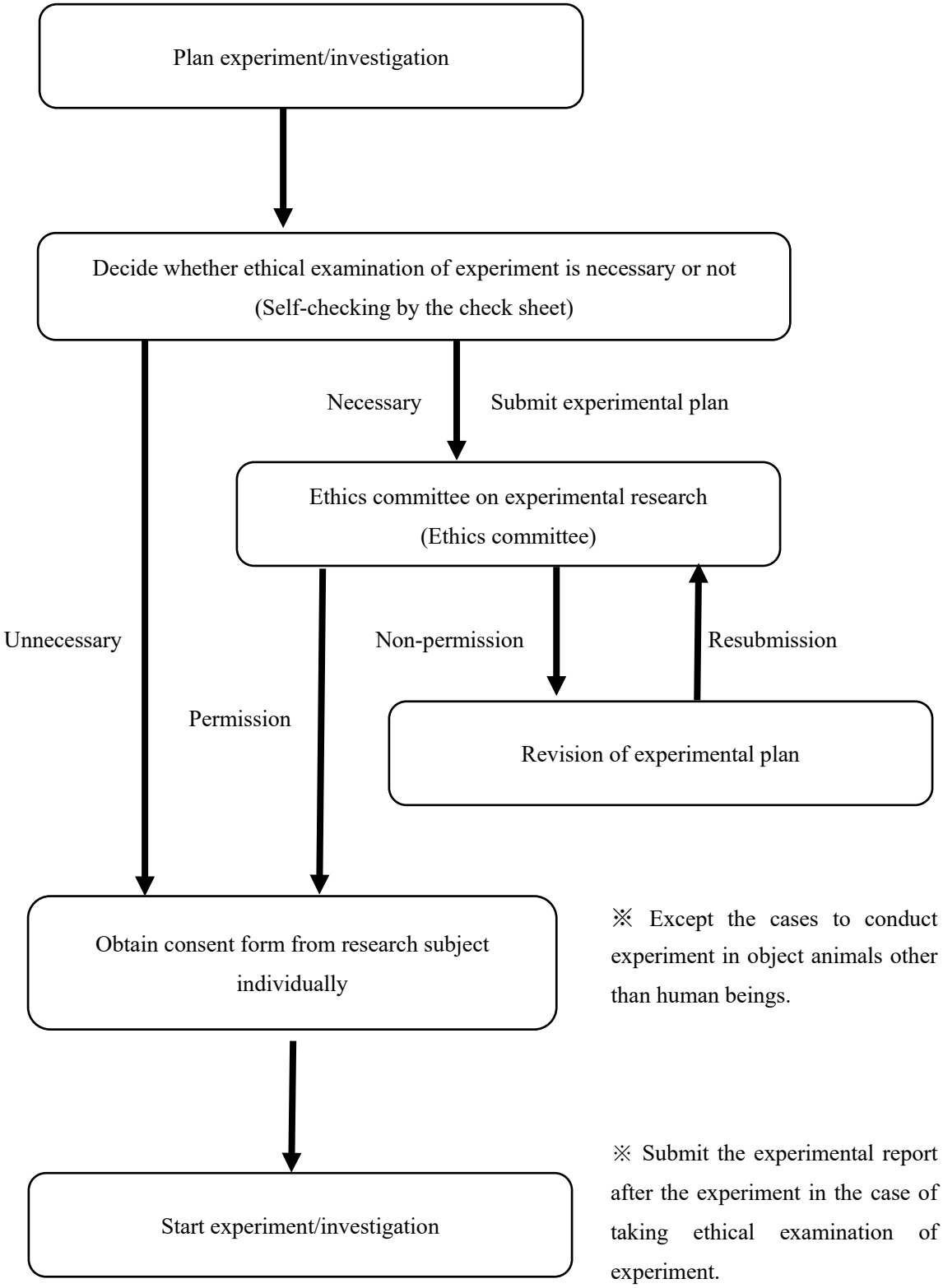How to Conduct an Experiment/Investigation