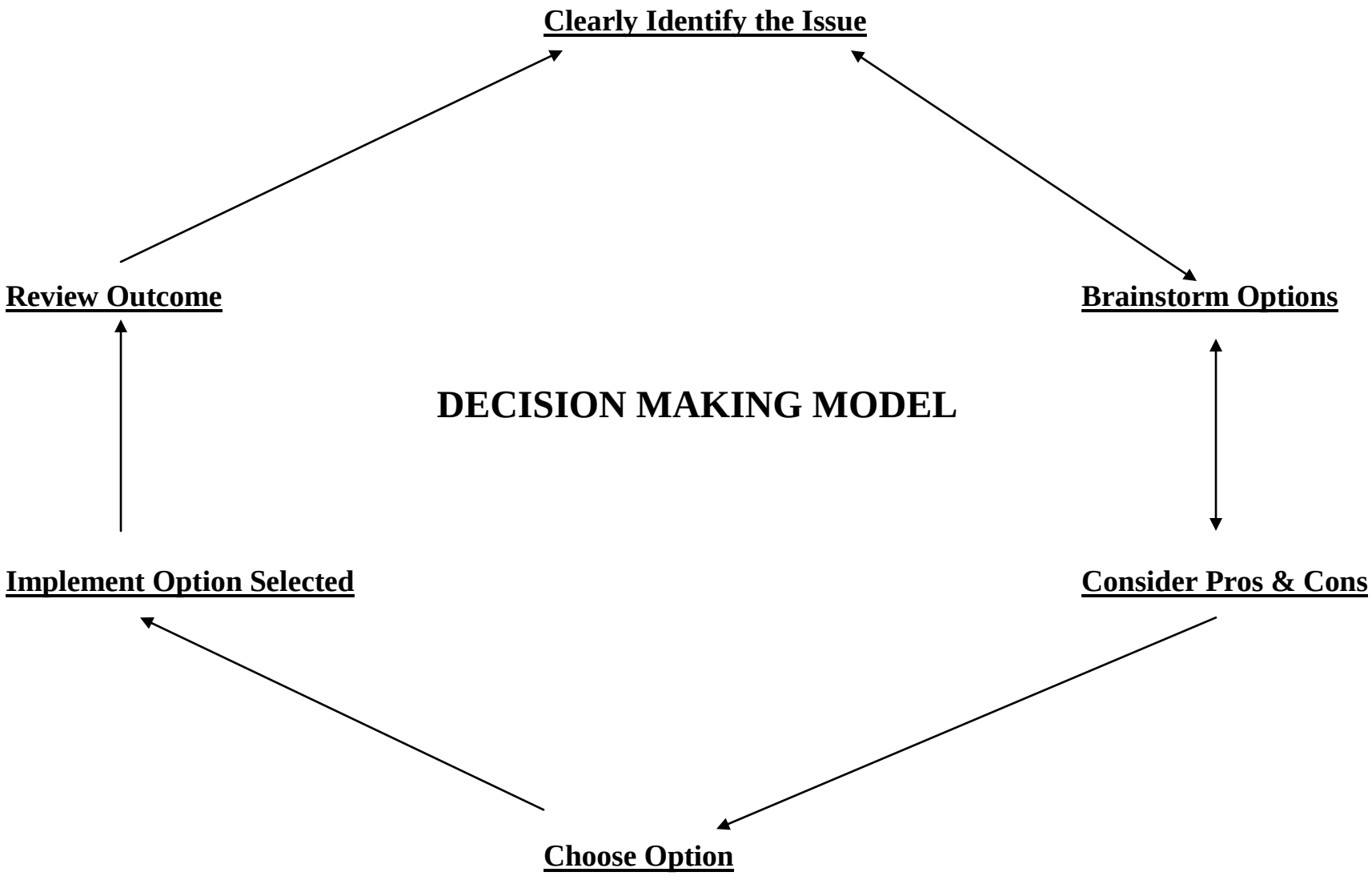DECISION MAKING MODEL