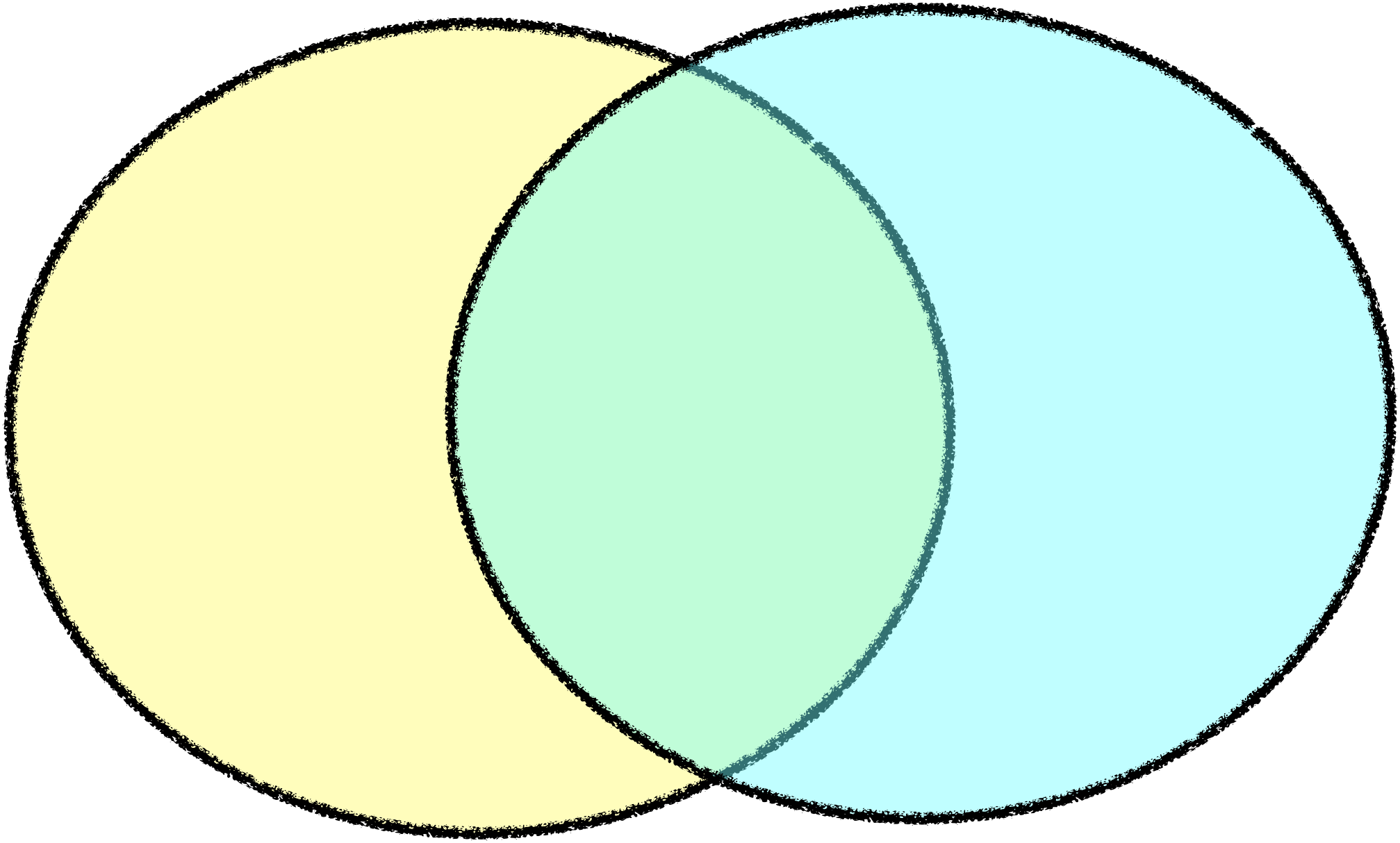Comparing Ideas