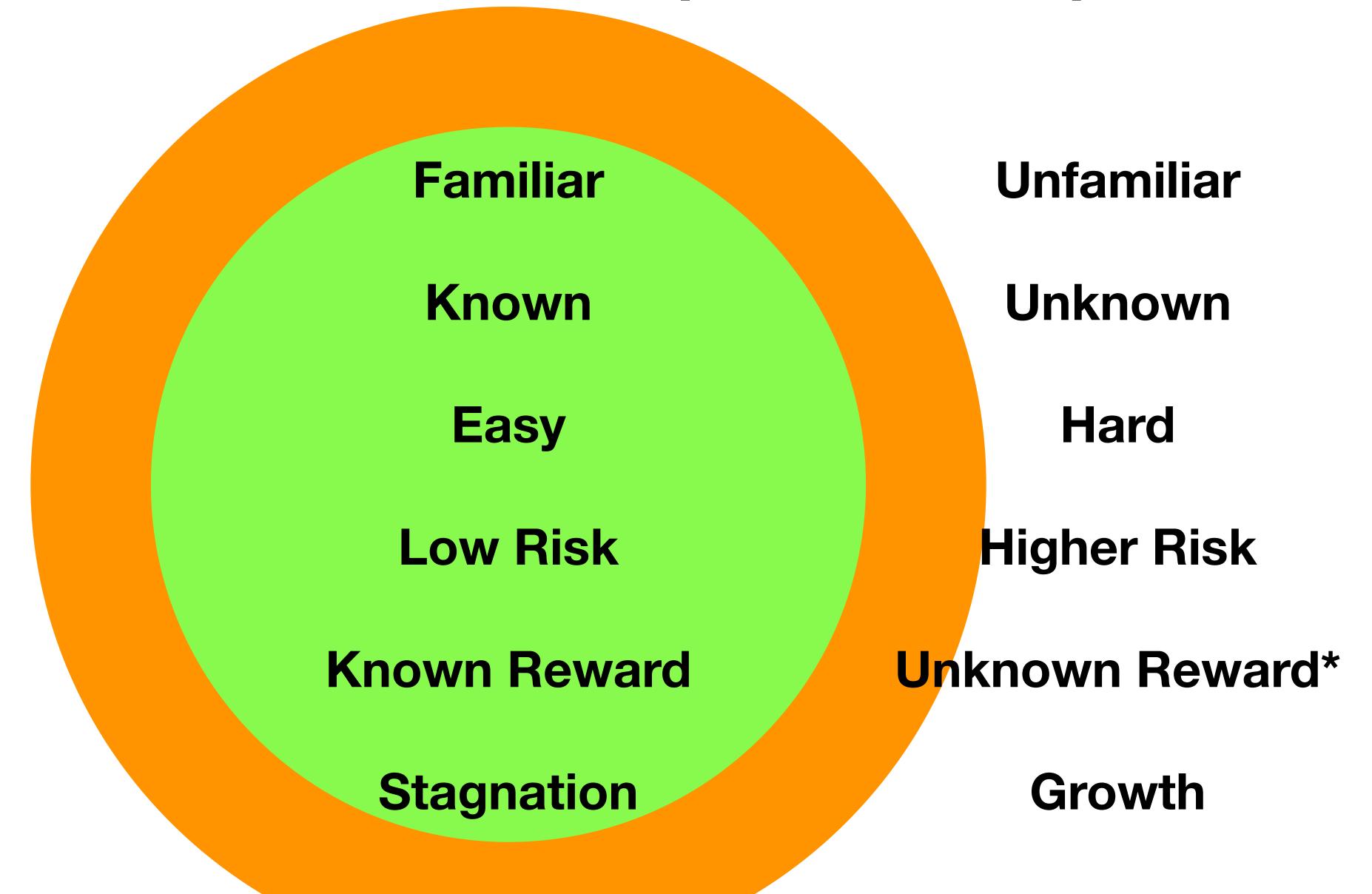
Unfamiliarity

Familiar vs. Unfamiliar

Optimization Problem: Exploit vs. Explore



*But potentially much higher