Can Facebook Ads Prevent Malaria? Two Field Experiments in India

Second Submission: RR_IND_2024_180
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This review verifies the reproducibility of the exhibits included in the paper "*Can Facebook Ads Prevent Malaria? Two Field Experiments in India*".

Contents in this review:

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Main findings

- The code was successfully executed on a new computer after:

  1. Updating the working directory in 00_Master.do

- The output demonstrates consistent stability across multiple runs. Specifically, executing the code two times consecutively yielded identical results.

- The code takes approximately 10 minutes to run.

- We conducted our reproducibility analysis based on the paper shared by the authors in the package.

- Every exhibit has been reproduced accurately.

- **Reproducibility Summary**:

  - **Data**: All data sources are publicly available and included in the reproducibility package.
  - **Code**: All code files (from cleaning to analysis) are included in the reproducibility package.
  - **Outputs**: All outputs are generated by code included in the reproducibility package.
  - **Reproducibility verification**: Reviewers had access to the same materials in the public reproducibility package. The reviewers did not verify if publicly available data matches the data in the reproducibility package.
  - **Dependencies environment**: The reviewers created a new environment for dependencies using the latest versions available for each dependency at the moment of the review.

List of exhibits and reproducibility status

Results in the Main Section of the Paper

- **Figure 1** Does not apply
- **Figure 2** Does not apply.
- **Figure 3** Reproduced.
- **Figure 4** Reproduced.
- **Figure 5** Reproduced.
- **Table 1** Reproduced.
- **Table 2** Reproduced.
- **Table 3** Reproduced.
- **Table 4** Reproduced.
- **Table 5** Reproduced.
- **Table 6** Reproduced.
- **Table 7** Reproduced.
- **Table 8** Reproduced.

Results in the Annex

- **Figure A1** Does not apply
- **Figure A2** Does not apply
- **Figure A3** Does not apply
- **Figure A4** Does not apply
- **Figure A5** Does not apply
- **Figure A6** Does not apply
- **Figure A7** Does not apply
- **Figure C1** Does not apply
- **Figure C2** Does not apply
- **Figure C3** Reproduced.
- **Table D1** Reproduced.
- **Table D2** Reproduced.

- **Table D3** Reproduced.

- **Table D4** Reproduced.

- **Table D5** Reproduced.

- **Table D6** Reproduced.

- **Table D7** Reproduced.

- **Table D8** Reproduced.

- **Table D9** Reproduced.

- **Table D10** Reproduced.

- **Table D11** Reproduced.

- **Table D12** Reproduced.

- **Table D13** Reproduced.

- **Table D14** Reproduced.

- **Table D15** Reproduced.

- **Table D16** Reproduced.

- **Table D17** Reproduced.

- **Table D18** Reproduced.

- **Table D19** Reproduced.

- **Table D20** Reproduced.

- **Table D21** Reproduced.

- **Table D22** Reproduced.

- **Table D23** Reproduced.

- **Table D24** Reproduced.

- **Table D25** Reproduced.

Reproduction Environment

- Paper exhibits were reproduced in a computer with the following specifications:

  - OS: Windows 10 Enterprise
  - Processor: Intel(R) Xeon(R) Gold 6226R CPU @ 2.90GHz 2.90 GHz (2 processors)
  - Memory available: 32 GB
  - Software version: Stata version 18 MP