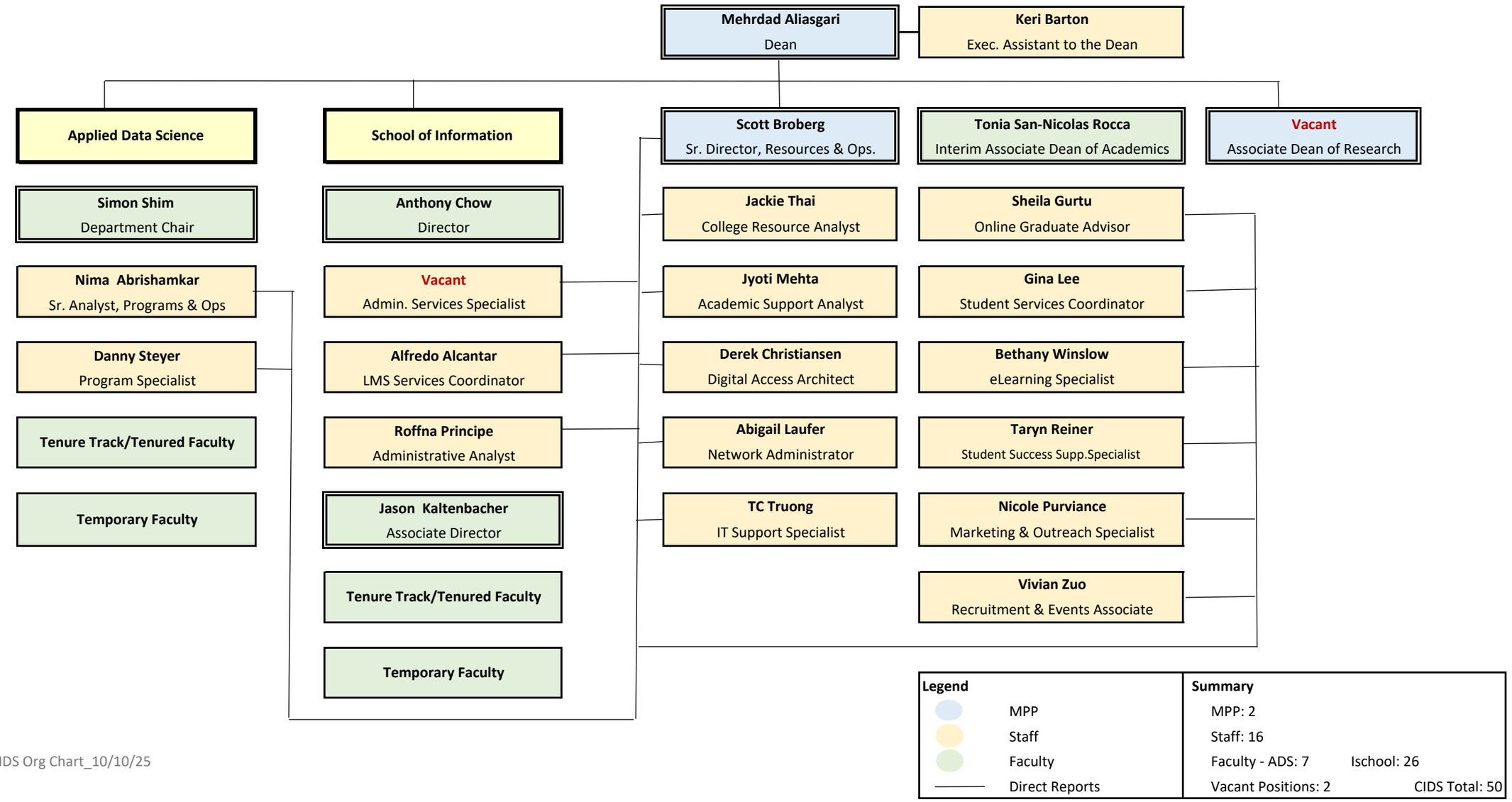SJSU - College of Information, Data and Society