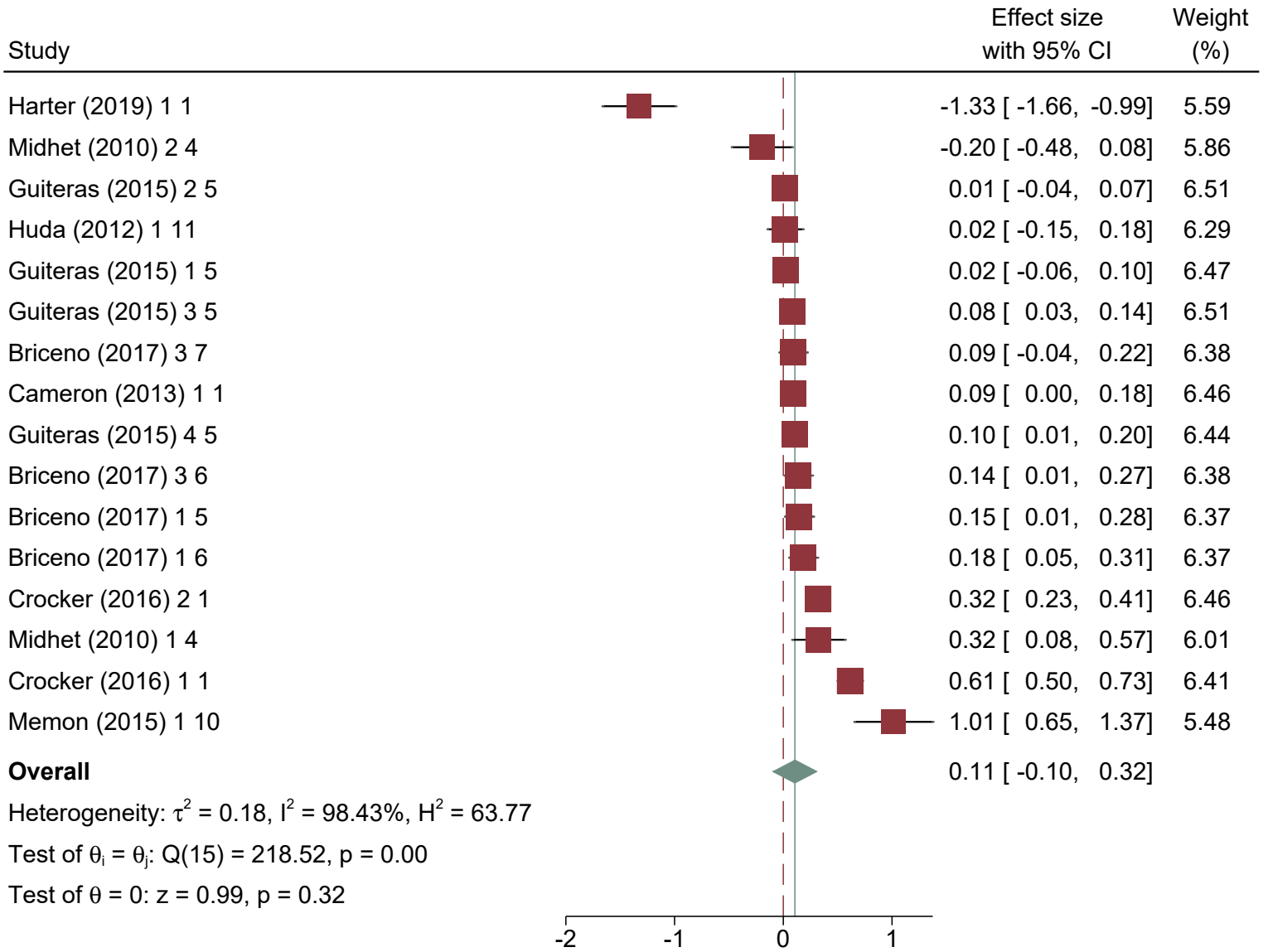Sample: Persuasion & Health seeking behaviour with social externalities