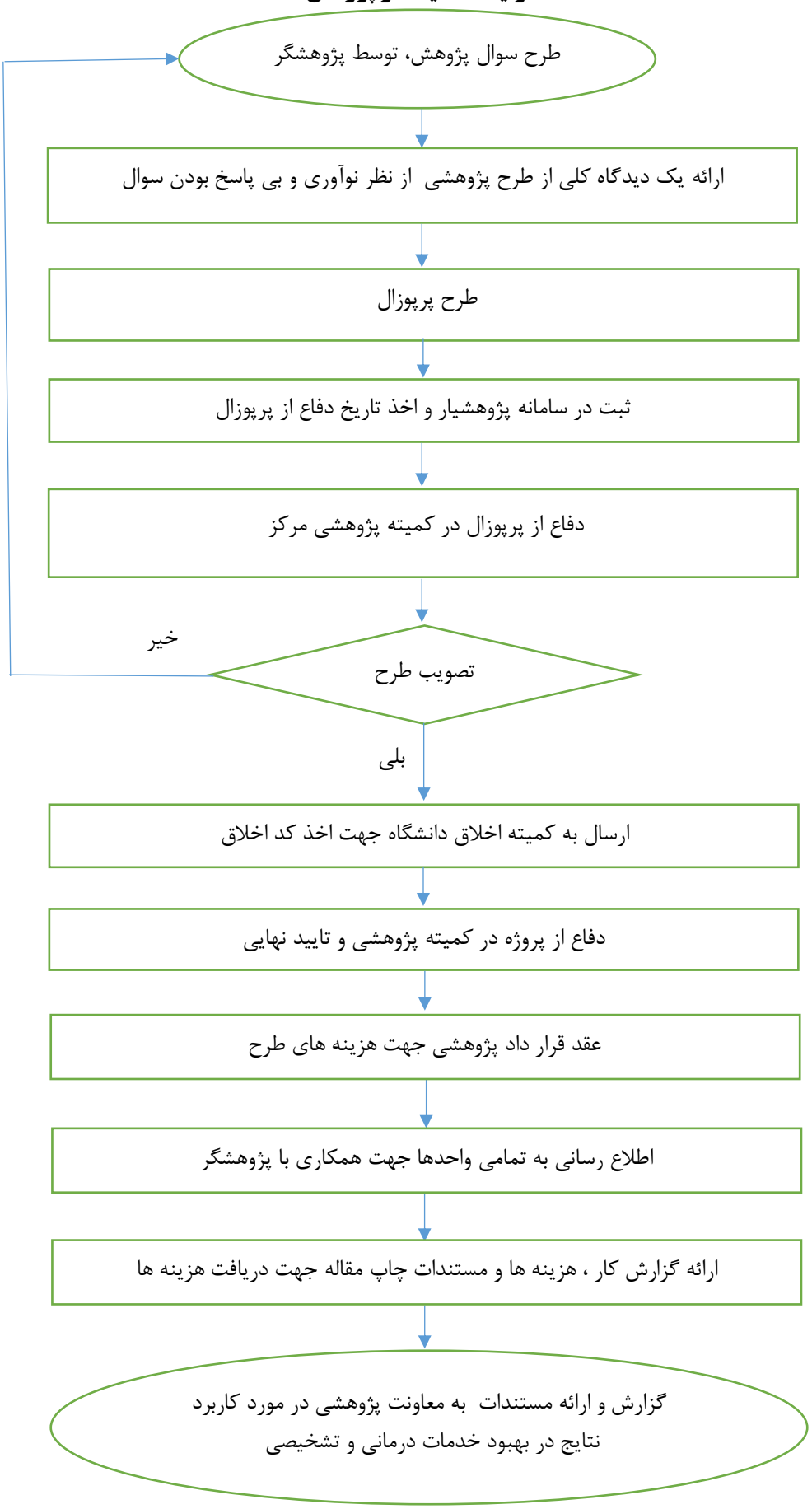فرایند هدایت در پژوهش