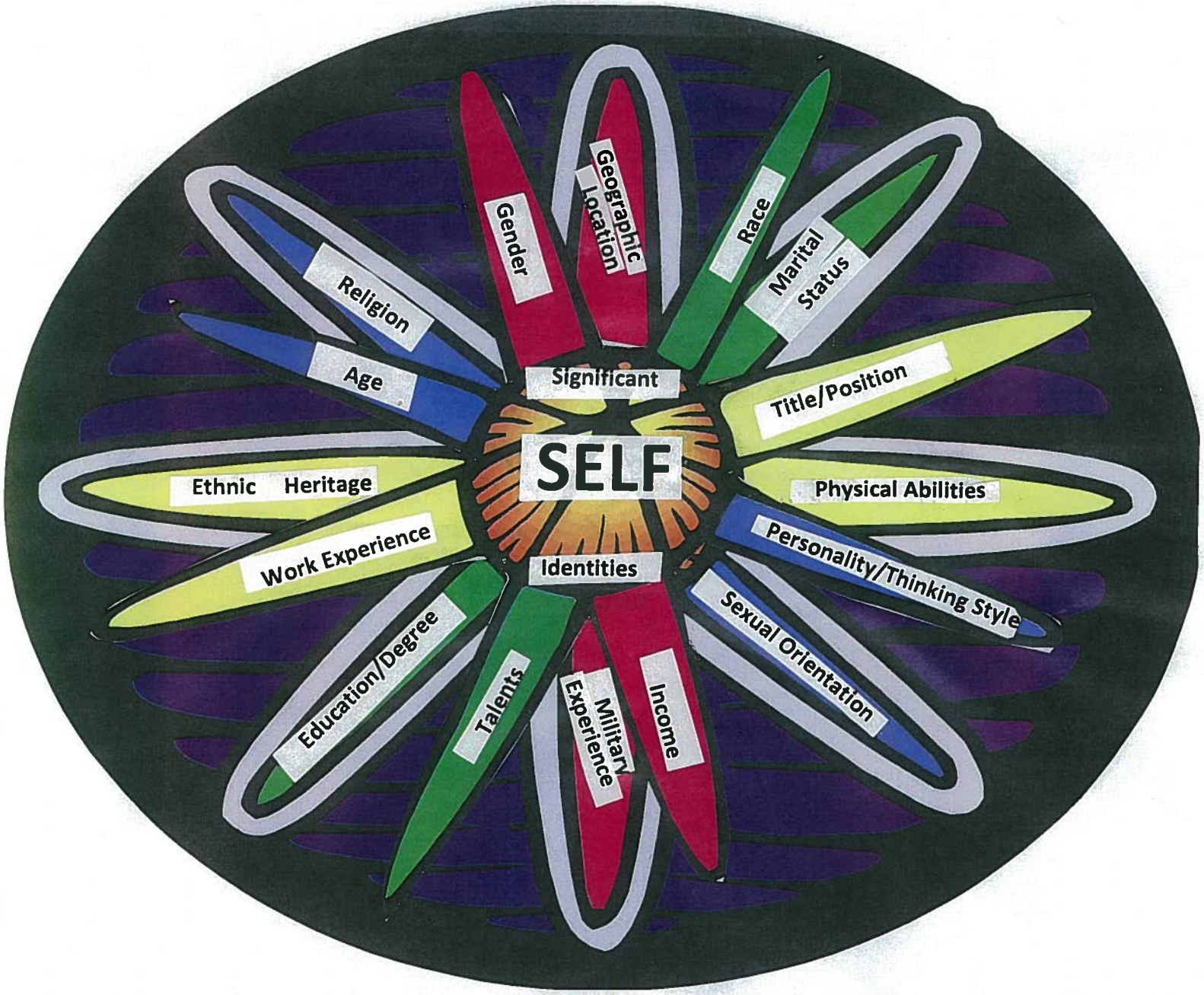Diversity Matters