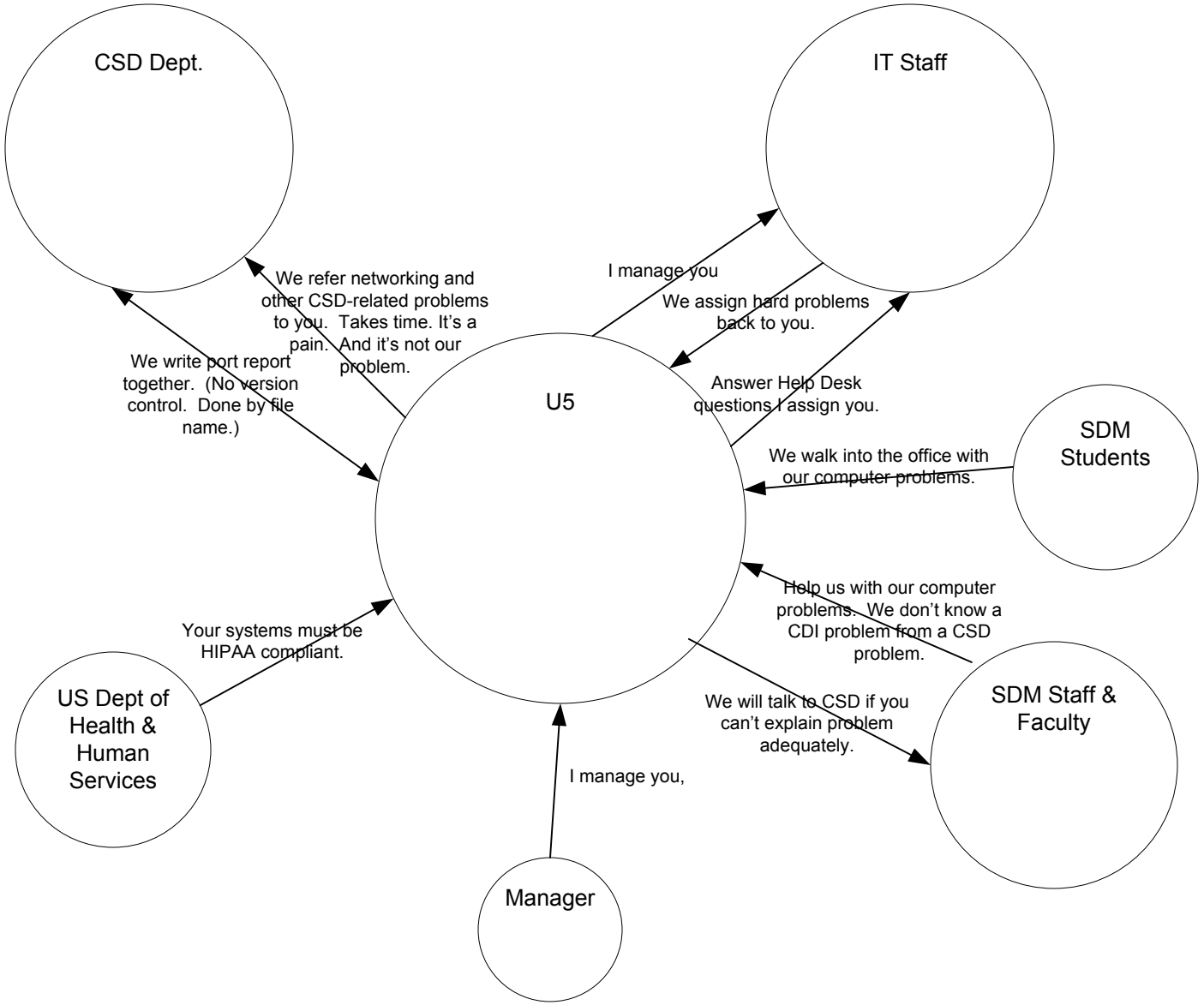U5: Cultural Model