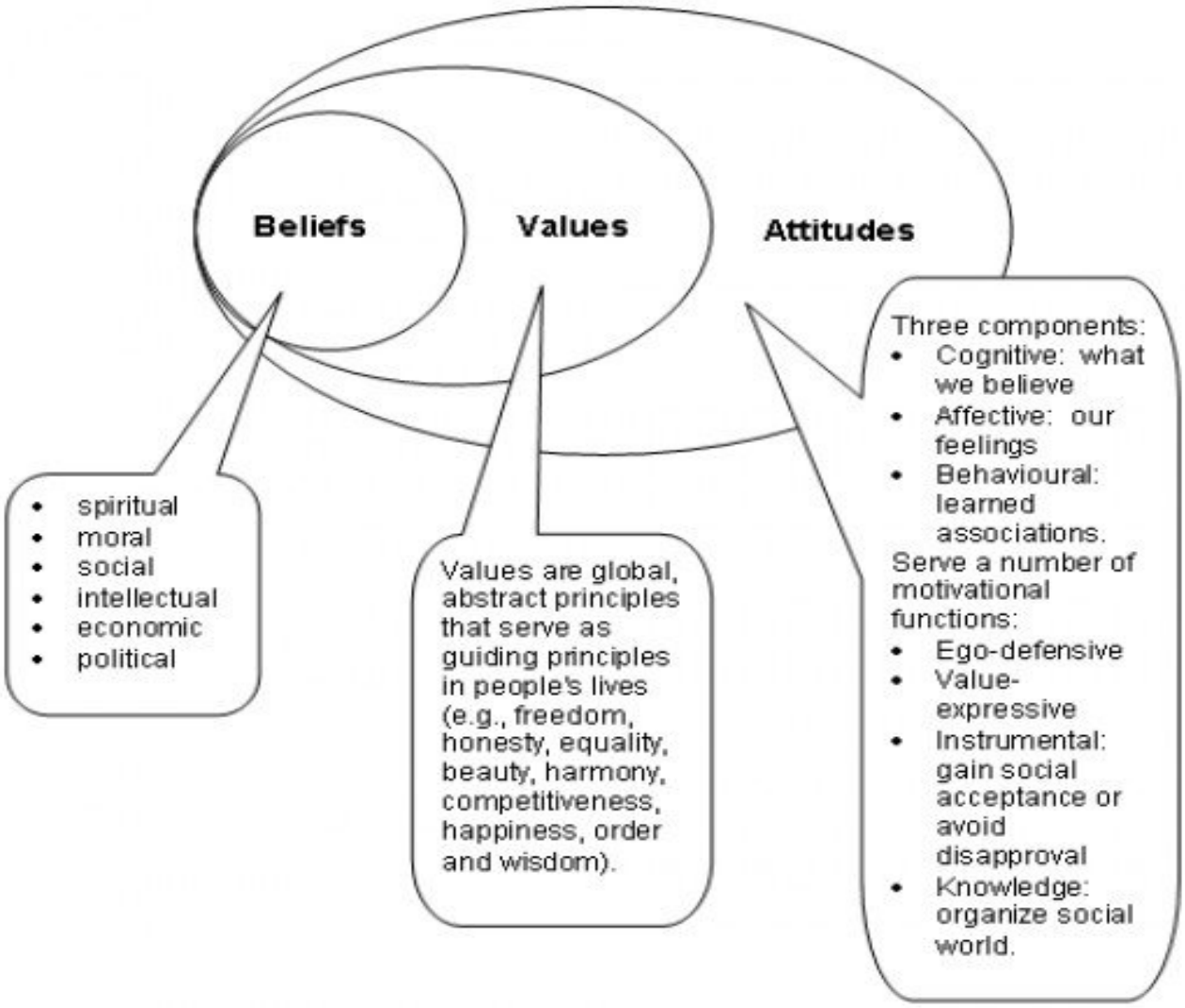Beliefs, Values and Attitudes