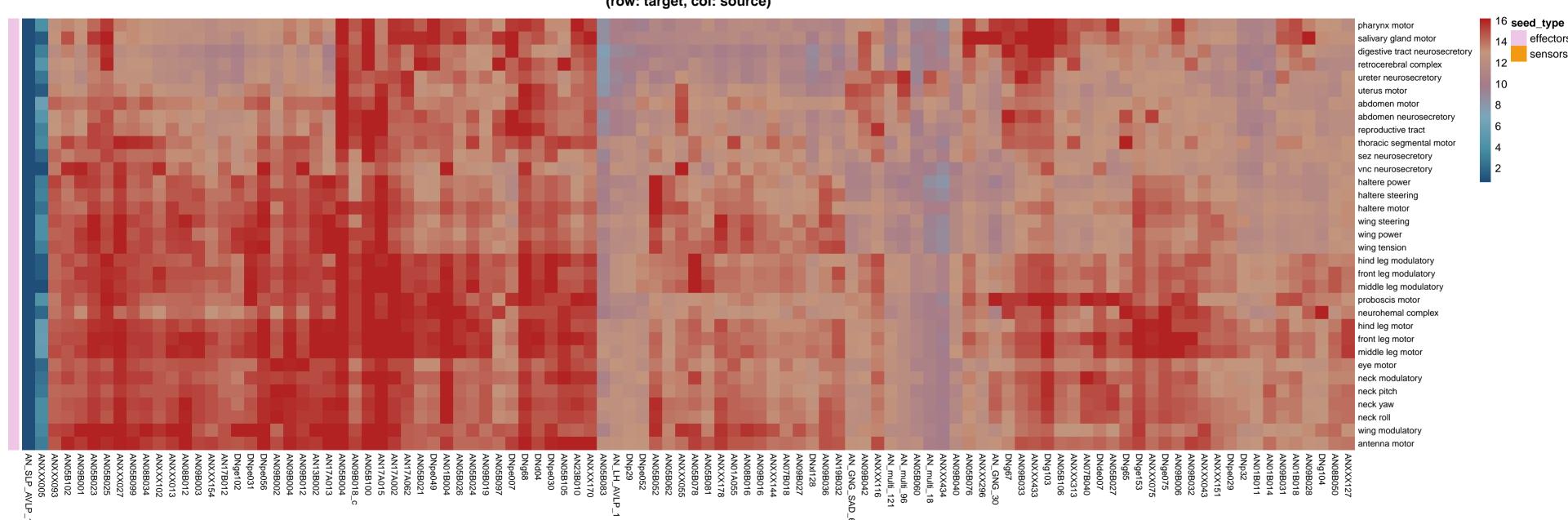influence_norm_log
(row: target, col: source)