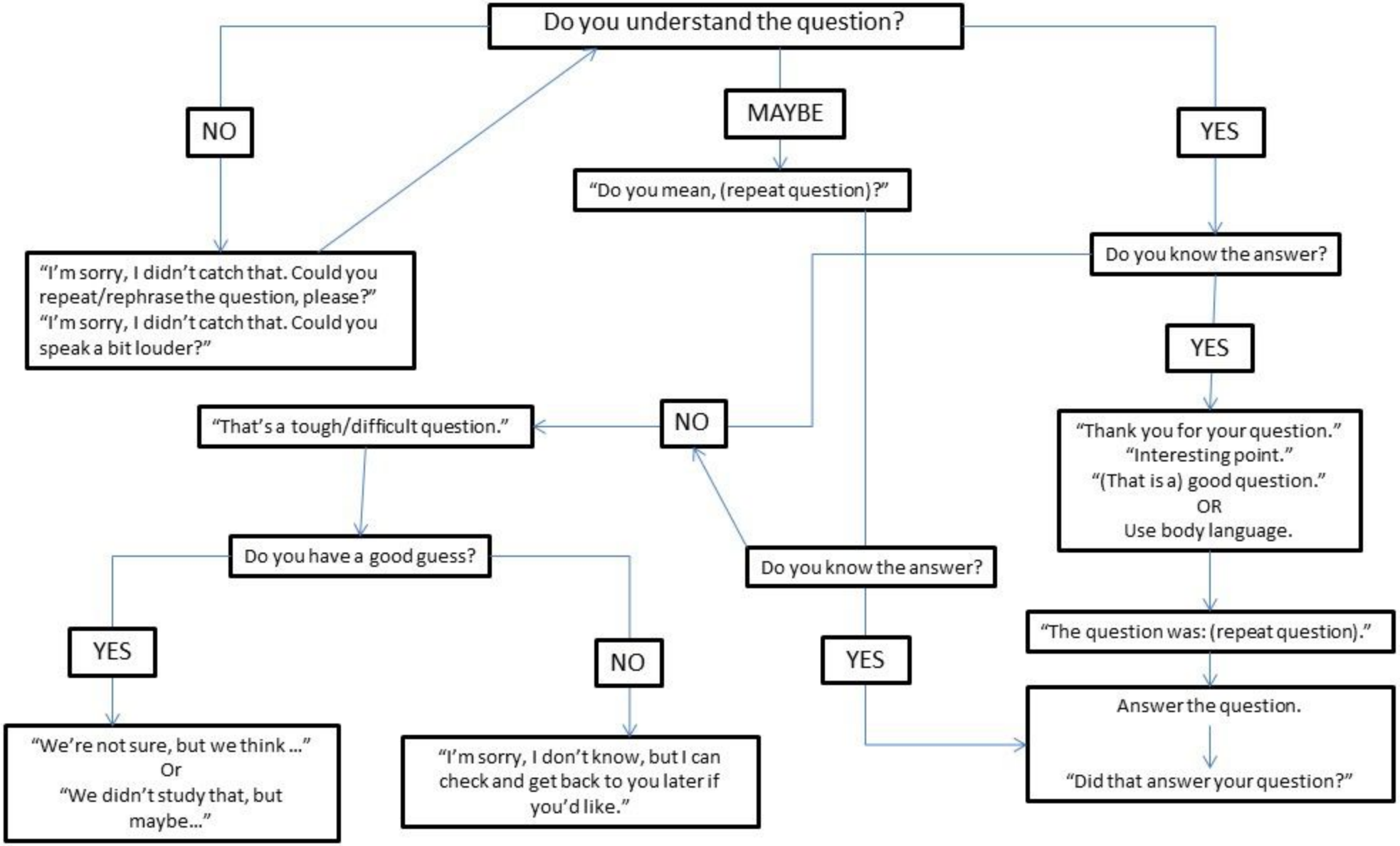When someone asks you a question: