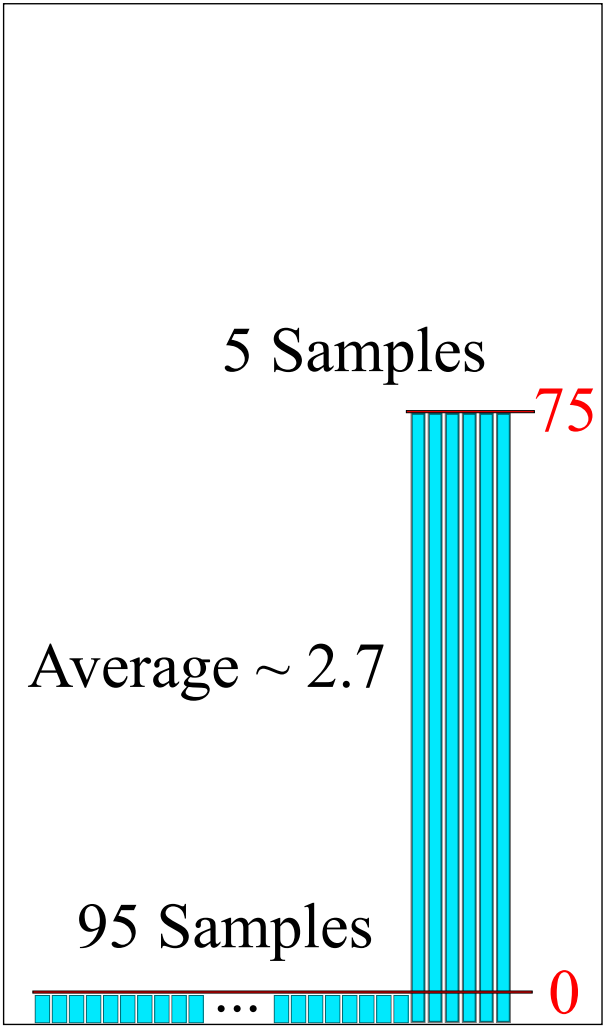
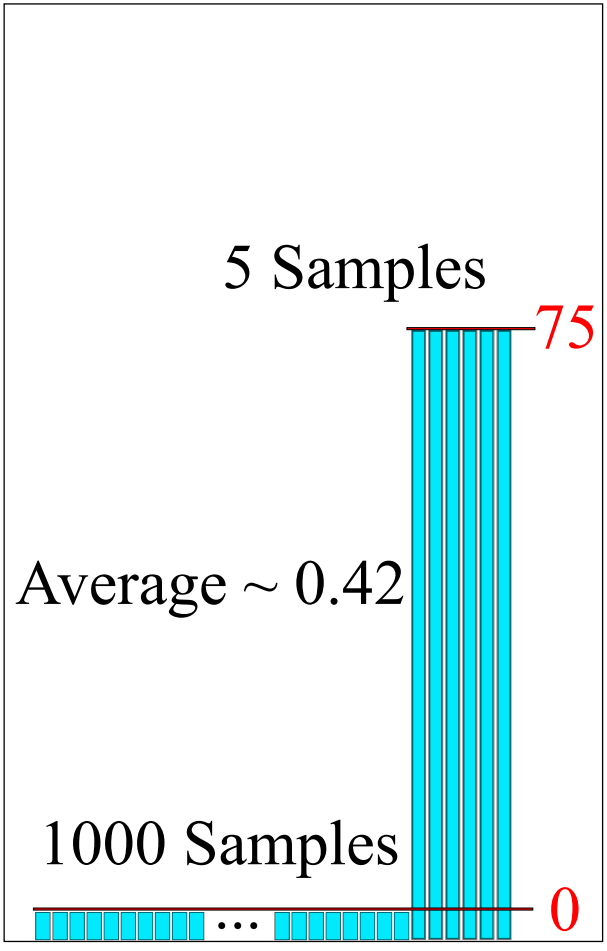
0s pull down average



Amount of 0s is arbitrary
(study size, diversity)