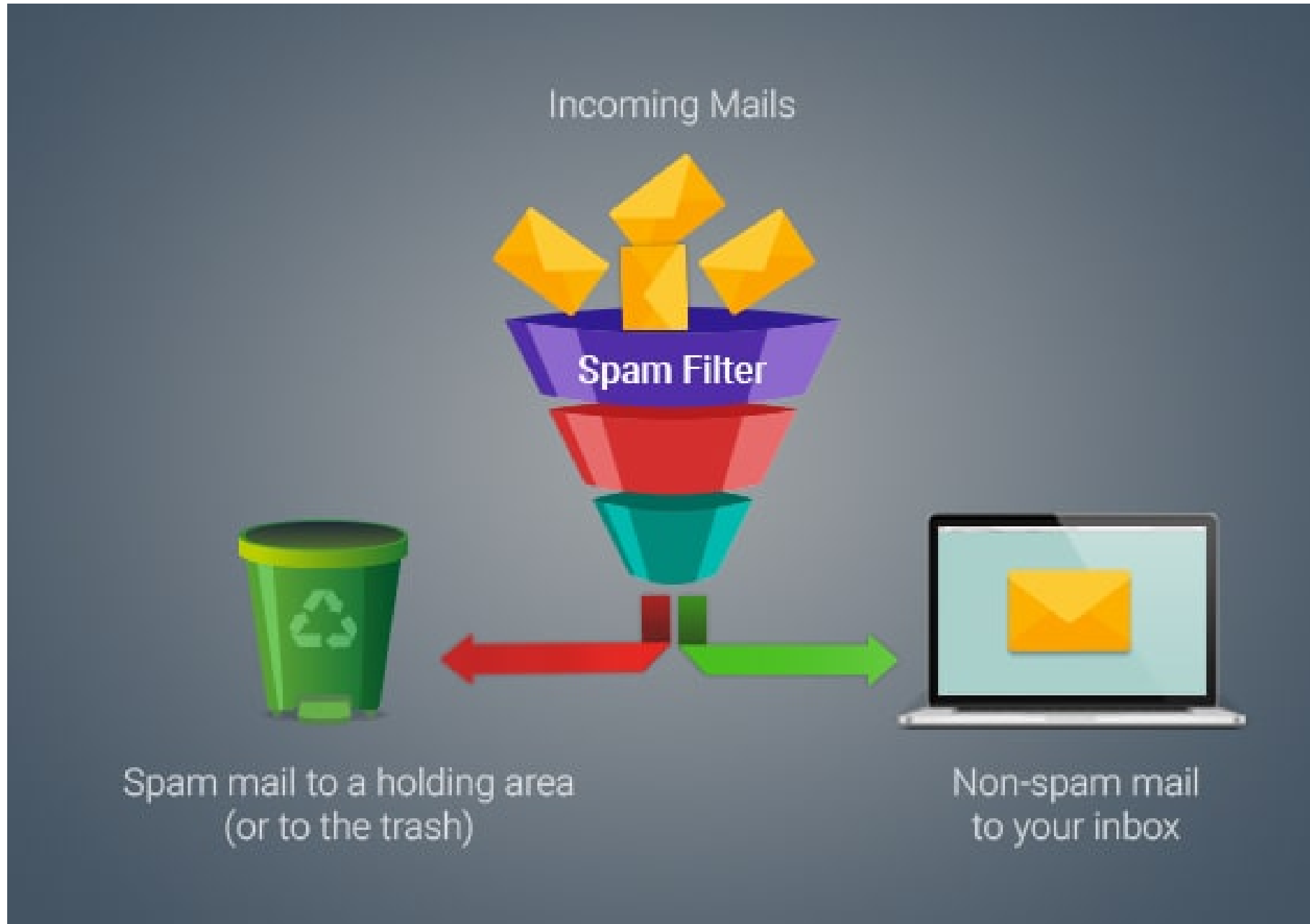


# Optimizing Spam Filtering With Machine Learning

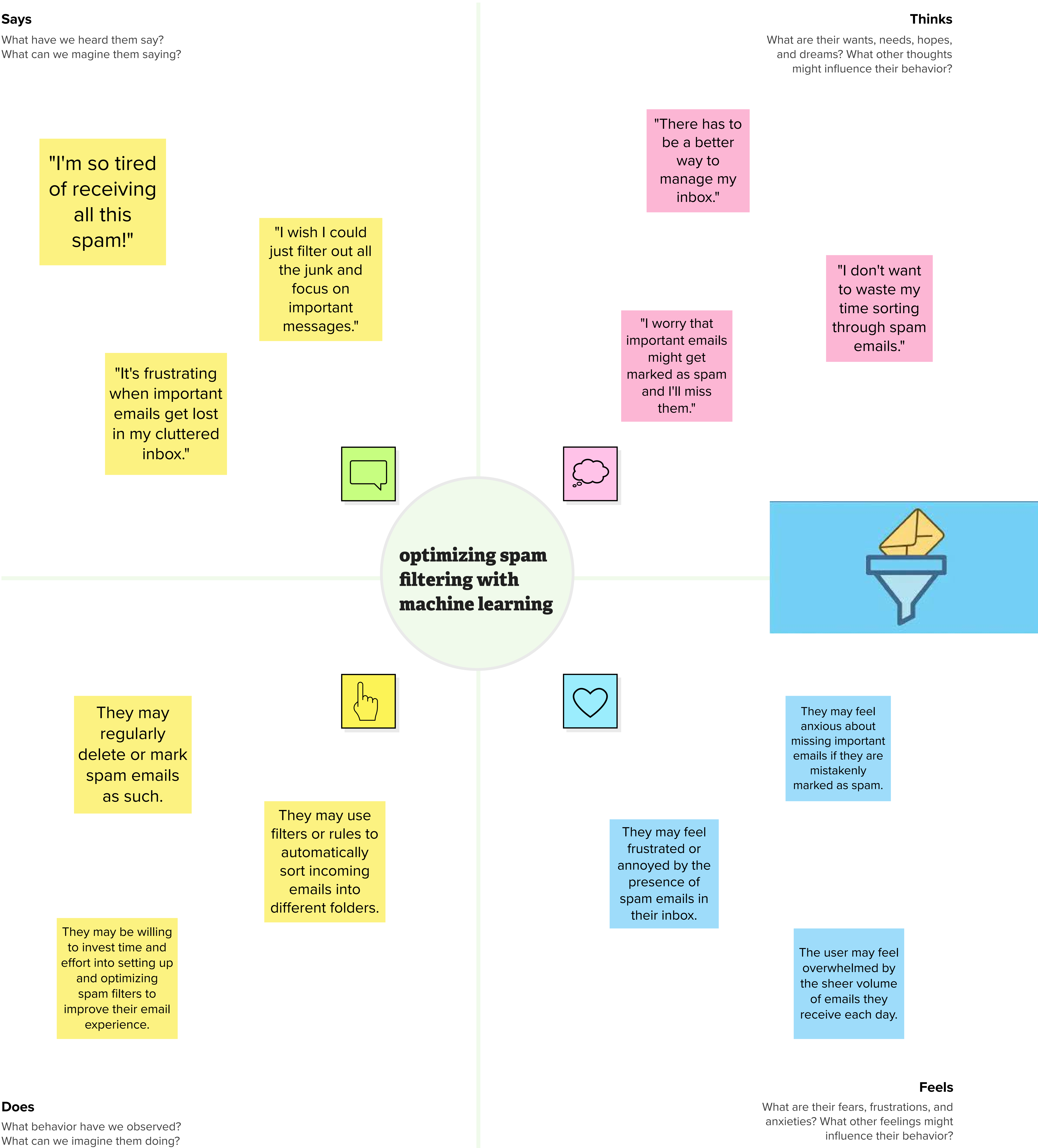


## Says

What have we heard them say?  
What can we magine them saying?

## Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



## Does

What behavior have we observed?  
What can we imagine them doing?

## Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?