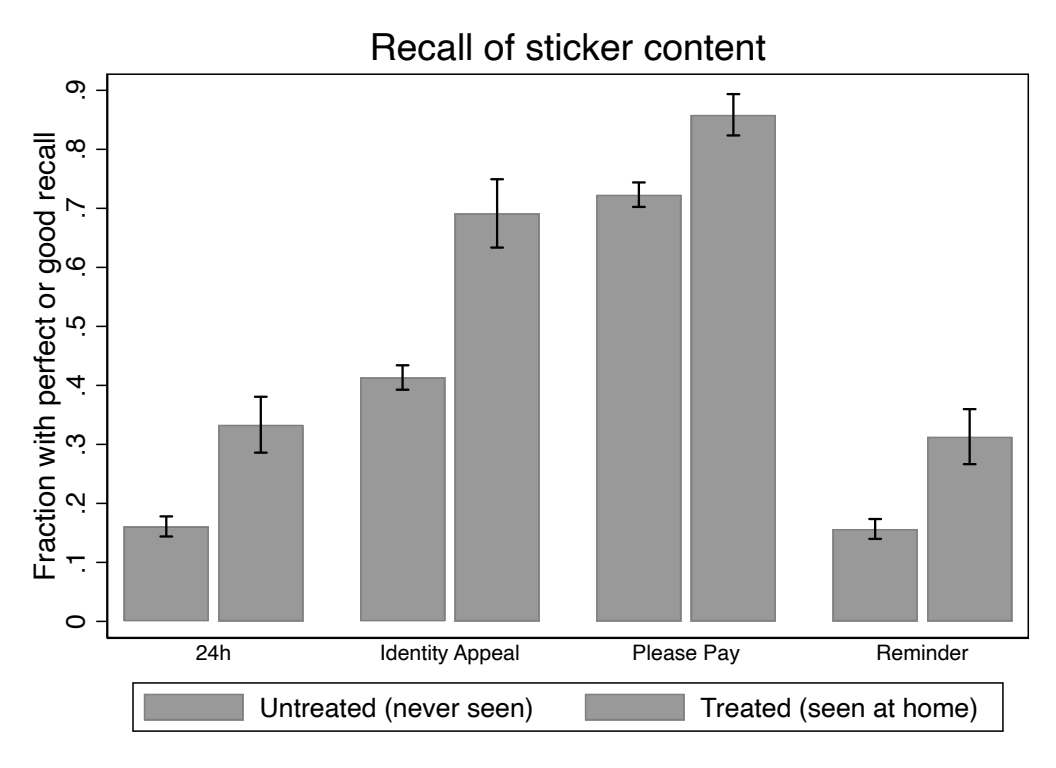
Recall of sticker content
Fraction with perfect or good recall
0
.1
.2
.3
.4
.5
.6
.7
.8
.9
24h
Identity Appeal
Please Pay
Reminder
Untreated (never seen)
Treated (seen at home)