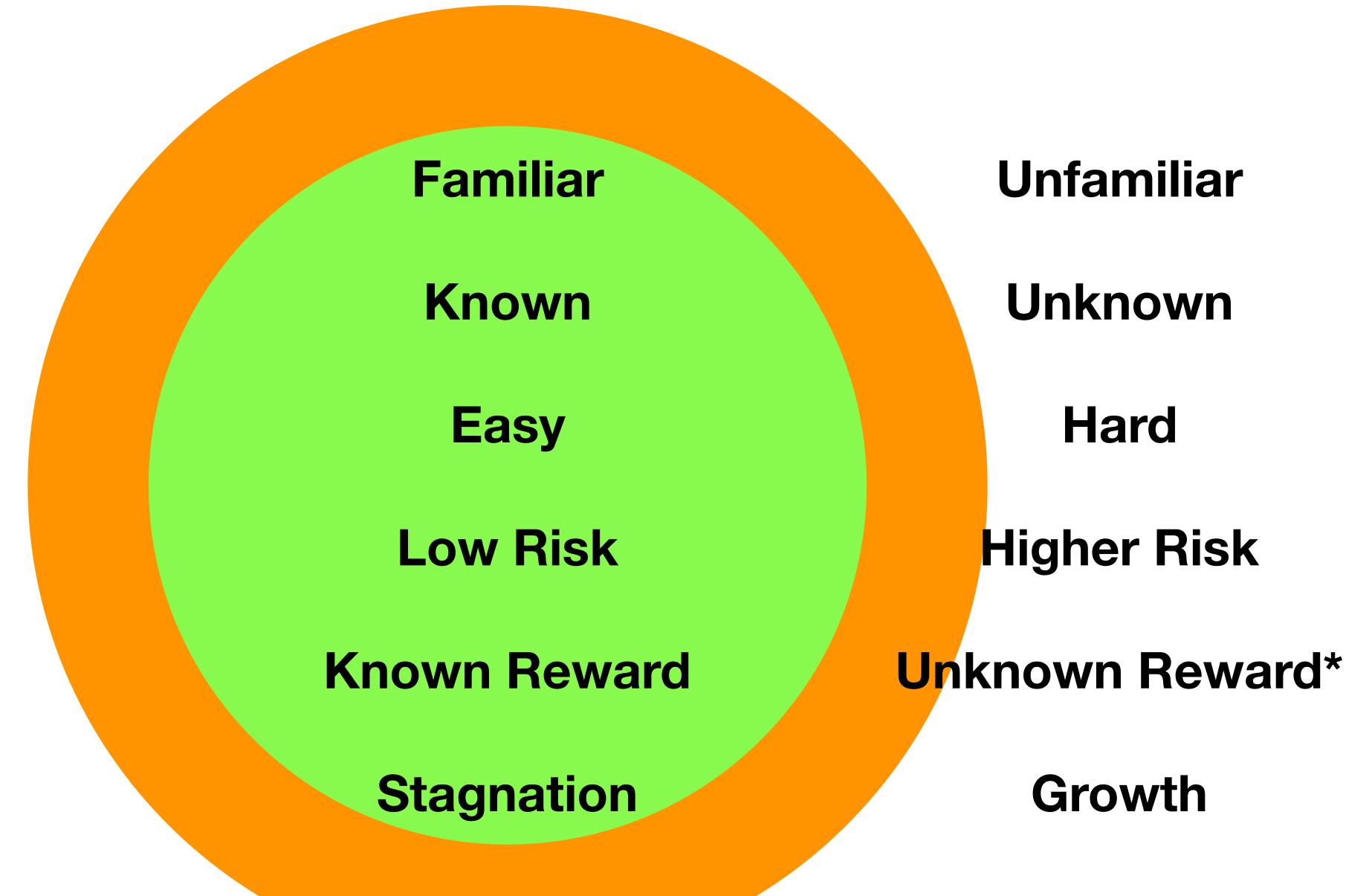
## Unfamiliarity

Familiar vs. Unfamiliar

## Optimization Problem: Exploit vs. Explore



\*But potentially much higher