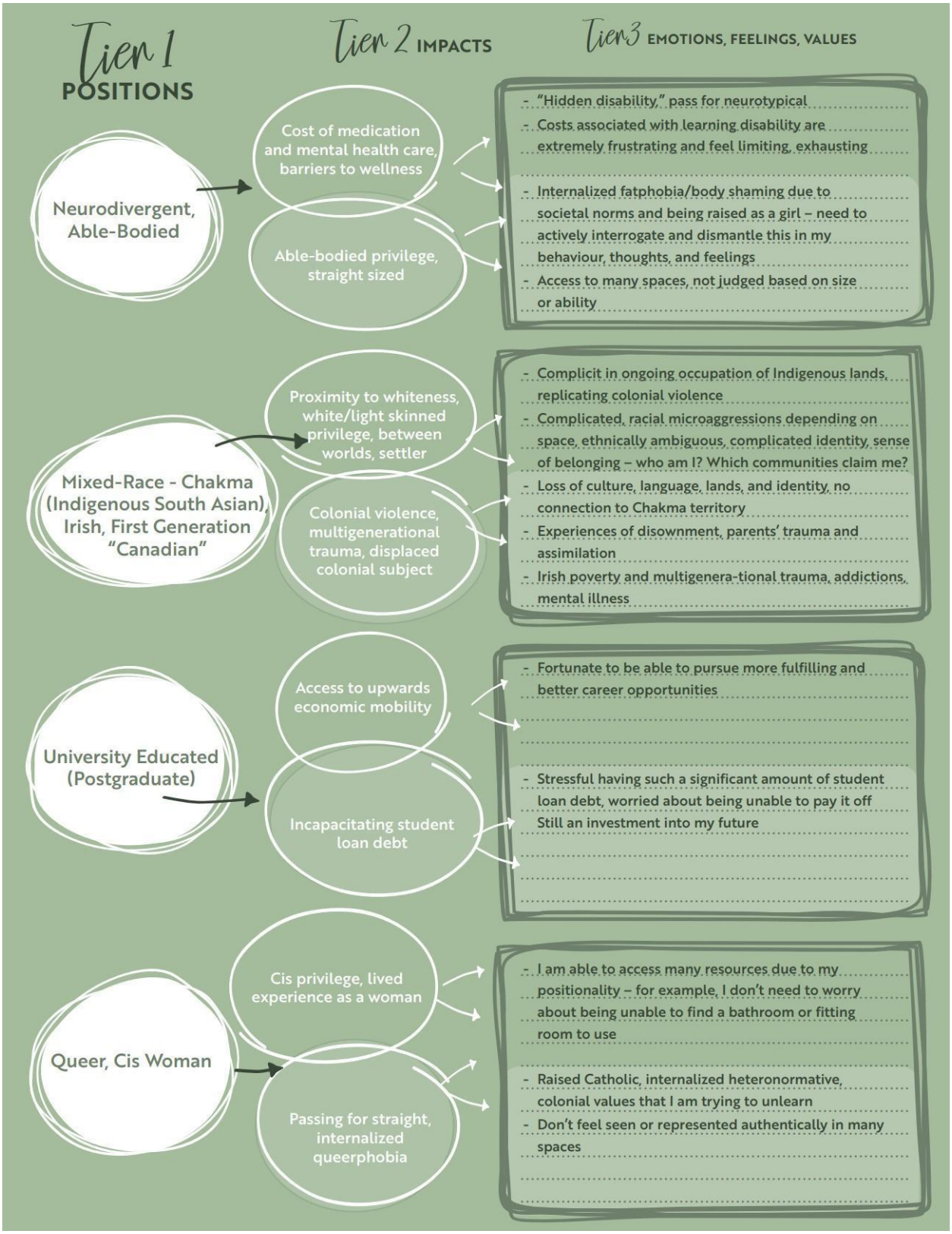Example of a Social Identity Map