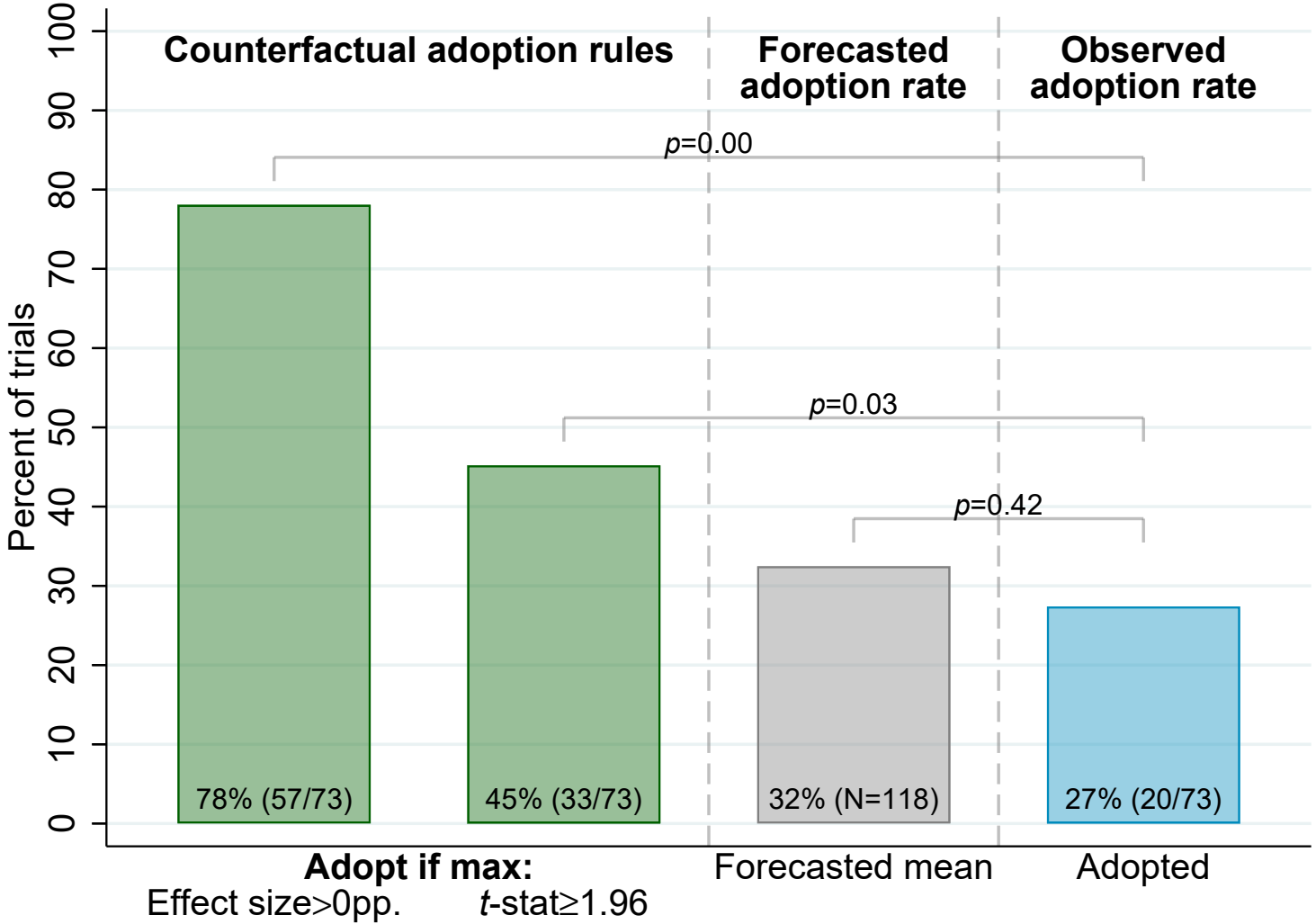
Counterfactual adoption rules
Forecasted adoption rate
Observed adoption rate
p=0.00
p=0.03
p=0.42
Percent of trials
0
10
20
30
40
50
60
70
80
90
100
78% (57/73)
45% (33/73)
32% (N=118)
27% (20/73)
Adopt if max:
Effect size>0pp.
t-stat≥1.96
Forecasted mean
Adopted