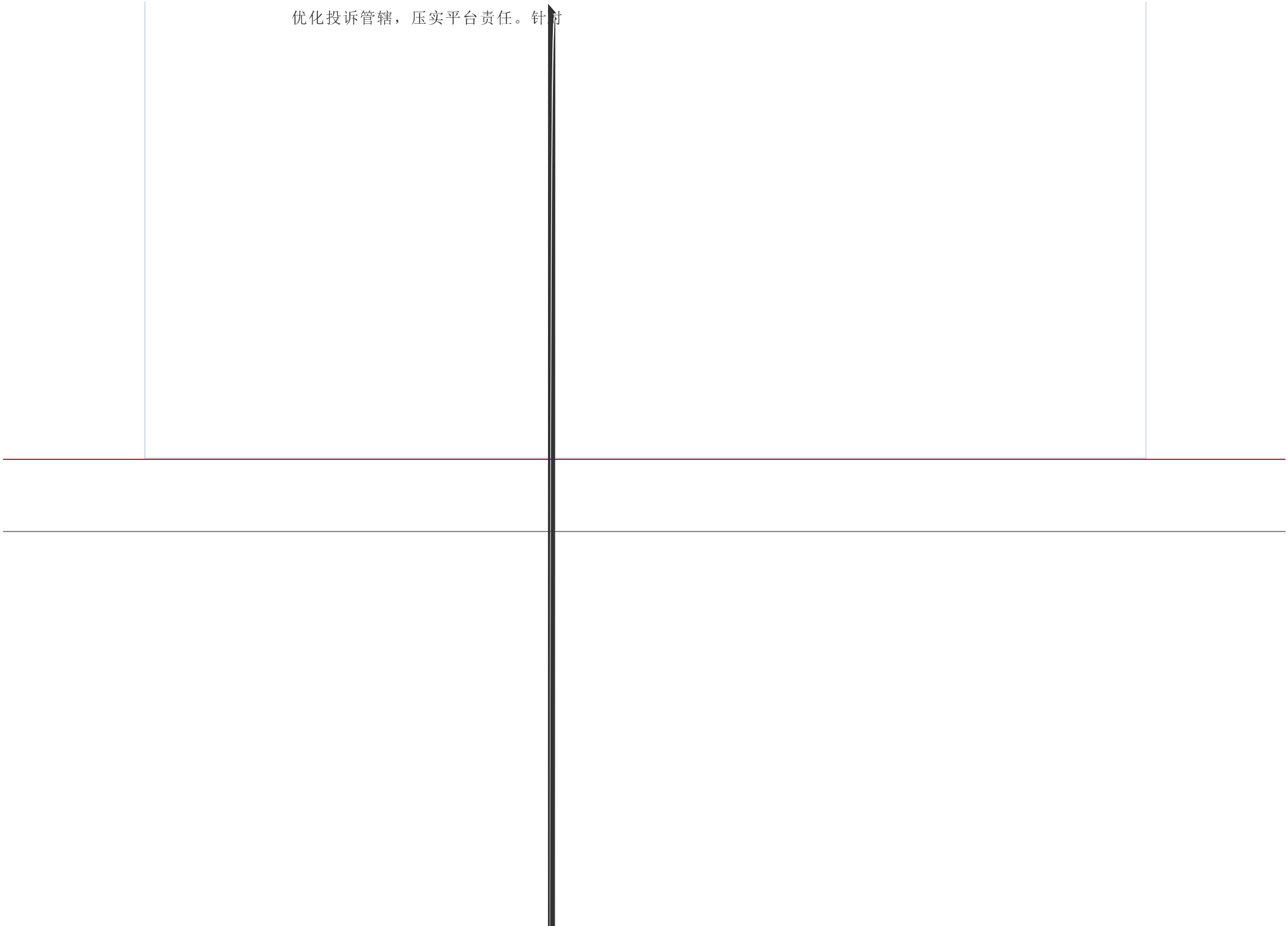优化投诉管辖，压实平台责任。针对