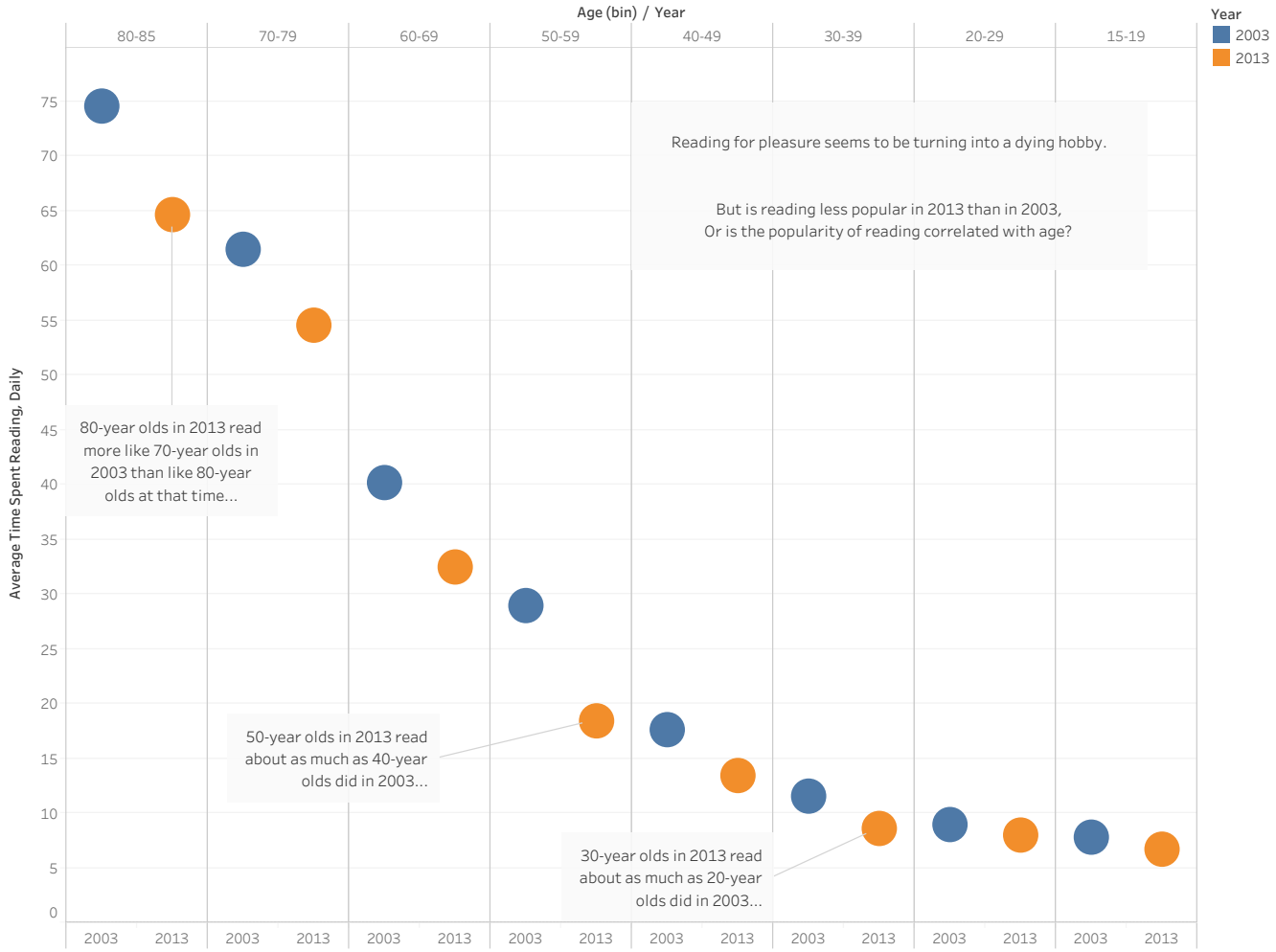The Decline of Reading