

Effect of Key Success Factors in Personal Personality on Female Film Directors in Case of Shanxi University, Mainland China

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Abstract

The objectives of this study were key factors which effect of personal factors, and influence of personality factors on the career development of female film directors in mainland China. The questionnaire developed on the basis of the conceptual framework of big five personality was the research tool and the samples were administrators collected from 385 teachers and students in film and television media colleges and universities in Shanxi Province, mainland China. The results showed that: five of the big five personalities have an effect the career income and personal satisfaction. There were extraversion of personality factor, openness of personality factor, suitability of personality factor, sense of responsibility in personality factor, and neuroticism in personality factor. There are relatively few articles about female film directors. There was almost no literature research on the influence of personality on the success of female film directors based on the theory of big five personality. Therefore, this paper fills in the literature gap and plays a positive role in the future research. And in film project management is a new discipline, which plays a guiding role in all departments and types of work. By suggestion, film directors, especially female film directors, need theoretical guidance. In view of the influence of personality in the big five personality, they can better understand and guide female film director. There are relatively few articles about female film directors. There is almost no literature research on the influence of personality on the success of female film directors based on the theory of big five personality. Therefore, this paper fills in the literature gap and plays a positive role in the future research.

Keywords: Big Five personality, Female film director, Success factors

Introduction

The 21st century is an era of media. Film and television belong to the media, in every aspect of our work and life highlight more and more important influence. This paper uses personality as an influential factor to study and analyze the career success of female film directors in mainland China. It not only analyzes the key factors of female film directors' success from the psychological point of view, but also conducts a positive research on film project management. Chinese female film directors have gradually taken a certain position in Chinese film directors.

List of representative of female film directors in different periods in mainland China

Particular year	Representative works	Name of female film director
1925	The sad voice of an orphan	Xie Cai Zhen
1957	The story of Liubao	Wang Ping
1958	Three comrades in arms	Wang Shao Yan
1981	Modern man	Huang Shuqin
1981	Sand gull	Zhang Nuan Xin
1996	Lucky 52 TV program	Havin
1997	The Sent-Down Girl	Joan Chen
1997	Yongzheng Dynasty TV series	Hu Mei
2000	TV series of Daming Palace Ci	Li Shaohong
2004	LetterFrom An Unknown Woman	Xu Jinglei
2005	Lost in Beijing	Li Yu
2010	Ocean Heaven	Xue Xiao Lu
2013	So Young	Zhao Wei

Source: Liu, L.Y. (2016). Research on the new generation of female directors in the 21st century.

Since the 1980s, the big five personality theory has become a recognized personality theoretical model. According to the theory, personality is composed of five basic factors, including extroversion, agreeableness, sense of responsibility, neuroticism and experience openness. Extroversion refers to extroversion in personality traits, mainly including enthusiasm, self-confidence and vitality for work; agreeable human nature refers to easygoing, friendly and approachable people embodied in personality traits; sense of responsibility refers to integrity, persistence and value neutrality embodied in personality traits; neuroticism refers to neuroticism embodied in personality traits; experience openness refers to personality traits Innovation, wisdom and the ability to accept new ideas reflected in quality.

The standard definition of success follows Maslow's hierarchy of needs theory. This theory is divided into five levels (1) Physiological needs. (2) Security needs. (3) Emotional needs. (4) The need for respect. (5) The need for self actualization. Physiological needs and safety needs are material needs. Emotional needs, respect needs and self realization needs are spiritual needs. Therefore, the paper divides the judgment of success from material demand (Income increase) and spiritual demand (Personal satisfaction).

Research Questions

1. What are the key factors influencing the career development success of female film directors?
2. What are personal factors influence the career development of female film directors in mainland China?
3. Does personality influence the career development of female film directors in mainland China?

Research Objectives

1. To study the key factors effect the career development of female film directors in mainland China.
2. To study the effect of personal factors on the career development of female film directors in mainland China.
3. To study the effect of personality factors on the career development of female film directors in mainland China.

From the literature review of books, academic articles and websites, researchers have established a conceptual framework based on the scope of the content as showed below.

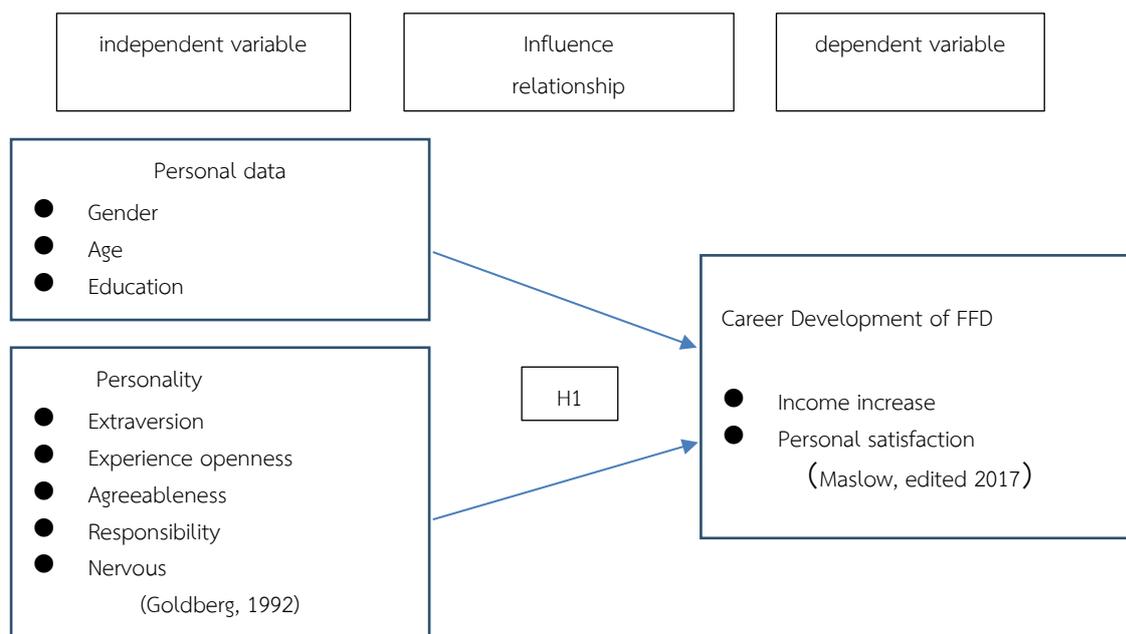


Figure 1 Conceptual Framework

Research Hypothesis

- H. Big Five personality has an effect of the career success of female film directors.
- Subh1a. Extroversion in personality factors has an effect of the career income of female film directors.
- Subh1b. Openness in personality factors has an effect of the career income of female film directors.
- Subh1c. The agreeableness of personality factors has an effect of the career income of female film directors.
- Subh1d. Conscientiousness in personality factors has an effect of the career income of female film directors.
- Subh1e. Neuroticism in personality factors has an effect of the career income of female film directors.
- Subh1f. Extroversion in personality factors has an effect of the personal satisfaction of female film directors.
- Subh1g. Openness in personality factors has an effect of the personal satisfaction of female film directors.

Subh1h. The agreeableness of personality factors has an effect of the personal satisfaction of female film directors.

Subh1i. Conscientiousness in personality factors has an effect of the personal satisfaction of female film directors.

Subh1j. Neuroticism in personality factors has an effect of the personal satisfaction of female film directors.

Scope of the Study

Scope of Content: This study will lay a research foundation for the successful development of female film directors in Shanxi Province, China.

Scope of Population: The focus of this study is on the key factors that influence the career development of female film directors in mainland China. Participants in the study were (1) film directors (2) film and television related staff (3) teachers and students of film and television major (4) audience. However, the number of visitors in mainland China is 1.395.38 billion, which is too large for the data collection of this study. Based on 500 teachers and 9400 full-time students at the Shanxi Film and Television Media University. So the data of the study comes from Shanxi Media University, which samples 385 people, referred as Yamane formular. And this study studies the influence of personality on the career success of female film directors in mainland China.

Independent Variable: The independent variable mainly includes two aspects: personal factor and personality factor. Personal factors include gender, age and education. Personality factors include extroversion, experience openness, agreeableness, sense of responsibility and neuroticism.

Dependent Variable. The dependent variable is the economic indicator of the successful career development of female film directors: the increase of income. And spiritual indicators: the improvement of personal satisfaction.

Scope of Time: This paper takes four months from August to November 2020.

Research Methodology

In this study, questionnaire survey was used for qualitative method of data collection. The data of the study comes from Shanxi Media University, which samples 385 people. The author used Yamane formula to calculate the sample size, with quota sampling to collect sample data.

Results and Discussion

Through the descriptive analysis of demographic data, it is found that the respondents are women aged 30-40, teachers who have participated in other film and television related majors for more than two times and women under 30, students who have not participated in film and television related majors.

Descriptive analysis shows that the majority of respondents think that the five personalities in the big five have an impact on the career income of female film directors. Most of the interviewees also think that the five personalities in the big five have an impact on the personal satisfaction of female film directors.

The H1 Big Five personality has an impact on the career success of female film directors. Through the analysis of the results, we can find that the big five personality has a significant impact on the career success of female film directors. Big Five personality has a significant impact on the personal satisfaction of female film directors.

The results show that:

Subh1a. Extroversion in personality factors has an effect of the career income of female film directors. The results found in this group are in line with expectations.

Subh1b. Openness in personality factors has an effect of the career income of female film directors. The results found in this group are in line with expectations.

Subh1c. The agreeableness of personality factors has an effect of the career income of female film directors. The results found in this group are in line with expectations.

Subh1d. Conscientiousness in personality factors has an effect of the career income of female film directors. The results found in this group are in line with expectations.

Subh1e. Neuroticism in personality factors has an effect of the career income of female film directors. The results found in this group are in line with expectations.

This study is different from other factors. Neuroticism seems to be a negative word, but it is necessary for directors who need artistic inspiration to support their work. Because the director's work is different from the regular work, it is the process of artistic creation, so it is necessary to have this factor. Many interviewees here only understand the literal meaning of a single, not combined with the particularity of the director, so they need to explain the deep content of the questionnaire.

Subh1f. Extroversion in personality factors has an effect of the personal satisfaction of female film directors. The results found in this group are in line with expectations.

Subh1g. Openness in personality factors has an effect of the personal satisfaction of female film directors. The results found in this group are in line with expectations. Subh1h. The agreeableness of personality factors has an impact on the personal satisfaction of female film directors. The results found in this group are in line with expectations.

Subh1i. Conscientiousness in personality factors has an effect of the personal satisfaction of female film directors. The results found in this group are in line with expectations.

Subh1j. Neuroticism in personality factors has an effect of the personal satisfaction of female film directors. The results found in this group are in line with expectations.

The conclusion of this paper is basically consistent with the conclusion of the research on female career success factors in the literature review, which is that the big five personality factors have an impact on female career. It also resonates with the conclusion of other studies on a successful female director.

The interviewees' suggestions and opinions are mainly in two aspects. The first one is about the understanding of neuroticism, a special personality factor in Big Five personality. Based on the negative expression of its literal meaning, many interviewees cannot deeply understand the implicit meaning of neuroticism, which is also due to the creativity brought by neuroticism. Therefore, it is possible to make negative judgment. But whether it is a positive impact on the success of female film directors or a negative impact on the success of female film directors, it is an important factor for personality factors to affect female film

directors. On the other hand, it is about the impact on the specific salary, because the income of the special profession of director includes not only the salary but also the dividend of the film project, so it has a certain invisible income, which will also affect the change of salary.

According to the results of this study: Big Five personality is the success factor of female film directors. Compared with the previous literature, we can find that the conclusion of research on successful female scientists put forward by Li Min is that emotion is one of the factors influencing the success of female scientists. And Sun Guocui's research on the influencing factors and mechanism of women's entrepreneurial success puts forward that personality traits and female characteristics are the influencing factors of women's entrepreneurial success. Although domestic and foreign literature on personality as a success factor of female film directors is basically blank. However, there are plenty of literatures on women's career success. Compared with the two, it is concluded that personality is the factor influencing women's career success. But the big five personality is the success factor of female film directors. Compared with other literature on personality is the success factor of female career, it is more specific, and based on the professional particularity of directors in film project management, it gives more suitable consideration.

Conclusion and Implication

This paper was studied and analyzes the career success of female film directors in mainland China with personality as the influencing factor, and uses the theory of big five personality of psychology as the basis. Quantitative research methods study the key factors of personality influencing the success of female film directors in mainland China, which not only fills the academic gap, but also widens the thinking and way of interdisciplinary and refinement of psychology and film project management. Throughout the previous research results, mostly reflected in the macro management level of film project management, focusing on the key success factors of personality influencing female film directors from the perspective of micro film management, and carrying out detailed quantitative research is the biggest innovation of this paper.

Research conclusion

The results were showed that:

Subh1a. Extroversion in personality factors has an effect of the career income of female film directors.

Subh1b. Openness in personality factors has an effect of the career income of female film directors.

Subh1c. The agreeableness of personality factors has an effect of the career income of female film directors.

Subh1d. Conscientiousness in personality factors has an effect of the career income of female film directors.

Subh1e. Neuroticism in personality factors has an effect of the career income of female film directors.

Subh1f. Extroversion in personality factors has an effect of the personal satisfaction of female film directors.

Subh1g. Openness in personality factors has an effect of the personal satisfaction of female film directors.

Subh1h. The agreeableness of personality factors has an effect of the personal satisfaction of female film directors.

Subh1i. Conscientiousness in personality factors has an effect of the personal satisfaction of female film directors.

Subh1j. Neuroticism in personality factors has an effect of the personal satisfaction of female film directors.

Contribution to knowledge

There are relatively few articles about female film directors. There is almost no literature research on the influence of personality on the success of female film directors based on the theory of big five personality. Therefore, this paper fills in the literature gap and plays a positive role in the future research.

Contribution to practice

Film project management is a new discipline, which plays a guiding role in all departments and types of work. Film directors, especially female film directors, need theoretical guidance. In view of the influence of personality in the big five personality, they can better understand and guide female film directors.

Suggestions for future research

1. Influenced by the main line of the study, each dimension of big five personality has an impact on the dimensions of career income and personal satisfaction. The specific impact is not involved in this paper, the follow-up research can do more in-depth research in these two directions.

2. In the interaction, the position of two independent variables can be symmetrical, and any of them can be interpreted as a moderating variable for another variable. The models of big five personality, work family conflict and work performance are only concerned in this paper. This study shows that all dimensions of big five personality also have an impact on job performance, and follow-up research can detect the regulatory effect. The interaction between Big Five personality, work family conflict and work performance.

3. Although this paper gives the conclusion of the relationship between the variables, what kind of measurement index can better measure the career income, personal satisfaction and personality characteristics of female film directors in practice, and what kind of measures can improve the career income and personal satisfaction is a direction of future research.

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