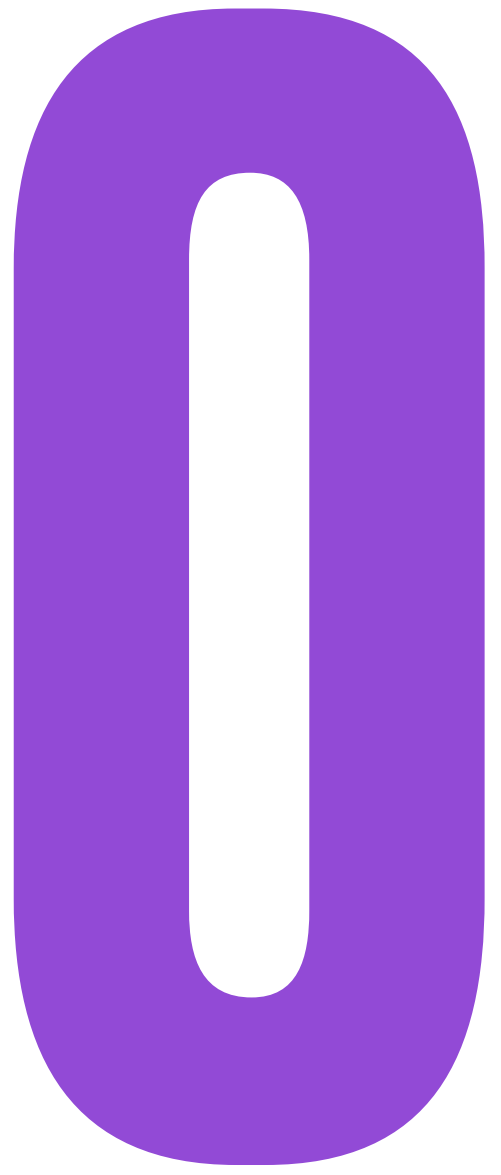

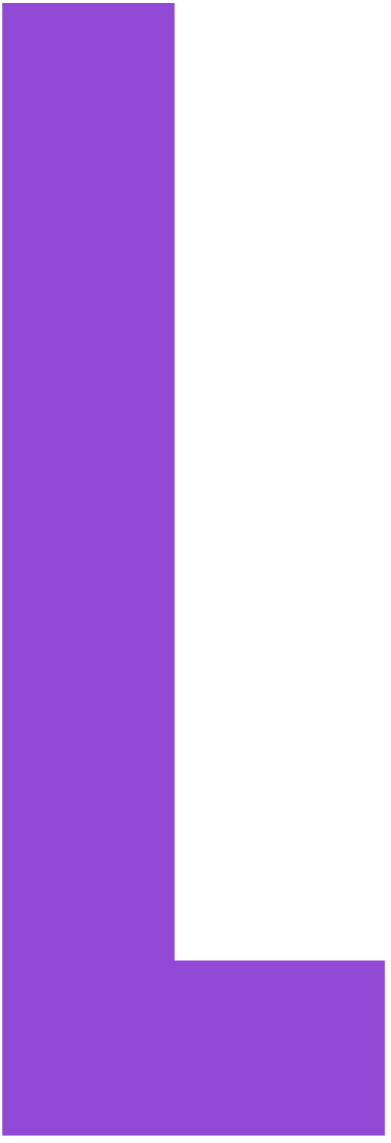

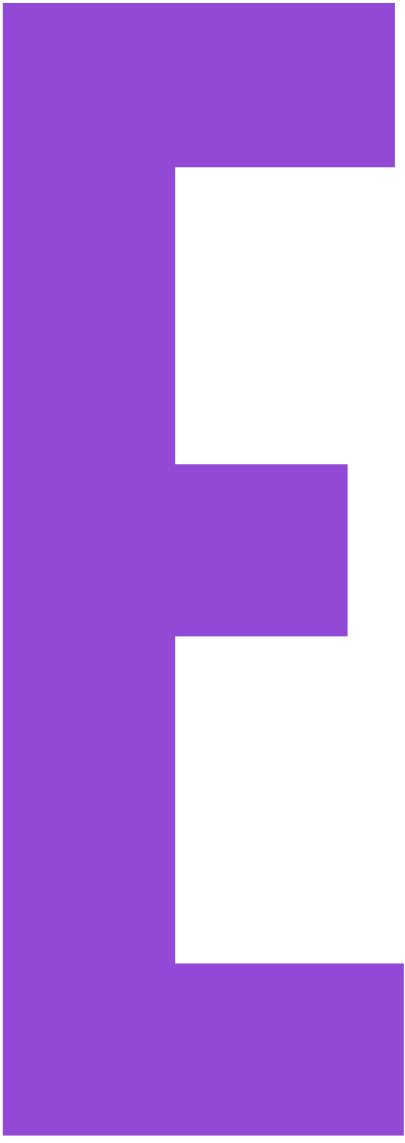

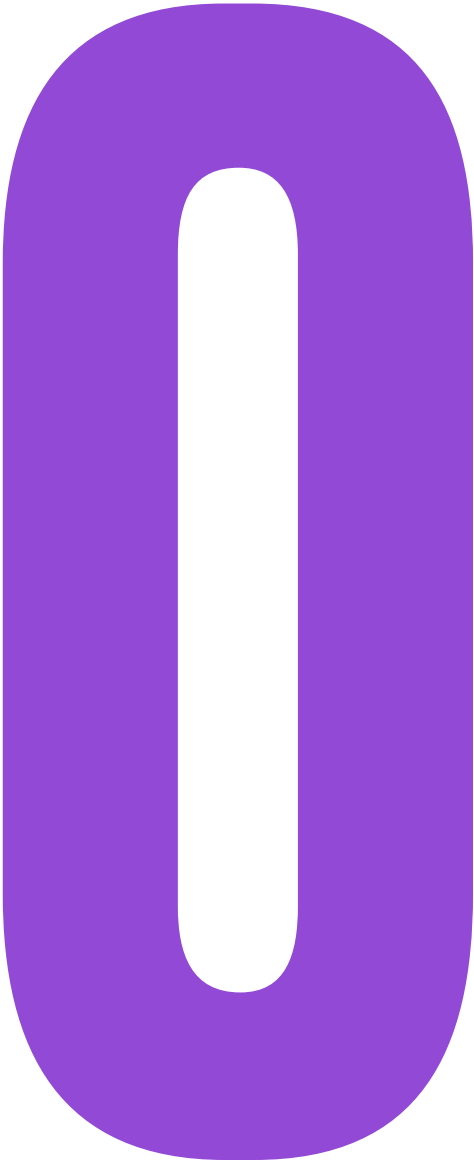

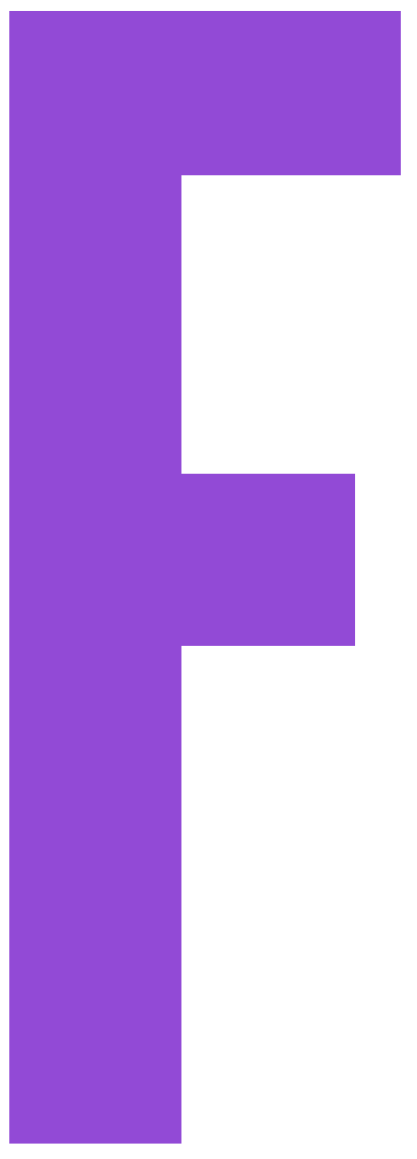

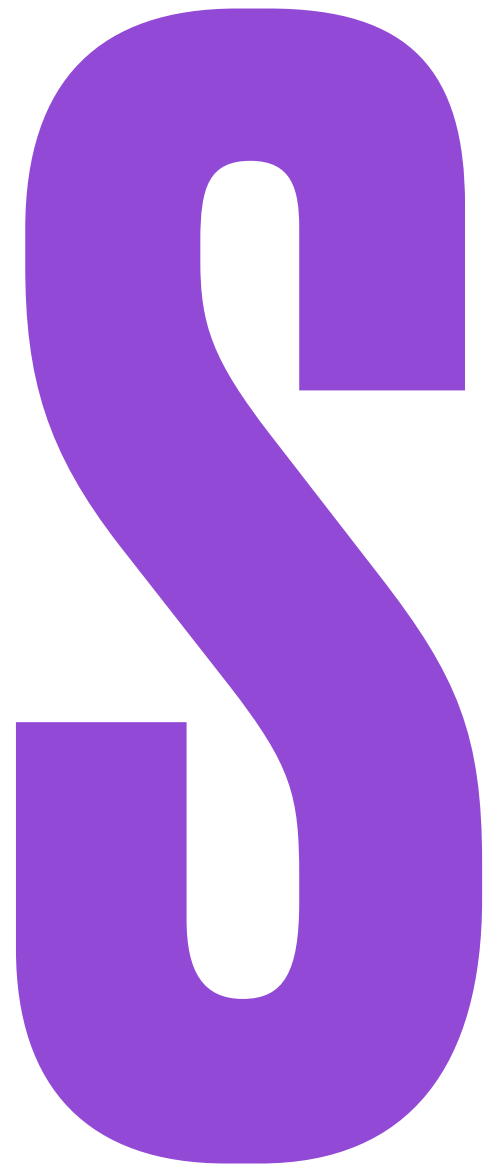

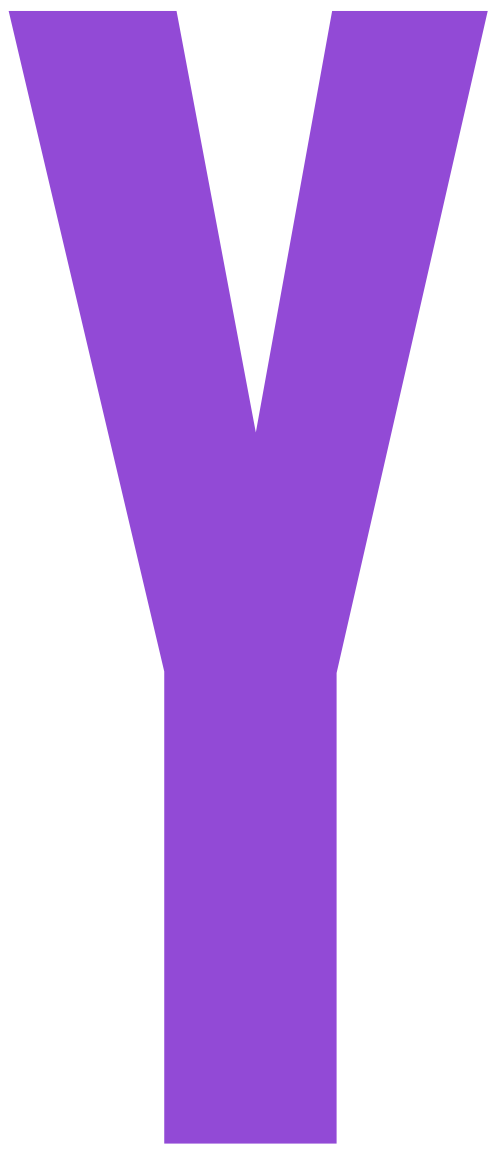

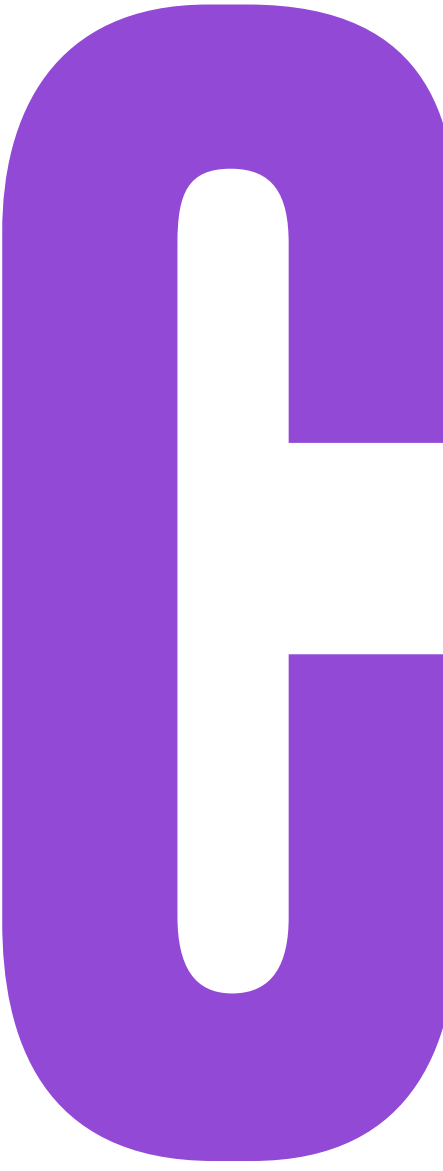

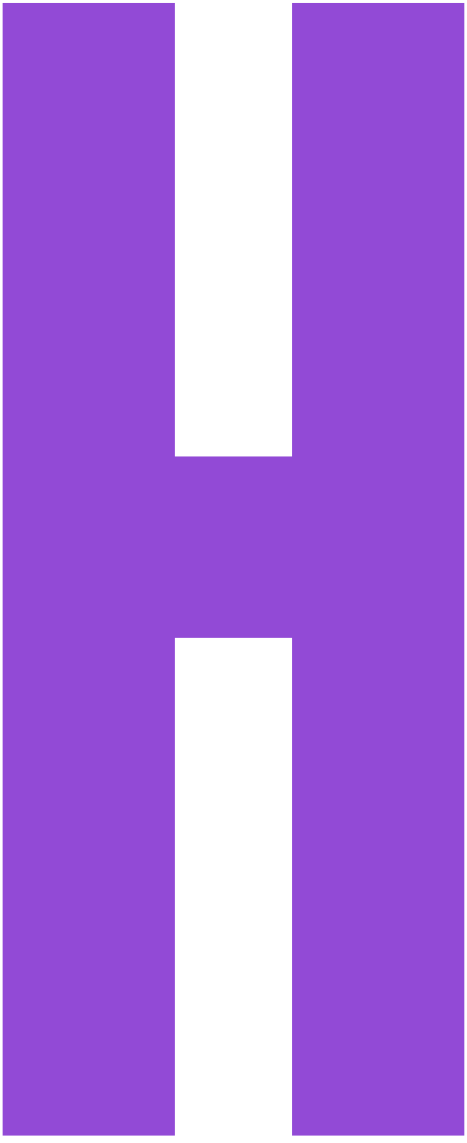

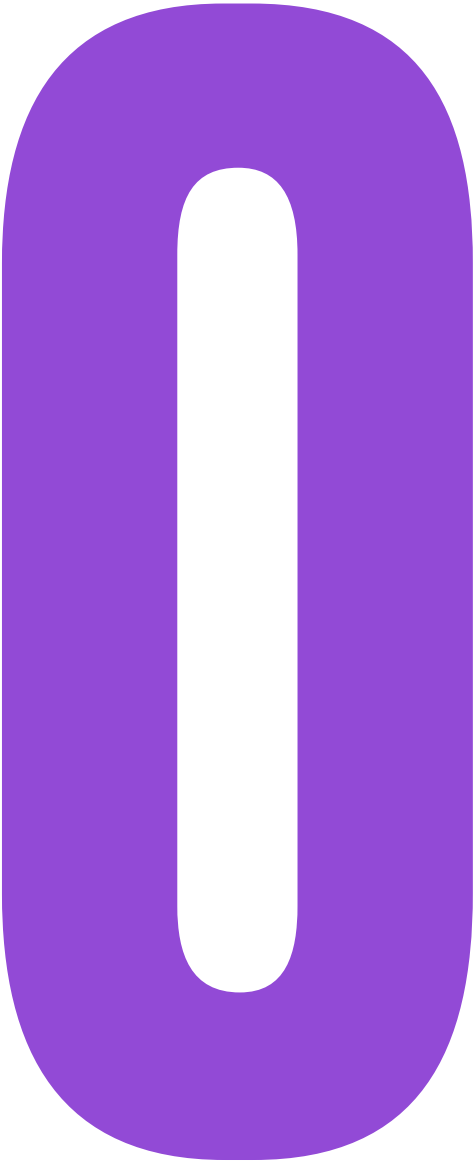

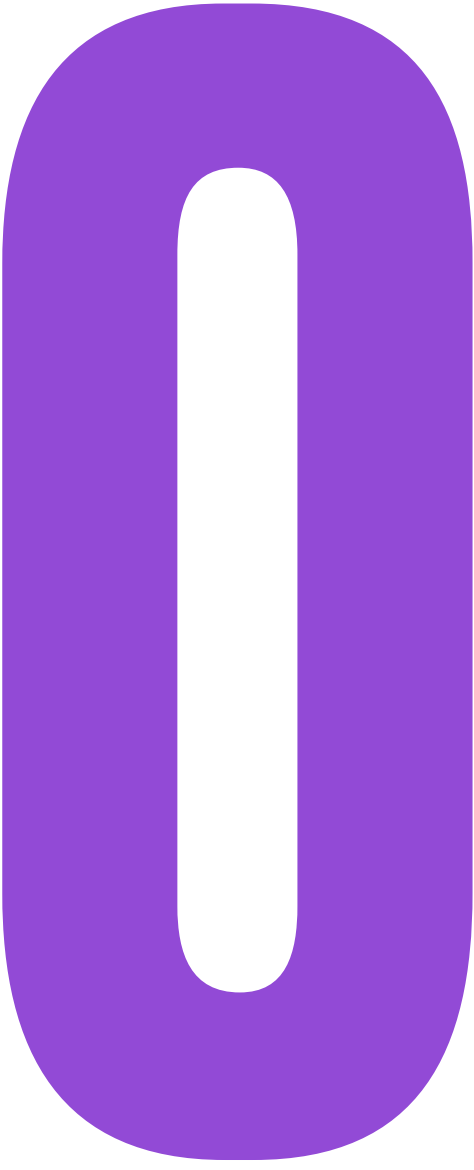

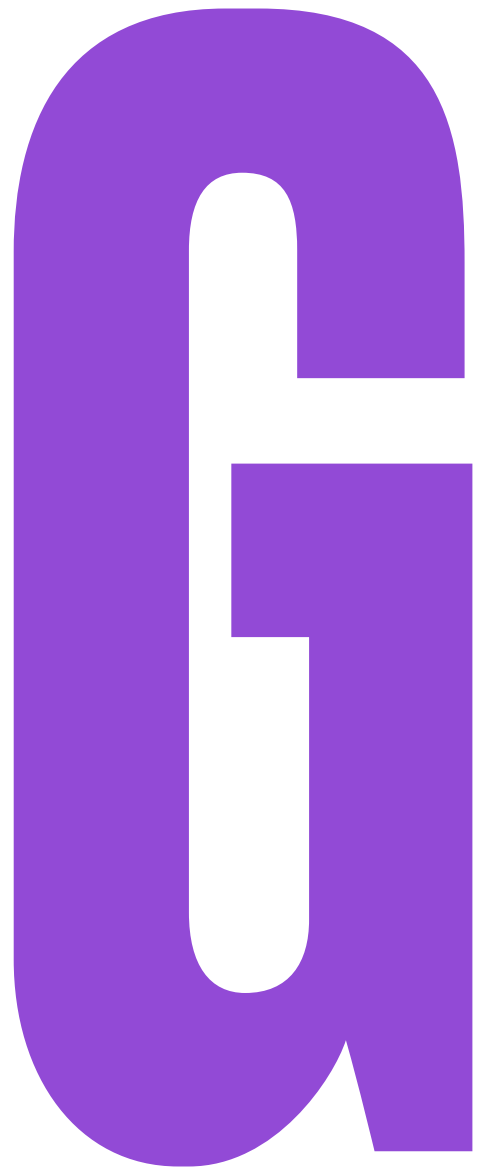

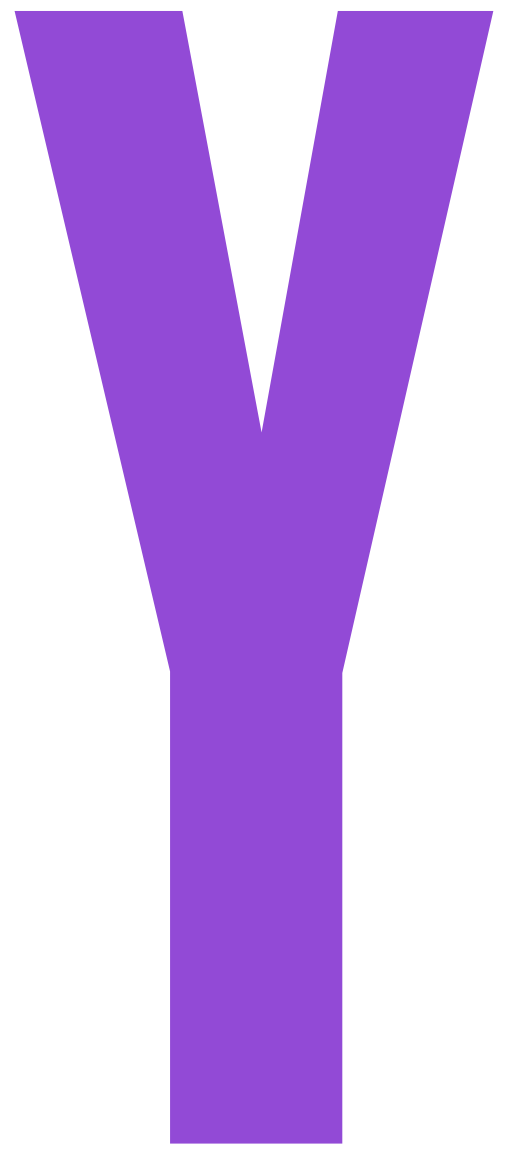

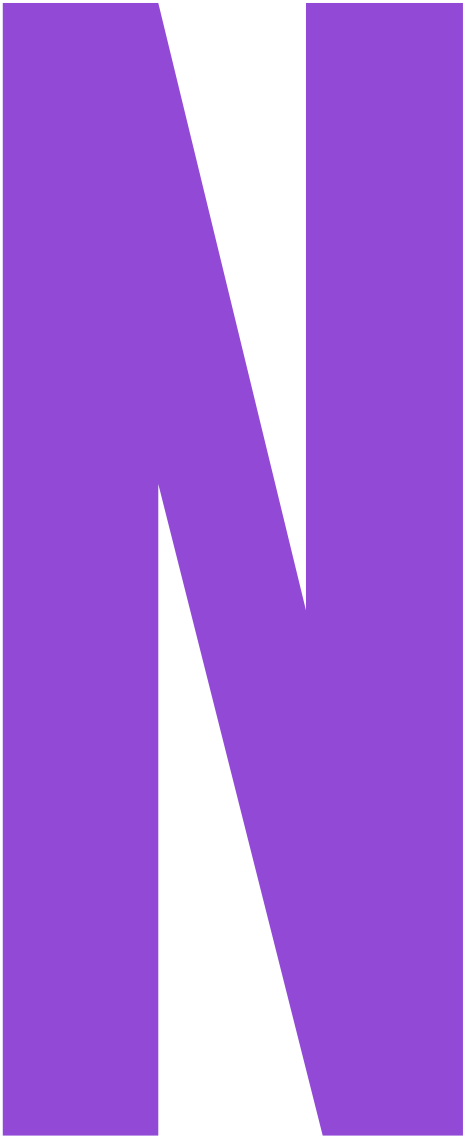

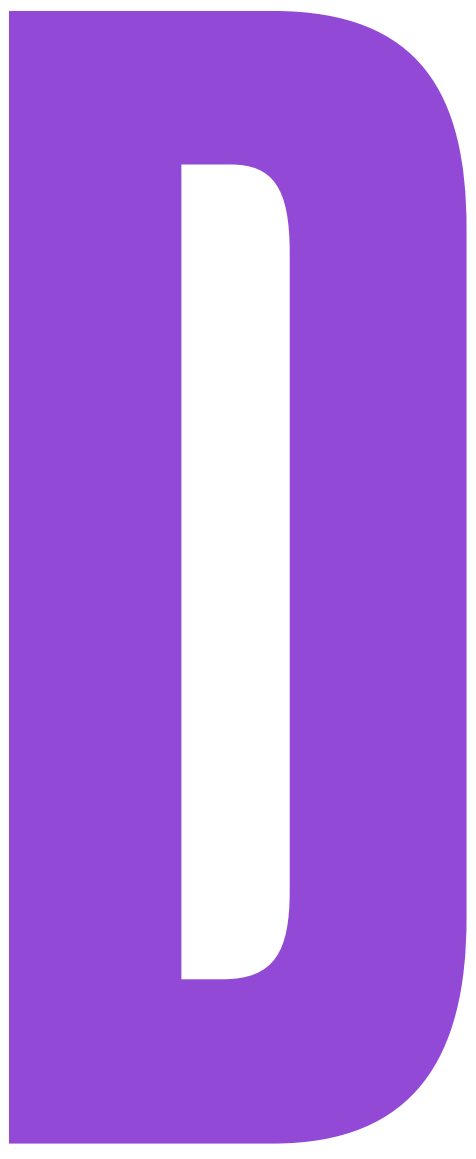

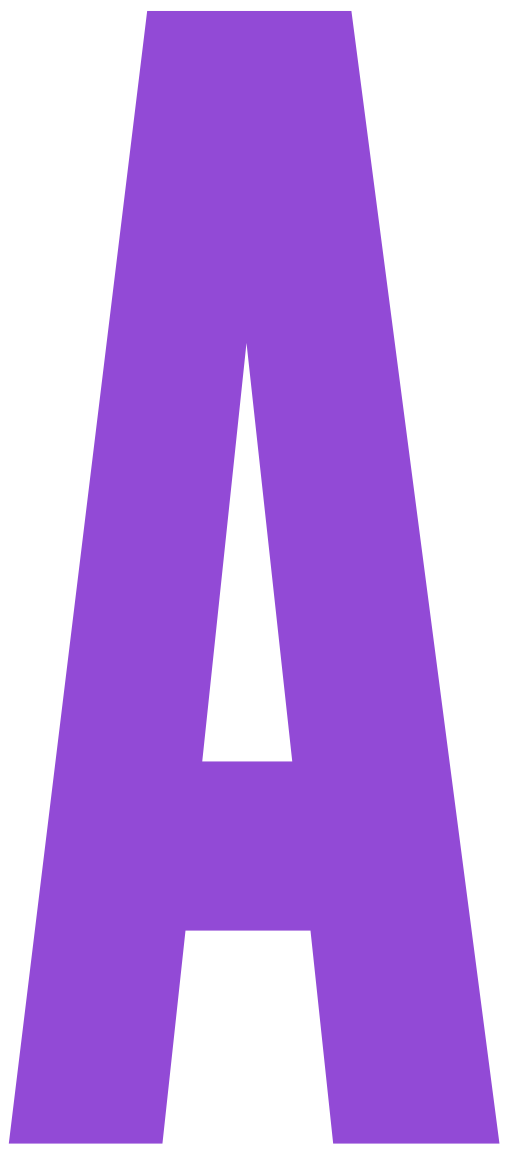

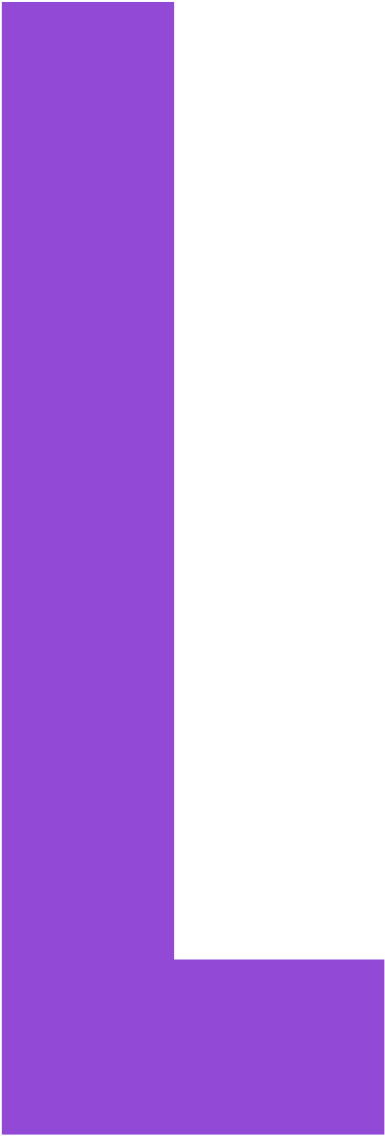

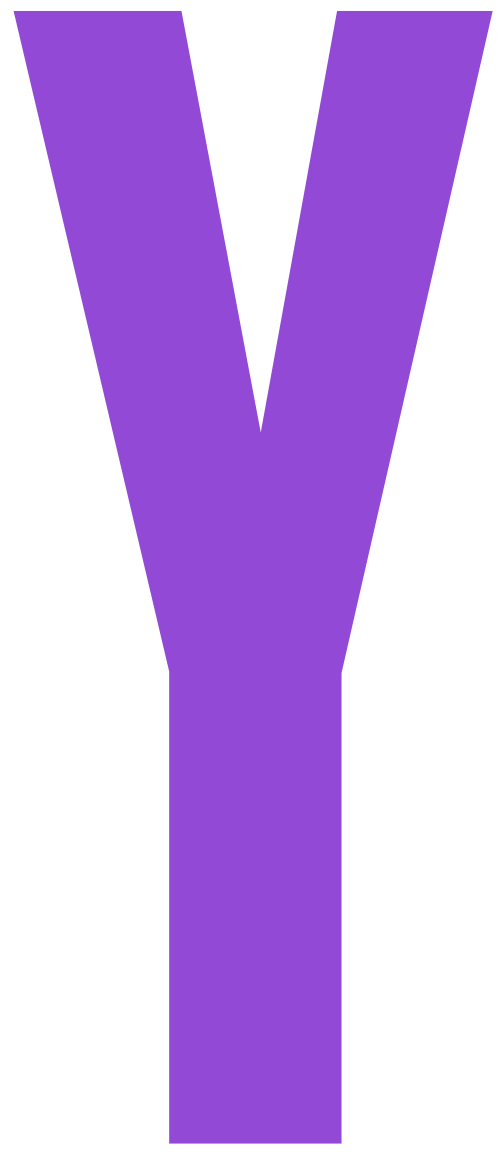
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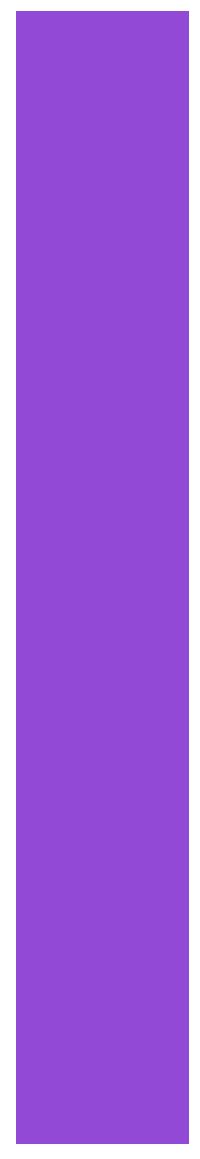

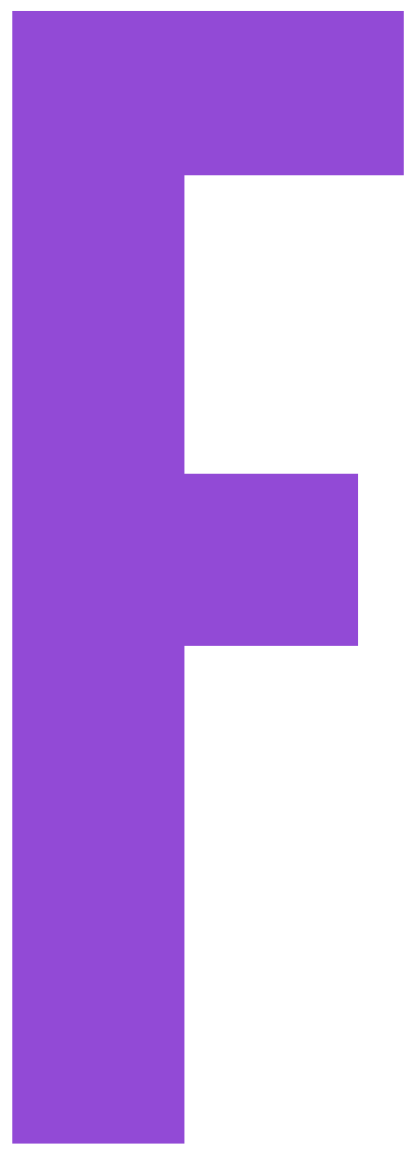

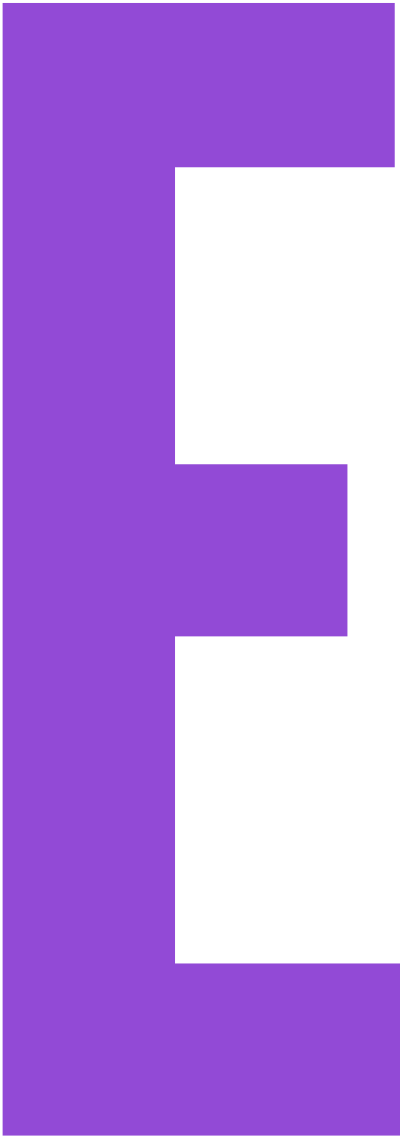

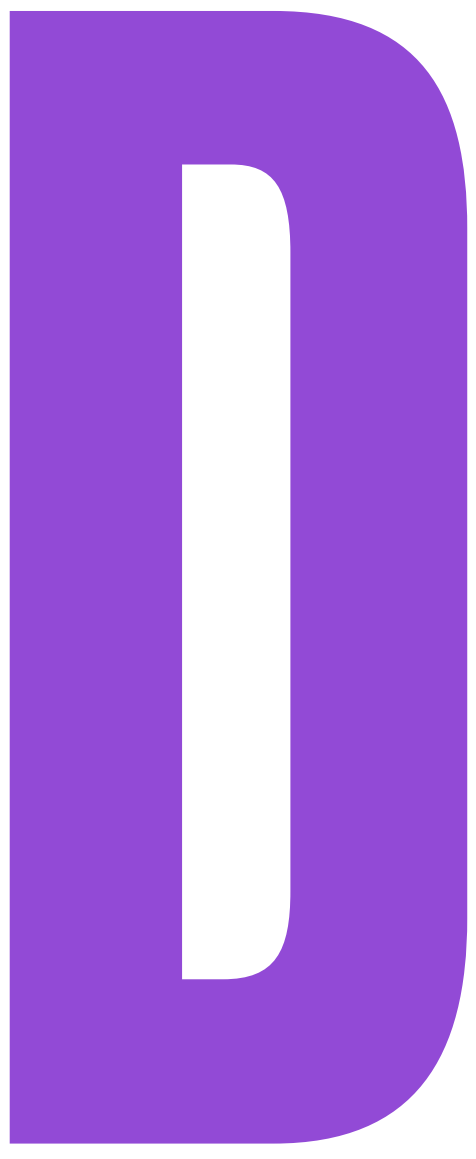

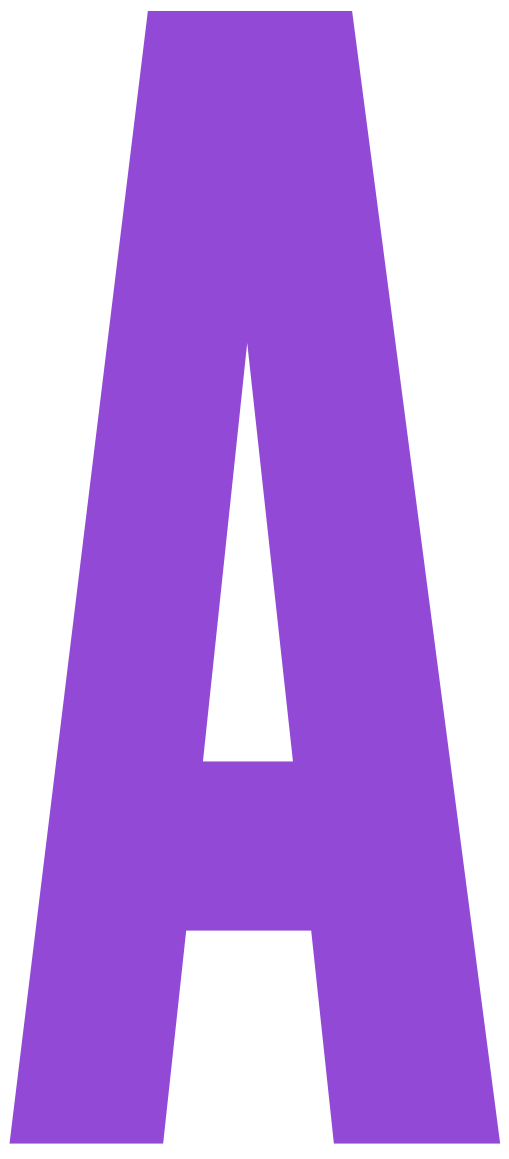
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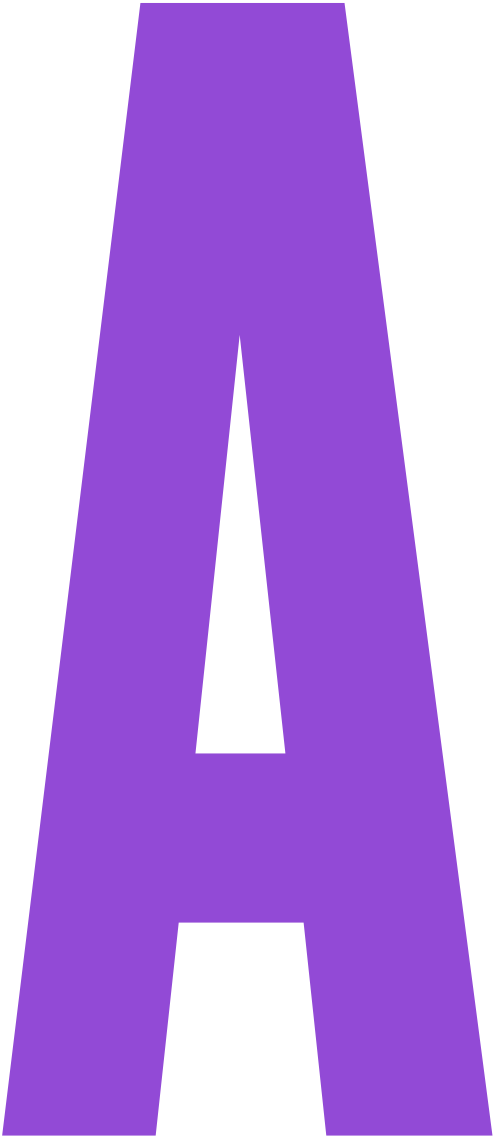

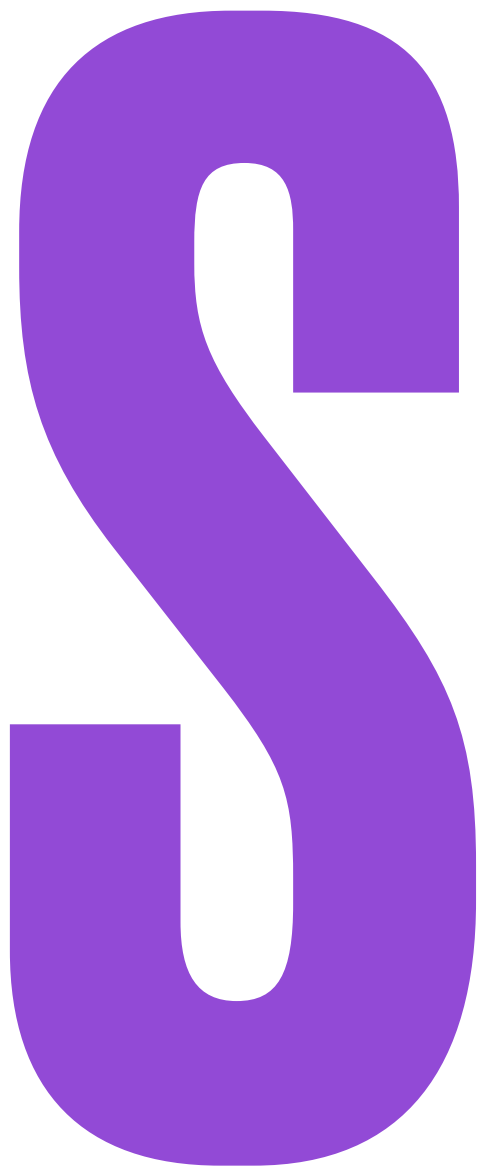

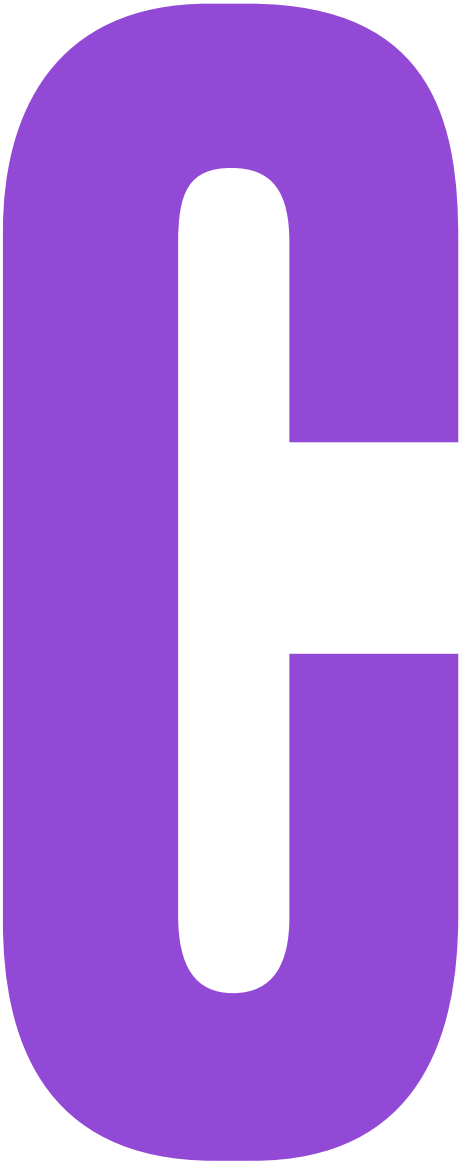

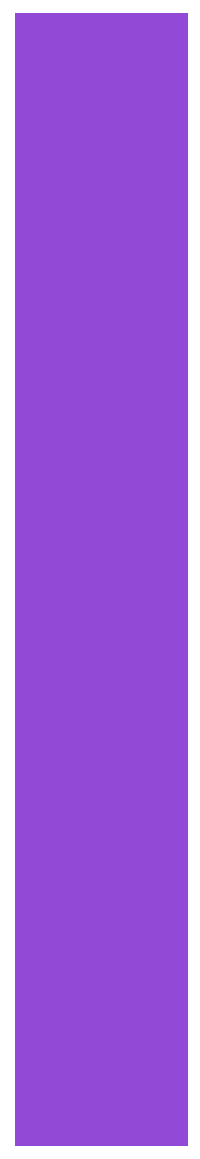

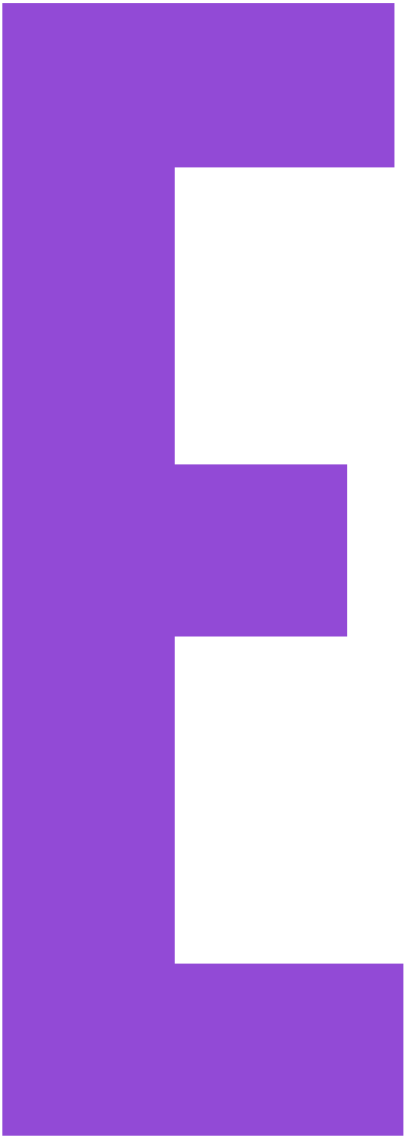

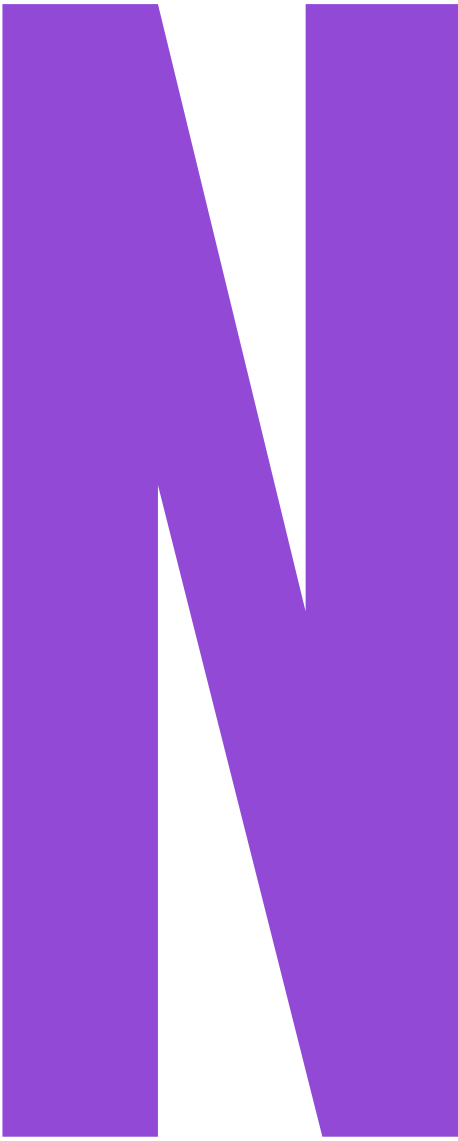

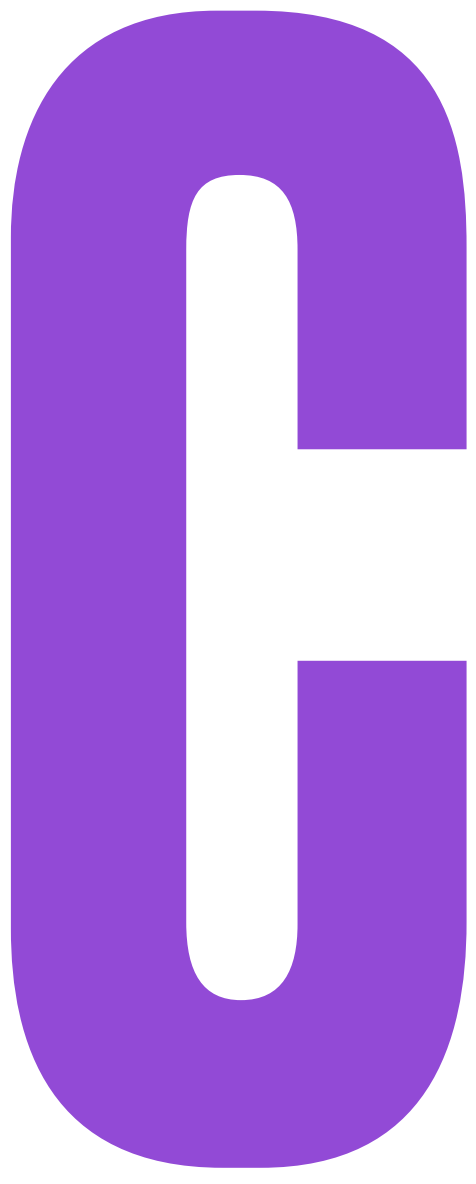

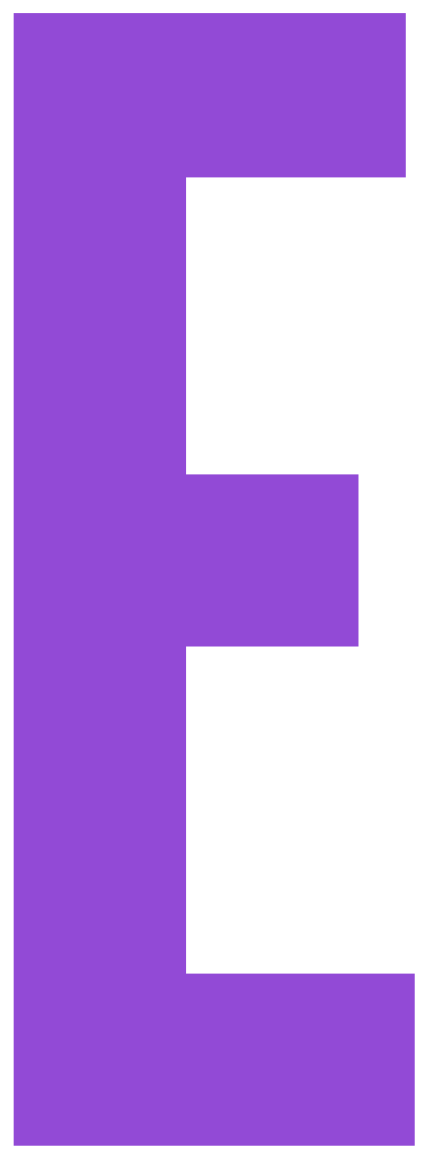

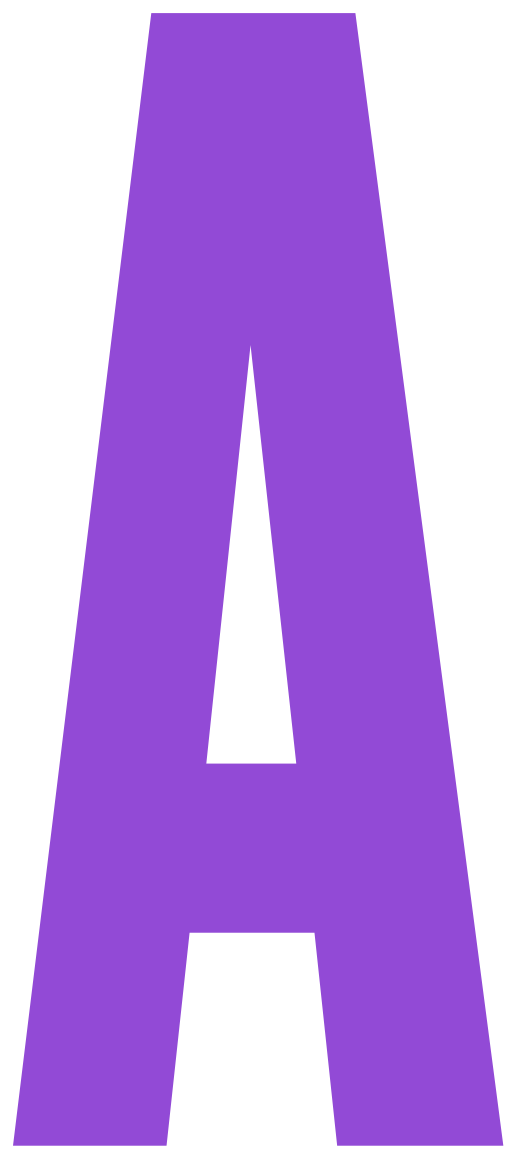
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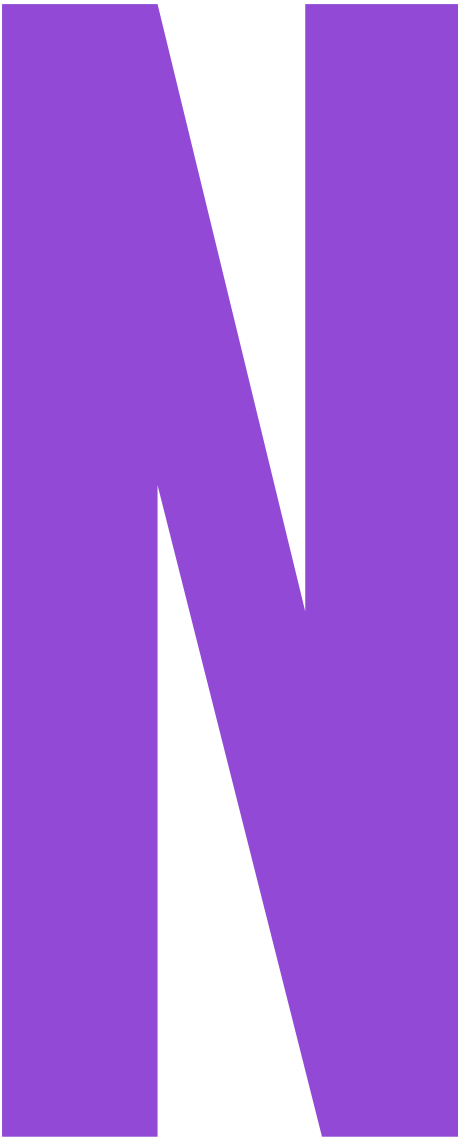

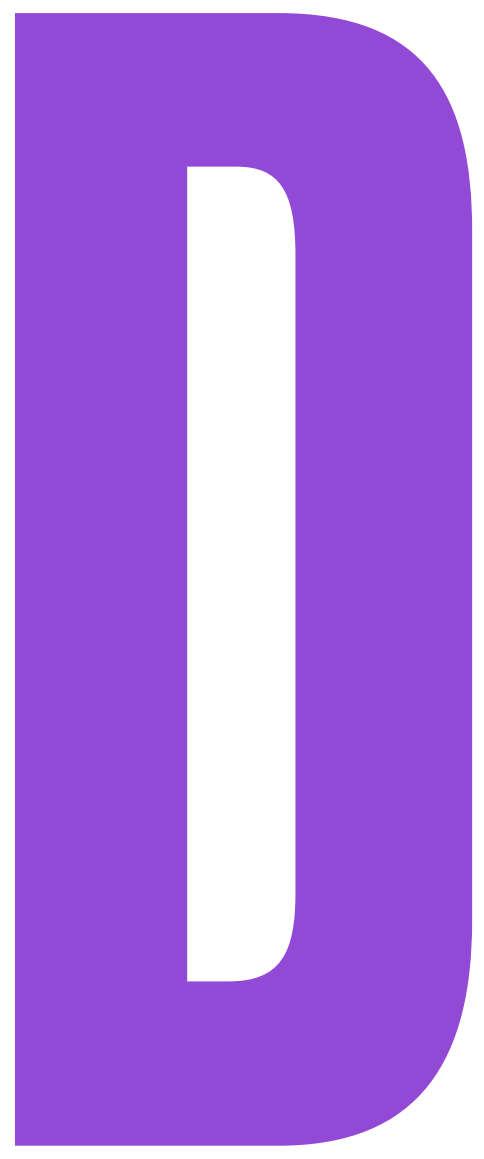

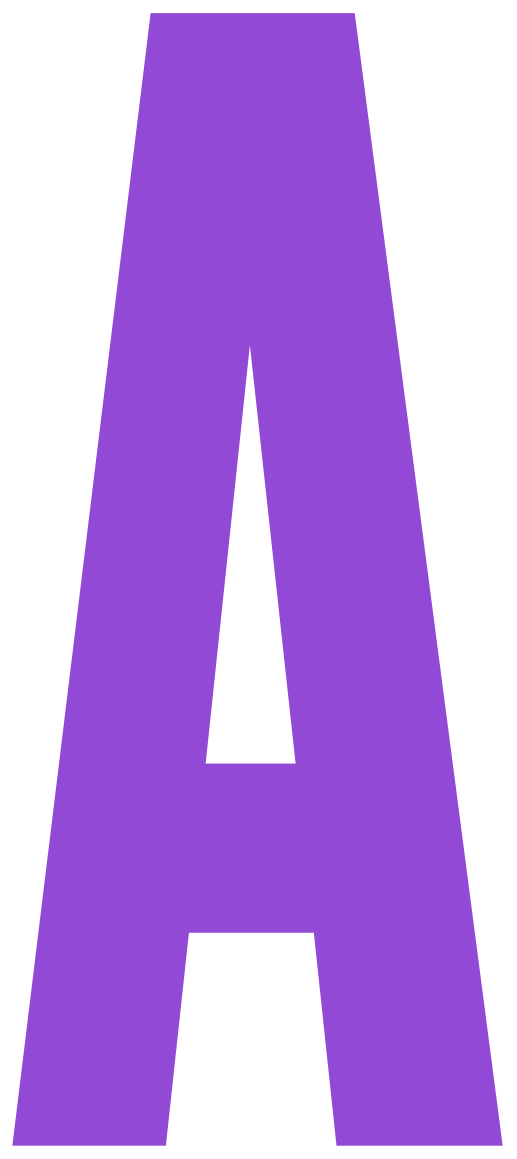
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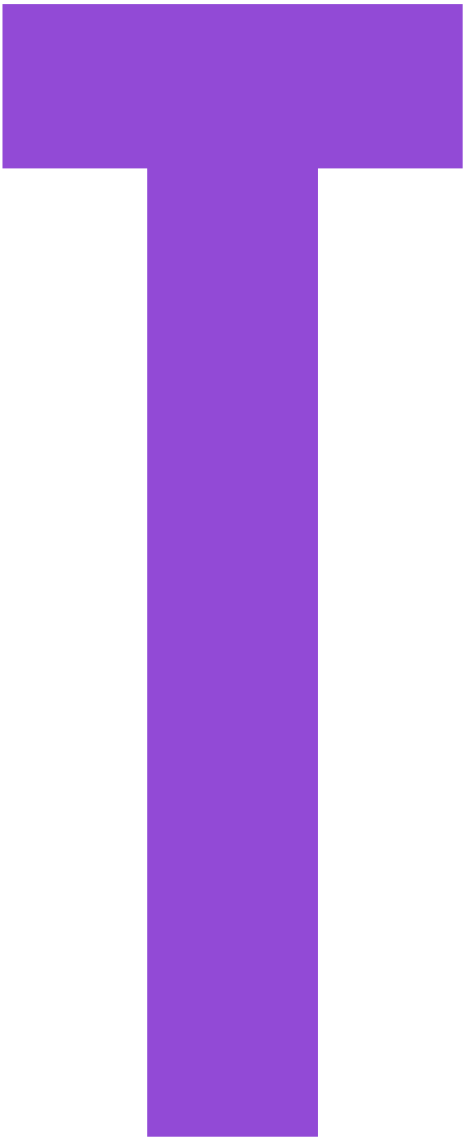

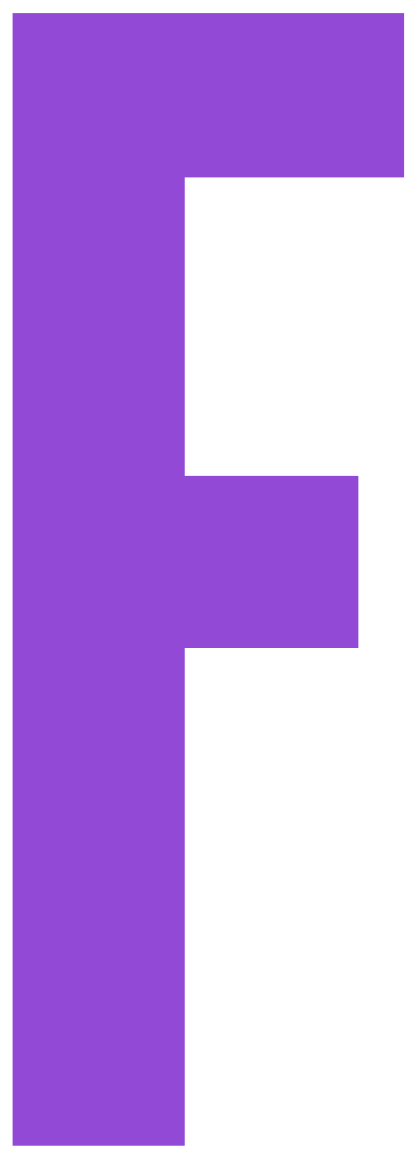

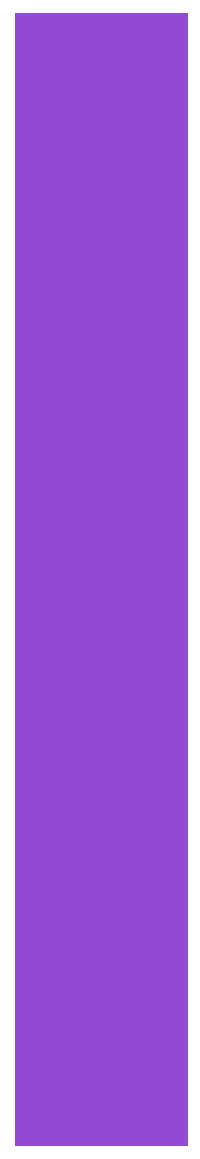

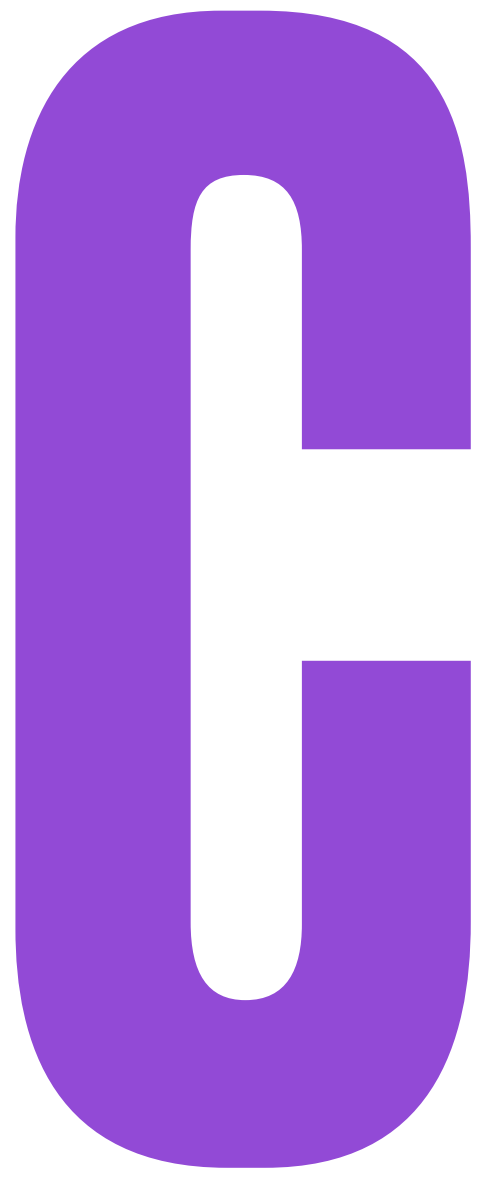

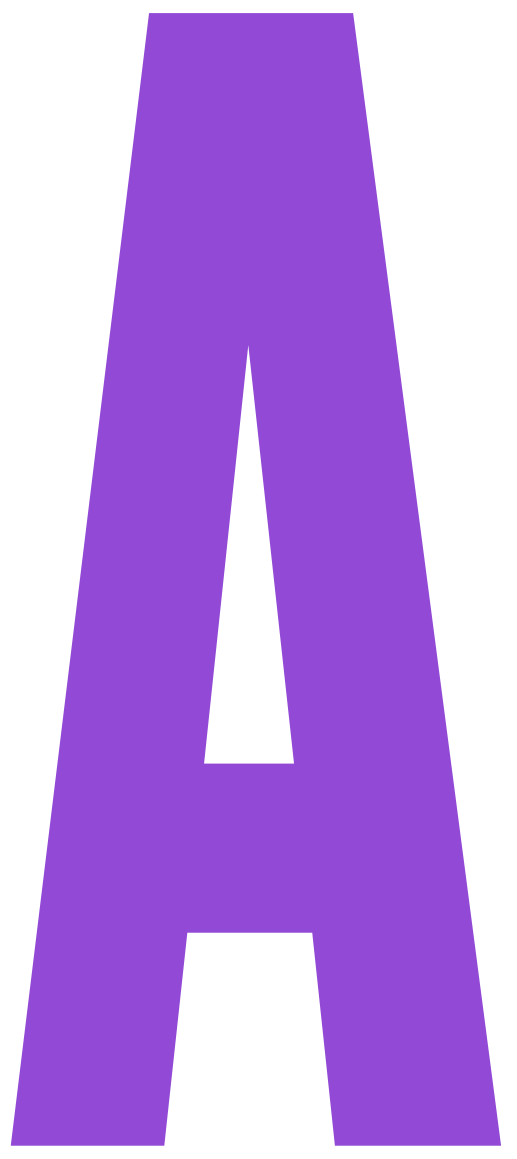
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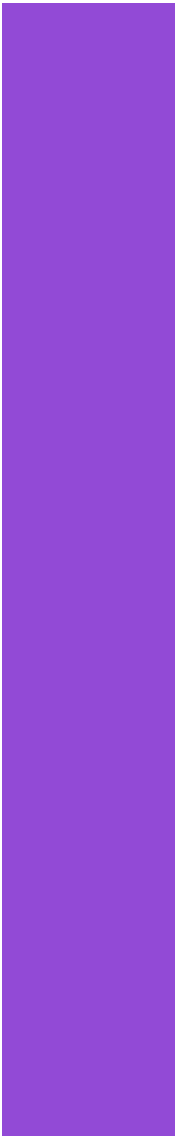

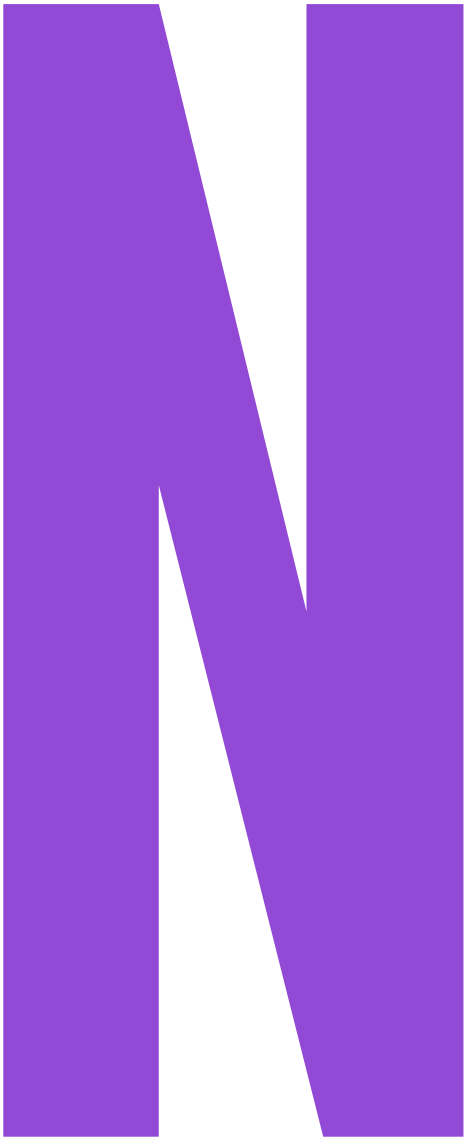

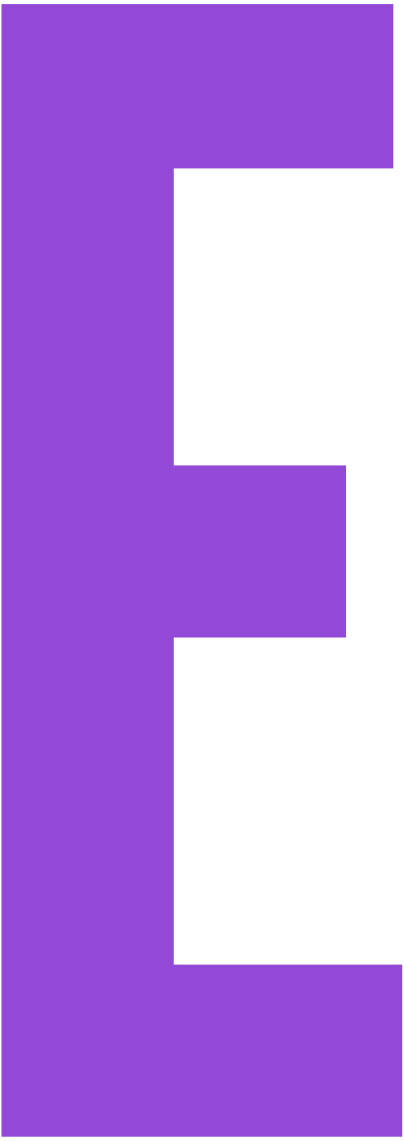

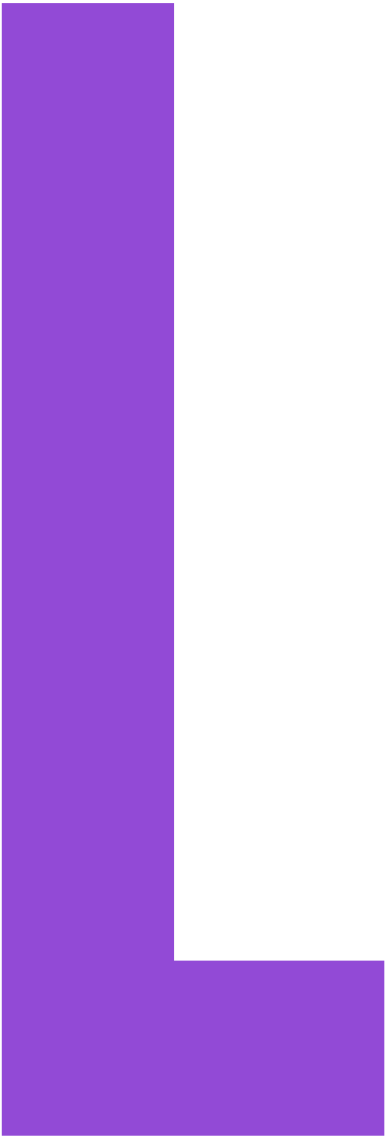

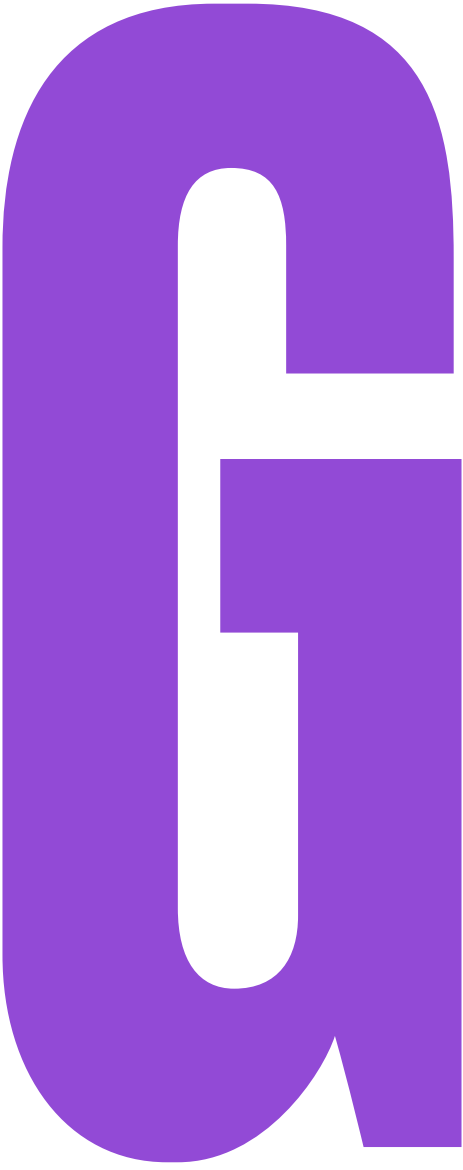

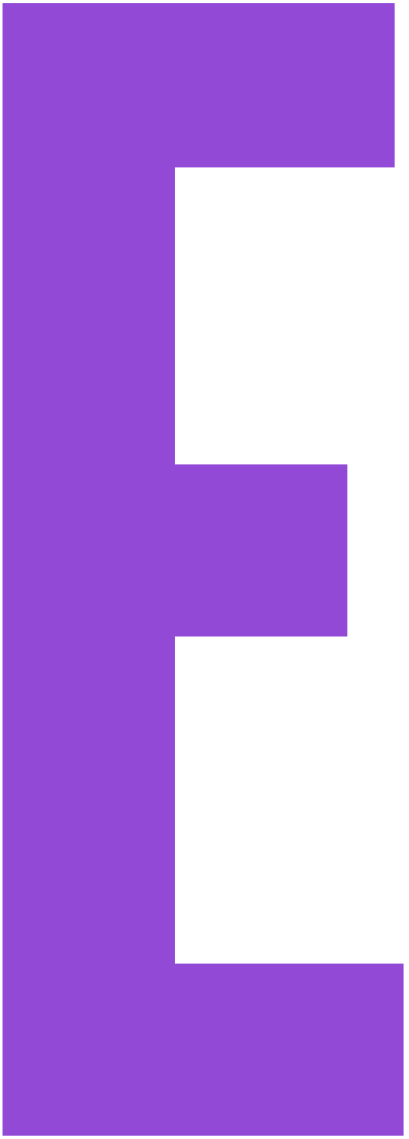

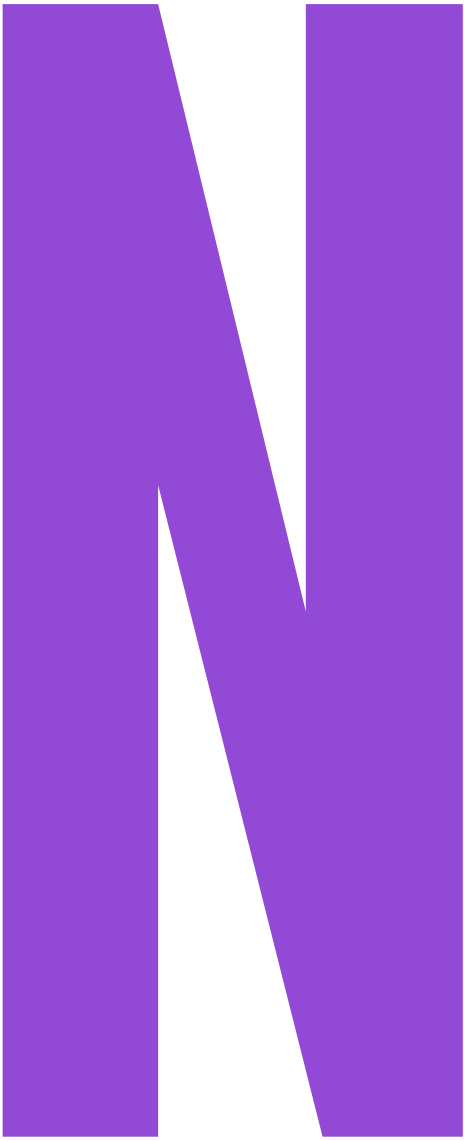

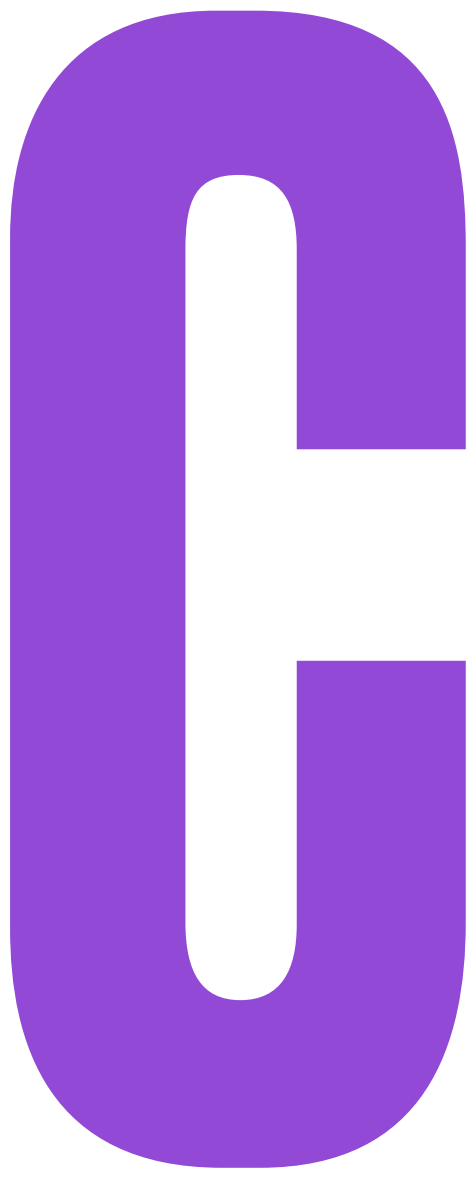

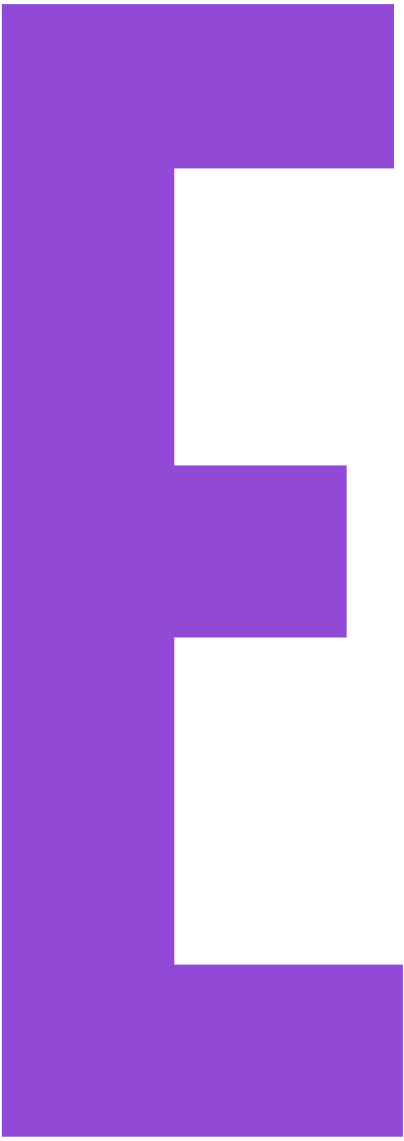

ROLE OF PSYCHOLOGY IN DAILY LIFE DATA SCIENCE AND ARTIFICIAL INTELLIGENCE