

**Table 1 Experiment messages**

<b>Message type</b>	<b>Tested message</b>
<b>Control group</b>	<b>N/A</b>
Experts	Both COVID-19 vaccines from Pfizer and Astra-Zeneca are considered safe and highly effective by national and international experts
Dynamic social norms	Residents of Saudi Arabia are getting vaccinated against COVID-19! More than 5 million have done it so far, with around 1 million just in the past 2 weeks alone. Help us reach herd immunity!
Safety	COVID-19 vaccines are safe, there have been no reported hospitalizations in Saudi Arabia due to vaccinations compared to 7000 deaths due to COVID-19
Efficacy and pro-social	The latest studies from around the world confirm that the COVID-19 vaccines protect you, your friends, and family from COVID-19 by reducing hospitalizations and death to near 0%