



THE PUBLIC RELATIONS STRATEGY IN UTILIZING THE UNIVERSITAS INDONESIA INSTAGRAM TO DELIVER INFORMATIVE AND EFFECTIVE MESSAGE

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Abstract. Social media that emerged in various platforms, from Friendster (2002), Twitter (2006), Instagram (2010), to Threads (2023), offers many things to its users, ranging from entertainment, education, to social control, just like the functions possessed by conventional mass media. Among these platforms, Instagram has the most users. To get more attention from its followers, Instagram has added features several times. Public relations is one part that uses Instagram as one of the tools in conveying and disseminating information to internal and external publics. Although UI has an official website, social media is needed to reach student groups who will enter and leave campus every year due to the presence of new students and graduating students. UI Instagram's target audience is the UI academic community students, lecturers, employees, but it does not rule out the possibility of other parties with an interest in UI becoming its followers. After the 2010-2019 period, it was felt that there needed to be a refreshing effort to get more engagement. This research uses descriptive qualitative method aims to see responses to the utilization of IG accounts by the UI public relations bureau in delivering informative and effective messages. The element of novelty in this research is that the changes made to the univ-indonesia Instagram account are expected, even considered to have "UI class". This public relations research uses descriptive qualitative methods Data were collected based on interviews, observations, and documentation.

Keywords: Instagram, Universitas Indonesia, Strategy, Public Relations, Social Media, Digital, Uses And Gratifications, Students, Platforms, Message

1 INTRODUCTION

Information and communication technology (ICT) has developed very rapidly in this digital era. Various fields in human life are made easier by the existence of the internet network. The Internet has influenced the way humans communicate, share information and exchange messages. As well as being a new channel of communication, it has also become a platform for interaction, work and learning [13]. The internet enters a broad spectrum of everyday human activities. Based on the survey results of the Indonesian

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Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period (2021-2022) which amounted to 210.03 million users. The majority of users access the internet via cellphones to open social media. ("Indonesia Internet Profile 2022" released by the Association of Indonesian Internet Service Providers/APJII). Social media include everything from blogs, wikis, and podcasts, to Facebook, Twitter, YouTube, and Flickr, to websites and apps. In fact, many of the digital tools and services that you probably already use in your everyday work, study, and social lives can be described as 'social media' [14]. The data was obtained from surveys and interviews with 7,568 respondents (aged 13-55 and above) from January 11, 2022 to February 24, 2022. APJII also looked at internet penetration in Indonesia based on the age of the users surveyed. From the 13-18 years age group, 99.16 percent of users are familiar with and connected to the internet. Furthermore, in the age group of 19-34 years, 98.64 percent are connected to the internet. In the 35-54 years age group, the figure is less, namely 87.3 percent, and the 55 years and over age group with 51.73 percent. Interestingly, the APJII report revealed that the internet penetration rate of children aged 5-12 years reached 62.43 percent. This figure is higher than the age group 55 years and over. A common reason for accessing the internet is because users need to access social media (98.02%) [25].

The definition of social media is a medium on the internet that allows users to represent themselves or interact, cooperate, share, and communicate with other users to form virtual social bonds [12]. Social media can play a role as a medium of communication. It continues to grow, both among individuals and for business purposes. It provides an inexpensive way to experiment and develop a brand through the use of logos and attractive visual graphics. The Brain Rule Rundown (<http://www.brainrules.net/vision>) states that a person will remember only 10 percent of what they hear after the next 3 days. However, they will remember 65 percent of the information if accompanied by a picture [1]. Because the visual impact is so great, the information displayed on IG should be accompanied by attractive graphics.

Today, the existence of the Internet makes information more accessible to many people and gathers information from a wider range of sources than at any time in history. As a result, the dynamics of the media have changed a lot [11]. Before the internet era, organizations only had two options to attract public attention: advertising or getting publicity from old media [18]. Now, new media is a general term to describe the process of delivering information through digital technology. If in the past information could only be obtained through newspapers or magazines, it can now be accessed through new media using communication devices connected to the internet. Among the new media that utilize the internet are multiplatform social media (Friendster, Facebook, Instagram, Twitter, Tiktok, and Threads). Friendster (from the words Friend and Napster) was created by a Canadian programmer named Jonathan Abrams in 2002. Twitter has been growing since its release in 2006.

Facebook is a social networking site that creates connections with other friends as its users [5]. The information that users post is shared with other fellow users. As time goes by, Facebook adds several other features, can make audio/video calls, tags, and

create stories. Through twitter, people can write whatever they want and post it for others to read or comment on. Twitter limits posts to 140 characters. Research estimates that there are nearly one billion Twitter accounts [5]. In 2023, Threads (2023) appeared, which has similarities with Twitter. After Twitter, came Instagram which was founded by Kevin Systrom and Mike Krieger in 2010 [22]. It is a social networking site that functions primarily as a platform for sharing photos among users. Basically, it is an app that facilitates the capture, storage, and sharing of photos on mobile phones. Due to its simplicity and popularity, Instagram reached millions of user accounts in no time and was awarded App of the Year by Apple Inc in 2011. This prompted Facebook's Mark Zuckerberg to buy Instagram and the company the following year.

Instagram is similar to Twitter in that users can follow people they find interesting, but the relationship does not need to be approved or reciprocal. The one exception is that people with personal accounts must approve followers because the status gives them access to users' posts. Instagram is popular among young users. It is the main social media platform they use to interact. Women dominate Instagram, accounting for more than $\frac{2}{3}$ of users [5].

Social media is an inseparable part of human life as it is involved in many individual activities. In Linda Coles' book, *Social Media for Business: Foolproof Tips to Help You Promote Your Business or Your Brand*, she mentions that if someone argues that 'I don't have time for social media', it means that they 'Don't have time to market their business and build relationships with prospects and customers [3]. Social media has the following characteristics: (a) messages conveyed to various parties, for example messages via text messages. (b) Messages delivered without going through a gatekeeper. (c). Messages that are conveyed tend to be faster than other media. (d) The recipient of the message is the party who determines the time of interaction. In social media, everyone can interact even though they do not know each other or have never met face-to-face. Interactions carried out in social media must be supported by the internet to produce connectivity to fellow social media users. They are not only individual users, but various parties including companies. Antony Mayfield in his book entitled *What Is Social Media* explains that social media is about being ordinary people who share ideas, work together, and collaborate to create, think, argue, find good friends, partners and build a community (Mayfield, 2008, p. 6). Since 2010, the number of investigations on social network usage behavior of college students has increased, with the United States, Asia, and Europe leading the way in publications on college students, but there is still a need to focus on the characteristics of social networks and audiences [15].

Social media can be used to serve the purposes of important business functions, such as public relations, marketing, lead generation, customer service, and market research. PR can use social media as one of the tools in maintaining the company's image. Corporate image has always mattered as an intangible asset of a company [7]. The duties and responsibilities of a public relations practitioner are more complex, but he or she can build healthy relationships with journalists, bloggers or online influencers through issuing releases. He or she is an intermediary, a link between the organization and the public [8]. One of the most popular social media platforms in the world today

across various age groups is Instagram. It has 500 million daily active users, and more than 2 billion monthly active users. UI recognizes the important role of various social media platforms in disseminating information. Therefore, UI has official Facebook since 2009 with 198, 201 followers, Twitter since September 2009 (1,254,470 followers), Tiktok, and Instagram since 2014 (859,427 followers). All UI's social media accounts have been verified. The main target of the official UI Instagram account (univ_indonesia) is students (D3, D4, S1, S2, S3 programs). While other internal targets are lecturers, and education personnel.

UI public relations (PR) must play a role in improving UI's brand and maintaining its reputation. The trick is to disseminate good news information from UI to the public as widely as possible. Reputation refers to the fact that in today's highly transparent world, brands must be consistent in their actions. Today's branding innovations can be summarized in four types of passion: 1. Passion for Values 2. Passion for Ideas 3. Passion for Life 4. Passion for People [13]. Information dissemination can be done through tools owned by public relations, including through UI Instagram. A company and its brand must deliver what they promise. If not, their reputation will be damaged. An organization must be able to use social media to dialogue with critics and unhappy parties [24].

The discipline of PR is in a process of rapid evolution, where the knowledge, skills and practice of public relations are changing. It would be complacent to say that this doesn't present us with some real challenges. It also provides the PR function with some real opportunities. The evolution of the media and communications in general is reshaping the nature and the relationships between different types of marketing communications operations. PR people face increased competition from advertising agencies, search engine optimization (SEO) specialists, digital agencies and others. However, public relations practitioners are uniquely placed to take advantage of a world where conversation and dialogue have largely supplanted top-down, one-way messaging. PR agencies operate in a crowded market and must have strategies in presenting themselves to various publics. This research aims to analyze how PR agencies use Instagram as a strategy to present their organization to the public. Through an examination of the communication strategies of a leading PR agency, this research contributes to the growing body of knowledge on how to present a company through social media. (Watkins, B., & Smith, S. A: 2022). PR skills are firmly rooted in debate, discussion and the art of persuasion. PR have always operated through intermediaries when delivering news and information. The intermediaries may have changed and broadened but those skills are as valuable as ever [2]. Audiences (in this case, Instagram users) are all around us, they are responsive, highly cost-effective, and constantly growing. Companies need audiences to survive. If you're not building them, engage them [16].

In order to increase the number of Instagram visitors and engagement, since 2020 a redesign of UI Instagram visualization and content has been carried out. UI's Instagram should be designed to appeal to the students of its era. The IG UI feed before 2020 displayed a unified color, the design is relatively monotonous, the information looks more like a wall magazine, has not been carefully planned to create an engagement program for followers, and is run as business as usual. Changes must be made

periodically because the main target audience will change from previous years, where students at that time were the Millennial Generation (Gen Y, born 1980-1995). They tend to be more opinionated, have high self-confidence, and think out of the box, are more expressive and have an open mind. Their characteristics are more open to change, ambitious, always with gadgets. During the millennial generation, for example, the approach was different compared to that of the previous generation (Gen X, born 1965-1980). Likewise, afterwards, namely in Gen Z (born 1997 to 2000s), it is different from the characteristics of Gen Y.

Gen Z is a generation that grew up in a digital and sophisticated world, most of them have also played with their parents' gadgets since childhood. The average Gen Z has had a cell phone since the age of 10. So, they are very tech-savvy and very attached to gadgets, at least 3 hours a day in front of the screen. The messages delivered through UI's Instagram social media platform to them must be informative and effective. Generation Z may seem like they come from a foreign land. In the book *Generation Z Goes to College*, Seemiller and Meghan Grace mention that Gen Z's judgmental attitudes, lack of understanding, and stereotypes are barriers that can prevent older generations from understanding this new culture [20]. (Seemiller, Corey, and Meghan Grace: 2016, p. 37). We are no longer in control of the media, the news, or the advertising, but our customers are. More and more and nearly exclusively, people are turning to peers for product and service recommendations. (Safko, Lon: 2012, p.535). It may at times have appeared as though the concerns of media literacy education were fading from significance, as social media, algorithmic cultures, coding literacies, and creative economies have become social preoccupations in countries around the world. (Divina Frau-Meigs, et al., John Wiley & Sons, Incorporated: 2020).

In order to package messages through IG UI appropriately, the main target and its characteristics must be known. The target audience of UI Instagram is the UI academic community -students, lecturers, employees-, but it does not rule out the possibility of other parties with an interest in UI to become followers. The message or information delivered to the target audience is formulated to suit their needs. That's why changes continue to be made, after first evaluating the previous IG design. The IG UI design seen today is the one that started on October 12, 2022. Changes were made with the involvement of a UI vendor from Inspirameditama.

Herbert Blumer and Elihu Katz were the first to introduce uses and gratification theory. This usefulness and satisfaction theory was introduced in 1974 in their book *The Uses of Mass Communications: Current Perspectives on Gratification Research*. Blumer and Katz's theory emphasizes that media users play an active role in selecting and using media. They are active parties in the communication process, and media users try to find the most reliable media sources for answering their needs. The uses and gratification theory can be implemented on the use of social media because users can use Instagram to fulfill their needs, such as obtaining information, entertainment, motivation, and friendship. The uses and gratification approach is intended to describe the reception process in mass communication and explain the use of media by individuals.

From a theoretical perspective, the diversity of social media usage is noted in uses and gratifications theory research. The uses and gratifications theory framework has been used to explain how and why people actively seek specific types of media (Palmgreen *et al.*, 1980). Uses and Gratification Theory aims to understand people's motivation in using certain media to fulfill certain needs (Katz, 1959; Katz, Haas & Gurevitch, 1973). There are five underlying assumptions, namely: 1) media use and selection are motivated to achieve a goal; 2) individuals are the ones who take the initiative in selecting and using media with the aim of getting satisfaction; 3) audiences' communication behavior is conditioned by different social factors; 4) media compete with other mass communication alternatives in terms of selection, use, and satisfaction; and 5) audiences are considered influential in relation to the media. (Cuevas-Molano, E., Sánchez-Cid, M., & Gordo-Molina, V: 2022). In Uses and Gratification Theory people are actively and freely involved in media use. Although this theory was popularized in the late 1950s or early 1960s, the uses and gratifications theory is relevant in the era of digital technology (Kearney, A: 2018).

2 METHOD

Data is collected through interviews with students. They were asked whether or not they have an Instagram account, whether they have a fake account, since when, do they they follow UI's Instagram account, what is interesting about UI's posts. In addition, whether they are aware of the changes made on UI Instagram, and whether there are any proposed issues that they expect to appear on the official UI account. The age range of the respondents was grouped into 13-17 years (11.8%), 18-24 years (51.3%), 25-34 years (23.5%), 35-44 years (7.8), 45-54 years (3.8%), 55-64 years (0.7%), 65 (0.7%).

3 RESULT AND DISCUSSIONS

Instagram has added features to fulfill the needs of its followers. At one time the term "Instagramable" was very popular in the community. The addition of Instagram features such as IG story, IG live, video Reels. The changes to the official UI IG are in terms of visualization in the feed, the use and selection of words that are more playful, creating content following something that is viral, displaying inspiring student and lecturer profiles, IG live tour de campus, IG stories containing event reports on the UI campus. Questions asked to respondents to verify what they said, to see if the concept changes that have been made by UI Public Relations so far, with the respondents' wishes for UI content. What information are you looking for from Instagram UI posts, obtained answers that they want to find out the amount of tuition fees, student life (can be fulfilled through IG Reels).

From the results of interviews with respondents, it was found that 5 out of 7 respondents had become IG UI followers since they were in high school. This can be seen from their answers that are quite familiar with the IG content so far, for example about the existence of campus bicycles, profiles that appear in Reels, and UI rankings. They also follow the issues raised as content on the IG feed, which is memorable for them is UIUpdate Weekly, UI profile for inspiring, IGTV/Reels about congratulatory content,

then also inspirational and entertaint content stories of the students and academic community, and Virtual Campus Tour.

Students who are Instagram users and followers of the UI IG account get the information they want from UI in a way that is appropriate for their age, both from the choice of words in the caption ("Hi, Sob"), the video displayed, and the ism raised about UI (a selection of inspiring people from among students and lecturers). In order to remain acceptable to an audience that changes due to the influx of students, periodic redesigns of the visual appearance and word choice should be done to make it appropriate for the students of the era. In order to remain acceptable to the audience that changes due to the entry and exit of students, periodic redesigns of visual appearance and word choices must be made that are appropriate for students of their era. In addition, engagement from Instagram users also increases which can be seen from the likes of posts.

Table 1. Student Answers About Changes In IG Account univ_indonesia

No	Name	Response 1	Response 2	Response 3	Response 4	Response 5	Response 6	Response 7	Response 8	Response 9
1	Aldani sa Safitri	Yes	Since 2017	Student life, campus environment, admissions	new student admission new students , and campus ranking	I think the information provided is very informative and interesting for both students and the public.	I think the information provided is fast and packaged densely and interestingly	Can increase the number of replies to make it more interactive	New student admissions, graduations, campus rankings , and the campus environment such as campus bicycle	Instagram
2	Armeta Marsya	Yes	Since high school, second grade	Admission of students and information about the campus environment	Likes, on UI Profile posts and informative campus content	So far, the content and design presented in 2020-2022 are interesting and easy to understand.	As the years go by, design get better.	Using the guides to make the feature better and easier to present information	UI profile for inspiring	Instagram because the information can be seen in full through highlights and feeds

3	Aura Maharani	Yes	Since high school	Have given likes, about new student admission posts	Various latest info about UI	Information provided is very informative	Its strength is that it posts new content every day, keeping the audience up to date.	In my opinion, the content can be further developed. the rest for the design is quite interesting	The most memorable ui instagram content for me is UIupdate Weekly because I can find out the latest updates from this content.	I think Instagram is more effective in providing information
4	Azzahra Benita	Yes	Since 2020	Information sought in Instagram posts on UI includes Instagram posts information calendar-related information	Only ever give likes without comments	In my opinion, the strength of UI Instagram is the provided is quite educational & informative and inspirational educative. However, it might look neater & have better aesthetic value	Educational and inspirational from UI academicians and ILUNI	Interactive content, such as quiz/question for newly admitted UI & answer, & polls.	IGTV/Reels about Congratulatory content, then also inspirational and entertaining content stories of the students and academic community	Both, depending on how the content is packaged., whether it will be organized with the concept of
5	Divan ya Feandra	Yes	Since high school	Opening of new student admission	Has given likes to new student welcome posts	Visual information content uploaded in 2022 looks more attractive	Attractive and concise enough display	Notification of information that can be more detailed again	Virtual Campus Tour (Instagram Reels)	Both

6	Gianny Allysi	Yes	Since high school	Opening of new student admission channels	Have given likes to posts on the opening of the student admission	Visual information content uploaded in 2022 looks more attractive	Concise, yet easy to understand.	Improve/multiply the presentation of information in the form of audio-visual information	Virtual Campus Tour (Instagram Reels)	Both, Through Instagram, the presentation of uploaded information content
7	Putri Indah	Yes	Since high school	Academic and UI student's announcement	Likes about appreciation posts	2020: the design is less harmonious, and the content is quite informative, 2021: there is a viral design (new student admissions) for the content is also quite informative, 2022: feeds look neater and currently the content is also more varied or diverse, so it looks more interesting	Up to date information	May be able to answer important/contextual questions in the comments section.	Virtual Campus Tour	Instagram

Question: Name of respondent

1. Do you follow IG UI account?
2. Since when did you follow?
3. What information are you looking for from Instagram UI posts?
4. Have you ever given likes and comments, if so about what?
5. Give a brief opinion on the content and design of Instagram UI in 2020,
6. What needs to be developed/improved from Instagram UI?

7. Name a post on Instagram UI that impressed you?
8. Which information is more useful via TikTok or Instagram?

From the responses obtained through respondents' answers, it can be seen that IG Universitas Indonesia is followed to get the information needed regarding activities in UI, such as student life, campus environment, admissions, new students admission, information about the campus environment, academic and UI student's announcement. Things that are expected to be fulfilled are in terms of educational and inspirational from UI academicians and ILUNI (alumni), and up to date information.

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