Figure 2. Study flowchart

Facebook Ads

Impression:
The number of ads on the screen
(n = 2,058,732)

Reach:
The number of users
who saw the ad at least once
(n = 938,060)

Mesasge Conversation:
Click the ads and
started the conversation
(n = 6,067)

Consent

Agreed to participate in the study
(n = 3,178)

Dropouts
(n = 295)

Survey

Survey
(n = 2,883)

The vaccinated
(n = 2,208)

Experiment

The unvaccinated
(n = 675)

Control
(n = 290)

Experts
(n = 105)

Dynamic Social
Norms
(n = 100)

Safety
(n = 92)

Efficacy,
Pro-Social
(n = 88)

Survey

Survey
(n = 2,883)