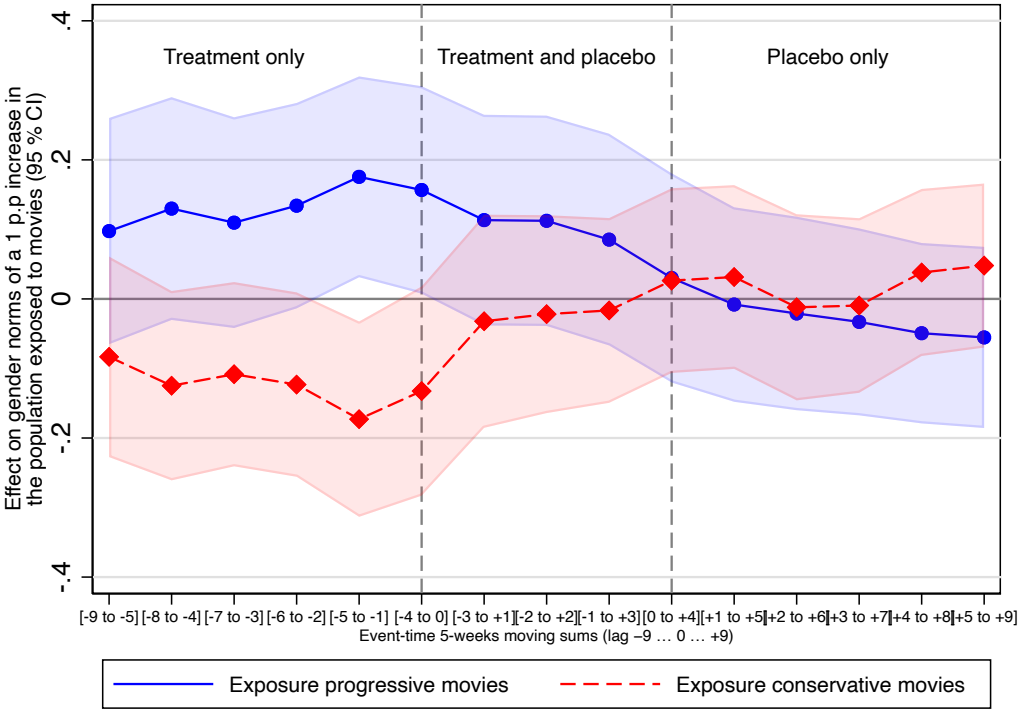
Treatment only
Treatment and placebo
Placebo only
Effect on gender norms of a 1 p.p increase in the population exposed to movies (95 % CI)
.4
.2
0
-.2
-.4
[-9 to -5]
[-8 to -4]
[-7 to -3]
[-6 to -2]
[-5 to -1]
[-4 to 0]
[-3 to +1]
[-2 to +2]
[-1 to +3]
[0 to +4]
[+1 to +5]
[+2 to +6]
[+3 to +7]
[+4 to +8]
[+5 to +9]
Event-time 5-weeks moving sums (lag −9 … 0 … +9)
Exposure progressive movies
Exposure conservative movies