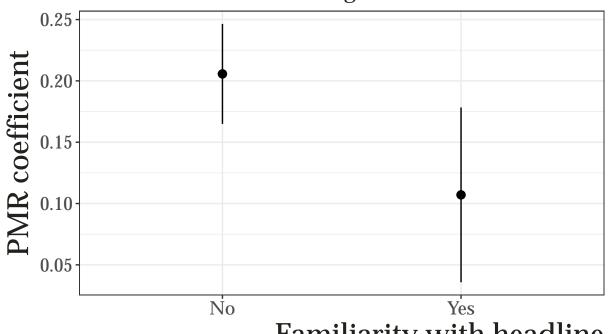
PMR by prior familiarity

False headlines w/o warning labels



Familiarity with headline