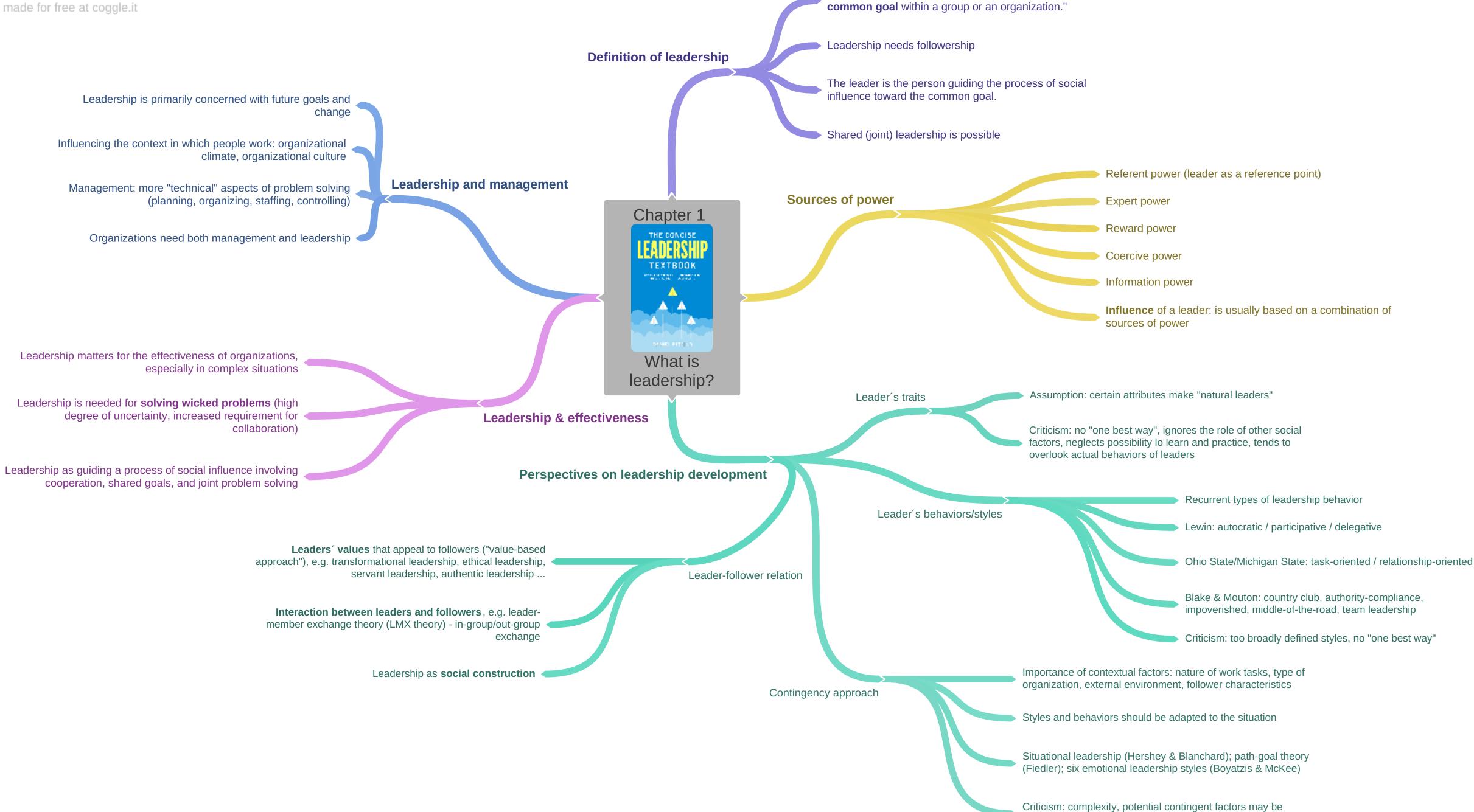
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"A process of social influence aimed at reaching a