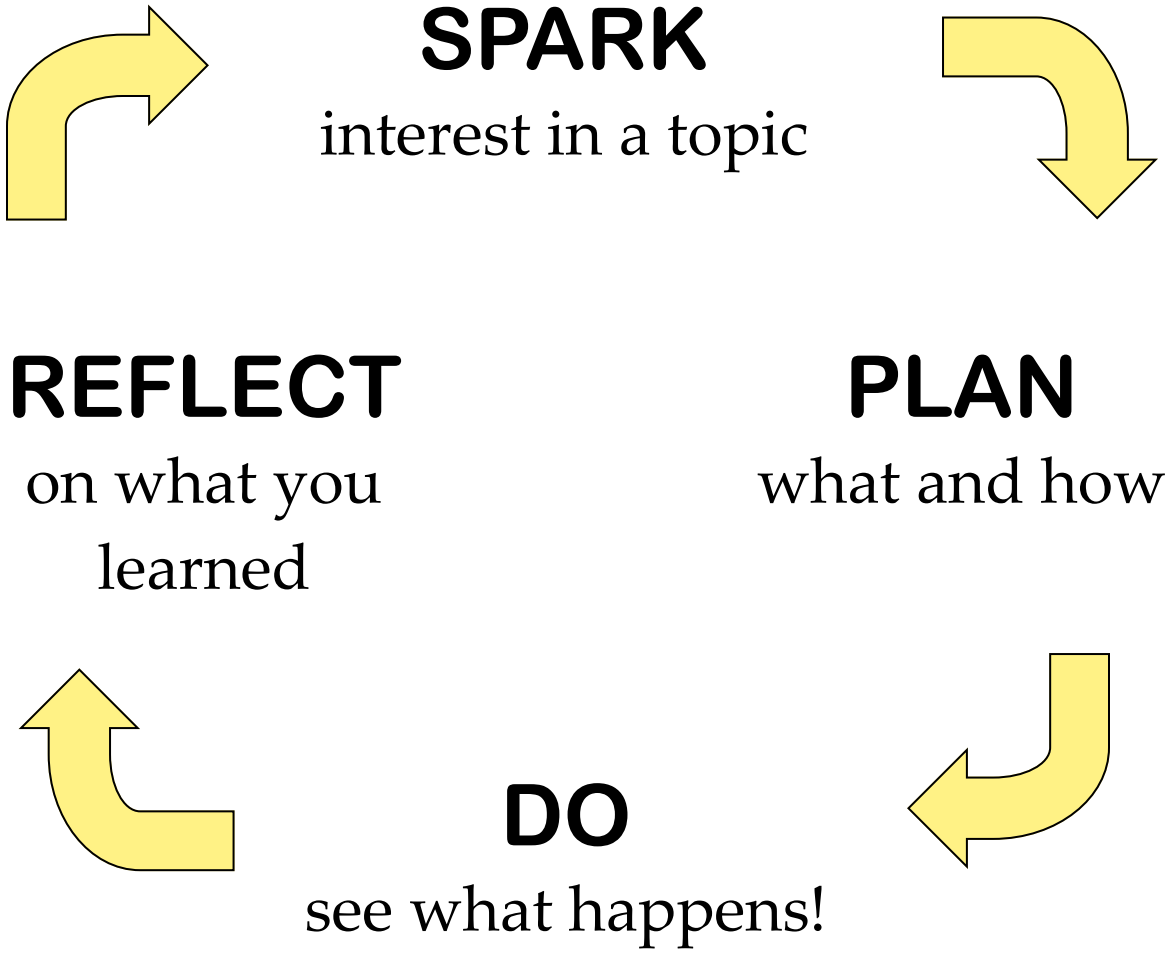The Activity Cycle