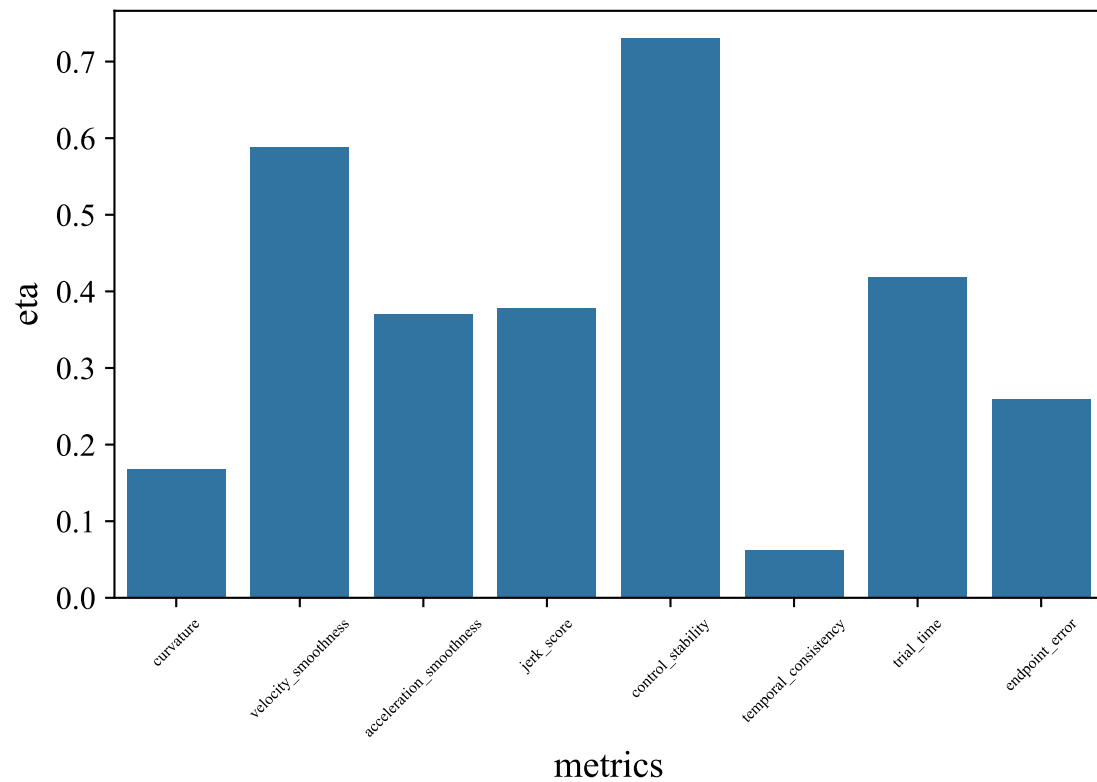Comparison Effectiveness