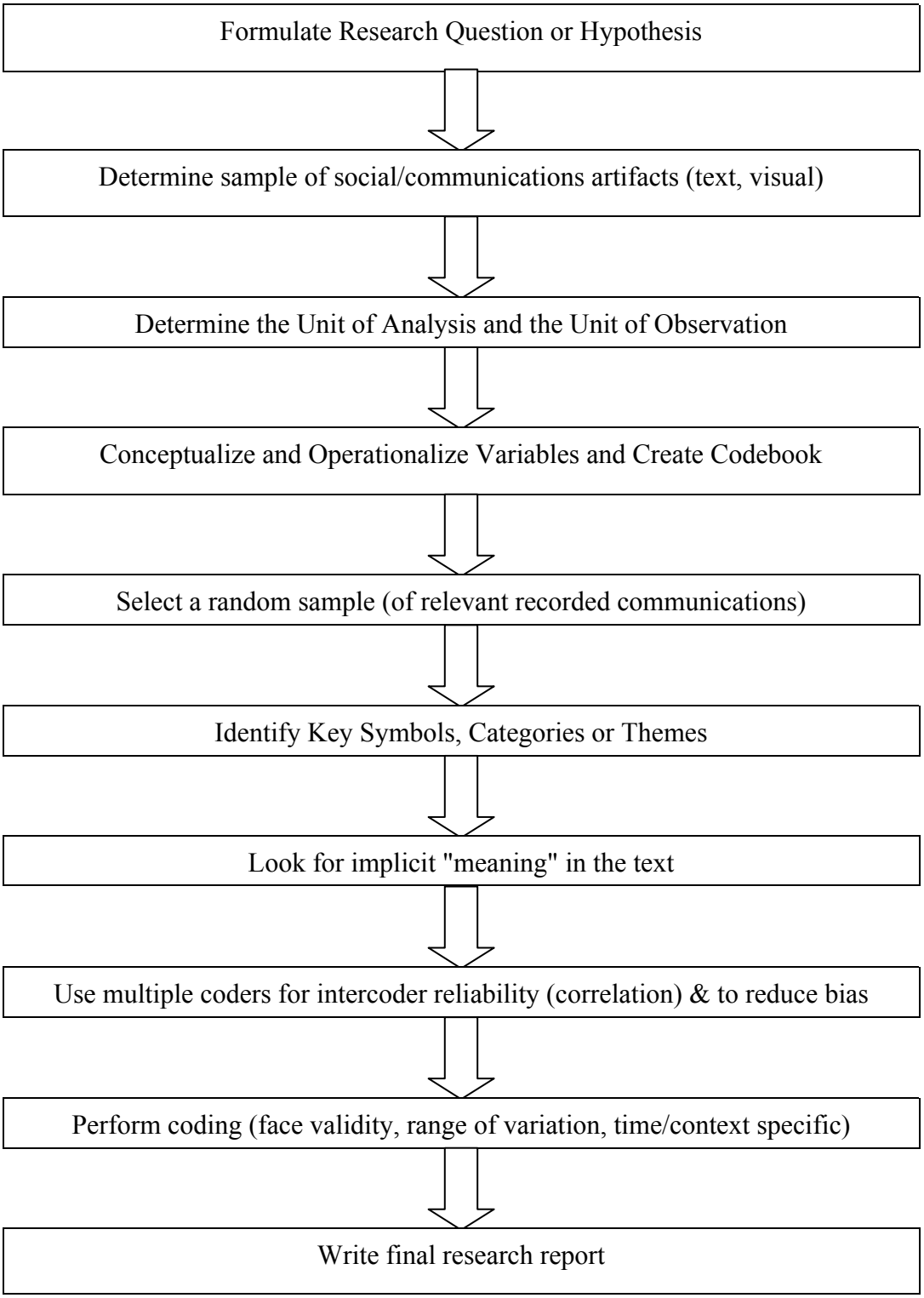FIGURE 5: LATENT CONTENT ANALYSIS