



Interference of AI in Journalistic Practices: Ethic and Profession Standard Challenges

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Abstract. Artificial intelligence (AI) is a key factor which significantly changes production and consumption of media including in the scope of journalistic practices. There are three aspects which determine and affect journalistic practices including aspect of journalist integrity, aspect of the journalist duty and assignment that should be executed and aspect of economy for journalist revenue. The purpose of this study is to explore how journalists understand and accommodate the use of AI when carrying out journalistic practices, and how this interaction affects both the integrity and economic income aspects of journalists. By conducting phenomenological approaches, this research focuses on exploring the experiences and understandings of several journalists from national news media who utilize AI for their assignments as journalists through in-depth interviews and participants' observations. The results show that there is a shift in the way journalists work in enriching the news context, the speed of writing and mixing field facts and AI work in normal proportions. However, this does not reduce journalistic principles and ethics as the standard of the journalist profession, such as plagiarism, news duplication and fictitious. Journalists do not compromise their ethical standards and integrity. The use of AI in the work of journalists also raises caution that does not solely rely on technology, principles of automation and robotics. Surprisingly, the use of AI in journalistic practice does not imply a decrease in integrity and an increase in the economic income of journalists.

Keywords: AI, journalists' experiences, profession standard, integrity.

1. INTRODUCTION

AI technology has brought significant changes to journalistic practices and the media industry. The presence of AI enables automation in news gathering, the ability to read the data behind events, and the ability in packaging and presenting news quickly to the target audience. AI is also used in other journalistic works, such as content recommendations, fact checkings, personalized news, audience analysis, and interview transcriptions. Guzman and Lewis (2019) demonstrate an interesting transformative perspective on the changes and evolution between AI and journalistic practices. They argue that AI works such as automated journalism, chatbots and robotic anchors, are no longer just tools, but have emerged as communicators that have disrupted the previously established practices.

They shift ways of working, work products and work motivations that can more less reduce and distort ethical and professional standards as a journalist. Automation and robotics that are utilized in journalism partly help and facilitate the way of working, but in other parts, they lead to routine, repetitive practices and uncritical attitudes of journalists. This dilemma is currently plaguing journalistic practices around the world. The principles of using AI are being tested and discussed in real practices between necessity and reality.

Lou and You (2024), for example, highlight AI and media issues that focus on the creation of text, images, video and audio. At the same time, Lou and You also highlight the issue of productivity and creativity which correlate with the ethical and integrity issues of journalists. Meanwhile, Lahur (2023) saw that the use of AI on tvOne, in which the presenter Karni Ilyas was featured by an Avatar, emphasized that AI was not a support, but the main thing. As for Kuo (2018), on the one hand, the use of AI for Xinhua News Agency's News Anchor in collaboration with Sogou is the first in the world, on the other hand, Kuo also warns of the dangers associated with unnaturalness hence the AI use is considered stupid and foolish. In line with this, Saleh (2021) reminded that an anchor must be attractive and have a performance that shows his credibility as a carrier and presenter of information when compared to a robotic anchor.

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Some of the world's major mass media have even implemented AI technology to automatically generate news, such as sports match results, weather forecast reports, and many more. Elle and Marie Claire magazines, for example, utilize AI to claim certain facts and truths when they are fake. Meanwhile, one of the uses of AI in the mass media industry in Indonesia in recent years has been as a news presenter on television media. News presenters are people who present news for a news program on television (Saleh, 2021). AI presenters were first introduced by the Beijing news agency Xinhua in November 2018. It is designed like a human who mimics the appearance, intonation, facial expressions, and gestures of a real Chinese male news anchor. This digital version of the anchor was named Qiu Hao (Kuo, 2018).

In Indonesia, the presence of AI presenters was pioneered by tvOne on April 21, 2023. This television presented three of their AI presenters as hosts, namely Nadira, who was packaged by wearing a brown hijab. Sasya with shoulder-length straight hair and Bhoomi with curly hair (Lahur, 2023). Media such as Kompas, also did the same, where the AI presenter at Kompas was named Glory Oyong. Another television station, Inews, aired an AI presenter launched on August 3, 2023. This means that the existence of AI has a real impact on the practice, integrity and culture of media organizations.

AI is a revolutionary technology that can change the relationship between media companies and readers, advertisers and other stakeholders. When it comes to media production management, the use of AI needs to emphasize ethical considerations and governance frameworks. This is due to the fact that journalism is traditionally run based on principles such as accuracy, objectivity, verification, independence, and responsibility to the public. Meanwhile, AI works are based on algorithms that have neither moral awareness nor the capacity to make ethical judgments. This raises concerns about the possibility of algorithmic bias, dissemination of unverified information, and loss of accountability in the news production process. Therefore, it is important to examine the extent to which AI can play a role in the practice of journalism without compromising the fundamental values on which the journalism profession is based.

As AI technologies become more prevalent in news production, issues related to bias and context failure, transparency, and accountability arise more frequently (Osasona et al., 2024; Fast & Horvitz, 2017). The ethical implications of using AI in decision-making processes, particularly in journalism, require oversight to ensure that AI systems do not perpetuate bias or context failure (Osasona et al., 2024). The integration of AI into content production should be guided by policies that promote responsible use and protect the integrity of journalistic practices (Lao & You, 2024). This determines the success of the media, which is not only about how the media presents content that meets the public interest while upholding journalistic principles related to the integrity of its journalists, but also how the content fulfills the information needs of the audience to have an impact on the additional income of journalists. All of these can be intertwined well in an effort to balance media performance with market performance.

Several studies on the use of AI in journalism have been conducted (Dhiman, 2023). The research on the use of automated news writing can be used as an example. This is part of an AI system is automatically capable of writing news based on a pre-developed data set. AI then compiles such data according to the desired template. This system has proven to be able to save time and resources owned by mass media companies, although its accuracy is still questionable (Dewi and Hastjarjo, 2024).

Alifuddin's (2024) research observed the use of AI avatars as news presenters on TvOne news shows. Another study found the use of fact checking (AI tools) that can detect hoaxes contained in the news with an accuracy rate of up to 90% (Dhiman, 2023). The use of ChatGPT, Copilot, Gemini and Perplexity often leads to false statements, fabricated quotes, and misleading context that threaten news integrity and public trust. AI is also suspected of eroding public trust, displacing humans and degrading creative work.

Based on the exposure of research and studies on AI and journalistic practices, this study aims, first, to explore the journalists' experiences in Jakarta in facing the challenges of shifting work and professional standards as journalists due to the presence of AI. Second, to explore the journalists' experiences when using AI in their work as a journalist while still considering journalistic integrity and ethics. The research method used in this study is phenomenology with a qualitative approach. Phenomenological studies aim to reveal the deepest journalists' experiences related to their presence and direct experience of the use of AI in their work and journalistic ethical principles. There are seven online and television media journalists as informants in this study. These informants work for CNN Indonesia, Tempo.co, tvone.co.id, and naratimes.com, respectively.

2. RESULT AND DISCUSSION

2.1. AI and Working Standards for Journalists

Journalism is now increasingly faced with the huge influence of AI technology. The presence of AI has a significant impact on the media industry, changing the work standards of journalists working in Jakarta media. The changes in

question, range from how journalists find news background, package it, disseminate it, to how the target audience can consume news quickly (real time) and prioritize actuality. The work of a journalist is to produce writing or news that has been verified through professional work principles and standards. These aspects encompass the 5W+1H principle, availability of data and facts, balance, and objectivity that reflect the type of coverage and validation as well as the principle of checks and balances.

All journalists in this study confirmed that AI technology had drastically changed the working standards of journalists. They involve AI in journalistic work. This utilization includes the editing and post-production process, for example, carried out by the supervisor news video editor at tvone.co.id. The same thing was done by another journalist who is now an executive producer at CNN Indonesia and a journalist of Tempo.co.

"I always use AI, because indirectly some of the software I use while working is integrated with it. And yes, AI technology does speed up the completion of my work" (Sekarseta, interview, July 2025). "I have been actively using AI since 2024. Yes, I have done that to help with news production, from background searches to enriching news sources. The other purpose is to look for inspiration, either for news content, writing style or format variations. Even for graphic display and visual editing, AI is involved" (Sinta D. Utami, interview, July 2025).

Journalists working at CNN Indonesia admitted that they only occasionally used the ChatGpt application to find news ideas, especially hot topics that are translated into TOR (Term of Reference) in coverage assignments. At the level of a senior journalist at CNN Indonesia, ChatGPT utilization also occurs. This recognition is reflected as follows:

"When tasked with planning coverage, for example, I occasionally use the ChatGpt to find ideas and hot topics that are relevant and interesting. I use the ChatGpt recommendations and turn them into coverage TORs. This TOR is used as a guide by the reporter in the field coverage. However, I don't always rely on GPT chat, you know" (M. Ikhwan, interview, July 2025).

Another journalist, meanwhile, said: "I rarely use AI. Especially now that my main tasks are mostly making program rundowns, editing scripts and on-air in the studio" (Abdul Azis, interview, July 2025).

Based on the experience of all journalists, AI is seen as providing richer information and tends to be accurate than relying solely on Google. In addition, AI also provides interesting and relevant headline ideas. According to the informants, the use of AI is very helpful for journalists in completing journalistic tasks within the time target. As for media companies, AI makes it easy to monitor news trends in the realm of online sites and easy to keep up to date with topics that are relevant to audience interests (audience analysis). This shortcut is seen as beneficial and makes it easier for them to find and process data into news writing.

Of all the journalists, two informants still relies on conventional methods to get news ideas or topics, such as following news developments through mass media and online media or tracing findings in the field. Only when it is deemed necessary, AI is used. Journalists of this typology have an aboveaverage ability to dig and read data according to context, have a tendency to stick to old ways of working, and do not rely on AI work. The work qualifications of journalists in this typology still depend on some extent of their educational background, personal competence, and the standards of the media where they work.

In relation to journalist work standards, the existence of AI is no longer just a tool that offers convenience in completing work standards. Instead, AI has leapfrogged it. AI has succeeded in creating and building a new hegemony regarding journalists' work standards in producing information. On the one hand, AI can be a reliable "coworker". AI can handle tasks ranging from finding interesting and relevant ideas or topics, the ability to collect the data needed quickly, being able to read the data behind events, and much more. On the other hand, some journalists who are active users of AI actually position this device as the master of information. The paradox is, while AI does the searches, not all data presented has high accuracy and contains complete truth.

Journalists using AI still carry out a rigorous verification process (checking validity) of data through other sources. AI's ability to quickly search and collect data is what often makes journalists idle to look for data from other more reliable sources. In the end, the information presented to the audience is interesting and relevant, but not necessarily an accurate journalistic work that contains the full truth. This kind of challenge has not yet become a professional awareness in responding to AI.

AI is capable of doing almost all standard work quickly but its accuracy must still be verified. AI has an extraordinary ability to produce news-like narratives or texts in seconds (Dewi and Hastjarjo, 2024; Hastjarjo and Dewi, 2025). This condition shows a shift in the work standards of journalists who still rely on conventional methods with the work standards of journalists who rely on AI. Clearly, the advantage of using AI in journalistic work is time.

Meanwhile, using old methods takes time and depends entirely on the ability/competence of the journalists themselves. Factually, conventional methods can only help journalists write reports related to news backgrounds. Not all journalists have the ability to dig up and further analyze data according to context. The use of AI tools helps journalists to read the data behind events quickly and tend to be complete. The differences are summarized in the following table:

Table 1 Differences in Working Standards of Journalists (Before and After the Presence of AI)

Working Standards Journalists	Conventional Ways of Working	New Ways of Working (Relying on AI)
Finding ideas, inspiration and news topics	It takes time and journalists often have difficulties. Usually based on events and invitations to activities and routines	Fast in time and AI is capable with ease to be used as a base for exploration and investigation
Data search for news background	It takes time and depends on the journalist's ability to track it down in the field and the event.	Fast in time and AI is able to do it completely based on Big Data
Data collection	It takes time and is done through various sources, events and actors	Fast and sufficient through Big Data-driven AI but loses the context of the event being reported on
The ability to read the data behind events	Depending on the ability of journalists to analyze (according to their respective competencies) based on reasoning and analysis	Fast and AI is capable through automation and robotic principles
Data Verification	Still strictly enforced	Often ignored
News Packaging	It takes a relatively longer time	Fast

Results of research, 2025

The ability of AI to work quickly has caused anxiety among journalists. They are concerned that the entire role of journalists in producing news could be replaced by AI technology, which could ultimately affect the existence of the journalism profession in the long run (Fahmi, 2020; Lailiyah et al., 2021). All in all, the presence of technology has eroded the work standards of journalists, which also has an impact on changing the way people consume and enjoy media (Kompas, 2019). The current challenge is how journalists overcome the disruptions arising from the use of AI such as information accuracy, potential algorithm bias, disregard for integrity, absence of ethical elements in the content production process, and many more. The role of journalists who are able to maintain good journalistic work standards is the only way to overcome these disruptions. Here, the role of (human) journalists is still very much needed and AI cannot replace it.

2.2. AI and Journalist Integrity

The development of AI technology is both a challenge and an opportunity for journalists. On the one hand, AI allows the news production process to be faster and more efficient through the use of algorithms in data collection, writing, and information dissemination. Technologies such as Natural Language Processing (NLP) and Natural Language Generation (NLG) have even been able to automatically generate news content with language structures that resemble the work of professional journalists (Guzman & Lewis, 2019). However, the presence of AI raises concerns regarding information accuracy, algorithmic bias, and the potential loss of ethical values in the journalistic process (Dhiman, 2023).

It all starts in the newsroom, where journalistic work is produced. Discursive practices in the newsroom occur as usual to discuss the media agenda and determine the feasibility of a story to be published in terms of journalistic rules and ethical appropriateness and accountability. The accountability of a writing as a journalistic work must be weighed based on the journalistic principles and rules that have been practiced so far.

In other words, the shift that has occurred in journalists' work standards due to the use of AI has more less affected the boundaries of making news whether it still refers to the 5W + 1H formula, the principle of covering both sides, checking and rechecking, determining sources, policies or determining the value of news related to agenda setting vis a vis viral and trending. Inevitably, this condition has implications for the overall performance of the media. This still involves several other things that are also crucial, namely the principles of objectivity, truth, verification, news value, independence, accessibility, covering both sides, and other norms. This is called journalist integrity with public interest performance.

Research conducted by Journalism AI London School of Economics (2023) found that more than 60 percent of media organizations spread across 46 countries are concerned about the ethical impact of using AI in journalism, including on the aspects of accuracy, fairness, and transparency of information (AFP, September 2023). Other research shows that AI is considered a disruption to the upholding of journalistic principles and the Journalistic Code of Ethics among Indonesian journalists, especially Article 2, Article 3, Article 7, and Article 8. AIs do not have the capacity to fully understand and implement journalist integrity as stipulated in the Press Law and the Journalistic Code of Ethics (Dewi and Hastjarjo, 2024).

The experience of all informants is that the tools offered by AI are not positioned as the main tool, but rather a normal tool in completing tasks. This is the reason why they are not concerned about the presence of AI, which will easily reduce the journalistic principles they have maintained so far. This condition is still maintained because the media companies still demand their journalists' compliance with journalistic principles and ethics as a manifestation of public interest performance. The following are experiences of journalists from CNN Indonesia, Tempo.co and naratimes.com:

"AI is only a tool. It helps generate ideas or information easier and faster. However, more often than not, the results are not appropriate. The results of the ChatGpt, for example, are only used for the purpose of finding big themes in coverage planning. To get detailed information and determine the angle of coverage, you still have to exclude AI. Your work needs to be combined with regular internet searches" (M. Ikhwan, interview, July 2025) "I avoid using AI completely. I still rely on interviewing sources to cover both sides. I ask AI for help to transfer audio interviews to text or assist in the editing process" (M. Iqbal, interview, July 2025). "As long as it is used to find background information, AI does not reduce the journalistic principles that we adhere to. It will be different if AI information is considered as the result of reportage. Especially if AI information is used as the main ingredient in conflict news. This type information requires checks and re-checks, coverage of both sides and so on" (Saeno, interview, July 2025).

Journalists believe that the use of AI does not compromise integrity as long as journalists are disciplined in upholding journalistic principles and the Journalistic Code of Ethics in carrying out their duties. The various responses of journalists can be taken as a sign that there is still integrity and the upholding of journalistic principles and ethics amid the development of digital technology and facing the era of disruption. Their caution lies in the concern that ambition about algorithms makes their work biased and violates their integrity and code of conduct as a journalist. Dewi and Hastjarjo's research (2024) confirmed this by saying that as long as humans (journalists) remain in full control and make the use of AI only as an auxiliary tool in journalistic practice, not as the main tool, then the presence of AI is not a disruption.

Ultimately, the integration of AI tools has the potential to completely redefine reporting, ushering in a new era of innovation in the field. Here is the graph :



Results of research, 2025

2.3. AI and Journalist Revenue

Although the shift in the way journalists work—from conventional methods to the use of AI— offers convenience in finding ideas or news topics, faster data collection, and ease in producing and packaging news content, it does not affect the income (economic) aspect of journalists. This situation occurs because AI functions merely as a technical tool, while the journalist's competence remains the main benchmark in determining whether they can present news content that captures public attention (goes viral) or not. In other words, even if AI can be used to improve productivity, effectiveness, and work efficiency, this does not necessarily translate into improved welfare and income for journalists. Monetization is still not functioning effectively—for example, the paywall system has yet to be enforced—so their journalistic works have not yet been converted into measurable income and economic gains.

The journalists' experience in the contexts studied in this research is that AI helps in speed, planning and completing tasks according to deadlines. The ability to produce interesting news content depends on the sense of news of each journalist and it does not affect the increase in their income. The experience, competence and intelligence of the journalists also determine the utilization of AI. Ironically, the ability to use AI, which helps productivity in packaging and designing content in the media business, does not automatically increase the level of welfare of journalists. Here are the experiences of the journalists:

"With or without AI, my economic income is not affected. I use AI only as a tool for work, not as an end-product for consumers or audiences" (Sinta D. Utami, interview, July 2025) "In the media I work for, there is no relationship between our use of AI and increased income as journalists.

Because again, we have not used AI as the main tool in news production" (M. Ikhwan, interview, July 2025)

"The impact has not been significant in terms of economic improvement, not yet. Maybe in the future, when everyone in the media industry understands the use of AI. At this point, journalists can have better bargaining power with the company" (Sekarseta, interview, July 2025).

It can be interpreted that AI is only an entity that can offer speed and this is related to work efficiency. The ability of AI to produce news narratives or content automatically and in a very short time does not cause media companies to provide additional income for journalists. The speed and efficiency factors due to the use of AI in journalistic work only affect the increase in revenue of media companies. Moreover, almost all mass media converge into multiple platforms which target audiences who pursue fast and accurate information.

CONCLUSION

In addition to being unavoidable and inevitable, the scope and use of AI includes searching for topics, ideas, building contextualization and automation principles in delivering messages in the news operating system and other media content. AI is seen as accelerating the work process, becoming faster, more effective and efficient, which increases the productivity of journalistic works. Caution and dilemma occur when this use raises issues of authenticity, objectivity and bias in work. The intellectual capacity of journalists can be distorted by the functions and uses of AI, because it has substituted the intelligent work of the brains of journalists, into the work of robots and automation systems. However, AI cannot replace the process and course of human ethical decisions in considering the appropriateness of a journalistic work. That is why, in journalistic practices, there is a distinction between news value and airworthiness. The later is not determined by news value, but ethical considerations, which come from the context and conscience as well as the social and psychological sensitivities of society.

In terms of the economy and the performance of a journalist, although AI is said to be able to speed up the work process of journalists, making work assisted, more effective and efficient, it does not automatically increase organizational revenue and increase the level of journalist welfare. The relationship among AI work, the work of a journalist, algorithms and audience attention that leads to acceptance or rejection, has not been able to produce the expected monetization. AI has mostly benefited the media business but has not led to the appreciation of journalists.

The issue of balance between machines and humans is the biggest challenge in the context of utilizing AI in journalistic practices. This balance includes the balance between market and media, between artificiality and authenticity, between accuracy and speed, between ethical and technical, and between productivity and appreciation. So, this research actually reaffirms that as long as AI is recognized and fully controlled by a competent journalist who understands ethical considerations, integrity and straightforward work motivation, the role of AI will be complementary. The future of journalism will still be determined by the journalists themselves who are able to read and integrate AI into code of ethics, thus creating public trust.

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