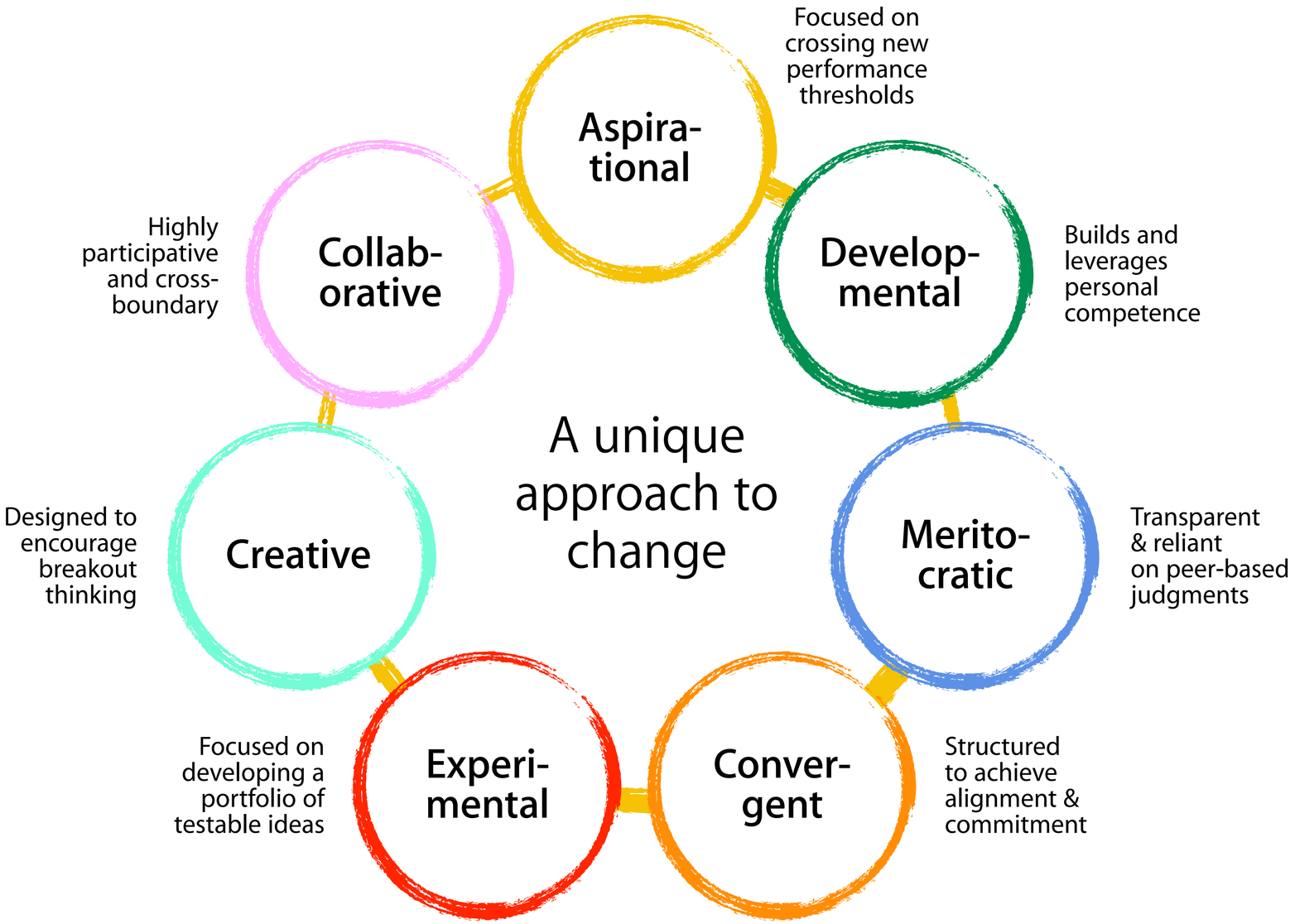The CrowdLab Methodology