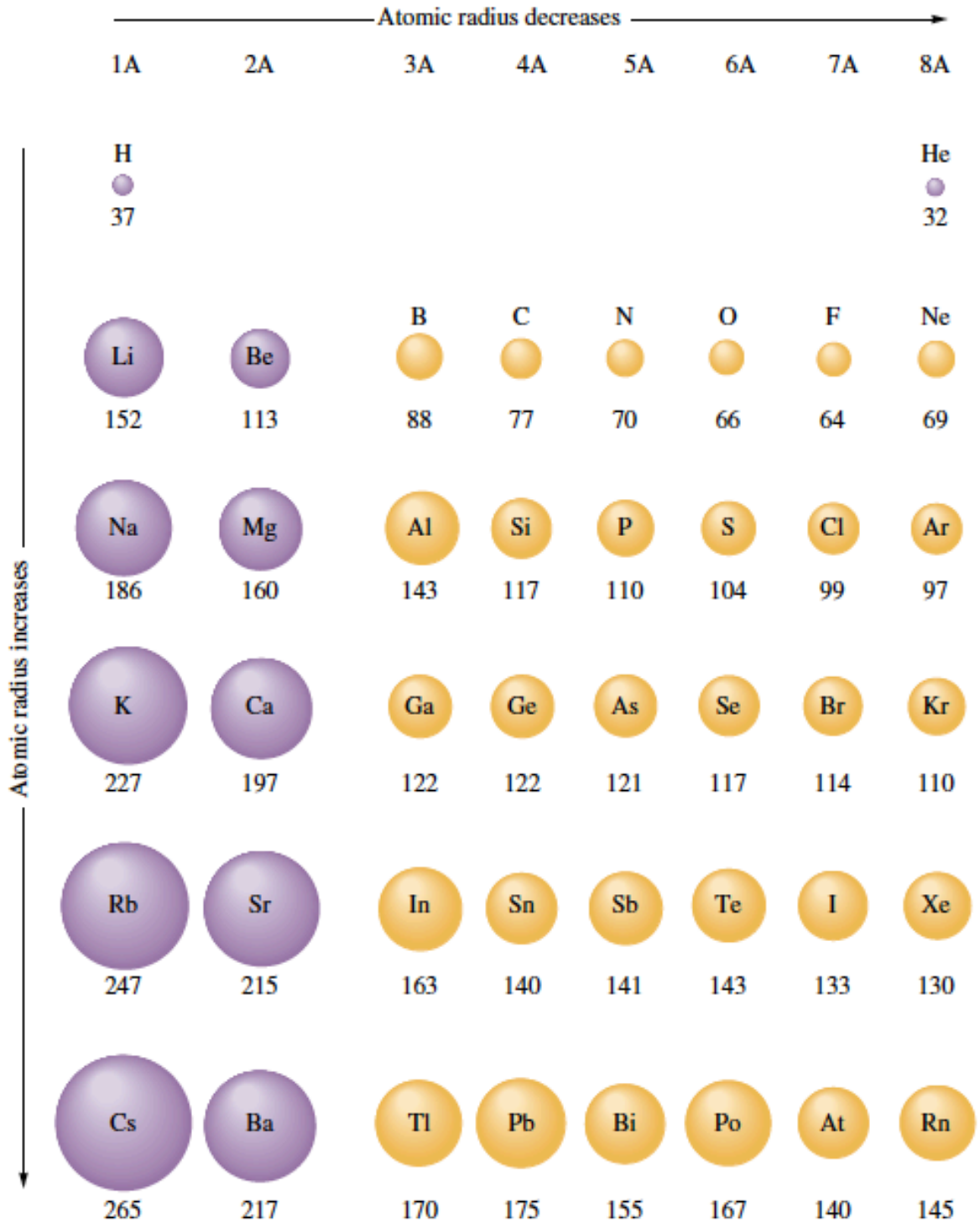Explain why the atomic radius decreases going across a period and increases going down a group.