

An Analysis of Maxim Violation A Case in Werewolf Game

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ABSTRACT

This research aims to examine the violation of maxims in the werewolf game played by the Japanese idol group Snow Man. Particularly, this research focused more on describing the violations of the maxims that were committed by the nine members of Snow Man and their possible reasons for violating the maxims. The present research used qualitative content analysis to learn about human behavior by evaluating and interpreting recorded materials that were transcribed into texts. The transcriptions of the Snow Man's video which were in Japanese served as the research's data source. The collected data were then analyzed by using Grice's theory of cooperative principle (1975) and Christoffersen's lie category (2005). The findings showed that four violations of the maxims were evidenced in this game. The maxim of quantity and the maxim of quality were the most frequently violated maxims, with a frequency of 30% respectively. The findings also revealed that the highest reason for lying was to save face with a frequency of 25%. The findings suggested that violating the cooperative maxim and lies is required for werewolf game players to avoid being killed and to keep playing until the end of the game.

Keywords: Cooperation principle, Grice, maxim, violation, werewolf game.

1. INTRODUCTION

Humans need language not only for transmitting information but also for establishing social interaction with one another. Keraf (1997), who claimed the role of language as a tool for information transmission, adds that the other important purposes of language are to express one's self, carry out social integration and adaptation, as well as build harmonious connections with one another. However, this connection between speakers and speech partners will not exist if the cooperative principle is not established.

There is a principle of communicating the cooperation's goal, or what are known as maxims as proposed by Grice (1975). Fromkin, Rodman, and Hyams (2003) and Yule (2010) suggest that the essential idea of collaboration is that people expect their talks to be cooperative in order to achieve practical goals. In addition, Indriyani (2018) argues that the cooperative principle is a type of interaction between speakers and speech partners that tries to gather clear information and develop good communication. This cooperative principle generally can produce ideal communication activities that stimulate ongoing conversations and can reduce the potential for communication problems.

However, in reality, people do not always obey the rules when using the maxims in their daily conversation (Grice, 1975; Hardianti, Fitrisia, & Nasir, 2023). If such is done by the speaker, it means the speaker tries to violate the maxims. According to Grice's cooperative principle (1975), there are four types of violating maxims which are violation of maxim of quantity (they should not provide too little information, nor should they provide too much information), violation of maxim of quality (they should not say things they believe to be false or for which they lack evidence), violation of maxim of relevance (when they talk that is not relevant is a violation of this maxim), and violation of maxim of manner (when speakers speak in obscurity and do ambiguity). The violation of maxims is one of the non-observance maxims that becomes the topic of this study. This is interesting to investigate as speakers usually have a purpose to accomplish when they violate the maxims.

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Concerning context, maxims are frequently violated in casual situations. One example would be the enjoyable games that are popular with young people or students called Werewolf Games. This game's concepts rely on discussion, and players have to lean on communication skills and pay attention to the psychology of other players in order for the game to keep running. Aside from that, lying and covering up are the main tactics in this game.

In addition, Christoffersen (2005) mentions that people lie in real life for a variety of reasons. They are hiding the truth, saving one's face, feeling jealous of something, satisfying the listeners, cheering up the listeners, avoiding hurting the listeners, building one's belief, and convincing the listeners.

Several studies in the same field have been conducted (Hardianti et al., 2023; Indriyani, 2018; Kukuh & Rusmiyanti, 2022). The recent study from Hardianti et al. (2023) investigated types of maxims that are violated in the conversation Stan & Ollie movie and the reasons for the speakers to violate Grice's maxim. Their study found that there were four types of maxim violations and there were eight different reasons behind the utterances. Another study from Indriyani (2018) examined the violation of Grice's cooperative principle in the Japanese Variety Show *Gyouretsu no Dekiru Houritsu Soudanjo* and found 20 data points that violated Grice's cooperative principle as well as 5 categories of non-illocutionary speech. Meanwhile, Kukuh and Rusmiyanti (2022) analyzed the types of implicatures in Moriarty Anime: The Patriot Season 1. Their study discovered 41 infractions of the collaboration principle.

Each researcher in the previous studies links it to various theories, for example, Indriyani (2018) which links it to Searle's speech act theory so that the aim of the violation is produced in the form of five types of speech acts. Then, other researchers such as Kukuh and Rusmiyanti (2022) analyzed the types of implicatures and identified them based on general implicatures and specific implicatures. However, little to no attention has been given to relating the analysis of maxim violation with the reasons for lying. Other differences can also be seen in the data sources used by researchers in the previous studies. Hardianti et al. (2023), and Kukuh and Rusmiyanti (2022) used data sources that come from scripts or fictional conversations such as movies, dramas, and anime, while Indriyani (2018) employed data sources which is a natural conversation conceptualized like a situation in a Japanese TV show. Unlike the other previous studies, this present research uses data sources that contain spontaneous, non-fiction, and nonconceptual conversations because the conversations come from games that experience psychological pressure. The analysis of maxim violations in werewolf games distinguishes this research from earlier research since the data source used comes from a situation in which speakers are forced to use their communication abilities intelligently under pressure.

Therefore, to fill the gap, this present research is conducted focusing on the maxim violation according to Grice which is limited to the werewolf game played by the Japanese idol group Snow Man, and relates the maxim violation to Christoffersen's theory which categorizes the reasons for lying. This theory is deemed suitable because the data source for this research is a communicative game that is required to cover up something.

2. METHOD

The present research employed qualitative content analysis to learn about human behavior by evaluating and interpreting recorded materials that were transcribed into texts. According to Erlingsson and Brysiewicz (2017), the goal of qualitative content analysis is to methodically transform a significant volume of material into a highly ordered and short summary of essential outcomes. As a result, this method meets the researchers' goals by examining four sorts of maxims violations, those as violations of the maxims of quantity, quality, relevance, and the manner in which wolf games were played.

The transcriptions of the Snow Man's video served as the data source. The video, titled "[Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!", was 28 minutes long and taken from Johnnys Jr.'s YouTube channel on May 18th, 2023. The researchers employed the note-taking technique. The study analyzed nine members of Snow Man.

The researchers employed the note-taking technique to obtain the data. First, the researchers listened to all of the video conversations to determine if speeches or conversations contained maxim violations. Second, the researchers enabled subtitles. Third, the researchers transcribed them into a written form. In the final section, researchers grouped the maxim violations found in the data into four types, namely violations of the maxims of quantity, quality, relevance, and manner.

The data were analyzed according to the theory of cooperative principle by Grice (1975) and Christoffersen's lie categories (2005). Moreover, the researcher used the data analysis technique by Miles, Huberman & Saldana (2014) which contained three steps which consisted of data condensation, data display, and conclusion.

3. FINDINGS AND DISCUSSION

3.1. Findings

By using the theory proposed by Grice's maxim in the cooperative principle (1975), the study successfully managed to identify sentences containing violations maxim in the video. Six of nine Snow Man's members, namely Sakuma Daisuke, Watanabe Shota, Iwamoto Hikaru, Raul, Abe Ryohei, and Mukai Koji were violating the maxim. The researcher compiles all data in the form of dialogues and puts them into the table, including the composition of each member and the number of sentence violations contained in the dialogue. Several dialogues from each scenario are studied with the violation sentence in the video as can be seen in Table 1.

No	The Type of Maxim Violation	Data		Emoguonay	0/
INU		Member	Utterance	rrequency	70
1	Quantity	Iwamoto Hikaru	1	2	30%
		Watanabe Shota	1	5	
		Miyadate Ryota	1		
2	Quality	Mukai Koji	1		30%
		Raul	1	3	
		Abe Ryohei	1		
3	Relevence	Watanabe Shota	1	n	20%
		Sakuma Daisuke	1	2	
4	Manner	Miyadate Ryota	2	2	20%
	Total	10	100%		

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Table I.	Type	of m	1ax1m	V10	lation

Table 1 shows the maxim violation that occurred during the conversation when Snow Man members played the werewolf games. The result of the analysis discovered three utterances (30%) that violated the maxim of quantity by three members each, three utterances (30%) that violated the maxim of quality by three members each, two utterances (20%) that violated the maxim of relevance by two members each, and two utterances (20%) that violated the maxim of manner by one member.

Concerning the reasons for Snow Man members violating maxims and lying, the researcher identified them by using Christoffersen's lie category (2005) and presented the results in Figure 1. Christoffersen's lie categories found in the research are saving one's face, building one's belief, convincing the listeners, satisfying the listeners, cheering up the listener, and hiding the truth. As for lie categories, namely feeling jealous of something and avoiding hurting the listener did not apply in the findings.



Figure 1 Category of reason for lying.

Figure 1 shows that the ten data of maxim violation uttered by Snow Man members for saving one's face found in the study with a percentage of 25%, and this is the highest reason for violating the maxim. Next, building one's belief occurred with a percentage of 22%, convincing the hearer with a percentage of 21%, satisfying the hearer with a percentage of 14%, cheering the hearer with a percentage of 11% and last hiding the truth with 7%.

3.2. Discussion

From the findings, the researcher interpreted the results of the study to understand the meaning of the utterances conveyed by the nine members when discussing how to find the werewolf. Six of the nine members said nine utterances including maxim violation, according to the research. The following data were found.

3.2.1. Violation of Maxim of Quantity

Data 1

Mukai: "A- nanka Hikaru-kun saisho ni.." Oh, yeah...somehow Hikaru was first... Sakuma: "Hikaru, hajimatta shunkan korosareteta yo." Hikaru, You were killed the moment it started. Meguro: "Nan desuka?" Why was that? Iwamoto: "<u>Iva iya iya kocchi ga kikitai</u>." That's my question.

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 00:57 - 01:02)

According to Data 1, Mukai and Sakuma recalled that Iwamoto was the first person killed in the previous game (Snow Man's previous formation was six members. They played without Meguro, Mukai, and Raul). Meguro asked what the reason was for Iwamoto being the first player to be killed because he was not there but Iwamoto did not explain and fulfilled Meguro's wish. Relating Iwamoto's statement with Grice's (1975) theory of cooperative principle shows that the statement violates the maxim of quantity because Iwamoto provided no information that was needed by Meguro. Iwamoto should not respond with a question, as this may confuse the partner's speech. Iwamoto's response meant that he knew he was not so good for playing the role before and he had no idea why he had to be killed in the first place. Instead of responding, "I don't even know", Iwamoto used the expression by violating a maxim to give the impression that he was convincing the hearer that he did not do anything wrong but got killed so easily. This type of reasoning, by asking a question, is possibly used by Iwamoto who wants to strengthen his answer so, the hearer can be convinced and trust the speaker (Christoffersen, 2005).

Data 2

Sakuma : "Chotto egao da na." There was a little smile. Watanabe : "<u>Ore wa mou.. kishi</u>." <u>I'm... the knight</u>. Raul: "E?!" Eh?! Abe: "O~o e!?" Oh yeah?! Mukai : "Sore... (warau) ittara akan desho? (warau) Are? Ayashiina." You shouldn't said that!. What? Isn't that suspicious? Raul : "Shota, ichiban dame desu." That's the worst thing you can do.

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 04:26 - 04:36)

According to Data 2, Snowman members were discussing their roles. Sakuma provoked Watanabe by referencing Watanabe's suspicious smile. Then Watanabe described his role as the knight, which was crucial information that should not have been revealed because it would drive the werewolves to kill him. The job of the knight is to safeguard citizens against werewolves. Watanabe should avoid revealing too much information. This shocked the other members and even gave the impression that Watanabe was lying because it was impossible for the knight to reveal his role. Watanabe's response showed that he was panicked as a result of Sakuma's provocation and this action, according to Grice (1975), violated the maxim of the quality. Meanwhile, what he said was classified as lying in order to save his face, convince the hearer, and build one's belief (Christofferson, 2005).

Data 3

Mukai: "Fukka-san to? Date-sama?"
Between Fukka and Mr. Date?
Sakuma: "Saigo no benmei o shite kudasai."
Please give your last excuse.
Fukazawa: "Iya, watashi wa reibaishi desu. De (Sakuma) shimin de, (Abe) shimin deshita. Sore shika ienai desu. Jinrou wa dare mo shindemasen."
No, I'm the necromancer. Sakuma and Abe were citizens. That's all I can say. None of the werewolves died.
Miyadate: "Boku wa shimin desu. <u>Minna to motto tanoshimitakatta</u>."
I am a citizen. <u>I wanted to have fun together longer.</u>

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 23:43 - 23:50)

Based on Data no 3, Mukai suspects Fukazawa and Miyadate were playing werewolves. Then, when Sakuma invited them to defend Fukazawa and Miyadate. Fukazawa explained correctly. However, Miyadate added superfluous comments such as "I want to have more fun with you guys". This statement according to Grice (1975) violates the maxim quantity because Miyadate's motivation is to be acquitted and bias his original function. Miyadate wanted to make the atmosphere brighter and according to Christofferson's category (2005), at the same time, he gave uninformative utterances to save his face and also build one's belief that he wanted to keep playing with them. He convinced the hearer by joking around.

3.2.2. Violation of Maxim of Quality

Data 4

Sakuma : "*Rauuru, tasuketeyo*~" Raul, help me~ Raul : "<u>Zettai daijoubu dakara</u>." <u>It'll be okay, I'm sure!</u> Sakuma : "*Omae no yakushoku kiitena~i*." We didn't hear your role. Raul: "*Tashikani*." That's right. Sakuma: "*Kowa~i*." I'm scared.

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 04:55 - 05:01)

Data 4 shows that when Sakuma begged help for him to be saved, Raul answered by telling him that everything would be alright, even though no one knew what Raul's real role was. Raul also did not attempt to fulfill Sakuma's agreement to cooperate to defend him. Since Raul did not present valid facts, according to Grice (1975) Raul violated the maxim of quality. Raul could have been a werewolf instead and killed Sakuma. Raul's statement was intended to pacify the complaining Sakuma while concealing his real role. According to Christofferson's category (2005), Raul just wants to satisfy and cheer Sakuma with that response.

Data 5

Fukazawa : "E-, kouji nante ittakke?"
Eh- What did Koji say?
Mukai : "Boku shimin desu! NO yakushoku desu."
I am a citizen! No role!
Iwamoto: "Ore mo!"
I have no role either!
Abe : "Ore mo yakushoku NO desu."
I have no role either.

[Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 08:53 - 08:58)

Following Data 5, Fukazawa asked once more about Mukai's role while following the other members' responses. Abe violated the quality maxim by lying about not having a role, but the truth reveals Abe was a werewolf who was

ready to kill other members. Abe pretended to avoid being found out, Abe's motivation according to Grice (1975) is violating the maxim of quality to help the werewolves win. According to Christofferson's lie category (2005), Abe played to protect his face while hiding the truth that he was a werewolf.

Data 6

Meguro : "Datte jinrou dattara katahou ga shinderu koto wakaru mon." If someone was a wolf, he would know that the other one is dead. Mukai : "Dakara shiranakatta yan." That's why I didn't know that. Meguro : "Dakara shiranai furi o aeteshiteta." That's why you pretended not to know. Mukai : "Chigau chigau honma ni, <u>ore no purofiiru mite! Sunao sugiru tokorotte kaite aru kara</u>!" No, no, really, look at my profile! It says that I am too honest!

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 26:05 - 26:10)

As seen in Data 6, Meguro and Mukai argued whether any of them was a werewolf. Werewolves, according to Meguro, can pretend they do not know each other or act stupid. Instead of addressing his evidence, Mukai said something nonsense and according to Grice (1975), Mukai violated the maxim of quality by providing invalid evidence that could not be evaluated objectively. According to Christofferson's category (2005), Mukai's invalid evidence is an excuse made out of panic to save face and also to build hearer belief in a humorous way.

3.2.3. Violation of Maxim of Relevance

Data 7

Fukazawa : "Chau chau chau, Sakuma ima utagawareteru kara."
No, no...Right now, Sakuma... it's because you are suspected.
Fukazawa : "Cho, dounika, bankai shinai to."
You just have to restore [the faith] now.
Sakuma : "Ore wa shimin da! <u>Nakayoku shiyou yo...</u>"
I'm a citizen! <u>Please let's just get along...</u>

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 03:38 - 03:42)

Based on Data no 7, Fukazawa informed Sakuma that he was being investigated and that he needed to explain why he was not a werewolf. Sakuma's highlighted reaction of encouraging everyone to get along is unrelated to Fukazawa's order for him to clarify that he is not a werewolf. Sakuma's statements, according to Grice (1975) violated the maxim of relevance because he had no defense, so he diverted it to something else. The reason he diverted to something, according to Christofferson's lie category (2005) is because he wanted to save face that he is pure, convincing the hearer and also building one's belief by saying funny things.

Data 8

Meguro : "Shota-kun, sorosoro saigo made…" Shota, it's over soon, so… Watanabe : "Hontoni shimin datte! Chigau chigau, <u>kekkou teiuka ore ruuru wakannai mon datte</u>." I'm really a citizen. No, <u>I seriously don't get the rules</u>.

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 25:26 - 25:27)

Data 8 indicates that Meguro continued to try to approach Watanabe to tell him that the game was about to end and admitted the werewolf role but Watanabe responded that he did not understand the rules of the game. This advice was irrelevant to the subject. Watanabe's statement, therefore, according to Grice (1975) violated the maxim of relevance. Watanabe suffered as a result of his utterance and disguised himself as a werewolf. According to Christofferson's lie category (2005), he wanted to save his face by confusing utterances, and also some reasons like building one's belief and convincing the hearer.

3.2.4. Violation of Maxim of Manner

Data 9

Mukai : "*Iya Date-sama zutto ne. Me miteru kedo, nanka mawari o mite iru kanji ga aru desuyo. Miyadate-san wa*" No, the Date is constant. I checked where his eyes were, and it felt like he was looking around. How about you, Miyadate?? Miyadate : "*Sore wa itsumo no koto dayo*."

I always do that. (looking around and caring to everyone)

Mukai: "Sou desune. Arigatou gozaimasu."

Ah, that's right. Thank you very much.

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 08:20 - 08:27)

Based on Data 9, Mukai sensed Miyadate was monitoring every player. Miyadate reacted with a statement bringing a different meaning. "Looking around" to figure out what Mukai meant looking at everyone suspiciously. However, Miyadate answered this claim with different words, particularly "watching or paying attention" indicating that he normally watches his friends with love. Ambiguous statements like this, according to Grice (1975) violated the maxim of manner, his allegations would not persist and be dismissed as a joke. According to Christofferson's lie category (2005), the joke's purpose was to save face and avoid that situation. Miyadate also made jokes to satisfy the hearer and cheer up the hearer to make them laugh.

Data 10

Meguro : "Tabun saisho ni ningen no hito? Tte itta toki ni te agenakattan desu yo."
Like in the beginning, when we asked who is a human, he didn't raise his hand (Miyadate).
Fukazawa : "Aa."
Oh.
Meguro : "De, sono ato ore ga shimin desu katte, shimin da yotte ittande chotto nanka kamiattenai natte kanji ga shita."
And then I asked whether he is a citizen He said he was a citizen. It just does not match.
Miyadate : "Fudan kara kamiatte inai."
I just don't match with you.

([Masterpiece] A Serious Werewolf Game Battle...Can You Find Out Who's The Werewolf?!, at 23:01 - 23:13)

Based on Data 10, Meguro explained that Miyadate was acting suspiciously. The actions taken previously and the statement made now do not match. So, Meguro examined Miyadate to see if there were any signs of lying. However, Miyadate responded ambiguously, declaring that Meguro and Miyadate were not a match in everyday life. This statement according to Grice (1975) violated the maxim of manner. The joke was intended to make Meguro chuckle after his accusation. According to Christofferson's category (2005), Miyadate wanted to satisfy the hearer and cheer up the hearer to make the situation brighter, and he wanted to save his face at the same time.

4. CONCLUSION

The results of data analysis show that the four types of maxim violations occurred in this game which are the violation of the maxim of quantity, quality, relevance, and manner. The violation of the maxim of quantity and the maxim of quality are the most frequently violated maxims, with a frequency of 30% for each. The highest percentage of violating both the maxim of quality and quantity implies that providing distorted information and giving too little or too much information are required for werewolf game players to not be killed and can keep playing until the final moment of the game. Concerning lying reasons, the results revealed that there were six out of eight of Christoffersen's lie categories (2005) found in this research, namely saving face, building one's belief, convincing the hearer, satisfying the hearer, cheering the hearer, and lastly hide the truth. The results suggest that the players lied because the goal was to save their faces from whatever their roles were in order to keep playing until the end of the game. Also, the werewolf roles want to hide the truth and are ready to kill the rest of them. Considering that a werewolf game requires participants to keep their roles to accomplish their goals, preserving one's honor is the best reason to do it.

From the findings, it can be concluded that hiding facts and lying are the essential keys to this game. Violating the cooperative maxim is required for werewolf game players to not be killed and can keep playing until the final moment of the game. Meanwhile, lies are exceptionally needed in some cases, especially in werewolf games where players must rely on cleverness and trickery to survive to the end of the game.

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