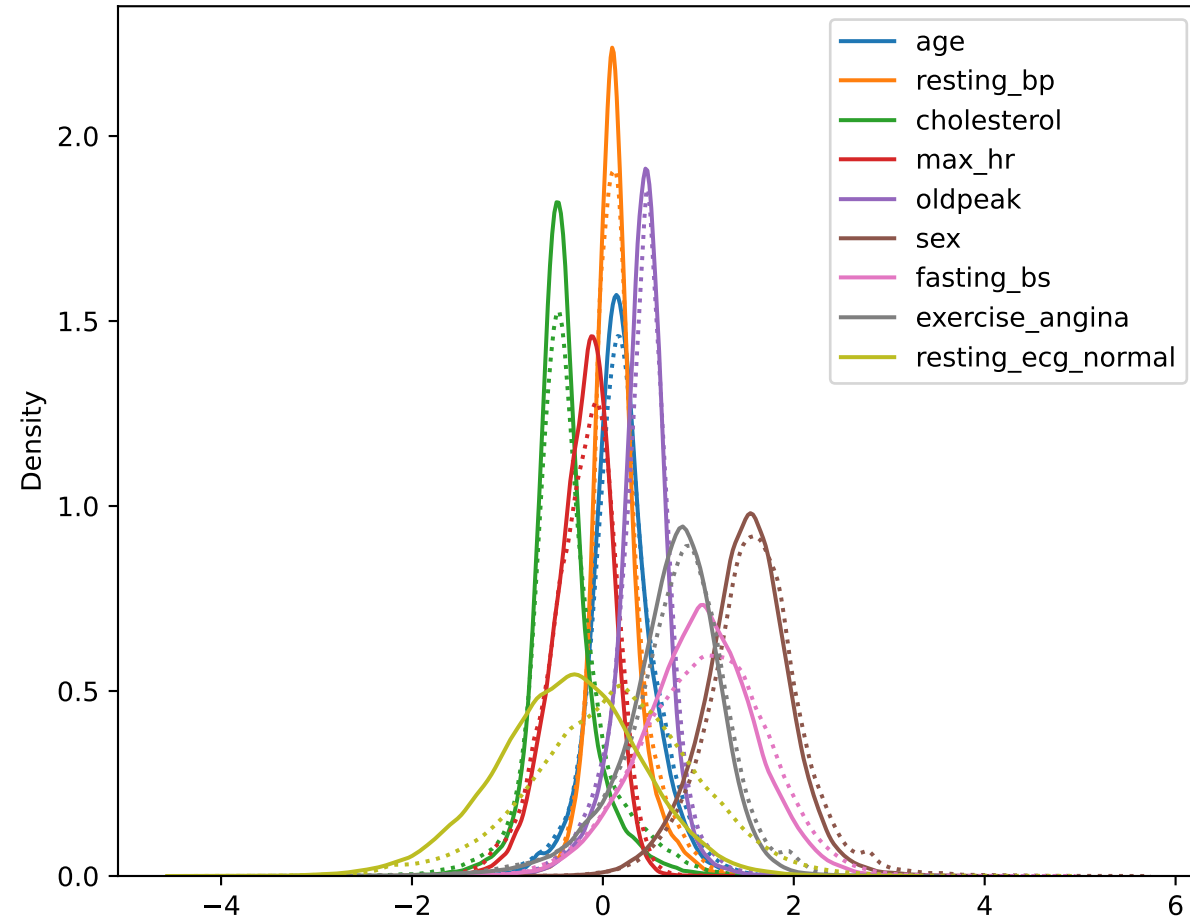Hierarchical model prior sensitivity