



Macro and Micro Strategies to Praise and Respond on Facebook

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ABSTRACT

This article aims to photograph how people use language on Facebook (FB) social media, especially when they give praise or respond to praise for a post/status. When the status is found to be good, interesting, or commendable, comments and responses containing praise are often found. The data for praising and responding to praise on FB was obtained from the Jogja Intercept Information Group (ICJ) which represents various levels of society. Data was obtained by tapping method with data scraping technique using export comments program, screenshot technique, and note-taking technique. Furthermore, the data were analyzed using the methods of comparison, introspection, and pragmatic matching. After that, the data is presented with formal and informal methods. The results of the analysis show that there are two strategies commonly used by FB users, namely macro strategies and micro strategies. In the macro strategy, the praise response shows acceptance, rejection, denial, distrust, and diversion, while in the micro strategy there are several comments related to appearance, ability, possession, personality, and popularity. With this result, it is hoped that the community can choose and use the right strategy in praising and responding to praise to maintain harmony in human relations.

Keywords: Facebook, Pragmatics, Speech acts, Strategy.

1. INTRODUCTION

Social media has now been widely used to carry out its social functions in a very broad friendship relationship regardless of territorial and time boundaries. Social media has become a place for various people's needs or activities, for example for work, selling, socializing, and even looking for a partner. Throughout 2021, five social media are most widely used by users in Indonesia, namely *Whatsapp*, *Instagram*, *Youtube*, *Tiktok*, and *Facebook* (Suherlan, 2022). Among the many social media, Facebook (FB) is used by people because it has the largest storage. In FB, you can attach documents/articles, MP3 songs, or MP4, to video clips that are quite large. What can be embedded in FB itself shows its uniqueness, so what is presented on FB is different from what is contained in other social media.

As in *Whatsapp* (WA) social media, for example, in FB social media, many people are then found creating groups because they are united by hobbies, professions, affiliations, topics of conversation, or beliefs. What is presented in FB is simulated from a post (status).

Someone posts something, maybe related to a need, discovery, or an event in everyday life, then commented on by several members of the same group. Comments can also be responded to (reply) by the owner of the post, previous commenters, or other responders. The relationship between comments or responses can show the closeness between members of the group. When what is contained in the communication between users contains good things, the activity of praising and responding to praise is very likely to be found. Meanwhile, praise and praise responses can be shown in illustrations taken from the *Info Cegatan Jogjakarta* (ICJ) group which has 183,000 users. This group created on 27 June 2018 presents information circulating us, especially Yogyakarta and its surroundings, including Magelang, Klaten, Boyolali, and Purworejo, such as information on loss, traffic accidents, crime, and daily life routines around us. The use of language on FB always starts with the status (post), followed by comments and responses. Because social media is an open medium, others can comment on what others have commented on, containing approval, denial, or additional information.

Regarding praise activities, according to the online *Kamus Besar Bahasa Indonesia* (KBBI), praising is “1. *v* gives rise to admiration and appreciation for something (which is considered good, beautiful, valiant, and so on): the point is of course ~, but to my ears, it sounds like a warning; he~ the horseman's dexterity. 2. *v* glorify (the name of God and so on): they are ~ the greatness of God” (Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia, 2022). The origin of the word praise is praise which means a sincere acknowledgment of admiration and appreciation for the goodness (superiority) of something. The utterance of praise and its response is one form of the principle of politeness in language. Leech (1993) mentions that there are seven maxims related to the principle of politeness, namely wisdom, generosity, praise, humility, agreement, sympathy, and consideration. According to Brown and Levinson (1987), the act of praising is a kind of positive politeness strategy. It is intended to reward people who are positively rewarded. Pomerantz (1978) stated that the praising activity is a two-sided activity. On the one hand, it is a positive politeness strategy, but on the other hand, it reflects a potential face-threatening act/ FTA. Praise is meant to agree with the positive values that the praiser expects, but he must also avoid self-praise at the same time. Furthermore, Holmes (1986) examined praise and praise response in New Zealand. This study looks at functions, speech acts, the principle of politeness in language, and cross-cultural differences in the habit of praising. This study found the frequency of occurrence of the praise adjective category which was analyzed quantitatively. The most frequent occurrences of praise adjectives in a row are nice, good, lovely, beautiful, great, neat, wonderful, delicious, pretty, new, smart, gorgeous, not bad, clever, bright, brilliant, excellent, fantastic, fine, cute, classy, cool, impressive. Furthermore, the discussion of the praise response resulted in three categories or types of praise responses: accept, reject, and deflect/evade. Chandra, Marsono, and Suhandano (2019) state that responding to a compliment is not simple. Responding often puts the speaker in a difficult position, between avoiding rejection and self-praise. The interesting thing is that people with different backgrounds who are involved in this dilemma will find a way to reduce the potential discomfort to the hearer by using several strategies. The strategy used is entirely determined by the culture of the speaker. Herbert (as cited in Chandra et al., 2019, p. 229) identified three macro strategies used, namely accepting, refusing, and interpreting praise as a request. These three macro strategies are followed by 12 micro strategies. According to Manes (1983, p. 98), the topic of praise reflects cultural values. He observes that “people compliment each other from time to time on the same things: personal appearance, new acquisitions, good work” (cf. Derakhshan, R Eslami, & Chalak, 2021). These are objects or actions “which every member of the speech community will recognize as positive actions” (Manes, 1983, p. 98). However, Manes does not give

specific descriptions of the three main categories he describes American English praise, namely appearance, possession, and abilities/skills.

Based on the description above, this study aims to describe what macro and micro strategies are used to express praise or respond to praise on FB and how macro and micro strategies are used to express praise or respond to praise on FB. Discussion of strategies in praising and responding to praise on FB social media can be done in the realm of pragmatics. In that realm, a speech act can be seen as a communication activity that involves the speakers in a particular topic, interest, or matter. Regarding FB social media, in this study, comments and responses to a post/status are discussed. These can be seen semantically from the use of language strategies, namely macro and *micro strategies*. In the macro strategy, the praise response shows *acceptance, rejection, denial, distrust, and diversion*, while in the micro strategy there are several comments related to *appearance, ability, possession, personality, and popularity*.

2. METHOD

Handling of data in this study was carried out through three stages, namely the stage of providing data, the stage of data analysis, and the stage of presenting data analysis (Sudaryanto, 1993). In the data provision stage, the data on praising and responding to compliments on FB was obtained from the *Jogja Intercept Information Group* (ICJ) which was attended by 1.1 million people and could be considered to accommodate responses from many levels of society. Data was obtained by tapping method with data scraping technique using export comments program, screenshot technique, and note-taking technique. By scraping data using exportcomments, we can intercept conversation data in the ICJ group during January 2022 as many as 3000's which after being selected contain praise and the response becomes 1600's.

The next stage is the data analysis stage. The classified data is then analyzed using the *matching, comparison, and introspection* methods. According to Sudaryanto (1993), the matching method is a data analysis method whose determinants are outside, apart and not part of the language (langue) being studied. The matching method used is the pragmatic matching method. This method is used to identify linguistic units according to the context.

Another method used is the comparative method. Sudaryanto (1993) states that the comparative method is a method whose working method is to compare one data with other data so that it can be seen whether there is a relationship between similarities and differences in the phenomena of the use of existing language, which is regulated by the government. certain principles. With this method, the data can be analyzed based on the groups. In data analysis, it is also necessary to check through the

introspection method. This introspection method utilizes linguistic intuition that examines the language he masters (his mother tongue) to provide the data needed for analysis by the research objectives. The use of these methods also needs to be consulted with programmers so that they can be technically adapted to the expected results.

The last stage is the stage of presenting the results of the data analysis. According to Kesuma (2007), there are two ways of presenting the results of data analysis, namely formally and informally. The formal presentation of data is done by using charts and tables. Informal presentation of data is done by using explanations in the form of words, and in the form of descriptions/narratives.

3. RESULT AND DISCUSSION

3.1. Praise and Respond to Compliment Strategies

Discussion of strategies in praising and responding to praise on FB social media can be done in the realm of pragmatics. In that realm, a speech act can be seen as a communication activity that involves the speakers in a particular topic, interest, or matter. Furthermore, speech acts that appear on FB social media are triggered from posts/statuses which then trigger comments and responses in response to what is presented in the post or comments written by other people on the uploaded status. According to Pomerantz (1978, pp. 81-82, cf. Eslami, Jabbari, & Kuo, 2015, pp. 244–277) when someone has to respond to the speech act of praising he is in a dilemma because he cannot refuse praise, and on the other hand, he must not show self-praise. To avoid this dilemma, the recipient of the compliment uses several solutions to overcome this problem. The solution can then be referred to as a strategy for praising and responding to praise (Ishihara, 2016). Regarding FB social media, in this study, comments and responses to a post/status are discussed. These can be seen semantically from the use of language strategies, namely macro and micro strategies. The macro strategy is related to the praise response that people make in the form of acceptance, approval, rejection, distrust, and diversion, while the micro strategy is related to what the speaker deserves to be praised (status/commentator) which relates to appearance, and personality. ability, skill, possession, personality, and popularity.

3.2. Strategy Selection

Based on the results of data analysis, there are two strategies to give praise and respond to praise in FB, namely macro strategy and micro strategy. In contrast to Herbert's view (as cited in Chandra et al., 2019, p. 229, cf. Strubel-Burgdorf, 2018) FB found 5 macro strategy items, namely acceptance, rejection, denial, distrust, and

diversion, while on the micro strategy several comments are meaningful. related to appearance, ability, possession, personality, and popularity. The two strategies can be presented as follows.

Figure 1 shows the elements of a macro strategy in praising and responding to praise in FB, namely acceptance, rejection, denial, distrust, and diversion. Examples of each element can be seen in Table 1.



Figure 1 Macro strategies on praise and response in FB.

Table 1. Sample data of macro strategy

Acceptance	Wah, ditemukan orang baik 🙌🙌🙌 (Wow, found a good person) Jenengan tiang sae, Pak Guntur. (You are a good person, Mr. Guntur)
Rejection	Dudu hakku je, Om.. 😞 (It's not my right, Uncle..) Cuman mengamankan aja dan berharap diambil pemiliknya lg karna itu bukan hak saya. (Just secure it and hope that the owner will take it again because it's not my right.)
Denial	Namung pengalaman lapangan, Mas 😊 (It's just my field experience, Bro..) Karena rasa peduli sesama. (Because of caring for others.)
Distrust	Nek apikan iseh iso di pertimbangkan...nek bagoss kui genah pitnah, Masbro.. (If you are kind, it's still be considered... but if you are handsome, it is slander, Bro..) Udu, Mbak, kur wong caper aku ki 🙄🙄🙄 (No, Ma'am, just looking for your attention)
Diversion	Wah mumpung lagi selo ae, Mas minggu2 urung iso piknik nunggu ganti shift.. Hehe. (Wow, it's just loose, Bro.. at Sunday I can't have a picnic.. waiting to change shifts. Hehe..) Ehh ada bang Yoppy. (Eh, there's Yoppy..)

In Table 1, examples of data elements in a macro strategy are presented. Due to time constraints, the implications of macro strategy elements, such as contribution, motivation, agreeing, etc. cannot be presented in this paper but will be presented in a separate paper.

Furthermore, Figure 2 shows the elements of micro strategy in praising and responding to praise on FB, namely appearance, ability, possession, personality, and popularity. Examples of each element can be seen in table 2.

In Table 2 examples of data elements in a micro strategy are presented. Similar to Table 1, due to time constraints, the implications of micro strategy elements, namely generalization, specification, solution, etc. cannot be presented in this paper, but will be presented in a separate paper.

From the figures and tables, the two strategies are nested comments which contain various implications that arise, so that the points of contribution, motivation, agreeing, appreciating, strengthening, solution, diversion, negation, expectation, denial, and suggestion becomes the implication of macro strategy points. Meanwhile, the items agreeing, appreciating, motivation, generalization, specification, solution, strengthening, comparison, agreeing, and expectation are the implications of the micro strategy items. The elements found as implications of macro and micro strategies indicate that what is found is more complex than the act of praising and responding to praise directly in everyday life. Responses that arise from a post in the form of comments and responses are unpredictable and free from the interference of the status writer. In the macro strategy, dominant acceptance items are avoided due to age, seniority, and social relations.

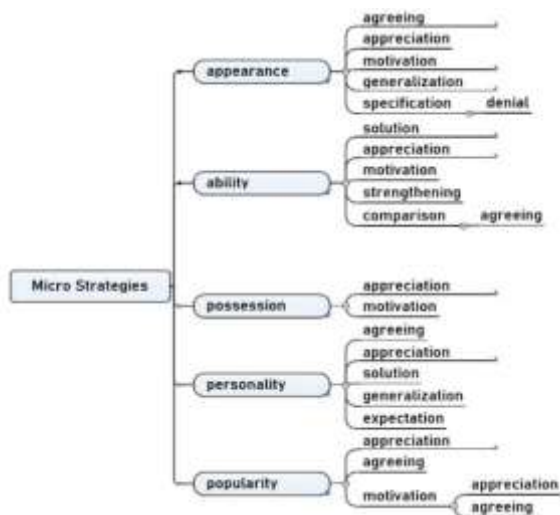


Figure 2 Micro strategies on praise and response in FB.

In Javanese culture in particular or Indonesia in general, speech situations require respect for the first person compared to the second/another person, so the second person tends to avoid the praise given by the first person (cf. Kille, Eibach, Wood, & Holmes, 2017; Lorenzo-Dus & Izura, 2017; Ricahyono, 2012). This happens a lot because of the level of age and seniority in the profession. Younger or more junior interlocutors usually avoid compliments given by older or senior speakers. In addition, the closeness of the relationship

Table 2. Sample data of micro strategy

Appearance	Josh nan iki mase. tato kui seni. Semoga Mase tetep sehat lancar rezekine. <i>(You're so great, Bro. A tattoo is an art. Hope you are still in good health.)</i>
	Wahhh, Mba e selain cantik juga wani, idolaaa 👍😊 <i>(Wow, Ma'am, besides being beautiful, you're also a brave person, You're an idol 👍😊)</i>
Ability	Aq kemana ² ngandalin Traveloka...tiket, hotel dll.pelayanan silu memuaskan. <i>(I go everywhere relying on Traveloka...tickets, hotels, etc. service is always satisfactory.)</i>
	Mebutuhkan keahlian tersendiri untuk bisa merangkai kata-kata seperti ini, 👍👍👍, <i>(Requires expertise to be able to string words like this, 👍👍👍)</i>
Possession	Cah sholeh tenan, Armando... aku bangga jadi temanmu yo Oom R Sony Hendratmoko Std Knows You 😊 <i>(What a pious child, Armando... I'm proud to be your friend, Uncle R. Sony Hendratmoko Std Knows You)</i>
	Kulo mewakili rt 03 04 05, nderek salut kaliyan panjenengan. Nek mboten enten sek kelangan nggih saget dikaryakke ing dalu puniko. Amargi tasih wonten pakempalan RT ing ndalu puniko. <i>(On behalf of RT 03 04 05, I respect you. If no one is missing, it can be worn tonight. Because there is still an RT meeting tonight.)</i>
Personality	Untung Mas Gilang pintar 🧠👍 <i>(Luckily Mas Gilang is smart)</i>
	Anda juga istimewa, begitu mudah mendoakan sesama dg ikhlas....Anda dan semua yg terlibat dlm urusan istimewa sebagaimana ISTIMEWANYA JOGJA. <i>(You are also special, it's so easy to sincerely pray for others....you and all those involved in special affairs such as JOGJA are SPECIAL.)</i>
Popularity	Damkar Jogja pancen joss 👍👍👍...petugas kebersihan SGM juga oyeeee... 👍👍 <i>(Jogja firefighters are great 👍👍👍...the cleaning staff of SGM is good too.... 👍👍)</i>
	BANGGA JADI BAGIAN DARI JOGJA... Jogja istimewa tenan.. <i>(PROUD TO BE PART OF JOGJA... Jogja is really special..)</i>

also allows the second person to avoid compliments from the first person. In other words, cultural and social factors are closely related to the refusal of praise given by the first person (cf. Lower, 2020). When avoiding praise, people tend to choose other macro strategies, such as rejection, denial, distrust, and diversion, or a combination of them as needed. If the interlocutor accepts praise, there is a potential that he or she is ready to accept denial, distrust, or diversion as a reason for acceptance. As an implication of the strategy points, two dominant responses were found, namely approval and appreciation. Why are these two points implications of macro strategy? When people receive praise and the fact is supportive there is the potential for people to approve and reward the compliment, but because of cultural and social influences, this response does not appear overtly. The praise is avoided by refusing, denying, denying, or diverting due to its potential as a face-threatening act (FTA) which on the one hand must accept the compliment, but on the other hand, the recipient of the compliment must not appear not to boast when receiving the compliment.

Furthermore, in the micro strategy, five strategies were found, namely appearance, ability, possession, personality, and popularity which had implications for various variations of the subsequent strategy items. Based on the observation of the data, the appearance and ability strategies appear more dominant than the other items on the FB media. The appearance element appears a lot because this media can accommodate images so that the image looks more conspicuous than the status/post. Meanwhile, the element of ability represents the unique ability of each person, so that each person looks interesting in his speech to others. Regarding this micro strategy, the dominant response was approval and appreciation. This is due to whether or not the recipient of the commendation also considers admitting the facts, without showing that he is being proud of himself (FTA).

The choice of strategies for praising and responding to compliments on FB above is completely free depending on what status/post the speaker has uploaded. Subjective comments and responses are conveyed according to the closeness of the relationship, age level, solidarity, social norms, culture, religion, or other elements that connect communication between the speech partners.

3.3. Impact of Strategy Selection

As a result of the perception of praise as a tool for building and enhancing relationships among community members, Indonesians who use FB find it very easy to compliment their interlocutors. People can start a conversation with praise as a kind of behaviour that symbolizes the attitude of someone with a genuine intention to develop communication. When given a compliment, Indonesians do not always receive it as

quickly as when praised. They are wary of accepting compliments because they are aware of the norm for not being arrogant, feeling superior, or conceited (cf. Ebadi & Pourzandi, 2015). This caution is reflected in the strategies they use to resist. Even if they receive praise, they will add some information behind it which indicates that acceptance of a speech act of praise will always be followed by an attitude that reflects humility. This humble attitude is a reflection of the attitude of respect for the interlocutor by adhering to the principles of respect, politeness, and solidarity.

In this case, Pomerantz (1978) states that when a person must respond to a speech act of praise, the speech partner is in a dilemma because the speech partner should not refuse praise but on the other hand must not show an attitude of praising himself (*self-praise*). In Western cultures, the most response to a compliment is to accept it, while in Asian cultures, people tend to avoid praising themselves (Chandra et al., 2019). Referring to Leech's (1993) politeness principle in the context of eastern society, there is a contradiction between the maxim of agreement and the maxim of simplicity. Therefore, the recipients of the commendation use several strategic solutions to overcome them, namely macro and micro strategies.

What happens when people use the wrong strategies for praising and responding to compliments? *First*, when the wrong communication strategy is used, the thing that immediately manifests is a *face threatening act* (FTA), which is an unpleasant action that causes hurt feelings, offenses, or mistakes and threatens the dignity of the interlocutor (Brown & Levinson, 1987). *Second*, the error in choosing a communication strategy is not impossible to cause looseness, division, or even termination of relations between speech partners. The action that should be taken to correct the error in choosing a strategy is to apologize as a responsibility for the violation of the politeness norm by using, for example (1) a direct strategy without further ado (*bald on record strategy*), (2) a positive politeness strategy (*positive politeness strategy*), (3) a negative politeness strategy (*negative politeness strategy*), or (4) an indirect strategy (*off record strategy*). According to Brown and Levinson (1987), the direct strategy without further ado is a strategy to restore the FTA to state something clearly because the speaker wants to restore the FTA with maximum efficiency. The positive politeness strategy is a strategy of doing FTA by saving face or maintaining the positive face of the interlocutor to give the impression that the speaker has the same desire for the interlocutor, namely showing the friendship between them (Brown & Levinson, 1987). The negative politeness strategy is a strategy to save the negative face of the interlocutor to maintain the freedom of action of the interlocutor (Brown & Levinson, 1987). In carrying out this strategy, the speaker acknowledges and respects the negative face of his interlocutor. The indirect strategy is a strategy of doing FTA indirectly by

letting the interlocutor decide how to interpret the speaker's utterance (Brown & Levinson, 1987). If done well, these four efforts are expected to heal the hurt feelings/dignity of the interlocutor and restore the disturbed relations between speech partners.

4. CONCLUSION

From the description above, the following points can be conveyed. *First*, there is no universal model for praising and responding to praise in many countries due to the influence of social and cultural factors. *Second*, the activity of praising and responding on FB social media is dominant in avoiding the "acceptance" strategy and using other macro strategies in different expressions and emphasis. If a person accepts the praise given by the speaker, it is believed that he is ready with diversion as an excuse that he is maintaining his dignity and not doing FTA. *Third*, because the implications of macro and micro strategies are quite numerous it can be said that the purpose of positive affective speech acts in praising and responding is to lubricate the social machine and thereby strengthen or enhance social cohesion. By performing speech acts of praising and responding to compliments, interpersonal relationships become closer and more harmonious.

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