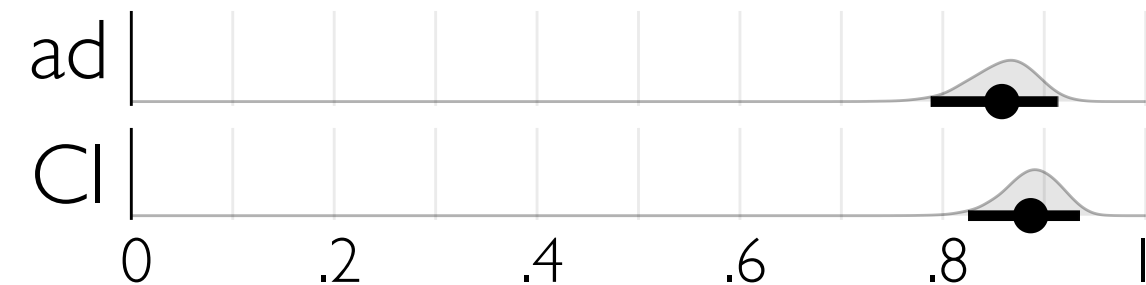
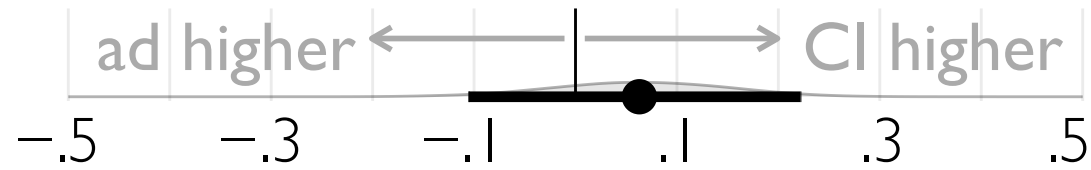


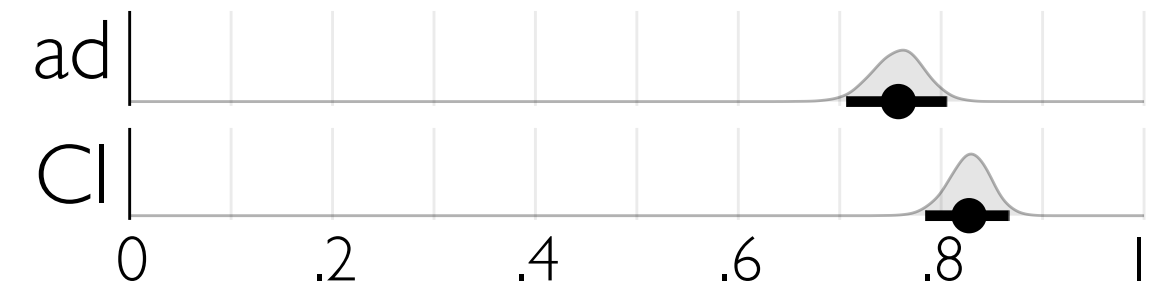
Credibility



RQ1.1: Difference between CI and ad



Engagement



Difference between CI and ad

