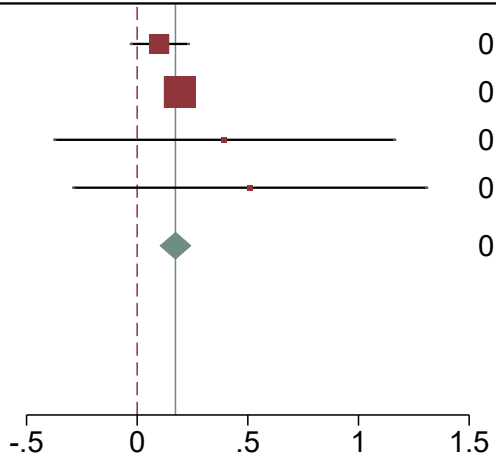
Sample: Persuasion & Consumption or purchasing decision with largely private benefi

Study	Effect size with 95% CI	Weight (%)
Midhet (2010) 2 5	0.10 [-0.03, 0.23]	25.56
Chankova (2012) 1 2	0.19 [0.13, 0.25]	72.76
Luby (2009) 1 2	0.39 [-0.37, 1.16]	0.87
Luby (2009) 2 2	0.51 [-0.29, 1.31]	0.81
Overall	0.17 [0.10, 0.24]	



Heterogeneity: $\tau^2 = 0.00$, $I^2 = 10.57\%$, $H^2 = 1.12$

Test of $\theta_i = \theta_j$: $Q(3) = 2.54$, $p = 0.47$

Test of $\theta = 0$: $z = 4.71$, $p = 0.00$

Random-effects REML model