

## Influencing Factors on Personal Personality of Chinese Female Film Directors

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### Abstract

The 21st century is the century of media. Female film directors have become the rising group of directors. Therefore, it is the call of the times to study the success factors of female film directors. The objectives of this study were to study the key factors influencing the career development of female film directors in mainland China, and personal factors on the career development of female film directors in mainland China., and more on the career development of female film directors in mainland China. The research tool was a questionnaire developed based on the conceptual framework of the big five personality theory. The sample was from Chinese mainland Shanxi province 385 media colleges and universities teachers and students. Adopt purposeful sampling method, and conducted in-depth interviews with the seventeen directors. In this study, descriptive statistics and inferential statistics were used, including independent sample t-test and one-way ANOVA to test variables and hypotheses. The results showed the five personalities including: Extroversion, Openness, Agreeableness, Conscientiousness and Neuroticism of the Big Five Personalities affect the success of female film directors from two aspects: material as income increase and spiritual as personal satisfaction.

**Keywords:** Personal Personality; Big Five Personality; Female Film Director

### Introduction

The 21st century is an era of media. Film and television belong to the media, with the development of the times, female film directors have become the backbone of the media (Han XiangJing, 2018). 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 (Liu TianHong, 2017). 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

**Table 1:** 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.

According to the 2019 China Film Industry Research Report, China is the country with the fastest box office growth in the world. In 2018, the global box office reached US \$41.1 billion. Among them, China's total box office for the whole year is 60.976 billion yuan (about 9 billion US dollars)(Emily Grasberg Sands, 2009).

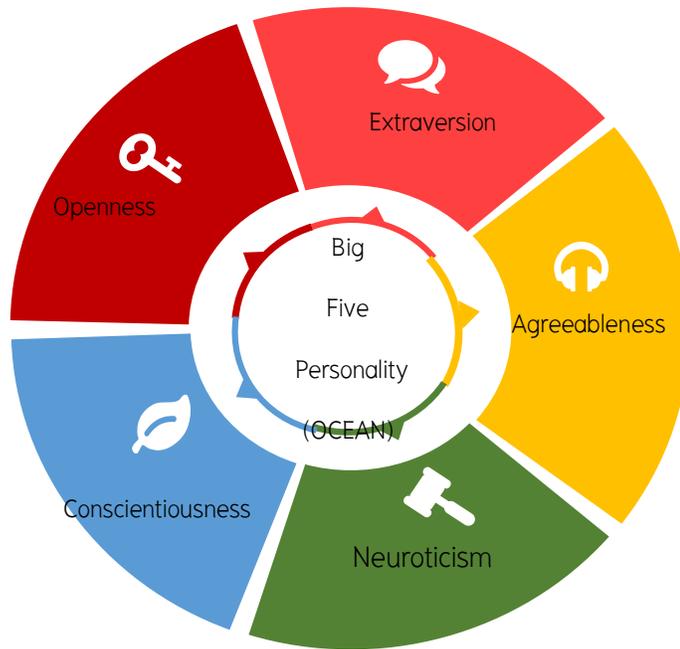
**Table 2:** Chinese mainland female film director of the movie in China's box office list of the top ten films.

Female Directors	Film	Movie Title	Film Box Office Statistics (Billion RMB)	Year of Release	Box Office Ranking
Xue Xiaolu		My People, My Country	3.146	2019	8
Rene Liu		Us and Them	1.35	2018	41
Su Lun		How Long Will I Love You	0.891	2018	82
Xue Xiaolu		Book of love	0.786	2016	100
LI Fangfang		Forever Young	0.747	2018	107
Vicki Zhao		So Young	0.719	2013	117
Lin Yan		Where are we going? Dad Season 1	0.696	2014	123
Xue Xiaolu		Seeking Mr.Right	0.52	2013	188
Zheng FenFen		Take my brother away	0.372	2018	266
Sandra Ng		Demon bell	0.359	2017	275

Source: China film box office network

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 (Ge LiMing2016). 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 (Liu LingYi, 2016).



**Figure 1:** Big Five Personality Model

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 (Lew Goldberg, 1992). 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 Objectives

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

## Research Hypothesis

H. Big Five personality has an impact on the career success of female film directors.

Subh1. Extroversion in personality factors has an impact on the career income of female film directors.

Subh2. Openness in personality factors has an impact on the career income of female film directors.

Subh3. The agreeableness of personality factors has an impact on the career income of female film directors.

Subh4. Conscientiousness in personality factors has an impact on the career income of female film directors.

Subh5. Neuroticism in personality factors has an impact on the career income of female film directors.

Subh6. Extroversion in personality factors has an impact on the personal satisfaction of female film directors.

Subh7. Openness in personality factors has an impact on the personal satisfaction of female film directors.

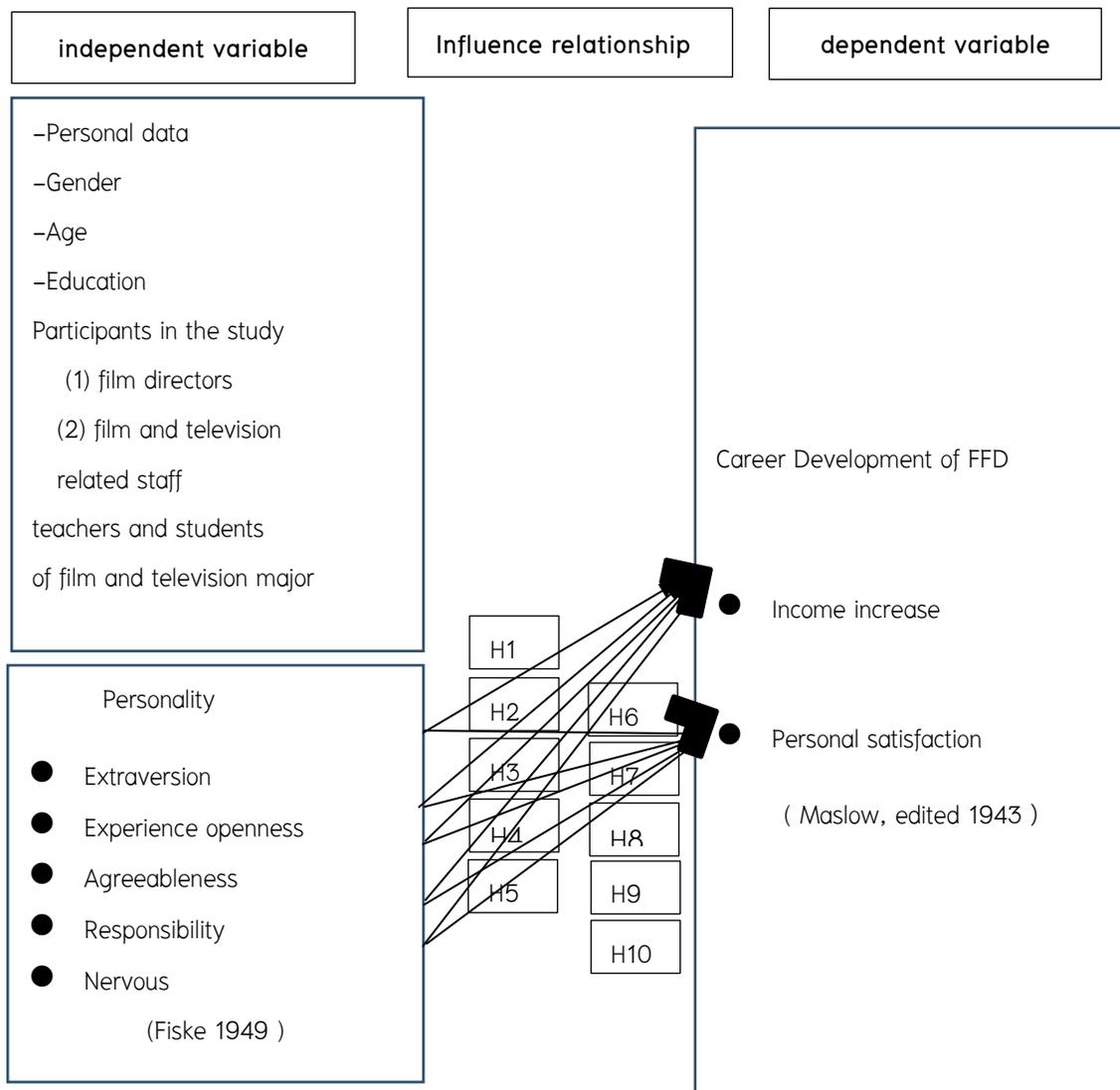
Subh8. The agreeableness of personality factors has an impact on the personal satisfaction of female film directors.

Subh9. Conscientiousness in personality factors has an impact on the personal satisfaction of female film directors.

Subh10. Neuroticism in personality factors has an impact on the personal satisfaction of female film directors.

**Research Conceptual Framework**

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



**Figure 3 :** Conceptual Framework from Original Research

## Research Methodology

This paper mainly uses the quantitative research method of questionnaire survey and the qualitative research method of interview to test the hypothesis of conceptual framework (Sun GuangChun, 2011). The mixed model can not only bring into play the preciseness and accuracy of quantitative data in quantitative research, but also give play to the deep understanding of interviewees and materials in qualitative research (Maslow HA, 2017). Because the population size is too large, the scope of group representation should be reduced, because the film university is the cradle of training future directors. Film teachers and students are closely related to the directing industry (Sun Xu, 2018). Therefore, Shanxi Media University is selected as the sample group. On the premise that the total number of teachers and students in film university is known, the sampling sample is extracted by using Yamane formular to calculate the number of survey samples that need to be distributed, that is, 385 sample sampling. This paper collects the data questionnaire of 385 teachers and students of Shanxi Media University by electronic means (Li Ming, 2008) The qualitative research adopts the interview research method to select 17 directors from the teachers and students with director experience in Shanxi University. This paper uses WeChat software for interviews. This study mainly adopts the method of semi-structured in-depth interview. In depth interview requires the interviewee to answer the scheduled interview questions freely or in the form of discussion (Zhou ZhiFei, 2018).

The purpose of this study is to complement the quantitative research of purposeful sampling design with the qualitative research of interview. The purpose sampling method was used in this study. According to the different age and work experience, the respondents were divided into two levels, and the questionnaires were issued respectively (Tan Hui, Yang Shang, 2019). The first level is teachers of film and television media school, and the second level is students of film and television media school. After that, 17 experienced teachers and students were interviewed in depth. Questionnaire survey in this study is conducted by means of network distribution and recovery. The interview was conducted by means of mobile chat software, and the interview time for each respondent was about 1 hour. Some of them were tracked as needed. The whole interview takes 50 hours. In order to respect the wishes of the interviewees, all interviewers have signed an interview agreement, including the confidentiality of personal information and the use of materials. It took

10 hours to sort out the recording, and the final interview draft was 50000 words. In the data analysis, the main conceptual area we encode is the impact of personality on the success of female film directors. The main purpose of this part is not to explore the quantitative relationship between the two, but to analyze the localization concept of female directors on these issues.

### **Research Method**

The main empirical research methods are questionnaire and quantitative research. The qualitative research adopts semi open interview research. and the conceptual framework and hypothesis are tested. Descriptive statistical methods were used to describe demographic variables and variables. Inferential statistics includes: 1) Using ANOVA to analyze the difference of demographic data of the respondents; 2) Using correlation analysis of 0.05 significance level ( $P < 0.05$ ) to determine whether the influencing factors are related to the watching behavior; 3) This study uses a combination of descriptive statistics and inferential statistics, including independent sample t-test and one-way ANOVA to test variables and hypotheses.

Questionnaire investigation: The first part is about four questions related to personal data and 10 questions related to personality factors. The second part is the scale problem of five scales based on Likert's concept. The third part is the suggestions and opinions of the interviewees.

Semi-structured interview: A combination of three aspects of ABC. Part A is about the personality characteristics of female film directors. Part B is about successful film directors. Part C is about the influence of big five personality on the success of female film directors.

### **Research Results**

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 comparison of the influence of the five personalities on the improvement of female film directors' personal satisfaction

**Table 3:** comparison of the influence of the five personalities on the improvement of female film directors' personal satisfaction

Factor	General sampling population			
	Mean	SD	LEVER	RANK
Enthusiastic extroversion personality is helpful to improve the personal satisfaction of female film directors.	4.11	0.624	Agree	2
The open personality with rich emotion helps to improve the personal satisfaction of female film directors.	4.03	0.736	Agree	2
The agreeable personality of modesty and easygoing helps to improve the personal satisfaction of female film directors.	4.1	0.713	Agree	3
conscientious personality helps to improve the personal satisfaction of female film directors.	4.19	0.664	Agree	1
Emotional neurotic personality can help to improve the personal satisfaction of female film directors.	2.89	0.844	Neutral	4

Table 3 shows that in the interviewees' opinion, conscientious personality has the highest impact on the career income of female film directors (average value is 4.19, SD value is 0.664, lever is agree), followed by the interviewees' opinion that open personality helps to improve the career income of female film directors (average value is 4.11, SD value is 0.736, lever is agree), and again Interviewees believe that pleasant personality has a great impact on the career income of female film directors (average value is 4.1, SD value is 0.713, lever is agree). After that, interviewees think that open personality can improve the career income of female film directors (the average value of teachers is 4.03, SD value is 0.736, lever is agree). Finally, interviewees think that neuroticism has an impact on the career income of female film directors (the average value is 2.89, SD value is 0.844, lever is neutral).

Results of reasoning and analysis From the data in the above chart and the comparison of the respondents, it can be seen that most of the opinions of the teachers and students are the same. From the influence of personality factors in the big five personality on female film directors, we can see that the five personalities in the big five personality have an impact on the career success of female film directors.

The H 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: Subh1. Extroversion in personality factors has an impact on the career income of female film directors. The results found in this group are in line with expectations.

Subh2. Openness in personality factors has an impact on the career income of female film directors. The results found in this group are in line with expectations.

Subh3. The agreeableness of personality factors has an impact on the career income of female film directors. The results found in this group are in line with expectations.

Subh4. Conscientiousness in personality factors has an impact on the career income of female film directors. The results found in this group are in line with expectations.

Subh5. Neuroticism in personality factors has an impact on 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.

Subh6. Extroversion in personality factors has an impact on the personal satisfaction of female film directors. The results found in this group are in line with expectations.

Subh7. Openness in personality factors has an impact on 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.

Subh8. The agreeableness in personality factors has an impact on the personal satisfaction of female film directors. The results found in this group are in line with expectations.

Subh9. Conscientiousness in personality factors has an impact on the personal satisfaction of female film directors. The results found in this group are in line with expectations.

Subh10. Neuroticism in personality factors has an impact on 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.

Through the analysis and induction of interview materials, combined with the previous literature at home and abroad, taking the theory of female film directors and personality characteristics as the logic behind the construction, the interview materials are analyzed and selected according to the principle of content relevance, and the complete concepts and categories are related or excluded, It also discusses the personality distribution characteristics of female film directors and the relationship

between the success of female film directors and the big five personality. Through the statistical analysis of the answers to the questions in the three parts of ABC, the following conclusions are drawn: Female film directors can think from the perspective of women. Female film directors have female personality characteristics. The proportion of female film directors in the director group is increasing. The reason for the scarcity of female film directors comes from many factors such as personality and family. Most people don't mind whether film directors are women, but some female film directors are still discriminated against. Interviewees believe that the success of film directors can be divided into two aspects: the first is the personal income of film directors, and the second is the personal satisfaction of film directors.

All interviewees agreed that a successful female film director needs to have a responsible personality, because the responsible personality will have a positive impact on the film director. Secondly, in addition to neurotic personality, other personality, pleasant personality, extroversion personality and open personality will have a positive impact on film directors. The interviewees also believe that neurotic personality will have a negative impact on film directors. Most interviewees think they have a sense of responsibility and personality. And the interviewee didn't want to cooperate with the director with neurotic personality. Most respondents believe that the big five personality is the factor affecting the success of female film directors.

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

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 and qualitative research are mixed 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, semi-structured interviews were used to interview relevant personnel and carrying out detailed quantitative research is the biggest innovation of this paper.

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