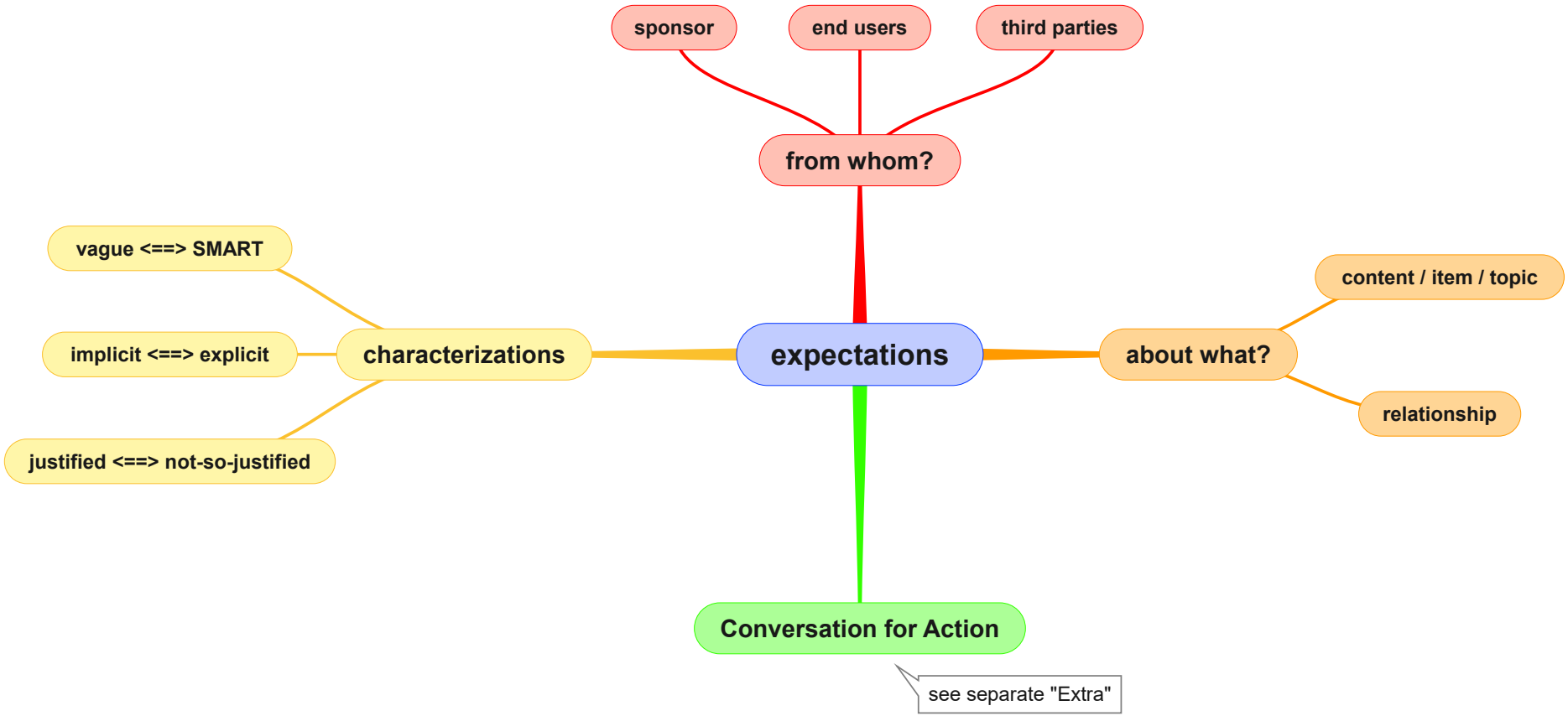
sponsor
end users
third parties
from whom?
vague <==> SMART
implicit <==> explicit
justified <==> not-so-justified
characterizations
expectations
content / item / topic
about what?
relationship
Conversation for Action
see separate "Extra"