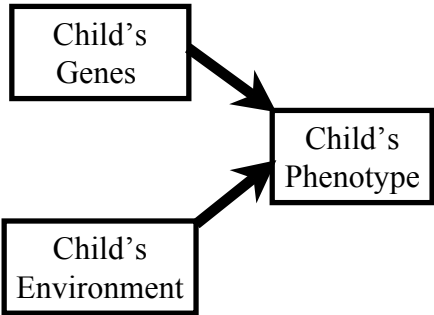
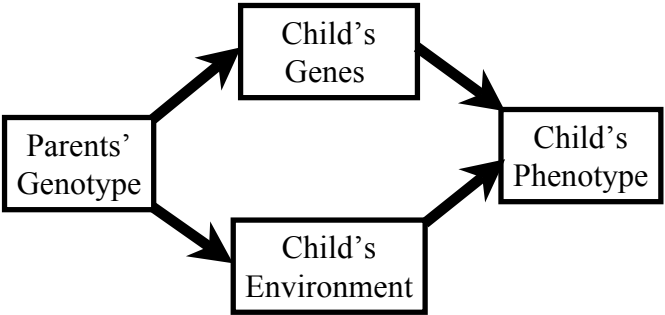


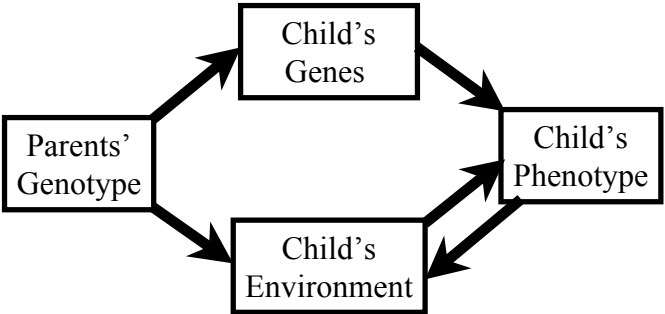
Common Sense



Passive
Ex: Music or Art



Evocative
(Reactive)
Ex: Popularity



Active
(Niche Picking)
Ex: Athletics

