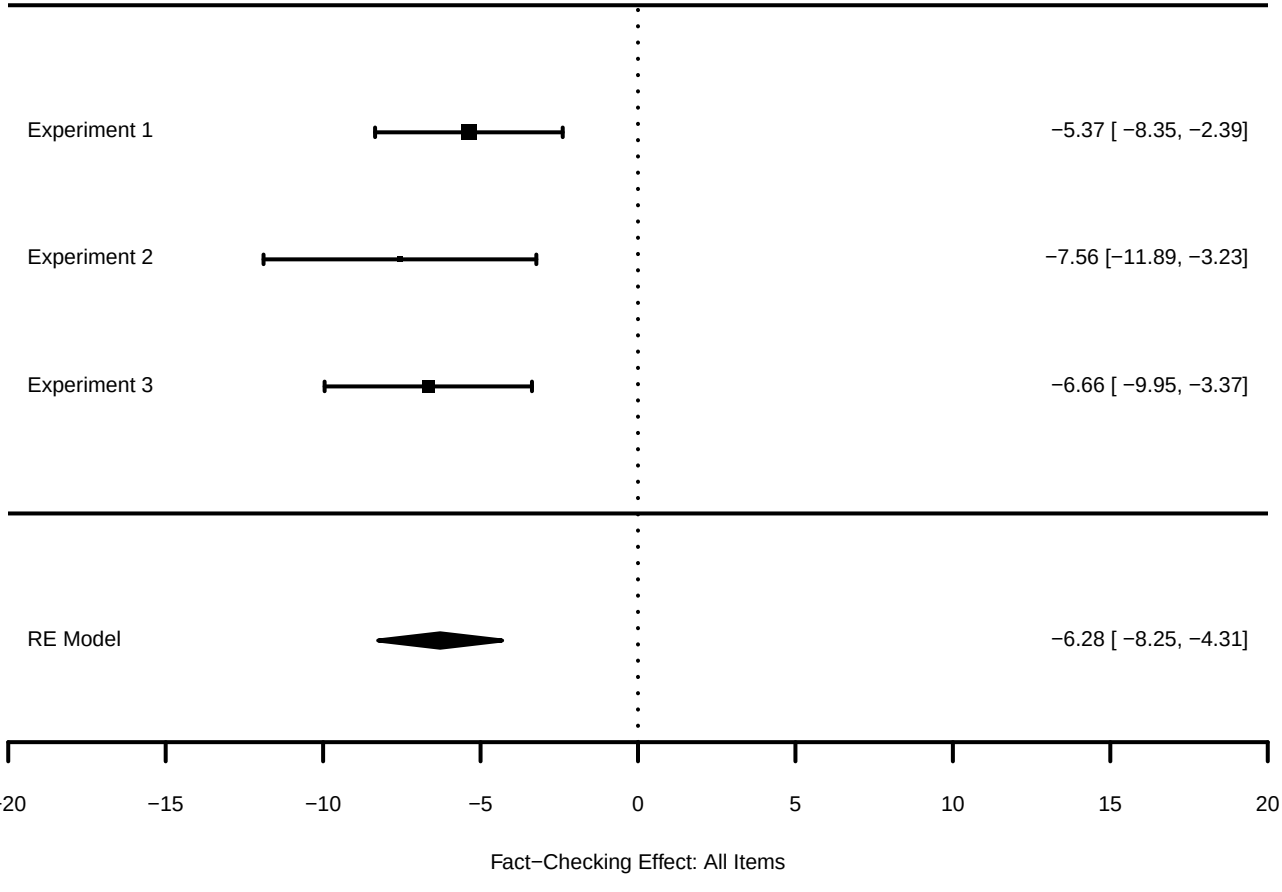Fact−Checks Can Cause Reputational Penalty of Low−Familiarity Subjects (0−100 Scale)