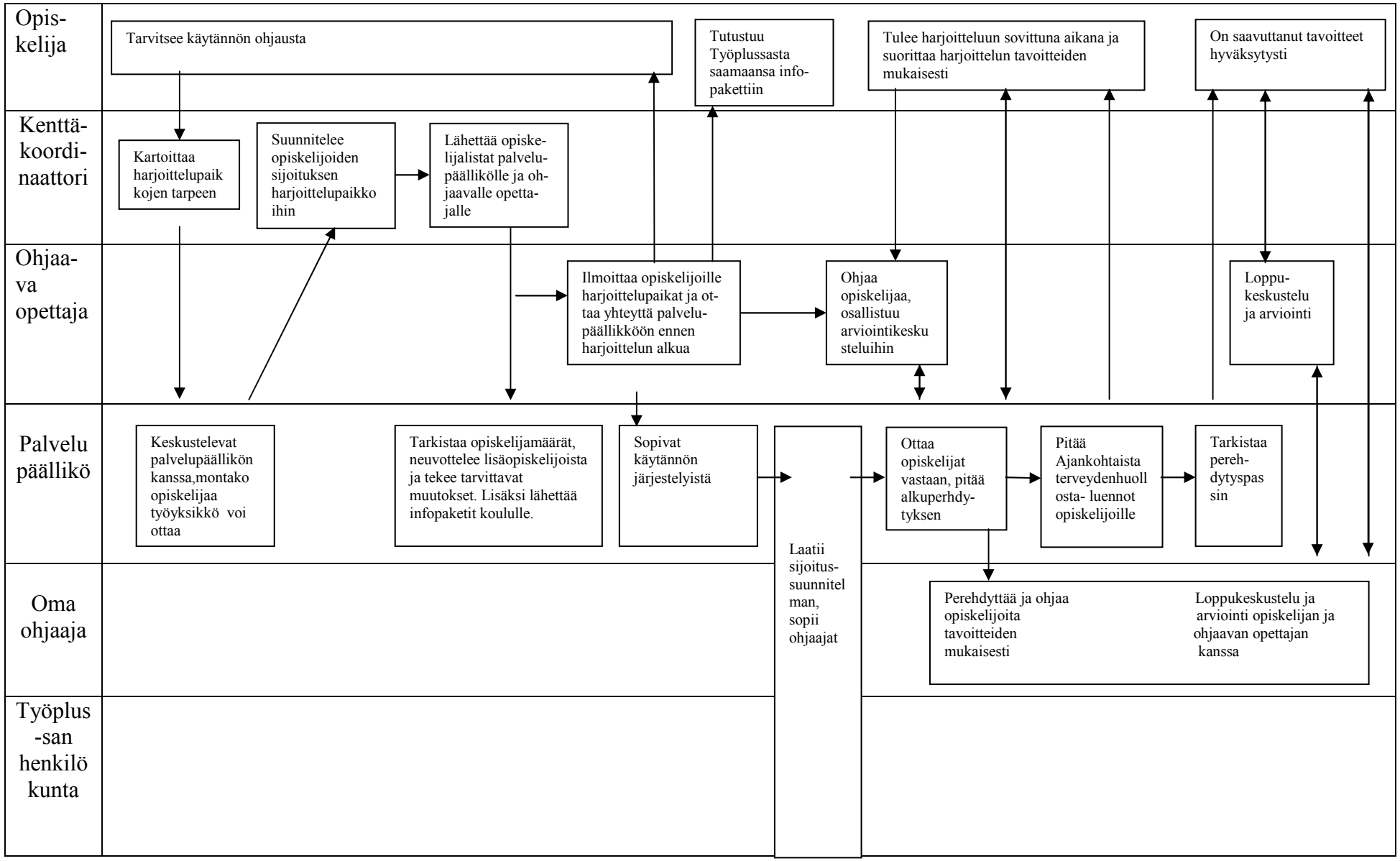Opiskelijaohjaus