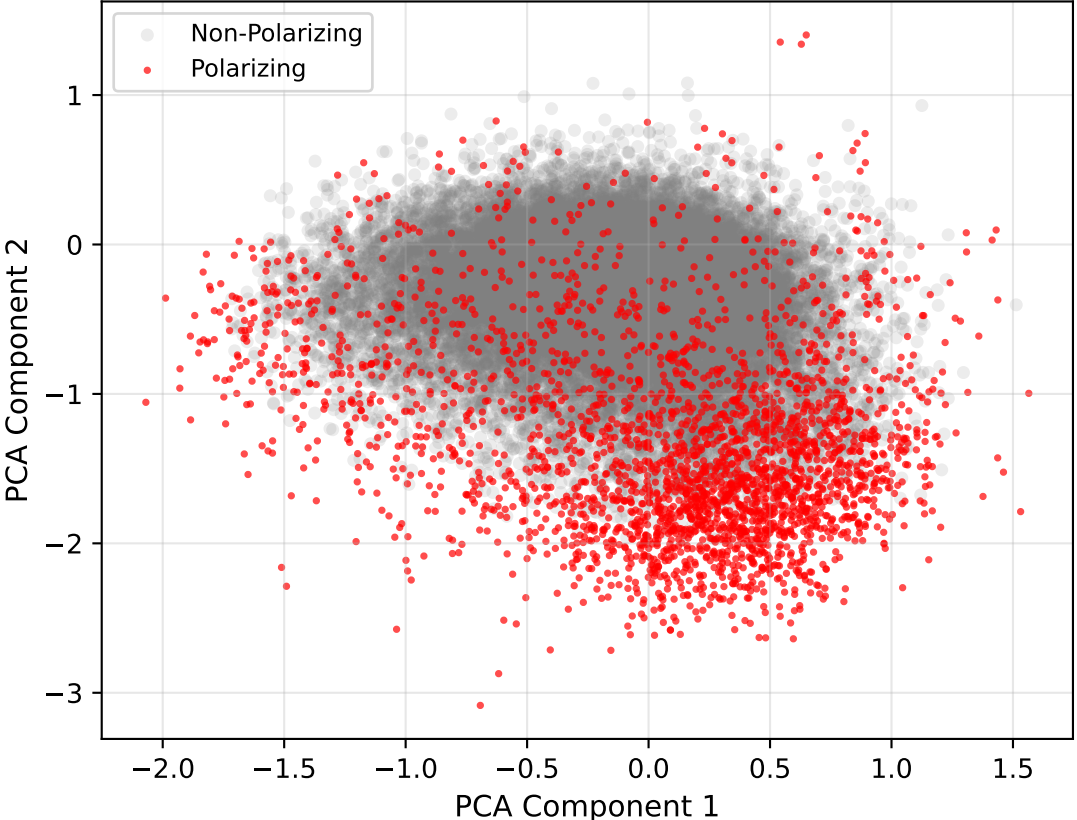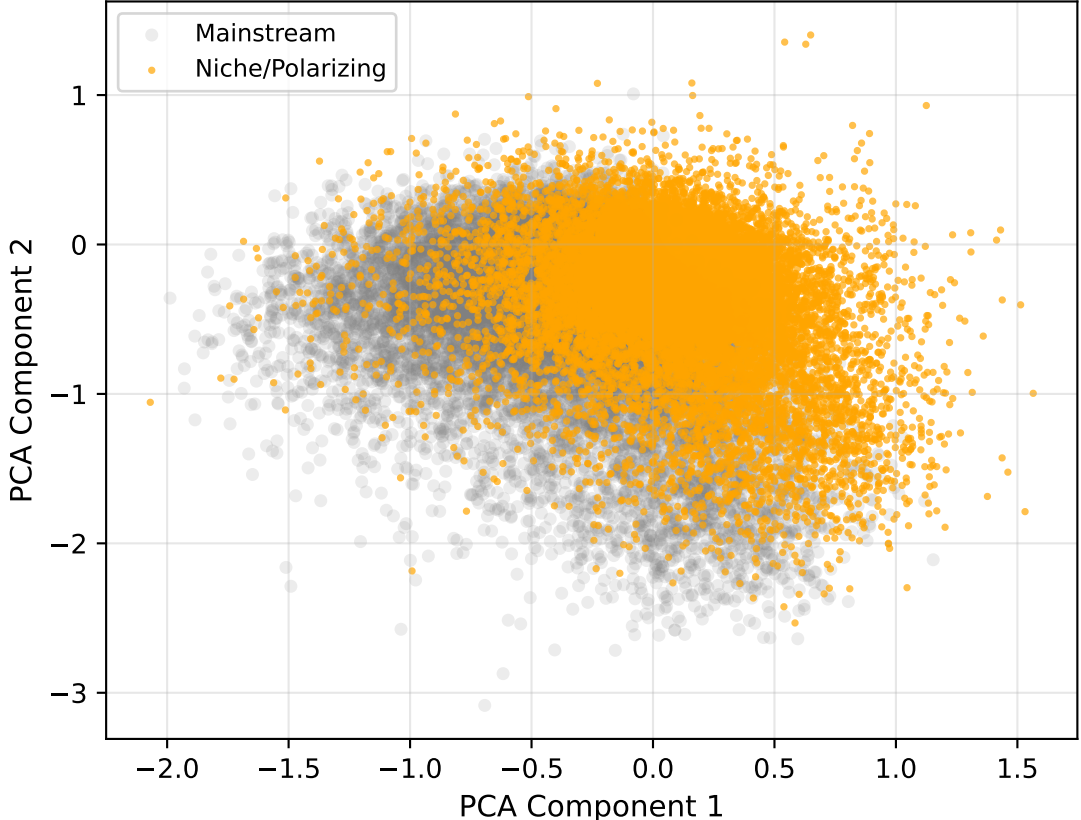Three Approaches to Identifying Polarizing Movies