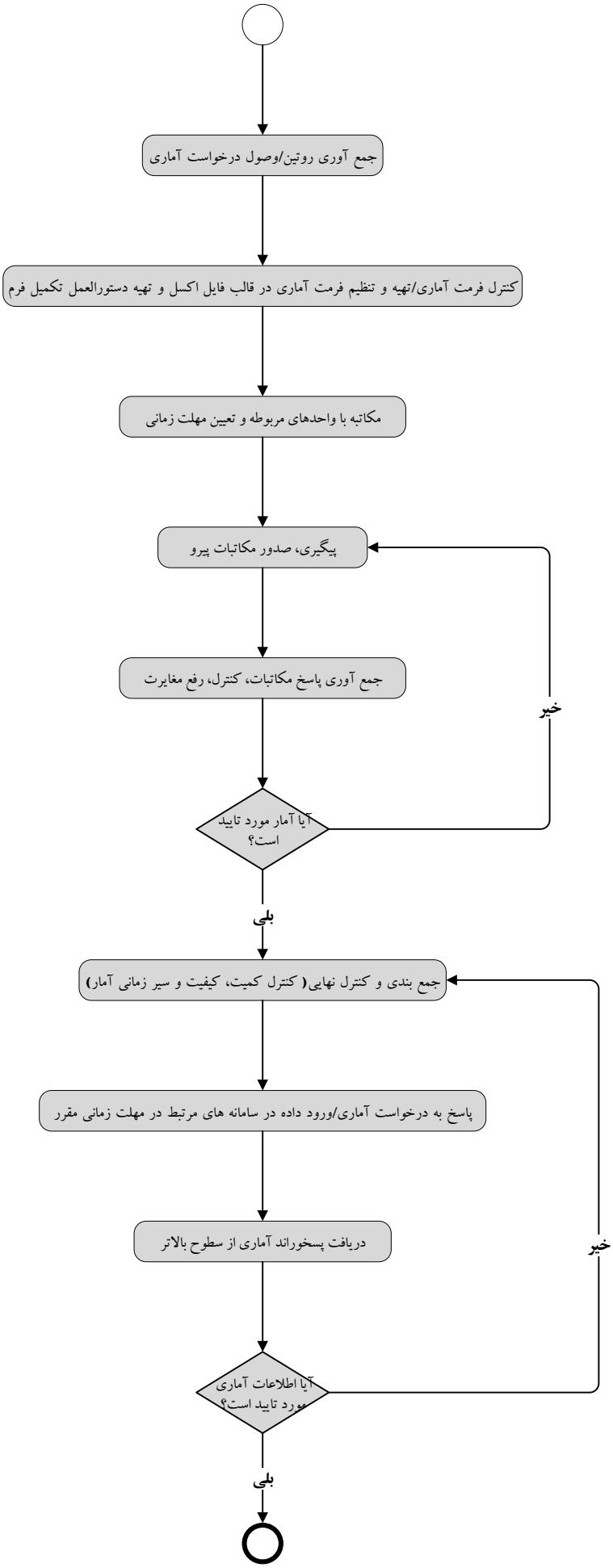فرآیند جمع آوری اطلاعات آماری