

PPO T0 Results Report

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Learning and sharing
the impact of, and on,
creatives in today's society

Interpretation

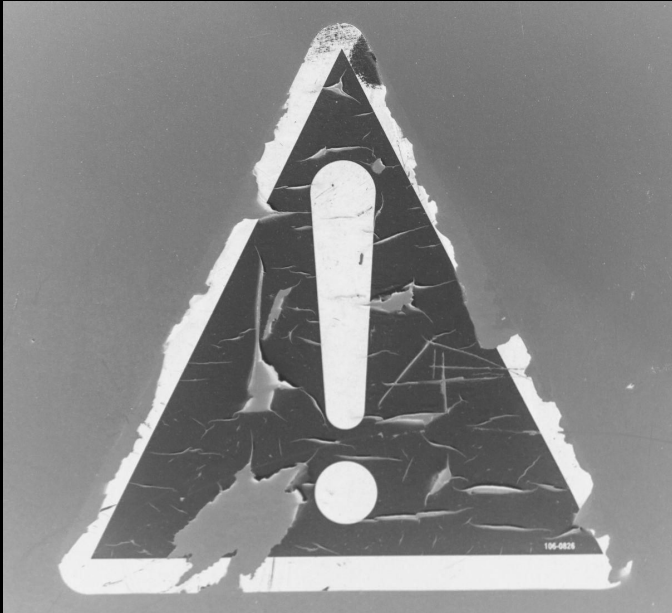


Image by [Markus Spiske](#) on unsplash

What does our data represent?

Our data are from a convenience sample¹, meaning participants were simply those that chose to complete our survey.

This means that we cannot interpret results as being representative of a larger population (i.e. creative entrepreneurs of the

Netherlands, or the sub-population of PPO respondents). Rather, the results presented reflect the *sample* and we cannot know if they represent the overall *population*. Further, results were taken at a single time point. Thus we cannot examine the effect of the interventions. The larger the convenience sample is, and the more repeated measurements are taken, the more results will approach those of the overall population.

We can, however, use insights from the sample to guide further research into the population. Thus, a number of points of interest are presented with this intent.

1. For future reference, a representative sample (e.g. of the population of PPO respondents) would require a random assignment strategy to determine which participants take the survey.

Summary



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Who are they and
what are they
looking for?

90 mostly visual
artists
(photography, illustration,
design)

<1000-1500 / mo income
(self reported)

looking for business
or psychology skills
($r = .33$)

Those with higher
incomes also appeared
to be looking for
business skill
interventions
($r = .22$)

Creative Income

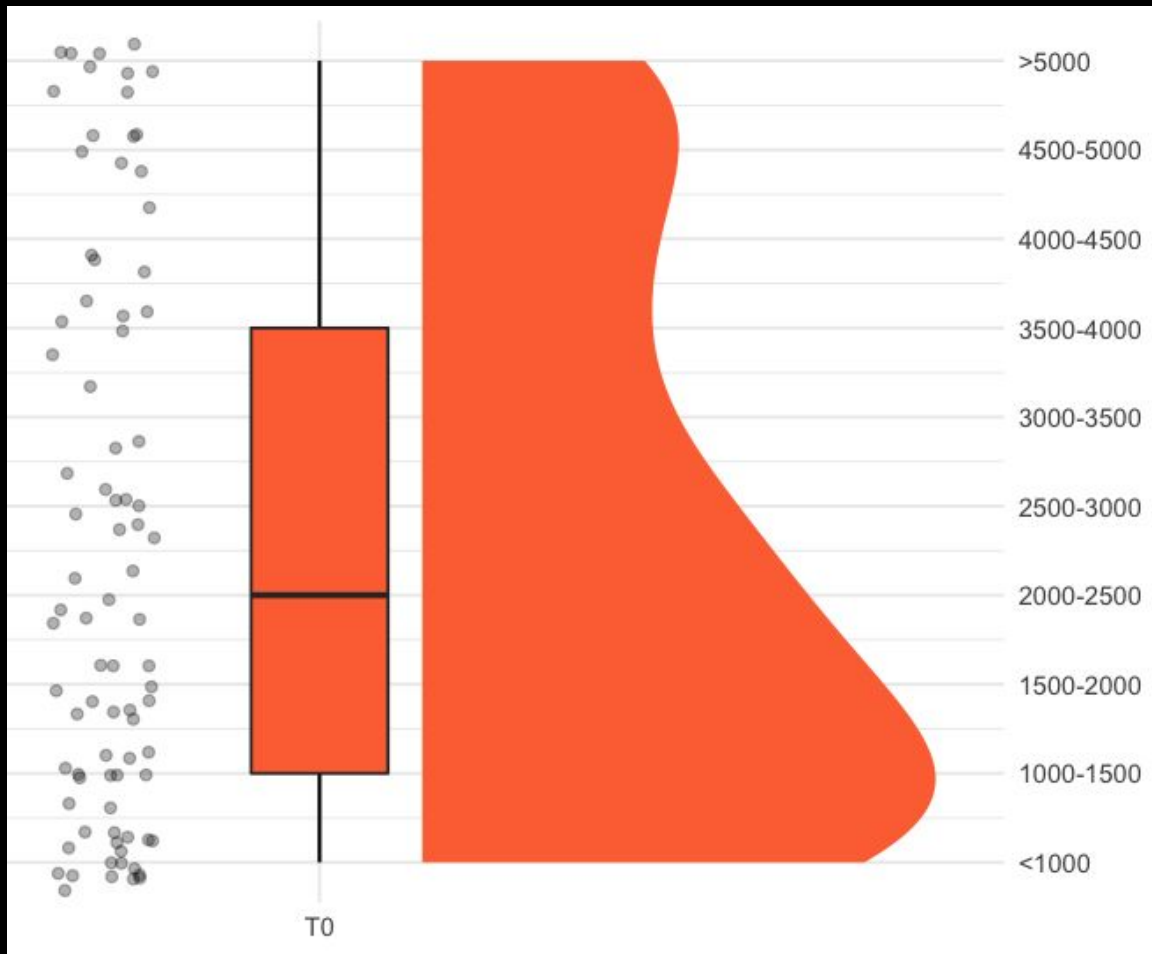


Figure 1: overall monthly income

55% responded that they were at or below the 1000-1500EU / mo mark. The [2019 Poverty Line](#) according to the CBS is 1090EU / mo for single people. **Partnership status** could help determine if PPO respondents are creatives living below the poverty line.

Among our respondents:

- 34% responded with "1000-1500" or "<1000"
- 21% responded with "<1000"
- 6.7% didn't respond

Creative Income

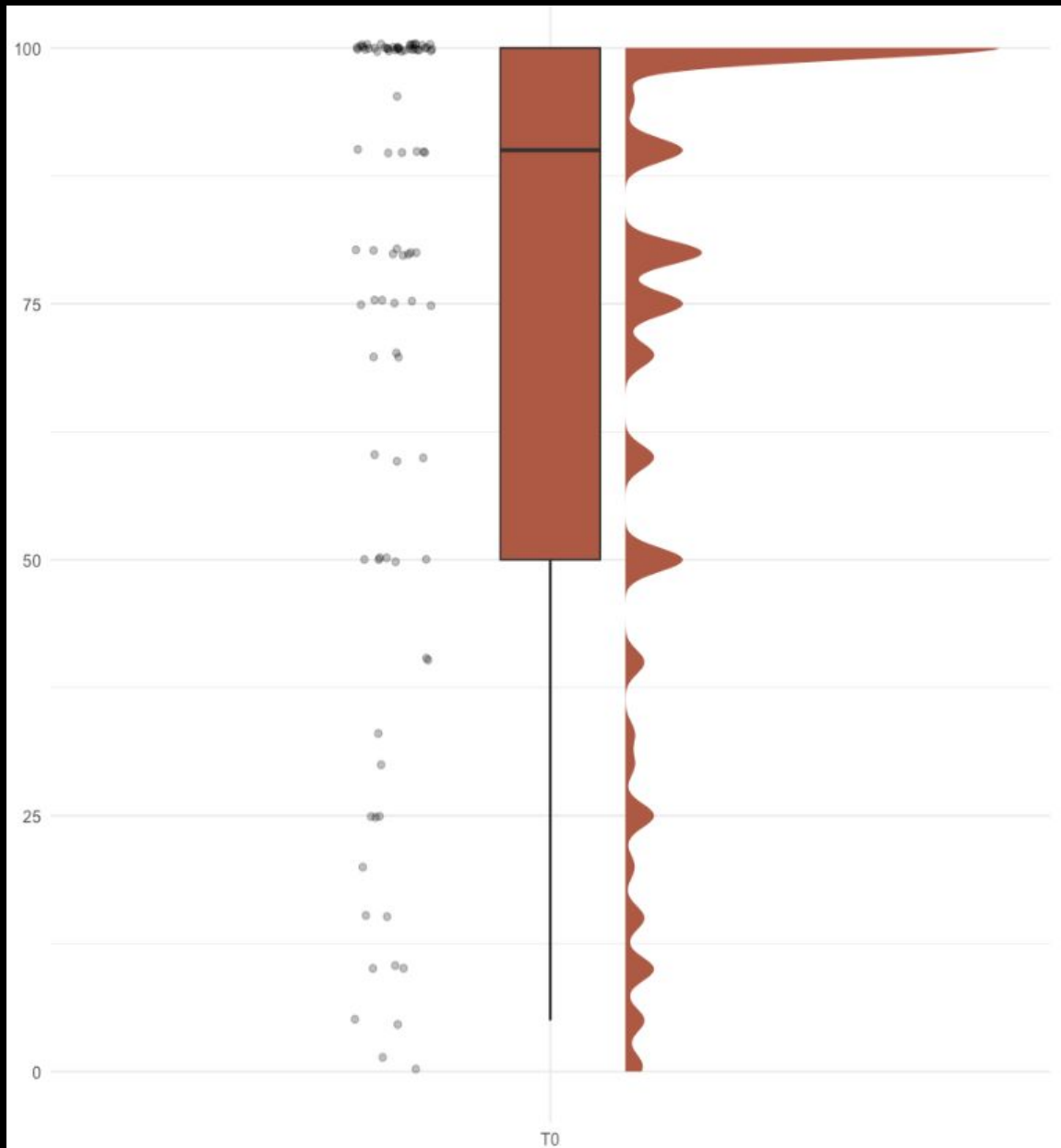


Figure 2: percentage of creative income

60% of respondents indicated that more than '75%' of their monthly income is from creative activities, with 44% responding with '100%' (note the large spike at the top of the plot).

However, there's a very 'long tail', with the remaining 40% varying widely.

Creative Income



Figure 3a: professional titles

Formal text analysis would require a very large sample. However, a simple word-cloud suggests respondents come largely from the visual fields of photography, design and illustration.

Note the 'en' which shows that many hold multiple job titles.

Creative Income

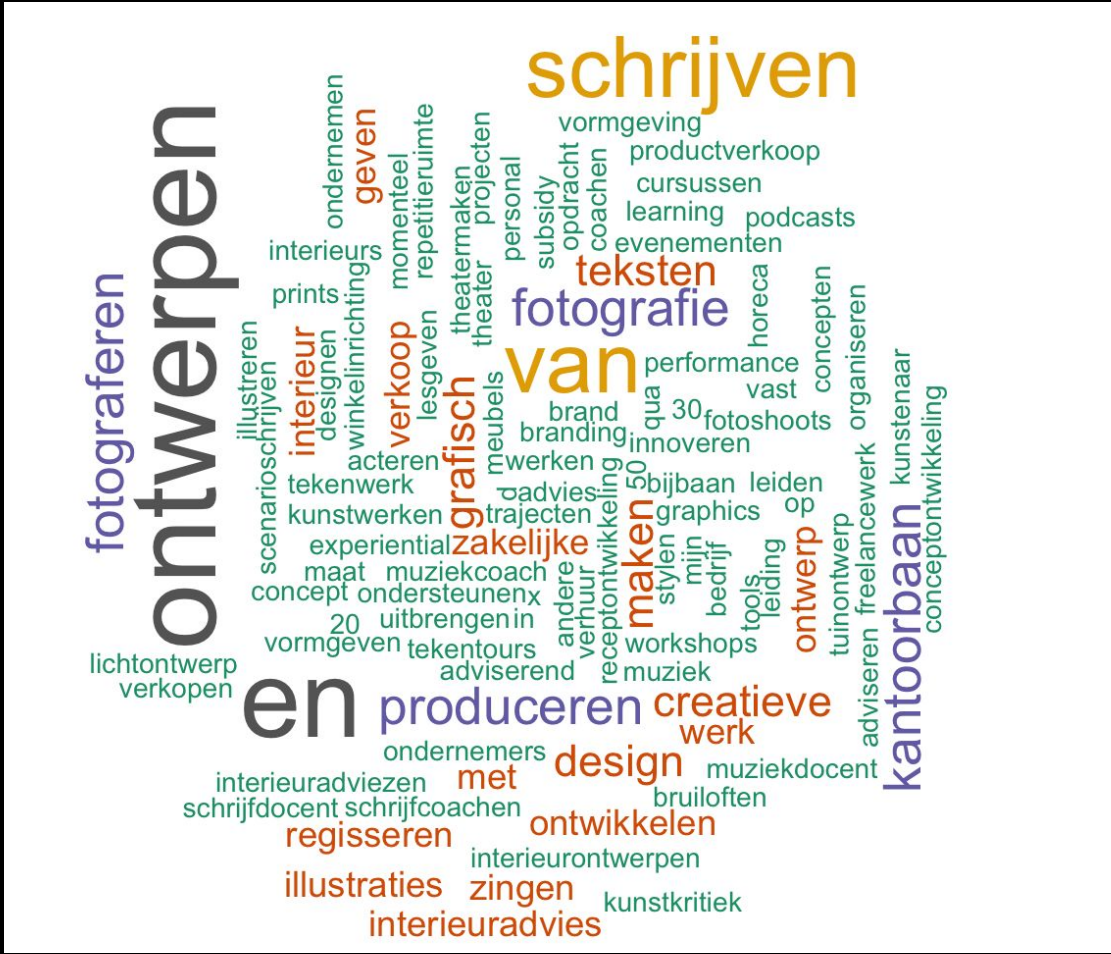


Figure 3b: income segment

Although respondents identify widely, their income appears to come mostly from design, photography, and writing.

Office work is a common side-job.

Again note the 'en', as respondents appear to have multiple streams of income.

Interventions

Name	Score
Om mijn ondernemerschapsvaardigheden te verbeteren	0.0000000
Om mijn omzet te vergroten	0.0000000
Om mijn bestaande creatieve onderneming beter te leren managen	0.0000000
Om mezelf meer als ondernemer te profileren	0.0000186
Omdat ik het moeilijk vind mezelf commercieel te exploiteren	0.0000186
Om mijn persoonlijke vaardigheden te verbeteren	0.0000310
Omdat ik teveel tijd kwijt ben aan zakelijke dingen ten koste van mijn creativiteit	0.0357497
Omdat ik de waarde van mijn creativiteit wil bepalen	0.3282470
Omdat ik een gebrek aan zakelijke kennis heb	1.0000000
Omdat ik te weinig tijd heb voor het ontwikkelen van een lange termijn strategie	1.0000000
Omdat ik een (fulltime) creatieve professional wil worden	1.0000000
Anders	1.0000000

Table 1: reasons for applying

Respondents were asked to rank a list of possible reasons for applying to the PPO project. This table represents an aggregated ranking¹ for our sample. The most likely top response was to **improve entrepreneurial skills**, followed by an **increase in income**.

1. This is the output from a [Robust Ranking Aggregation](#). The score on the right indicates a *p* value (Bonferroni corrected) for the specific ranking of each item.

Interventions

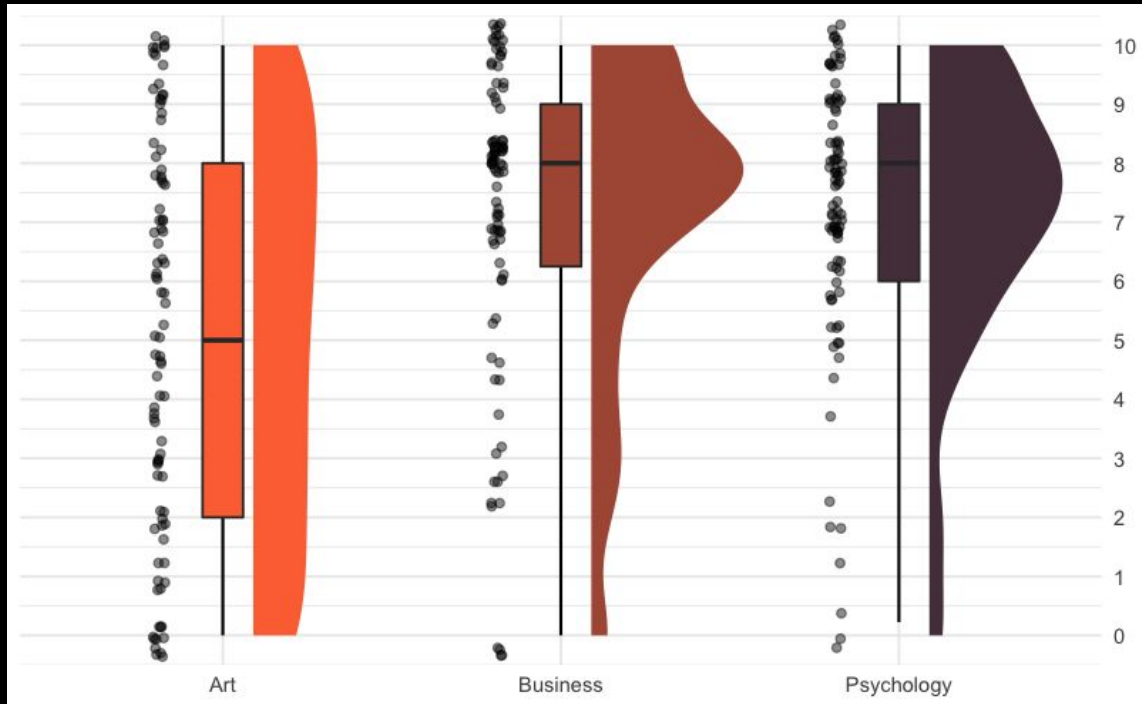


Figure 4: 1: "helemaal niet", 10: "volledige aandacht"

Respondents were asked to indicate on a scale of '1' - '10' the kind of skills they thought would be taught in their selected intervention.

About 50% indicated '7' or more for both **Business** and **Psychology**. These also showed a moderate correlation ($r=.33$), which suggests that some of those who were looking for one of these two were also looking for the other.

Purely artistic or creative skills varied greatly.

Interventions

Welke soort skills mis je nog
Persoonlijke ontwikkeling en ook spirituele ontwikkeling omdat je door beide een sterker persoon wordt en dus een sterke zelfverzekerde ondernemer
partnerships
Bedrijfsstrategie, Maatschappelijke impact
Hulp vragen
waar klanten vinden, focus in portfolio verscherpen, doelgroepen scherp krijgen, hoe klanten benaderen etc
communicatie en presentatie
Gevoel, intrinsieke motivatie
motivation for creativity
time management
confidence
om meer zichtbaar te worden als ondernemer
Authenticiteit: leren hoe je je meest authentieke - en in alle opzichten meest waardevolle - creatieve pad helder krijgt voor jezelf.
Persoonlijke groei
IT skills
Balans werk en privé. Duurzame loopbaan
Aandacht voor mindset
In een netwerk van gelijk gestemden ook vooral van elkaar te leren en te ondersteunen
Sociale skills
Taalvaardigheid (Duits in mijn geval), in conversatie en geschrift
Ruimte innemen/pakken
nieuw verdienmodel creëren, online

Table 2: missing skills

Respondents were asked what skills they were missing after completing the previous two tasks. A number appear to be related to psychological skills, although some may be considered **social skills** (communication and presentation).

Further developing the ranked list task, or the question regarding intervention qualities with regards to the specific goals of PPO respondents could be useful in uncovering additional motivations for applying.

Locus of Control

What else did we measure?

Locus of control is thought to be the perception that you have the ability to affect your life and how it unfolds. It has also been shown that this can change of the course of a life-time.

Questions include:

"Als ik plannen maak, weet ik zeker dat ze werken"

"Wat mij overkomt komt door mijn eigen gedrag"



Image by [Sivani Bandaru](#) on unsplash

Tolerance for Ambiguity

What else did we measure?

This questionnaire aims to assess how much uncertainty a person can handle.

Questions include:

"Niets is interessanter dan leven onder steeds veranderende omstandigheden"

"Innovatieve mensen en mensen die risico's nemen bereiken meer in het leven dan geordende mensen"



Image by [Riho Kroll](#) on unsplash

Need for Achievement

What else did we measure?

This questionnaire aims to assess the importance of achievement.

Questions include:

“Ik doe altijd goed mijn best, ook wanneer het moeilijk is”

“Ik probeer betere resultaten te halen dan mijn vakgenoten”



Image by [Fauzan Saari](#) on unsplash

Entrepreneurial Skills



Image by [Microsoft 365](#) on unsplash

What else did we measure?

This questionnaire aims to assess perceptions of the possession or lack of specific entrepreneurial skills.

Questions include:

“Ik herken altijd kansen”

“Ik kan goed problemen oplossen”

“Ik maak makkelijk contact”

Internal Consistency

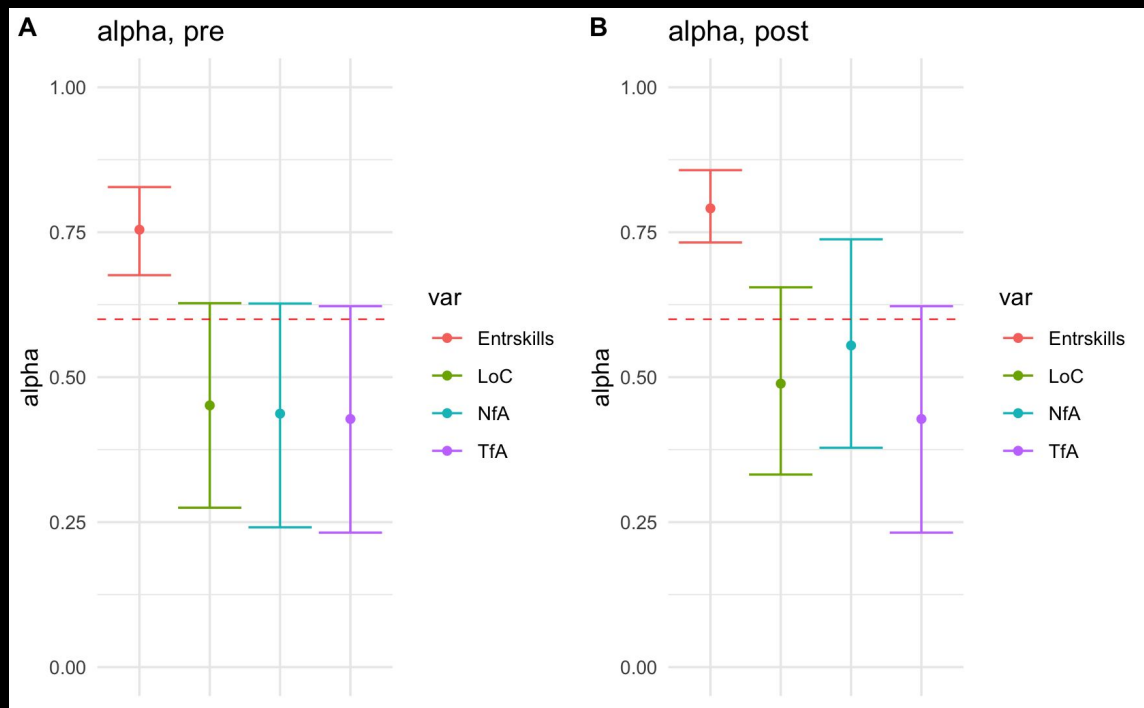


Figure 5: internal consistency of the four questionnaires

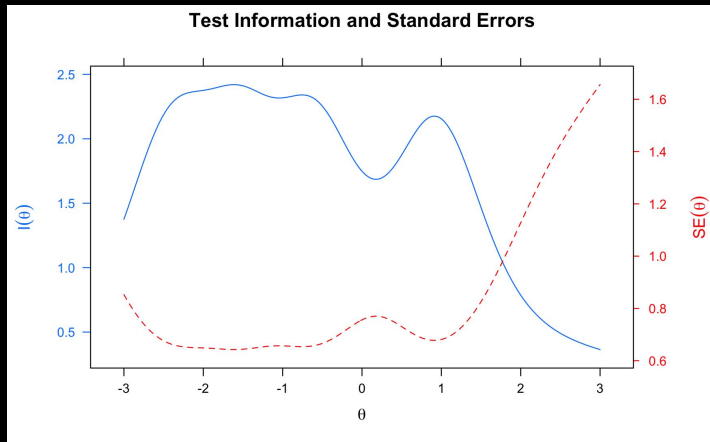
The internal consistency¹ was highest for **entrepreneurial skills**, with wide margins of error for the other questionnaires. Consistency did not improve when removing poorly-performing questions.

This could be because of the small number of questions on each questionnaire, the small sample size of respondents, or how specific questions are understood and interpreted by our respondents.

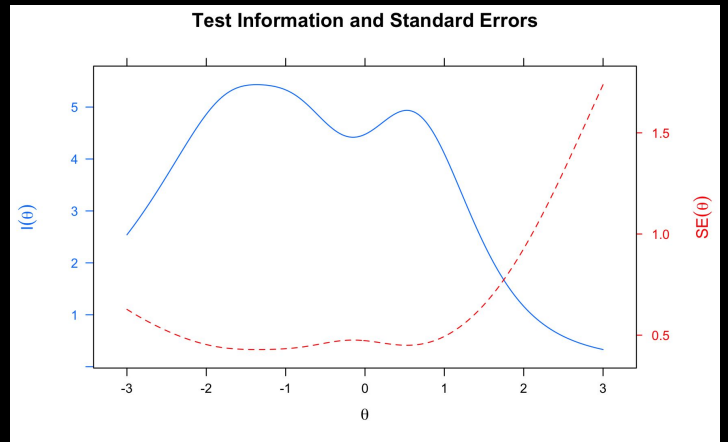
Thus, results regarding these questionnaires are speculative and **exploratory**.

1. I used Cronbach's alpha as the metric, which is known to be conservative, and very sensitive to the number of questions asked.

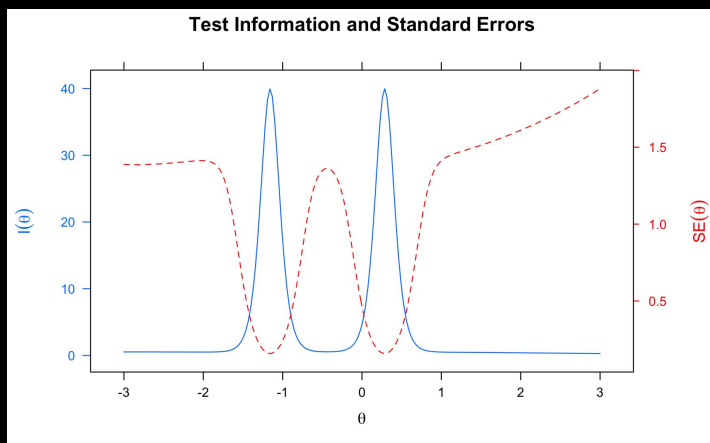
IRT Analysis



TfA



Entr. Skills



NfA



LoC

Figure 6: Item Response Theory test curves

The test curves show that Need for Achievement was very poorly measured. Thus it was dropped from further analysis. The rest show adequate measurement at the low end of the trait, but rather poor measurement at the high end

Factor Analysis

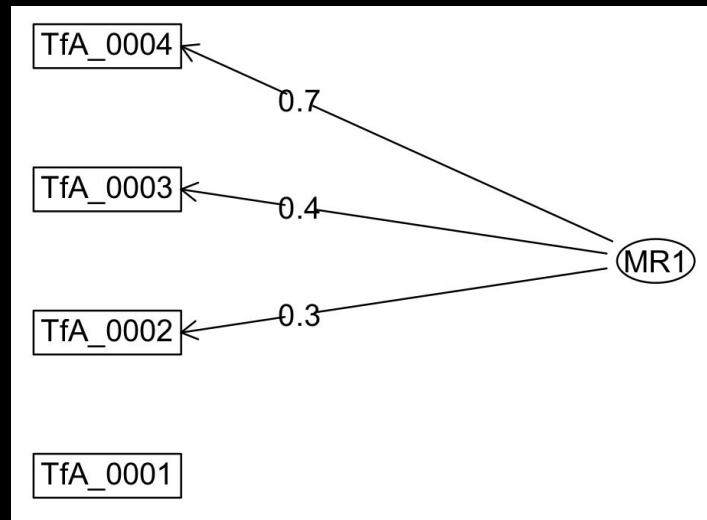


Figure 7a: Factor analysis for TFA

Most of the shared variance for in the Tolerance for Ambiguity questionnaire is drawn from the fourth item, which is reverse scored.

Space-removed item names are retained for ease of reference to the dataset:

- TFA:0001:"Niets.is.interessanter.dan.leven.onder.steeds.veranderende.omstandigheden"
- TFA:0002:"Innovatieve.mensen.en.mensen.die.risico.s.nemen.bereiken.meer.in.het.leven.dan.geordende.mensen",
- TFA:0003:"Als.je.echt.wilt.genieten.van.je.vakantie..moet.je.deze.goed.plannen",
- TFA:0004:"Hetzelfde.doen.op.dezelfde.plek.voor.een.lange.periode.leidt.tot.een.gelukkig.leven"

Factor Analysis

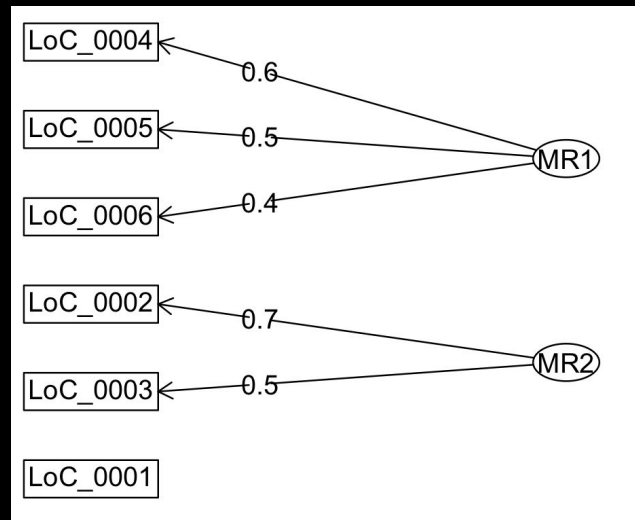


Figure 7b: Factor analysis for LoC

Locus of Control best fit into two factors, internal (LoC 1-3) and external (LoC 4-6), with the first question performing the most poorly.

- LoC_0001: "Als ik plannen maak weet ik zeker dat ze werken"

Although this is partially in line with theory, the factors had a low to moderate correlation ($r=.24$). This suggests that participants felt their ability to affect their circumstances (internal LoC) was rather independent from external factors affecting their circumstances (external LoC).

The low correlation may be due to sampling issues, but it may also be the sample's interpretations of the questions.

Factor Analysis

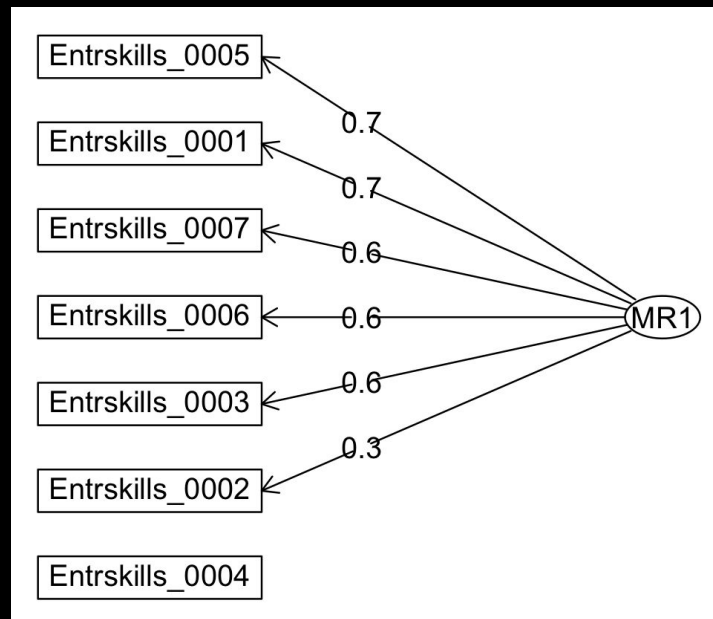


Figure 7c: Factor analysis for Entrskills

The lowest shared variance comes from the following two items:

- # Entrskills_0002: "Ik ben creatief"
- # Entrskills_0004: "Ik ben een goede leider"

This may imply that creative entrepreneurs don't think of 'creativity' as an entrepreneurial skill, and thus their responses to that item don't correlate with the others. In addition, many may be sole members of their creative business, and thus not see themselves as leaders despite seeing themselves as entrepreneurial.

Correlations

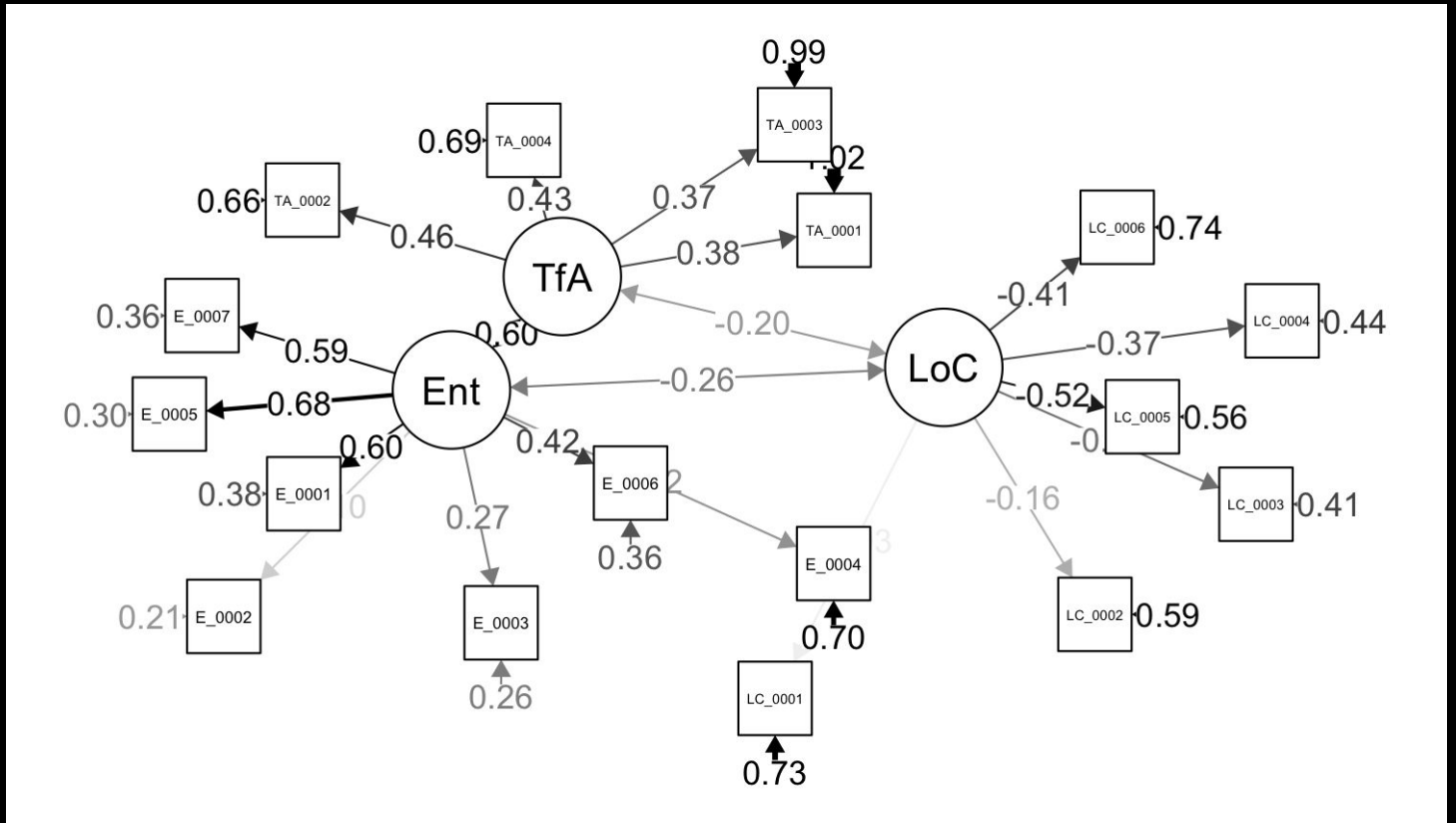


Figure 8: Structural Equation model of measured constructs

We interpret this model¹ with caution given the small sample size and aforementioned measurement considerations.

Significant correlations are observed between TfA and Ent scales, and at a moderate to high magnitude (.60). Thus respondents who scored high on one scale also scored high on the other. However, the correlations were non-significant with LoC.

1. This is a structural equation model estimated with Lavaan in R. In addition, it did not meet strict requirements for model fit, which is expected given our sample size, and measurement issues.

Correlations

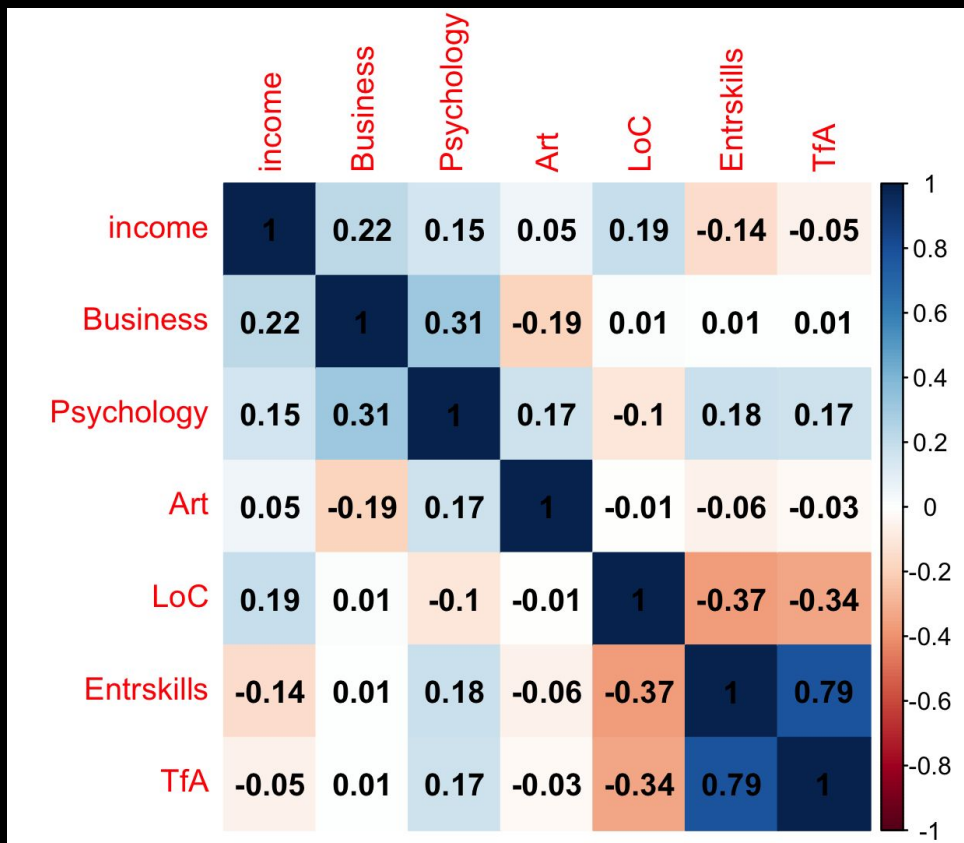


Figure 9: Correlations among measured variables

For further exploratory purposes we present a correlation matrix¹, of extracted factor scores and net income. Most correlations did not reach statistical significance.

Trends towards significance were shown for **income and business** ($p = 0.05$), and income and LoC ($p = 0.095$). This indicates that participants who reported higher income were looking for business oriented interventions.

1. Note, the previous model shows lower correlations for Entrskills and TfA, as it better accounts for measurement error.

Conclusions

A sample of 90 respondents, most of whom were visual artists making 100% of their income from creative activities, applied to the PPO program. Most reported 1500Eu / mo or less as their net income.

Most reported that they were looking to improve their entrepreneurial skills and income, and applied to interventions that taught business and psychological skills. Those that reported applying for business interventions were slightly more likely to also report a higher income.

Although measurement of constructs was not ideal, we did observe that those who reported high scores in entrepreneurial skills also reported high tolerance for ambiguity, though significant correlations with income were not observed at this time.

Future work could:

1. Measure income among same groups of participants to explore
 - a. whether interventions increase net income
 - b. whether other measured variables correlate with increase in income
2. Add 'social skills' as a category to examine interventions
3. Measure other related constructs, like personal values, work satisfaction, and personality to examine correlates with income.
4. Consider asking partnership status to see if respondents tend to fall below the poverty line in terms of net income.