.	359.704	393.521	369.549	395.439	359.704	393.521	369.549	395.439

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among fathers (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd *ordered logistic*							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.356*	0.128**			-1.033*	-2.053**		
	(0.215)	(0.113)			(0.605)	(0.882)		
factor(arm)t2			1.391	1.149			0.330	0.139
			(0.706)	(0.643)			(0.507)	(0.560)
Observations	89	88	91	91	89	88	91	91

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis: Knowledge among fathers (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.469	0.468			-0.757	-0.760		
	(0.268)	(0.418)			(0.571)	(0.893)		
factor(arm)t2			1.395	1.663			0.333	0.509
			(0.767)	(1.178)			(0.550)	(0.708)
Observations	89	83	91	91	89	83	91	91

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among grandmothers

knowledge; count of correct

	Dependent variable:							
	knowledge							
					Poisson			
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.970	1.133			-0.030	0.125		
	(0.119)	(0.265)			(0.123)	(0.234)		
factor(arm)t2			0.991	0.987			-0.009	-0.014
			(0.127)	(0.271)			(0.128)	(0.275)
Observations	95	79	91	78	95	79	91	78
Log Likelihood	-164.699	-133.647	-155.746	-131.639	-164.699	-133.647	-155.746	-131.639
Akaike Inf. Crit.	383.398	389.295	365.493	383.277	383.398	389.295	365.493	383.277

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Subgroup Analysis: Knowledge among grandmothers (continued)

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.207	22.844			0.188	3.129		
	(0.922)	(58.718)			(0.763)	(2.570)		
factor(arm)t2			0.600	0.802			-0.511	-0.221
			(0.489)	(0.781)			(0.815)	(0.974)
Observations	95	94	91	89	95	94	91	89

Note: *p<0.1; **p<0.05; ***p<0.01

Subgroup Analysis Knowledge among grandmothers (continued)

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.268	40,433,113.000			0.237	17.515		
	(0.972)	(2,285,995,045.000)			(0.767)	(56.538)		
factor(arm)t2			1.145	7.854			0.135	2.061
			(0.989)	(20.804)			(0.864)	(2.649)
Observations	95	79	91	78	95	79	91	78

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

A5 Pilot data: Mean evaluations from online experiments

Conducted before the lab experiments in UP

		Videos tested as potential Control for T1					Videos tested as potential Control for T2			
	T1	**T3**	**T4**	**T5**	**T6**	**T2**	**T7**	**T8**	**T9**	**T10**
Quality	**4.6**	4.7	4.8	4.7	4.8	**4.7**	4.7	4.7	4.8	4.8
Trust	**4.3**	4.7	4.7	4.8	4.8	**4.8**	4.6	4.9	4.7	4.9
Novelty	**1.8**	1.9	1.8	1.9	1.7	**1.8**	2.1	2.6	2.8	2.6
Distraction	**1.3**	1.3	1.4	1.5	0.9	**1.4**	1.0	0.8	1.0	1.3
Engagement	**4.4**	3.8	3.6	3.7	3.6	**3.8**	4.0	3.9	4.3	4.3
Transportation	**3.3**	3.4	3.3	3.8	3.8	**3.6**	3.6	3.2	3.8	3.6
Seriousness	**4.2**	4.7	4.6	4.8	4.9	**4.5**	4.6	4.9	4.7	4.8
Know CF Initiation	**0.7**	0.9	0.9	1.0	1.0	**0.8**	0.9	0.9	1.0	1.0
Rural Appropriateness	**0.9**	1.0	1.0	1.0	1.0	**1.0**	0.9	1.0	1.0	1.0

A5 Pilot data check (Tests)

Potential control videos edited from government IEC videos compared to T1:

- **Quality:** No significant differences between T1 and four control videos
- **Trust:** All four controls are more likely to be considered trustworthy
- **Seriousness:** All four controls are more likely to be considered serious
- **Rural Appropriateness:** T4 and T5 are more likely to be considered appropriate for rural audiences
- **Recommendation:** T5 and T6 are more likely to be recommended to young parents
- **CF initiation:** Those who watch four controls are more likely to know when to initiate CF

Potential control videos edited from government IEC videos compared to T2:

- **Quality:** No significant differences between T2 and four control videos
- **Trust:** No significant differences between T2 and four control videos
- **Seriousness:** T8 is more likely to be considered serious. No significant difference with other videos
- **Rural Appropriateness:** No significant differences between the videos in T2 and four controls
- **Recommandation:** The videos in T7, T8 and T9 are more likely to be recommended to young parents
- **CF initiation:** Those who watch the videos in T7, T8, T9 and T10 are more likely to know when to initiate CF

A6 regression results

MDD Knowledge (count of correct answers)

Dependent variable (MDD Knowledge) is a count variable. The number of correct answers.

knowledge; count of correct

	Dependent variable:							
	knowledge							
	Poisson							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.025	1.017			0.024	0.017		
	(0.065)	(0.077)			(0.063)	(0.076)		
factor(arm)t2			0.977	0.975			-0.023	-0.025
			(0.065)	(0.077)			(0.066)	(0.079)
Observations	285	243	269	235	285	243	269	235
Log Likelihood	-508.258	-422.221	-482.559	-406.257	-508.258	-422.221	-482.559	-406.257
Akaike Inf. Crit.	1,074.516	980.443	1,021.117	946.513	1,074.516	980.443	1,021.117	946.513

Note: *p<0.1; **p<0.05; ***p<0.01

The contributing variables are:

- MDD initiation
- Grains
- Seasonal vegetables
- Meat
- Leafy vegetables

The models are:

(2a) $Log(count) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Log(count) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Knowledge about consequences of not following MDD on learning

Dependent variable (not following MDD affects learning) is an ordinal variable

Outcome: No MDD affects Learning

	Dependent variable:							
	mdd							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.879	0.853			-0.129	-0.159		
	(0.248)	(0.272)			(0.282)	(0.318)		
factor(arm)t2			1.188	1.365			0.172	0.311
			(0.321)	(0.408)			(0.271)	(0.299)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Knowledge about consequences of not following MDD on Strength

Dependent variable (not following MDD affects strength) is an ordinal variable

Outcome: No MDD affects Strength

	Dependent variable:							
	mdd *ordered logistic*							
	T1 W/O covariates (2a)-exp (1)	T1 With covariates (2b)-exp (2)	T2 W/O covariates (2a)-exp (3)	T2 With covariates (2b)-exp (4)	T1 W/O covariates (2a) (5)	T1 With covariates (2b) (6)	T2 W/O covariates (2a) (7)	T2 With covariates (2b) (8)
factor(arm)t1	0.921	0.932			-0.082	-0.071		
	(0.256)	(0.295)			(0.278)	(0.317)		
factor(arm)t2			1.398	1.497			0.335	0.404
			(0.414)	(0.522)			(0.296)	(0.349)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Attitude about what is healthy feeding

Dependent variable (Attitude: the belief about the importance of variety) is a binomial variable

Outcome: Attitude

	Dependent variable:							
	mdd *ordered logistic*							
	T1 W/O covariates (2a)-exp (1)	T1 With covariates (2b)-exp (2)	T2 W/O covariates (2a)-exp (3)	T2 With covariates (2b)-exp (4)	T1 W/O covariates (2a) (5)	T1 With covariates (2b) (6)	T2 W/O covariates (2a) (7)	T2 With covariates (2b) (8)
factor(arm)t1	1.272	1.240			0.241	0.215		
	(0.385)	(0.442)			(0.303)	(0.356)		
factor(arm)t2			1.083	1.076			0.079	0.073
			(0.327)	(0.358)			(0.302)	(0.333)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Intention: feeding with different types of food

Dependent variable (intention of feeding with different types of food) is a binomial variable

Outcome: Intention of feeding with different types of food

	Dependent variable:							
	Intention of feeding with different types of food							
	logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.334***	0.024***			-1.095***	-3.725***		
	(0.139)	(0.032)			(0.415)	(1.318)		
factor(arm)t2			0.743	0.467			-0.297	-0.761
			(0.270)	(0.339)			(0.364)	(0.726)
Observations	285	243	269	235	285	243	269	235
Log Likelihood	-94.105	-41.042	-103.338	-51.682	-94.105	-41.042	-103.338	-51.682
Akaike Inf. Crit.	246.210	218.084	262.677	237.365	246.210	218.084	262.677	237.365

Note: *p<0.1; **p<0.05; ***p<0.01

There are some enormous coefficients for some covariates due to complete separation in logit model.

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Intention: buying different types of food

Dependent variable (intention of buying different types of food) is a binomial variable

Outcome: Intention of buying different types of food

	Dependent variable:							
	Intention of buying different types of food							
	logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.214	0.986			0.194	-0.014		
	(0.590)	(0.979)			(0.486)	(0.992)		
factor(arm)t2			0.708	2,220,038,371,839.000			-0.345	28.429
			(0.364)	(344,759,473,768,408,768.000)			(0.514)	(155,294.400)
Observations	285	243	269	235	285	243	269	235
Log Likelihood	-64.387	-38.284	-57.930	-0.000	-64.387	-38.284	-57.930	-0.000
Akaike Inf. Crit.	186.774	212.567	171.859	134.000	186.774	212.567	171.859	134.000

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

There are some enormous coefficients for some covariates due to complete separation in logit model.

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Influence

Dependent variable (to what extent the video changed the way of thinking of the respondent) is an ordinal variable.

Outcome: influence

	Dependent variable:							
	influence *ordered logistic*							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.703	0.754			-0.353	-0.283		
	(0.189)	(0.229)			(0.269)	(0.304)		
factor(arm)t2			0.821	0.828			-0.197	-0.189
			(0.221)	(0.273)			(0.269)	(0.329)
Observations	285	278	269	235	285	278	269	235

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Shareability

Dependent variable (Shareability or willingness to share the videos) is a binomial variable

Outcome: Shareability

	Dependent variable:							
	Shareability							
				logistic				
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.619	0.455			-0.479	-0.788		
	(0.231)	(0.271)			(0.373)	(0.596)		
factor(arm)t2			0.809	1.062			-0.212	0.060
			(0.302)	(1.188)			(0.373)	(1.119)
Observations	285	243	269	235	285	243	269	235
Log Likelihood	-106.897	-75.018	-98.482	-37.535	-106.897	-75.018	-98.482	-37.535
Akaike Inf. Crit.	271.794	286.037	252.963	209.071	271.794	286.037	252.963	209.071

Note: *p<0.1; **p<0.05; ***p<0.01

There are some enormous coefficients for some covariates due to complete separation in logit model.

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Manipulation Check: Applicability to respondent's life

Dependent variable (Applicability to respondent's life) is an ordinal variable

Outcome: relatability

	Dependent variable:							
	relatability *ordered logistic*							
	T1 W/O covariates (2a)-exp (1)	T1 With covariates (2b)-exp (2)	T2 W/O covariates (2a)-exp (3)	T2 With covariates (2b)-exp (4)	T1 W/O covariates (2a) (5)	T1 With covariates (2b) (6)	T2 W/O covariates (2a) (7)	T2 With covariates (2b) (8)
factor(arm)t1	1.091	0.955			0.087	-0.047		
	(0.301)	(0.295)			(0.276)	(0.309)		
factor(arm)t2			1.375	1.307			0.318	0.268
			(0.391)	(0.411)			(0.284)	(0.314)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Comprehension

Dependent variable (comprehension of the videos) is a binomial variable

Outcome: comprehension

	Dependent variable:							
	comprehension							
	logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.378***	0.192***			-0.972***	-1.653***		
	(0.118)	(0.106)			(0.311)	(0.553)		
factor(arm)t2			0.716	0.687			-0.334	-0.375
			(0.213)	(0.280)			(0.297)	(0.407)
Observations	285	243	269	235	285	243	269	235
Log Likelihood	-145.053	-82.113	-151.128	-112.037	-145.053	-82.113	-151.128	-112.037
Akaike Inf. Crit.	348.106	300.227	358.257	358.073	348.106	300.227	358.257	358.073

Note: *There are some enormous coefficients for some covariates due to complete separation in logit model.*

*p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Entertainment

Dependent variable (Entertainment) is a binomial variable

Outcome: entertainment

	Dependent variable:							
	entertainment							
	logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.129***	0.000			-2.048***	-429.257		
	(0.069)	(0.000)			(0.535)	(46,351.040)		
factor(arm)t2			1.667	15.426			0.511	2.736
			(1.646)	(3,108,382.000)			(0.988)	(201,504.400)
Observations	285	243	269	235	285	243	269	235
Log Likelihood	-81.688	-0.00000	-16.392	-0.000	-81.688	-0.00000	-16.392	-0.000
Akaike Inf. Crit.	221.375	136.000	88.784	134.000	221.375	136.000	88.784	134.000

Note: *There are some enormous coefficients for some covariates due to complete separation in logit model.*

*p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Distraction

Dependent variable (Distraction of the videos) is an ordinal variable

Outcome: distraction

	Dependent variable:							
	distraction							
	ordered logistic							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.166	1.536			0.154	0.429		
	(0.275)	(0.480)			(0.236)	(0.312)		
factor(arm)t2			0.714	0.874			-0.336	-0.134
			(0.174)	(0.265)			(0.244)	(0.303)
Observations	285	243	269	235	285	243	269	235

Note: *There are some enormous coefficients for some covariates due to complete separation in logit model.*

*p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Engagement

Dependent variable (How engaging the videos are) is an ordinal variable

Outcome: engagement

	Dependent variable:							
	engagement *ordered logistic*							
	T1 W/O covariates (2a)-exp (1)	T1 With covariates (2b)-exp (2)	T2 W/O covariates (2a)-exp (3)	T2 With covariates (2b)-exp (4)	T1 W/O covariates (2a) (5)	T1 With covariates (2b) (6)	T2 W/O covariates (2a) (7)	T2 With covariates (2b) (8)
factor(arm)t1	1.274	1.068			0.242	0.066		
	(0.310)	(0.294)			(0.244)	(0.275)		
factor(arm)t2			0.675	0.696			-0.394	-0.363
			(0.162)	(0.177)			(0.241)	(0.255)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Novelty

Dependent variable (Novelty) is an ordinal variable

Outcome: novelty

	Dependent variable:							
	novelty *ordered logistic*							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	1.212	1.547*			0.193	0.436*		
	(0.292)	(0.410)			(0.241)	(0.265)		
factor(arm)t2			1.054	1.127			0.053	0.119
			(0.257)	(0.303)			(0.244)	(0.269)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here

Transportation

Dependent variable (Transportation) is an ordinal variable

Outcome: transportation

	Dependent variable:							
	transportation *ordered logistic*							
	T1 W/O covariates (2a)-exp	T1 With covariates (2b)-exp	T2 W/O covariates (2a)-exp	T2 With covariates (2b)-exp	T1 W/O covariates (2a)	T1 With covariates (2b)	T2 W/O covariates (2a)	T2 With covariates (2b)
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
factor(arm)t1	0.646*	0.528**			-0.436*	-0.638**		
	(0.154)	(0.142)			(0.238)	(0.269)		
factor(arm)t2			0.820	0.821			-0.199	-0.197
			(0.195)	(0.210)			(0.238)	(0.255)
Observations	285	278	269	265	285	278	269	265

Note: *p<0.1; **p<0.05; ***p<0.01

The models are:

(2a) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \Gamma_j + u_i$

(2b) $Logit(\pi_i) = \beta_0 + \beta_1 X_i + \gamma_i + \Gamma_j + u_i$

➔ The *aww_centre* used as session effect control variable
➔ The covariates in model b are as per the covariate table

For the detailed result table click here