

Effects of simplified information across 15 SLM technologies

Intervention: Distribution of brochures

Contents (expected TPB-related effects)

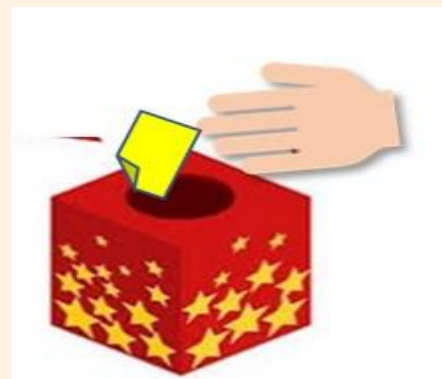
- ◆ Benefits (attitude)
- ◆ Community or intergenerational gains (subjective norms)
- ◆ Procedures and action steps (perceived behavioral control)



Target Selection

8 villages
20 groups
302 farmers

Random Grouping



A Cluster-Randomized Controlled Trial

Baseline Survey (Jun 2022)

Treatment

8 villages
10 groups
147 farmers

Control

8 villages
10 groups
155 farmers

+ 0.85 technologies
(0.30) **

1 harvest season

- 0.14 technologies
(0.26)

Endline Survey (Feb 2023)

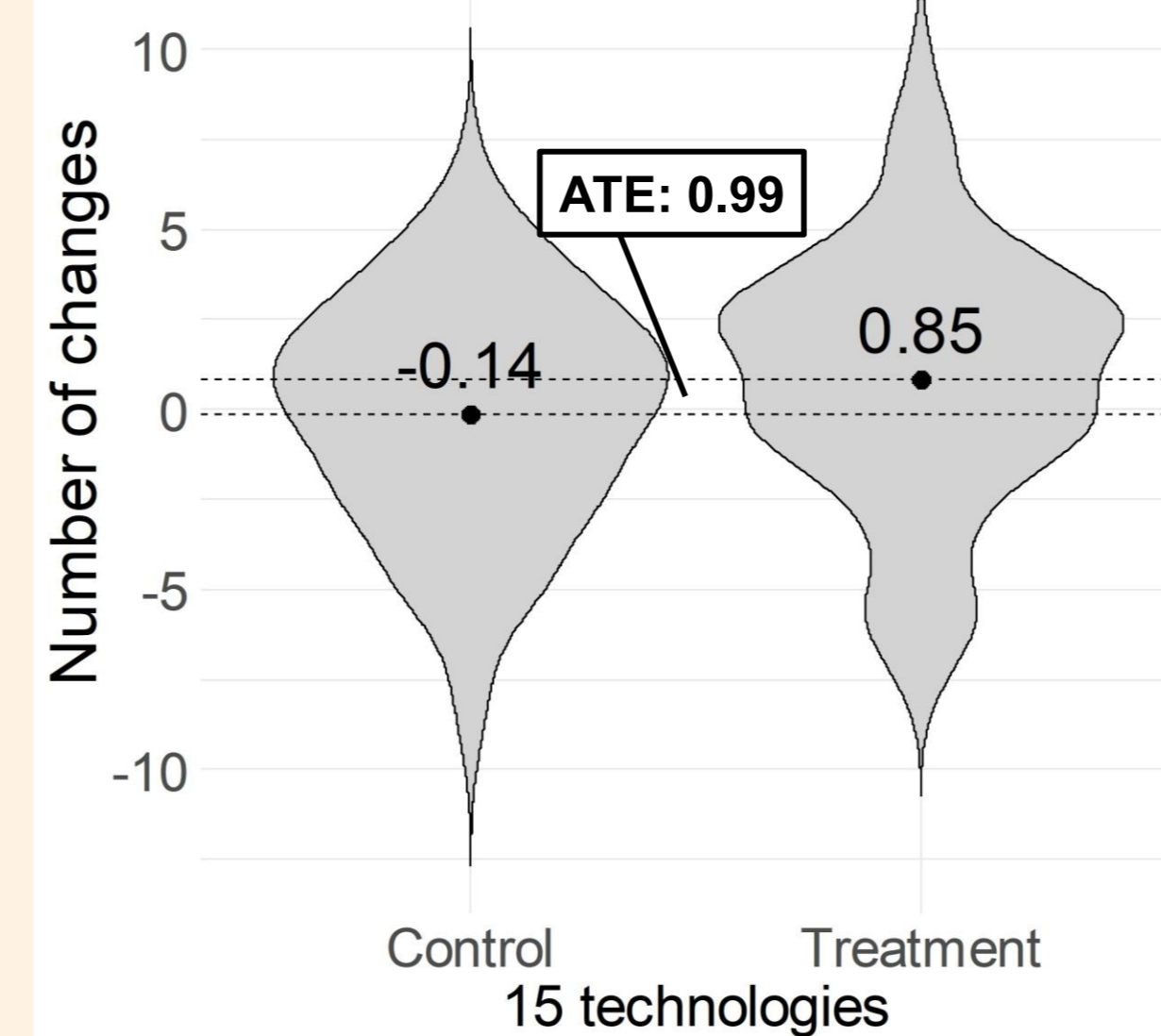
Treatment

Control

Difference-in-differences

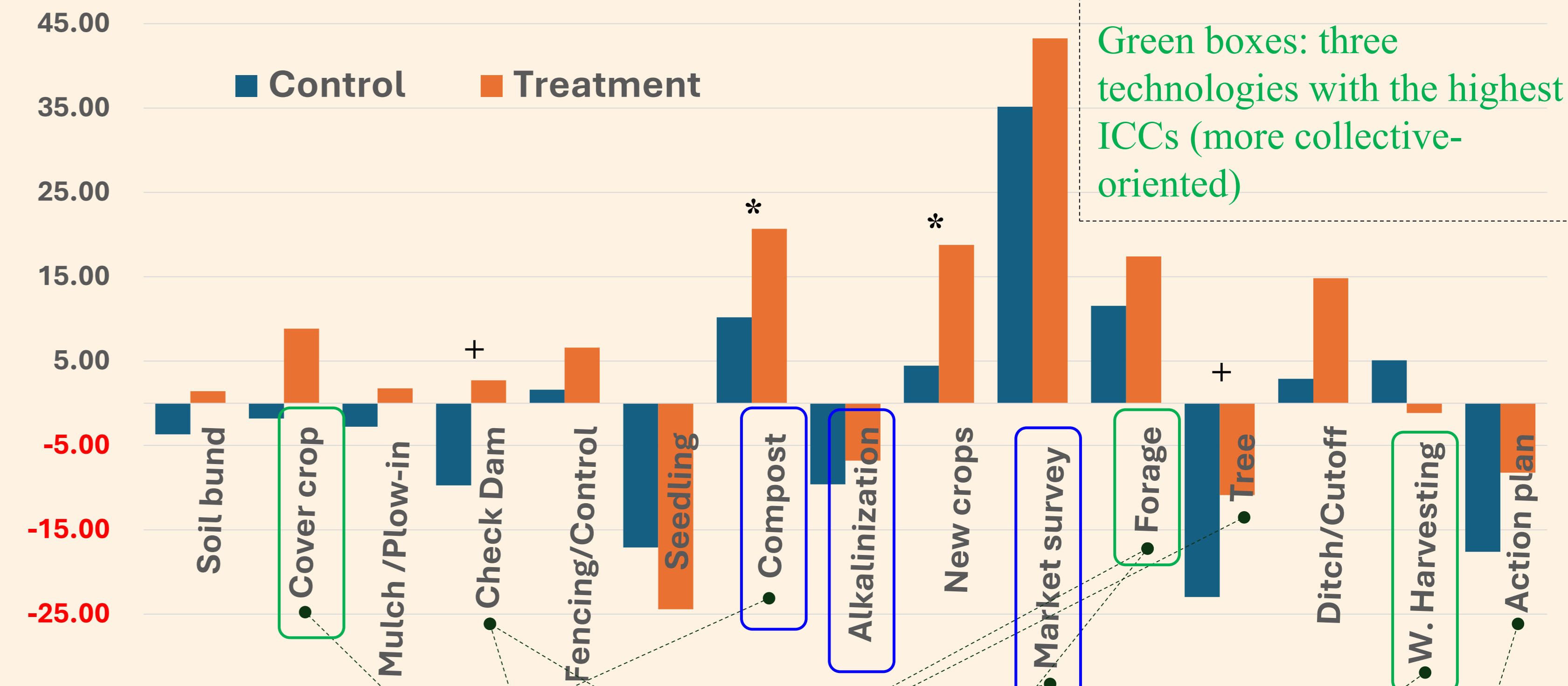
Average Treatment Effect
+ 0.99 technologies (0.39) *

Violin plots



* Guided by "CONSORT 2010 statement"

Changes in adoption rates by technology



Independent intervention effect

Distance to main road

Group income

Area size

Mobile ownership

Intervention ×

Interaction effects with intervention

* Dotted lines indicate positive effects at $p \leq 0.05$.

Conclusion

- Simplified information increased adoption across 15 SLM technologies (ATE = +0.99).
- Composting and new crop planting increased at the 5% level.
- Effects were larger for individual-oriented technologies and in remote areas.

Note. Values in parentheses are standard errors. Significance: +10%, *5%, **1%.