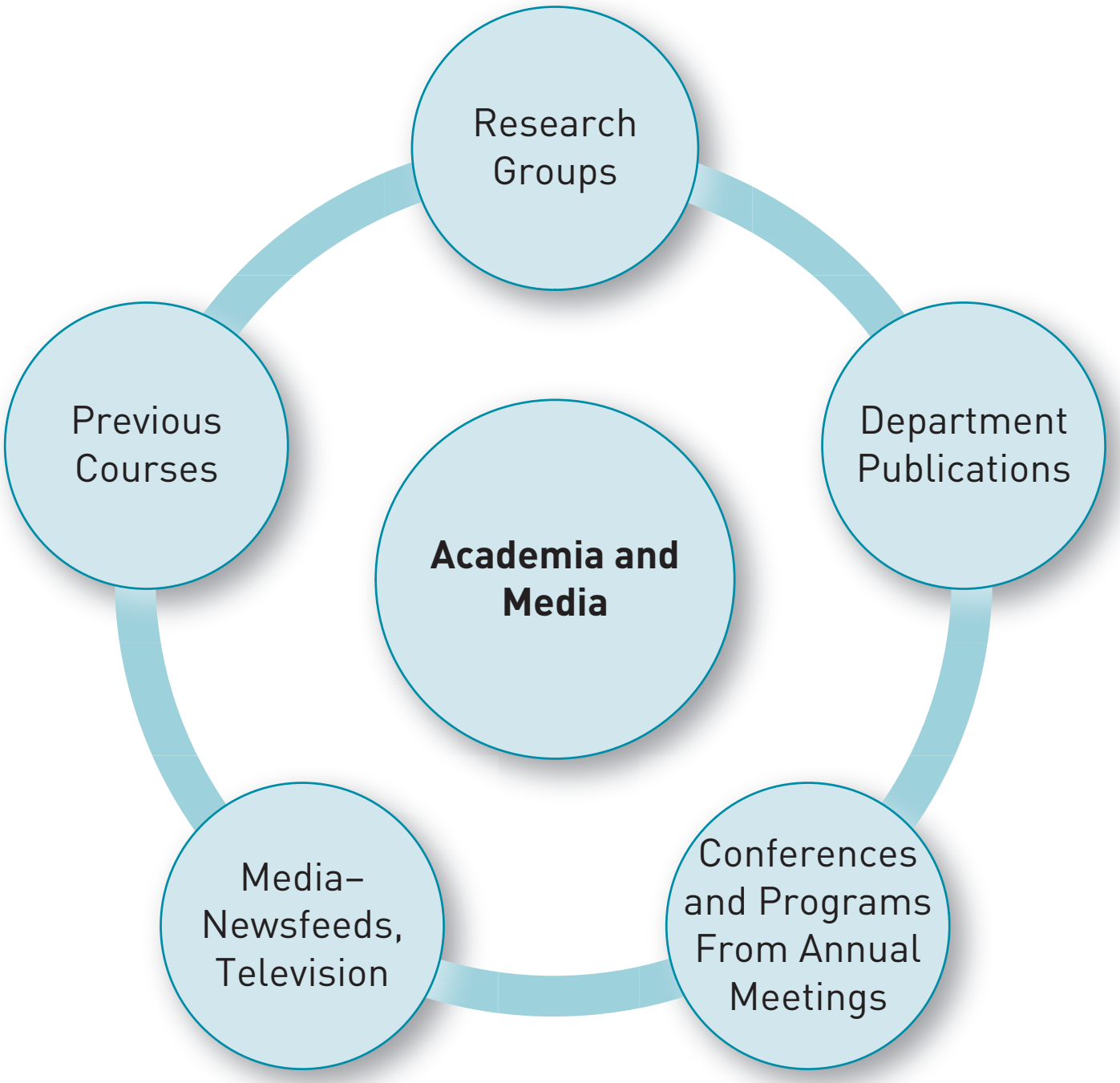FIGURE 2.4 Sources: Academia and Media