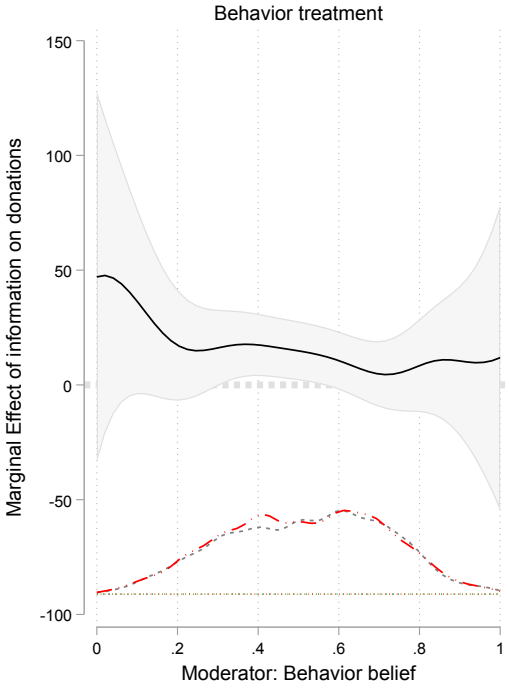
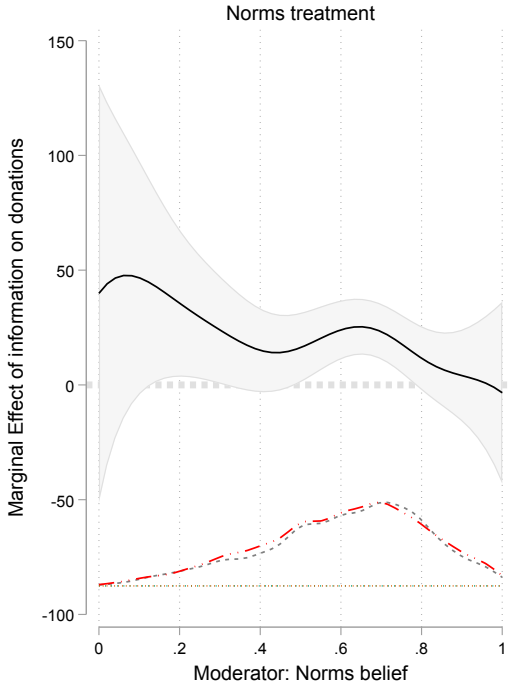

Behavior treatment
Marginal Effect of information on donations
150
100
50
0
-50
-100
0
.2
.4
.6
.8
1
Moderator: Behavior belief


Norms treatment
Marginal Effect of information on donations
150
100
50
0
-50
-100
0
.2
.4
.6
.8
1
Moderator: Norms belief