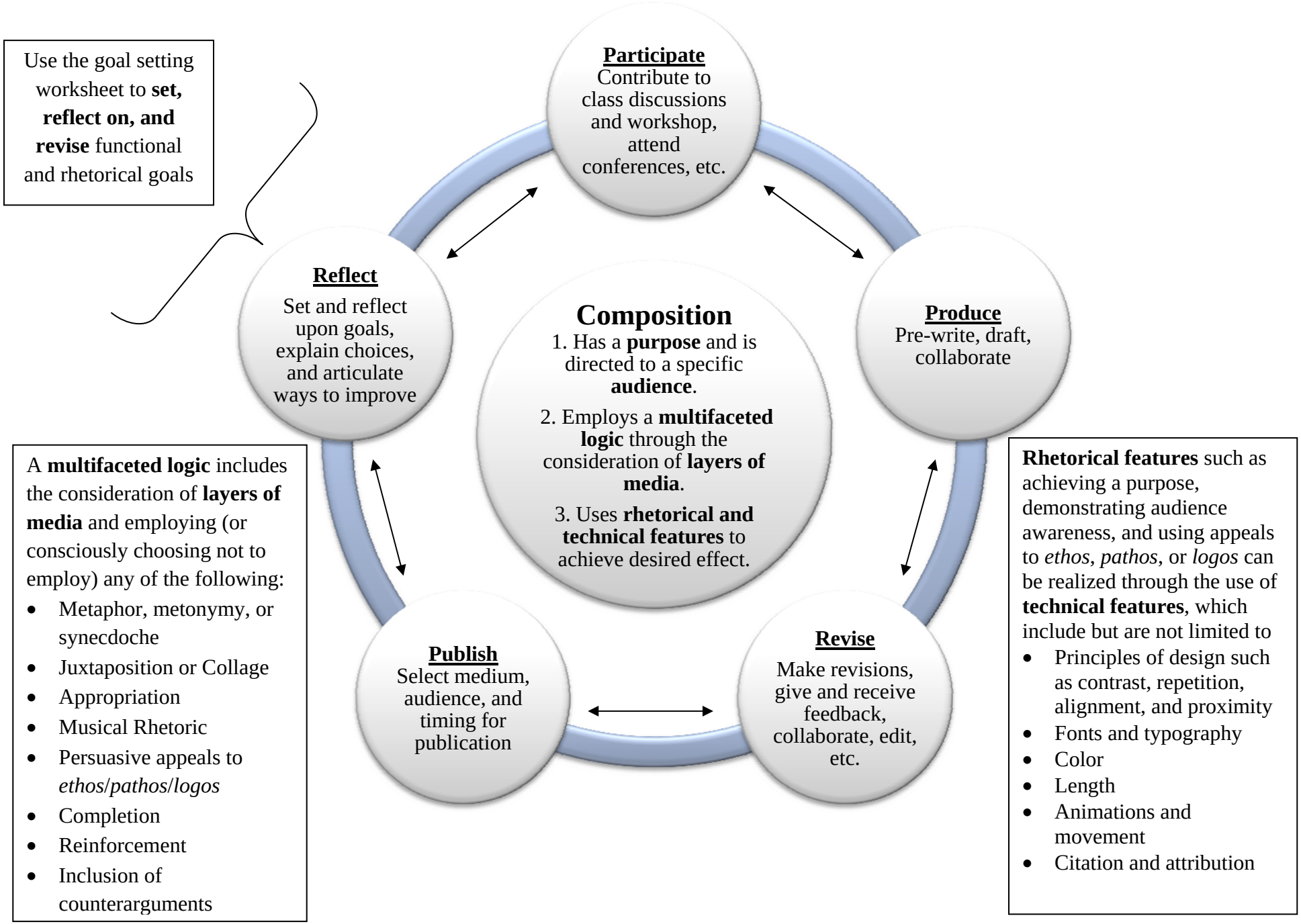Figure 1
New Media Assessment Model