



Interpersonal Communication in CBDS Youtube Channel

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Abstract. Knowledge of interpersonal communication is needed to build a relationship. Speakers need to involve empathy or prioritize comfort feelings to interlocutors creating an intimate and pleasant atmosphere. In this study, an analysis of forms of interpersonal communication on the Youtube channel CBDS was carried out which contained heartbeat from invited guests. The selection of Youtube as a data source is based on flexible functional considerations because it can be accessed anytime and anywhere. The study of interpersonal communication in this YouTube channel pays more attention to communication activities both verbally and nonverbally. A qualitative research method was used in this study. Collecting specific data, analyzing data classified in several types, and interpreting data were conducted. Interpersonal communication in the Youtube *Curhat Bang Denny Sumargo* (CBDS) reflects on the effective use of communication. Communication activities tend to use informal Indonesian (not standardized) and the interaction between the speaker and the interlocutor seems relaxed and as it is with in-depth discussion. Some types of speech acts that appear are representative, expressive, directive, comice, and declarative speech. Stylistic language is also used in herear to give a distinctive meaning so that the communication created is more meaningful and has a character.

Keywords: Interpersonal communication · Effective communication · Stylish language

1 Introduction

As a communication tool, language can determine whether or not a speech is effective. Through language, one can put trust in one's interlocutors or vice versa. To build relationships with other individuals, knowledge of interpersonal communication is needed. Interpersonal communication is communication that is carried out to achieve effectiveness in quality speech acts.

In conducting personal communication, one needs to involve empathy or prioritizing feelings of comfort to the interlocutor. That way, he can express his feelings, thoughts, and ideas to others as desired. Communication between the speaker and the interlocutor certainly requires strategies or ways so that the intentions that the speaker wants to convey can be understood well by the interlocutor.

According to Cahyono [1], communication has a connection with interaction. Communication and interaction become two inseparable things. Communication emphasizes the delivery of information, messages, or ideas, while interaction emphasizes actions or attitudes that are carried out to support activities in conveying information, messages, or ideas. Discussion of communication and interaction can refer to the occurrence of personal communication. Interpersonal communication focuses on the activities of speakers and interlocutors to create a meaning.

Interpersonal communication can be found in everyday life. How one communicates and interacts can be adjusted to what is the topic of conversation, who the speaker is speaking to, and what kind of situation is going on. As a speaker, of course someone will try to convey information so that it is easily understood by the interlocutor. Observance of sentence preparation is the main way so that there is no misunderstanding between the speaker and the interlocutor. Speakers also need to sort and choose the right vocabulary according to the circumstances when communicating and interacting, so that the sentences used have meaning for both parties, both speakers and interlocutors. Halliday and Ruqaiya [2] referred to the meaning in communication as having an interpretation as a means to perform a certain act, and not as a means of thinking.

Interpersonal communication is expected to make the atmosphere more pleasant and not feel stiff. Speakers can create a pleasant situation so that the interlocutor does not feel bored and intimidated. Although in practice not all forms of interpersonal communication are used to please the interpersonal speaker, interpersonal communication can also be brought up to delegate familiarity with the interlocutor. In this study, an analysis of forms of interpersonal communication will be carried out on a foreigner who is on the CBDS Youtube channel. Youtube is one of the social media that is well known to the public at large. The selection of Youtube as a source of research data is based on the flexible Youtube function and can be accessed at any time, making it easier for researchers to analyze the selected videos.

The channel chosen in this study is a Siniar that contains the outpouring of the heart from the guests invited by the speaker. The form of interpersonal communication is supported by the existence of effective communication characteristics. Effective communication has some explanations of things that need attention to create meaningful communication. The assessment of effective forms of communication is certainly guided by what the speaker can say that can be understood well by the interlocutor. In addition, sentences used by the speaker indirectly lead to sentences that contain empathy for the interlocutor. The existence of empathy can certainly affect the situation that is established and create closeness between the speaker and the interlocutor. Therefore, there is a presumption that interpersonal communication in herear which contains arousal is more interesting to study because it pays attention to the effectiveness of communication supported by the provision of empathy. The form of interpersonal communication in broadcast which contains generic generosity refers to the components of effective communication level and stylistic language used to create closeness and increase confidence in the interlocutor.

The form of interpersonal communication examined in this study is interpersonal communication on the Youtube channel CBDS. Youtube channel CBDS are used as a data source for this research because they reflect the use of effective interpersonal

communication. CBDS is one of the well-known channel on Youtube channel. The host of the channel is Denny Sumargo (DS) who is a creator of content that has invited many guest stars to express their moods or problems. From the discussion between guest stars and DS, it is hoped that patterns based on the theory of interpersonal communication can be found that have been adjusted to the research framework.

2 Methods

Creswell [3] stated that qualitative research is used to explore and understand the meaning from humanitarian or social issues. The process of qualitative research involves important efforts, such as collecting specific data, analyzing data that has been divided into several groups, and interpreting the data that has been obtained into a meaning [4]. The type of qualitative research in this study is a reasonable situation or can be found in daily life, namely about the use of language directly. Qualitative research in this study is natural because the data is presented as it is without doing data engineering. Language data is sourced from utterances in the Youtube channel that discuss the lives of guest stars personally.

The use of language in the context of interpersonal communication leads to the languages used by the speaker to create an impression and familiarity with the speech counterpart. In addition to communication activities in the realm of interpersonal communication, the pragmatic function in the speech that has an aesthetic effect in the form of stylistic language will also be examined in this study.

This research data is verbal data in the form of forms of persuasive and comic communication that contain allegories in the CBDS Youtube video. This data is determined because it is in accordance with the focus of this research problem, namely interpersonal communication associated with pragmatilistics [5]. The focus of the problem lies in communication and interaction in herear Youtube which reflects interpersonal communication. The data is sourced from the CBDS Youtube channel. The selection of data in this study is based on the use of DS language that uses a variety of non-formal languages by prioritizing informative and interactive processes to the interlocutor so as to be able to bring a transactional communication atmosphere appropriately.

In data collection, the researcher was the main instrument supported by other instruments in the form of reading and writing instruments, instrument grids, and data cards. This study used a qualitative approach whose data analysis is inductive and continuous. The data analysis used functional pragmatic analysis methods. Functional pragmatics as a method of data analysis reconstructs reality and takes into account the context of the observed phenomena [6].

3 Results and Discussion

Interpersonal communication can be found in daily life, especially when one interacts with others. Someone who positions himself as a speaker, of course needs to pay attention to the effectiveness of verbal communication and nonverbal communication. Verbal communication contains verbal messages given by the speaker to the interlocutor with the intention of establishing closer communication with the interlocutor. According to

Tubbs [7], verbal messages play an important role in all types of oral communication that are conveyed using one or more words. Verbal messages are supported by nonverbal messages (messages delivered without words) that are integrated in interpersonal communication. Everyone who is a speaker can give verbal messages to the interlocutor to convey his intentions and objectives well. Although verbal messages can be directly heard and understood by interlocutors, interpreting a nonverbal message is needed so that the meaning conveyed in communication activities becomes more specific.

Nonverbal communication further leads to the form of message delivery that is carried out through facial expressions, body attitudes, intonation, hand movements, manner of dressing, and others.

In interpersonal communication, verbal communication and nonverbal communication become a unit to create an atmosphere so that it does not seem stiff. In interpersonal communication, a sentence not only expresses the real reality, but also expresses the interaction between the speaker and the interlocutor. The speaker can determine who is the listener, as well as understand the personal relationships involved, so that the speaker can use language that is appropriate to the part of the interaction that is carried out.

In addition to being used for personal closeness between speakers and interpersonal communication, interpersonal communication is also one of the types of communication that expects action or decisions according to the topic being discussed. The existence of actions taken by the interlocutor reflects that interpersonal communication has a strong character to provide a feeling of security during interaction. The impression created in interpersonal communication refers to a strong meaning through the provision of empathy to the interlocutor. By involving empathy in communication, the meaning, actions, and processes that occur will be easier to understand and adapt to the wishes of the speaker.

In interpersonal communication, communication activities can occur in several people and are carried out with familiarity and respect for the interlocutors regardless of social degree. Interpersonal communication becomes the right type of communication to develop verbal and nonverbal communication. Interpersonal communication style certainly needs to pay attention to the purpose, the situation, and who is the opponent of the speaker concerned.

Wood [8] explained that the success of communication established between speakers and interlocutors is due to the provision of appropriate behavior. That is, both speakers and interlocutors provide appropriate emotional support. Proper behavior can also be created through the ability to organize communication and think in advance of the right sentence before it is spoken to the interlocutor.

Interpersonal communication leads to the role of the language chosen by the speaker to organize the communication that will be carried out or is being carried out. In communication, of course, the role of language is inseparable from the observation of grammar and body language. The use of appropriate language in accordance with the communication situation and the existence of body language support (expression, intonation, hand movements, etc.) is indirectly able to emphasize the subject matter that is being spoken.

Furthermore, interpersonal communication according to Devito [9] is an interaction carried out by paying attention to verbal communication and nonverbal communication

carried out by two or more people who are interconnected and interdependent. Interpersonal communication involves connecting one individual to another to create a more intense atmosphere and be able to exert influence. In interpersonal communication, non-verbal communication becomes a supporting factor for the meaning contained in verbal communication.

Devito also explained that nonverbal communication can reach deeper into the meaning or response that is formed during communication. This confirms that nonverbal communication will contain more meaning than words spoken by the speaker verbally (oral communication).

Interpersonal communication includes what is needed (communication that occurs between people who are one with another in a “connected” way). In addition to connected individuals, one person to another is also interdependent, meaning that what one person does impacts others. Therefore, it can be concluded that interpersonal communication is essentially relational [10]. The way a person communicates can be determined by the type of relationship that exists between one person and another. The position of language as a means of communication is very important to give an impression of the relationship in question. For example, in the video shown on Youtube, interpersonal communication contains sentences that provide a form of empathy through interlocution to guest stars. For example, in the video shown on Youtube, interpersonal communication contains sentences that provide a form of empathy through interlocution to guest stars. To build closeness to the guest star, the host on this broadcast will try to melt the atmosphere by providing verbal communication that shows a warm welcome while shaking hands or just waving.

Here is an example of data analysis from the CBDS Youtube channel based on interpersonal communication studies.

BT: *Salah satu hal yang dapat saya anggap sebagai kekuatan saya adalah keluarga saya sendiri. (One of the things I can think of as my strengths is my own family) Keluarga saya dulu membuang saya kemudian mengakui. (My family used to throw me then he acknowledged.)*

DS: *Saya gak tahu harus ngomong apa. Gilak. (I don't know what to say. Amazing.)*

BT: *Dan hal ini saya pikir kalau bukan kekuatan dari Tuhan nggak bisa. (And I think that if it's not the power of God it can't.)*

DS: *Mungkin karena kamu punya hati. (Maybe because you have a heart.)*

BT: *Iya mungkin. (Yes, maybe.)*

DS: *Kadang tidak semua orang punya hati walaupun mereka merasa memilikinya. Dan sulit loh berjalan dengan hati yang jujur kalau denger ceritanya tadi. (Sometimes not everyone has a heart even if they feel have it. And it's hard to walk with an honest heart when you hear the story.)*

BT: *Yap/menganggukkan kepala/ (Yep /nodding head/').*

Based on these data, it refers to Devito's statement which reveals that interpersonal communication as effective communication, then there are five general qualities that need to be considered, namely (1) openness; (2) empathy; (3) supportiveness; (4) positivity; (5) equality. In the dialogue snippet above, the realm of openness is found in the sentence said by BT when giving a statement about his family life. The statement from

BT is then responded to by DS by providing empathy in the form of statements that seem to feel what is felt by BT. DS also provides a supportive attitude in the form of giving a positive sentence that contains praise to BT which reads “maybe because you have a heart”. Furthermore, in the realm of equality, DS does not compare the stronger party with the weaker party. DS actually provided support to BT for the behavior that BT obtained from his family. Thus, interpersonal communication between BT and DS can be established well and no party feels disadvantaged.

In terms of pragmatististics, it is known that DS speech refers to persuasive speech in the form of opinion. DS conveyed this opinion by stating that the BT had the heart and kindness from his heart to deliver the BT to be a person recognized by his family, even though at the beginning of the decision made, the BT did not have the full support of the family. In addition to containing persuasive speech, the sentence also contains allegories. The allegory issued by DS in the speech is in the word ‘liver’. The word ‘heart’ used by DS is symbolized as kindness and sincerity.

The existence of persuasive speech and allegories used by DS also involves effective communication which is characteristic of interpersonal communication. This is evidenced by the transactional carried out by DS and BT. When saying a sentence that contains the word ‘heart’, DS says it while smiling and the view is centered on BT. It was then responded to BT by giving a nod to the head and saying “Yup”. Thus, it can be concluded that the quote has an interpersonal communication category.

In general, it can be stated that the communication contained in the CBDS YouTube channel has the characteristics of interpersonal communication as expressed by Wood, namely selective, systematic, unique, processed, transactional, and individual.

Interpersonal communication that occurs emphasizes the process of communication and interaction that is carried out to one person with specific purposes and objectives that have been mutually agreed upon [11]. Communication that occurs also shows familiarity between the speaker and the interlocutor, namely between DS and BT. Wood revealed that the characteristic of selective interpersonal communication is by choosing the subject that is asked to communicate with the speaker [12]. That is, the speaker chooses and sorts the subject according to his level of familiarity and his level of needs.

Communication that occurs can be categorized as systematic interpersonal communication if it occurs in a varied system. Systematic in the characteristics of interpersonal communication is classified as an event that occurs that can be understood or interpreted with real events. That is, to really know the true meaning, it is necessary to know the background of the event and the characteristics of each speaker and interlocutor.

Communication that occurs involves people who have a role relationship or a level of familiarity with each other. When interacting with very familiar people, each individual will be unique and irreplaceable. Unique interpersonal communication arises as it happens in communication with very familiar peers. The use of the word ‘I’ symbolizes intimacy and openness to create an atmosphere of closer communication. Of course it would happen otherwise if communicating with others who are not familiar, the word ‘I’ would no longer be used, the word ‘I’ might be replaced by the word ‘me’.

Interpersonal communication can be considered a continuous process. The interaction and communication carried out by speakers and interlocutors constantly develops

and becomes more personal over time. This kind of interpersonal communication process can also occur in everyday life such as relationships in the work environment [13].

Characteristics of transactional interpersonal communication refer to stimulus and response. That is, when the speaker gives an idea, then the speech counterpart can respond like a head nod as a sign that the speech counterpart understands the idea given by the speaker. According to Wood, the transactional nature of interpersonal communication impacts the speaker's responsibility to convey the message clearly. Good communication cannot be charged to one party only. Both speakers and interlocutors can capture communication carried out verbally and nonverbally. This is done so that there is no misunderstanding between the speaker and the interlocutor.

According to Wood [12], the deepest part of interpersonal communication is engaging humans as unique and distinct individuals from others. That is, when communicating and interacting with others, one is able to place oneself as a unique individual. One will learn how to understand, how to overcome, and how to create the ability to communicate fully with others. Therefore, interpersonal communication is created by individuals who have managed to give trust to others, so that they can establish a more personal relationship with the desired person. Individual interpersonal communication appears to be between DS and BT. In communicating, they seem to be sharing information privately. It would have occurred if the speaker and the interlocutor have understood each other, have built personal relationships so that a feeling of security and comfort is created.

In pragmatic studies, interpersonal communication can be seen through effective forms of communication between speakers and interlocutors and the use of stylistic language used during the interaction [14].

Effective communication provides benefits in discouraging misunderstandings during communication and interaction activities. Communication is effective in interpersonal communication reflected in several types of speech acts, namely representative, expressive, directive, commissive, and declarative speech [15].

3.1 Representative Speech

Representative speech acts refer to the requirement of correctness of the statements presented. A speaker must believe in the truth of everything that is said and be able to prove his speech.

Ah, kayak Afghan bae we. (Ah, like Afghan bae we.)

The data above is an example of a representative speech response. In this case, the speaker states the truth that it is believed that the interlocutor has a resemblance with one of the singers of the country, namely Afghan.

3.2 Expressive Speech

Expressive speech acts refer to speech acts that prioritize the speaker's attitude towards his interlocutors by giving congratulations, mourning, giving praise, and so on. This expressive speech act is supported by nonverbal language: frowning, sad expression, smiling, and so on. This expressive speech act has a strong interpersonal communication function because it provides an empathic attitude and can understand the events experienced by the interlocutor.

Mbak cantik ya. Saya boleh foto nggak? (Beautiful ladies. Can I take a photo?)

The data above is an example of expressive speech response. With this statement, the speaker shows an admiration for his interlocutors who are beautiful. The speaker praises the reality seen so that expressive speech is created in the form of praise that will certainly please the interlocutor.

3.3 Directive Speech

According to Black, directive speech acts refer to statements that give orders so that they have an effect in the form of actions to be carried out by speech opponents. The giving of directive orders can be seen from the communication situation in the form of negative manners and positive manners. Directive speech acts are speech acts carried out by speakers with the intention that the interlocutor performs actions in accordance with what is said. The speech directive in the CBDS Youtube channel has decided, canceled, banned, allowed, and apologized.

Saya rasa cukup yang ingin saya sampaikan pada saat ini. (I think I have enough to say at this point.)

The example statement above is a speech act directive because the speaker decides to end the discussion made with the interlocutor. Indirectly, with this statement, the discussion that is being conducted is considered completed and the information provided has been adjusted to the wishes of the speaker so that the speaker chooses to say “enough”.

3.4 Commissive Speech

Commissive speech acts refer to the actions given so that the speaker has an attachment to what is said and is able to represent in the future. Commissive speech acts can be in the form of promises or threats in accordance with the effect of the action on the interlocutor.

Nanti kalau lo sembuh, kita jalan-jalan keliling Indonesia. (Later if you get well, we'll go for a walk around Indonesia.)

Based on the example, the speaker expressed a promise to the interlocutor to do activities together during the interlocutor's recovery. The statement is certainly binding on the speaker in order to carry out the promised activities.

3.5 Declarative Speech

Declarative speech acts focus on unique forms of speech acts, success in carrying out these speech acts depends on the status of the speaker and the situation that occurs. Declarative speech acts can be found in situations of pronouncing marital promises, dismissal of employees by the leader, resignation, giving punishment to the defendant, and so on.

Bagi yang tidak memakai masker, akan diberi sanksi. (Those who do not wear masks will be sanctioned.)

From this example, it can be seen that there is a punishment that applies to people who do not use masks. In declarative speech acts, especially in the word “punish”, the

speaker gives the consequences or effects that arise when the interlocutor behaves not in accordance with the agreement or rules that apply.

As stated by Tubbs and Moss [7] that effective communication provides an advantage in achieving personal goals, the same is true in communication on the CBDS Youtube channel. Communication runs effectively because the speaker manages to convey his meaning in various types of appropriate speech acts. Speakers are able to convey the meaning of communication to the interlocutor so that the interlocutor can understand, feel happy, be influenced by their attitudes, and actions.

In effective communication, stylistic language packaging plays a fairly important role in generating attractiveness. According to Tubss and Sylvia [7], a person will tend to have attraction to others if the person has a character that is in accordance with their wishes. The character can be seen from the perspective when the person speaks, is able to choose the right sentence without offending others, and is able to make others have a good impression as long as they hear the words, and is able to balance language, attitude, and situation [16].

In communicating, one will distinguish between the content of the message and the relationship between the communicating parties. Each message contains content that needs to be interpreted according to the context and relationships between the people involved. When communicating, one does more than just exchange verbal and nonverbal messages. The speaker will convey messages that show how the speaker perceives the opposite of speech and the relationship between the two. Therefore, it is very important to pay attention to sentence patterns and word selection that are adjusted in each conversation situation so that the attraction created can have a deep and not stiff impression.

In the case of interpersonal communication in herear Youtube, a speaker will tend to choose sentences that are included in the nonformal category. Speakers and interlocutors create a condition that seems relaxed, but has an indepth discussion. On YouTube, especially on the CBDS Youtube channel, most of the communication uses a variety of informal languages. In this case, the speaker and the interlocutor create a strong interpersonal relationship. It appears that the use of informal Indonesian (not formal) is the main choice so that it can launch communication activities and make the relationship between the speaker and the interlocutor more relaxed and as it is.

4 Conclusion

Interpersonal communication in the Youtube CBDS reflects on the effective use of communication. Between speakers and interlocutors create strong interpersonal relationships, thus reducing misunderstandings between speakers and interlocutors. Communication activities tend to use informal Indonesian (not standardized) and the interaction between the speaker and the interlocutor seems relaxed and as it is with in-depth discussion. Types of speech acts that appear are representative and expressive.

The form of stylistic language found in the channel is in the form of persuasive and allegory speech. The stylistic language is used to give a distinctive meaning so that the communication created is more meaningful and has a character. Stylistic language is closely related to vocabulary mastery, because the richer one's vocabulary, the more diverse the stylistic language used.

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