

Creative thinking, extraversion, agreeableness, and the idea of social media reputation in visual artists

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Abstract. The purpose of this study was to test the causal relationship between creative thinking and extraversion, in the idea of reputation that visual artists have, mediated by the latent variable such as agreeableness. The study was carried out in two phases, first, an exploratory analysis to establish the levels of reliability and consistency of the measurement instrument by means of a factor analysis, in order to observe the correct adaptation of the factors with their items. Second, the confirmatory analysis was carried out, for the validation of the proposed structural model and to establish the relationships of the factors proposed in the model, the PLS-SEM methodology, Modeling of Structural Equations with Partial Least Squares, was used. The model was validated with a sample of 103 people dedicated to the visual arts, and using the determination coefficient R^2 , the level of influence of the independent variables on the variable Reputation in Social media is 33.7%. In the variable Agreeableness, acting as a dependent variable, the degree of influence through R^2 is 55.7%. The influence relationship of Likeness on Reputation in Social media is significant.

Keywords: Creative thinking, Extraversion, Agreeableness, Reputation in social media, Visual artists, PLS-SEM.

1 Introduction

The idea that visual artists have, such as painters, cartoonists, graphic designers and others related to image manipulation, and its relationship with reputation on social media, is notorious, not only because they are image managers in all its dimensions; but because there are other factors that contribute to promote this cult, such as those related to the psychological order such as extraversion, agreeableness, are part of the qualities of the personality, taking into account The Big Five Factor Structure. There is various research about the intervening factors, according to one study, women, for example, had very high scores in extraversion, agreeableness and neuroticism, or that younger people tend to extraversion [1].