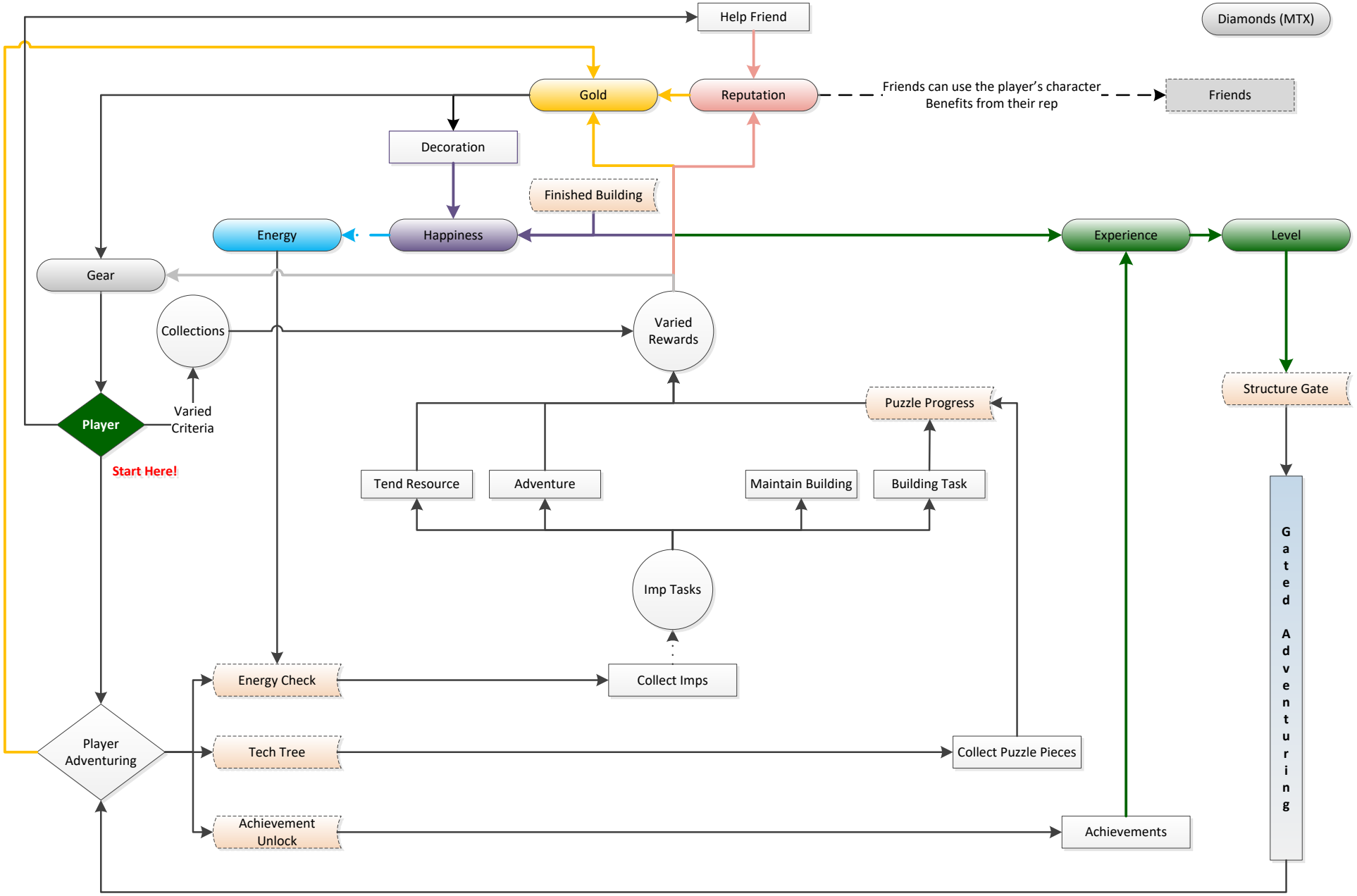Social Game Flow (Feb. 2011)