

I01

RESEARCH ON YOUNGSTERS ENTREPRENEURSHIP ROLE MODELING

BELIKEYOU

STORYTELLING ON ENTREPRENEUR ROLE MODELS FOR YOUNG EUROPEANS
2020-1-IT02-KA201-079565

1. Theoretical Background

The term ‘role model’ draws on two prominent theoretical constructs: the concept of role and the tendency of individuals to identify with other people and the concept of modeling, the psychological matching of cognitive skills and patterns of behavior between a person and an observing individual. Speizer (1981) explains that a role model is a person who possesses skills and displays techniques which the actor lacks and from whom, by observation and comparison with his own performance, the actor can learn. Individuals are attracted to role models who are perceived to be similar in terms of their characteristics, behavior or goals (the role aspect), and from whom they are able to learn certain abilities or skills. Consistent with these role and model aspects, the phenomenon of role models can be explained by theories of (role) identification and social learning.

Role identification can be seen as a cognitive response to an individual’s belief that the characteristics of another person (the model) are close to his/her own motives and character and that this model plays a desirable - often central - social role or occupies an attractive position. It may provide someone with the motivation and inspiration to choose a particular direction, activity or career path (Bell, 1970).

Social learning theory or social cognitive theory (Bandura, 1977) argues that individuals are attracted to role models who can help them to further develop themselves by learning new tasks and skills. People are assumed to learn in a social context through the observation of others with whom they can identify and who perform well in an area in which they, themselves, also wish to be involved or in which they want to excel, i.e. learning by example (or modeling).

Bandura four processes govern the modeling phenomenon:

- pay attention to the role model;
- remember the modeled behavior;
- physically able to reproduce what is modeled (attitude, knowledge and skills);
- receives positive reinforcement for behavior.

Importance of role models lies in three interrelated functions: to provide learning, to provide motivation and inspiration and to help individuals define their self-concept (Gibson, 2004). Role models may provide motivation to pursue specific goals or make specific career choices. It has been found, for example, that only successful role models can increase inspiration, identification and proactive career behavior. In study, Bricheno and Thornton (2007) also find that if the observer shares characteristics like gender, race or social location with the role model, they will be more likely to emulate the model. Role models not only provide individuals with inspiration and modeling, but also with support and guidance.

Features of effective role models are:

- attractiveness – desirable physical and emotional characteristics;
- social power – capacity to deliver rewards and punishments;
- status – perceived importance of the model;
- competence – specifically in the area of interest;
- nurturance – perceived concern for the observer;
- interaction – degree of contact; energy of contact;
- similarity – characteristics in common between observer and model e.g. age, gender, interests.

Through modeling or demonstrations by certain types of role models, young people are made aware of certain knowledge, skills and behaviors that they may perceive as desirable.

Entrepreneurial role models have become a familiar phenomenon. The relevance of role models for entrepreneurs is evident in the popular business press that is littered with stories of and references to entrepreneurial endeavors and successes that have influenced other entrepreneurs. Nevertheless, the influence of entrepreneurship models comes from various aspects, not only face-to-face communication but also through the media, magazines and the internet which are far away.

Entrepreneurial role models may perform four interrelated functions:

- inspiration and motivation (i.e. the role model creates awareness and motivates people to get started);
- increasing self-efficacy (i.e. the role model makes people confident that they too can achieve a certain goal);
- learning by example (i.e. the role model provides guidelines for action);
- learning by support (i.e. the role model provides hands-on support or advice).

Narrative and storytelling can potentially influence people's entrepreneurial decisions through knowledge sharing and expression of experiences (Fellnhofer, 2017). Role model stories not only provide spiritual incentives for audiences, but also offer behavioral guidance for potential entrepreneurs (Gibson, 2004). Through spiritual incentives and behavioral guidance, role model stories influence entrepreneurial behaviors in the process of people's career choices. Entrepreneurial stories inspire people's entrepreneurial intentions and encourage the process of emulation (Steyaert & Bouwen, 1997).

Storytelling in the curriculum is not only about learning knowledge and skills, but also about developing entrepreneurs' future-oriented imagination and influencing their career choices.

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2. The Methodology

According to the theoretical background shown, Belikeyou Erasmus+ partnership developed a methodology to carry out a research on youngsters entrepreneurship role modeling with the students of the schools in the 6 European countries involved in the project (Greece, Latvia, Italy, Poland, Romania and Spain).

The research on the role model in the partner countries was finalized in the elaboration of a report that have been used as a basis for the realization of the following intellectual product IO2 Toolkit on Entrepreneurial Storytelling: a kit of the best instruments on how to build storytelling materials for the youngsters to build up a working role modeling combined with a lab (educational program) replicable in European schools to create effective storytelling contents to promote entrepreneur role modeling among teenagers.

The topicality of the research is given by the role that the entrepreneurial spirit has in the evolution and development of a society considering entrepreneurship as a factor of its existence and progress.

Considering the demanding test that the project proposed itself, we approached the entrepreneur role models research on the analysis of data provided by the three research tools and models developed by the strategic partnership:

- A questionnaire model
- An interview model
- A focus group model

The partnership developed and applied consequently the research in high schools in the six partner European countries involved to design new procedures or methods that meet the goals and objectives of entrepreneurship education.

The selection of the tools were motivated by the wish to obtain both qualitative and quantitative data.

The main point of the research was to check in the field, inside European high schools, the mechanisms of role modeling according to the feedback of the directly interested students.

One of the most interesting aspects has been the involvement in the research of the students that would have become the trainees of the entrepreneurial storytelling lab to test the toolkit to practice effective entrepreneurial storytelling among students of the same age all around Europe.

All the data collected in the research were treated according to all the regulatory obligations regarding privacy and personal data protection pursuant to EU Regulation 679/2016 (so-called GDPR)

3. The research tools



3.1 The questionnaire

A Questionnaire was build to cover 5 areas of study following the logic of the research in order to get relevant data on:

- AREA 1 - Characteristics of a role model for you
- AREA 2 - Why and How you choose examples or models to follow
- AREA 3 - Channels/Media through Role Modeling is working the best for you
- AREA 4 - What kind of stories do you like
- AREA 5 - Characteristics Most Appreciated in Entrepreneurship

For each area we set up around 10 questions with multiple-response, scalar-response or open-ended, to obtain important details for our research.

The questionnaire also included a specific part with participants' background information concerning socio-demographic variables.

* Personal info:

* Mail

* Gender

* Age

* Country

* Nationality

* Required

The BELIKEYOU Questionnaire is covering the quantitative part of the Research on Youngsters' Entrepreneurship Role Modeling.

You can see the complete questionnaire as ANNEX A to the following paper.

3.2 The interview

To focus on a more qualitative part of the research, an interview has been configured to be applied for one hour to a maximum of 10 students per each session.

It was considered to interview students with different backgrounds, both students who come from families whose parents are not entrepreneurs and students who come from families with parents entrepreneurs.

Five open questions were designed for the interview:

Q1 - Who is a Role Model for You? Tell me her/his Name? Why? (Note: you can say even more than one)

Q2- Where have you Encountered Her/Him?

Q3- What Do You Appreciate the Most about her/his Story?

Q4 - An Entrepreneur can be a Role Model for you?

Q5 - What do you appreciate the most in an Entrepreneur to become a Role Model?

3.3 The focus-group

As a qualitative method the Focus group was intended to favor the interaction of the people and to get original data in order to improve the data collected. By discussing with others, people have the opportunity to express their opinion and form an opinion about a certain topic.

Focus group procedure and guide can be found in ANNEX B to the following paper.

4. The Participants



A MOMENT OF THE FOCUS GROUP IN SPAIN

In terms of quantitative research, the researchers tried, as far as possible, to have a balanced distribution in number, but also in terms of gender. The number of the questionnaires per country has been decided within the partnership to be around 100.

Participants were:

- Greek students, age 16-19, 68 girls and 32 boys;
- Italian students, age 14-19, 60 girls and 40 boys;
- Latvian students, age 16-19, 65 girls and 35 boys;
- Polish students, age 14-20, 77 girls and 34 boys;
- Romanian students, age 14-18, 48 girls and 52 boys;
- Spanish students, age 15-18, 48 girls and 52 boys.

As getting the qualitative data requires much more time and logistics, the researchers decided that 10 participants per country for an interview and 10-12 participants for a focus-group was enough per country.



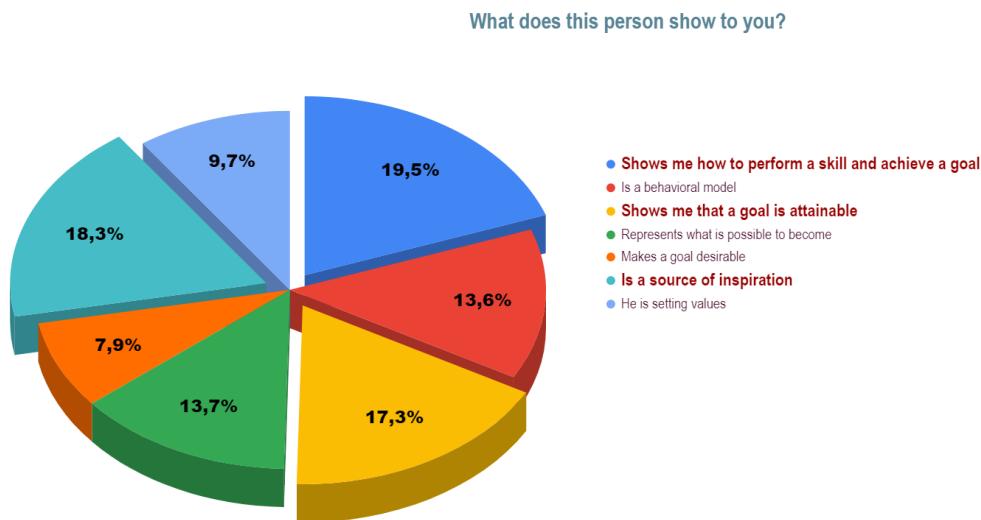
A MOMENT OF THE FOCUS GROUP IN ITALY



A MOMENT OF THE FOCUS GROUP IN GREECE

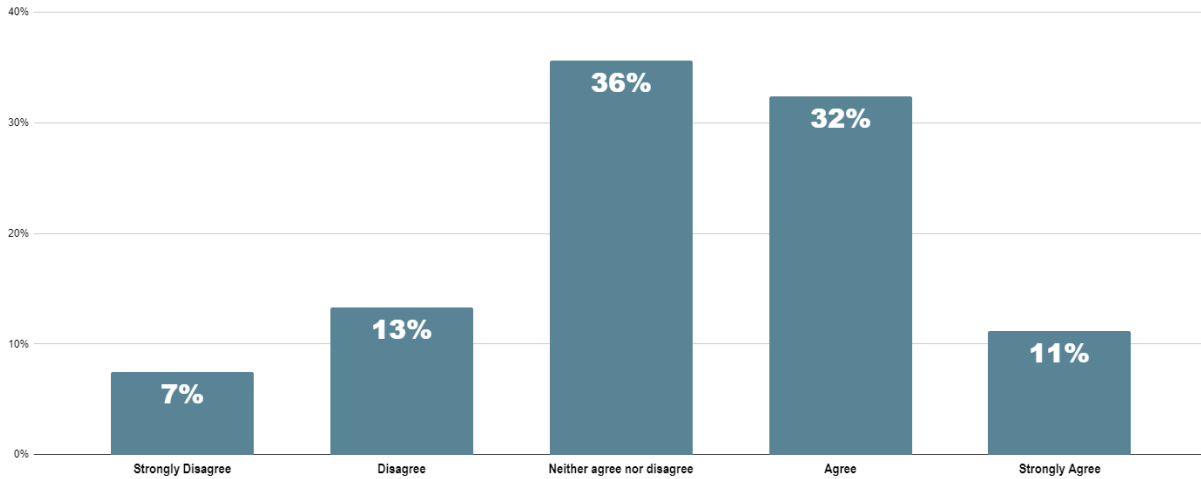
5. Principal Results

5.1 Area 1 Characteristics of a role model for you

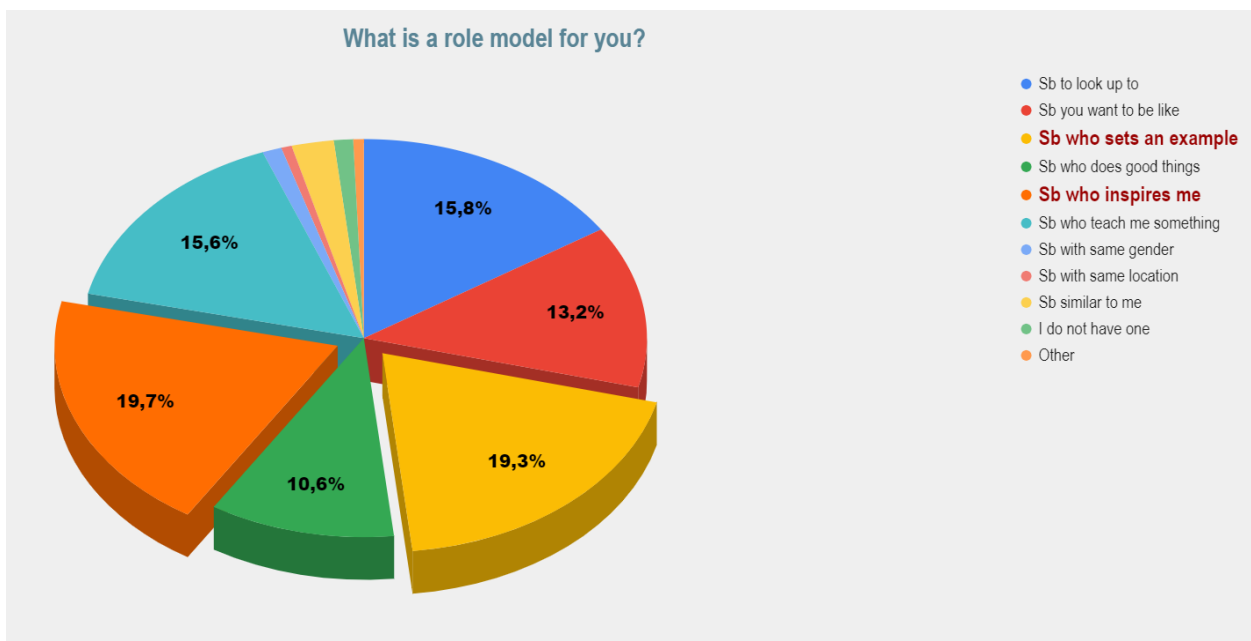


If we ask what a person must look like in order to be a model, then it is clear from the balanced distribution of answers that the aspects considered correspond mainly to our individual needs. But there are two answers that seem to stand out in this list, namely the fact that **a person must be "a behavioral model"** and show us that **"a goal is desirable."**

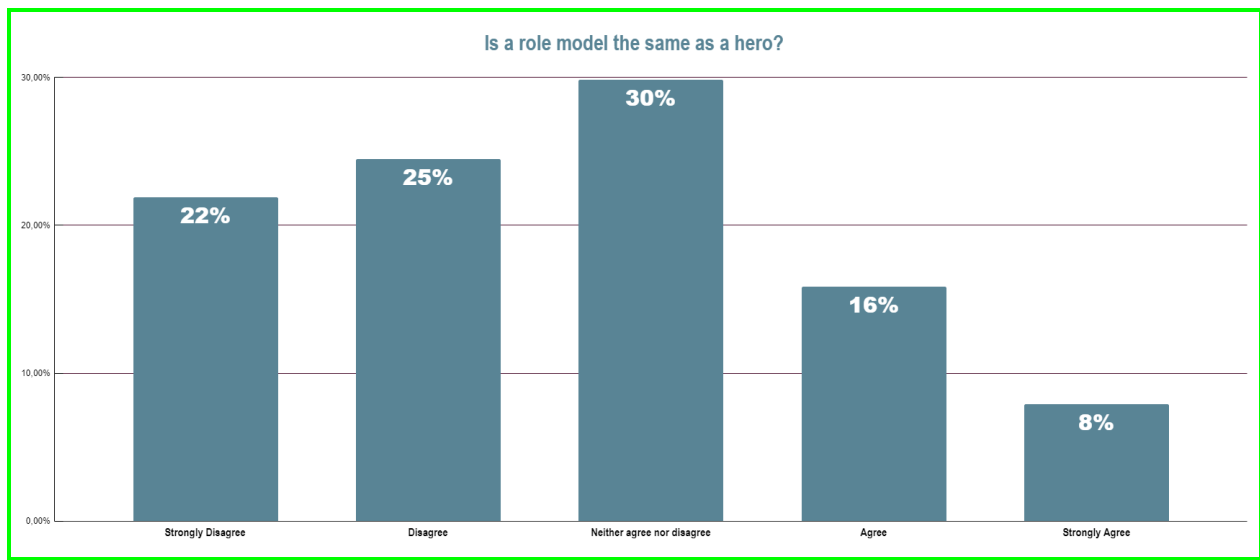
Can you affirm that in your daily life you are following the steps of someone you want to be like?



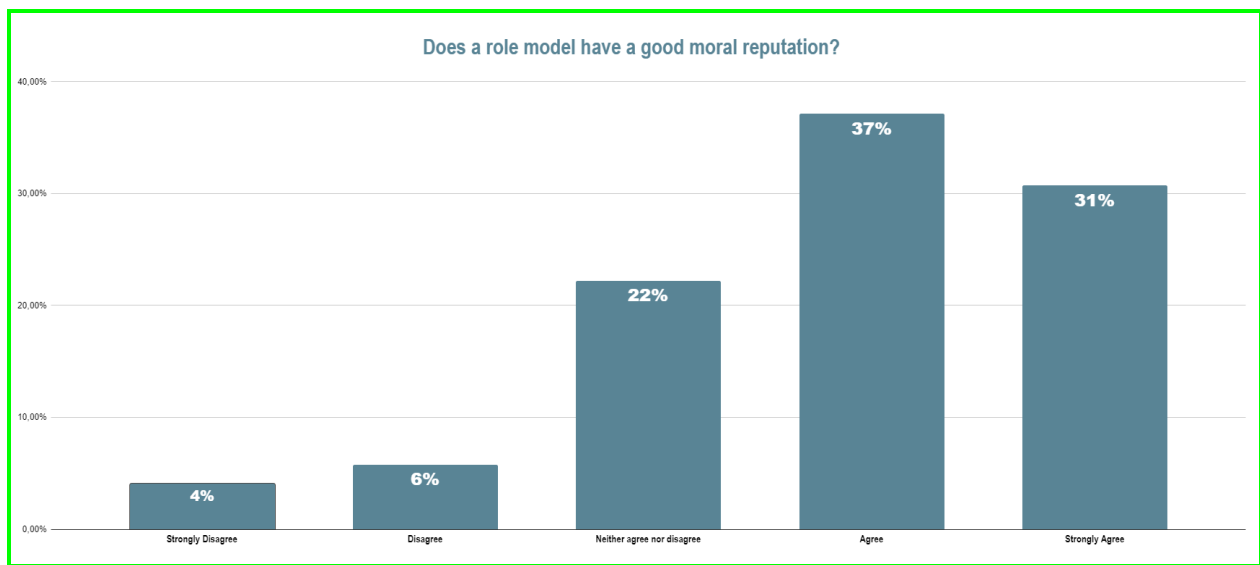
Although the majority share represents the median, the right orientation of the answers shows us that there are many more who declare that they have a model and that in everyday life they relate to a model: overall 43% versus 20% of the interviewees.



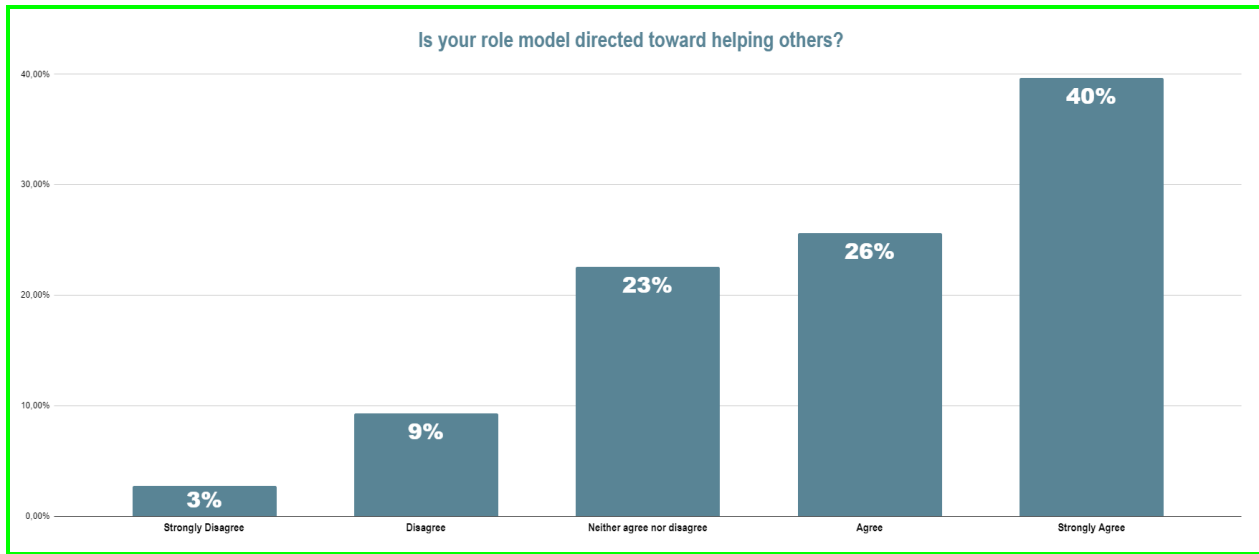
Defining the role model is a challenge determined individually by the needs and interests of each one. **There are, however, two aspects that seem to be more important - “to inspire”(19,7%) and “to set an example” (19,3%).**



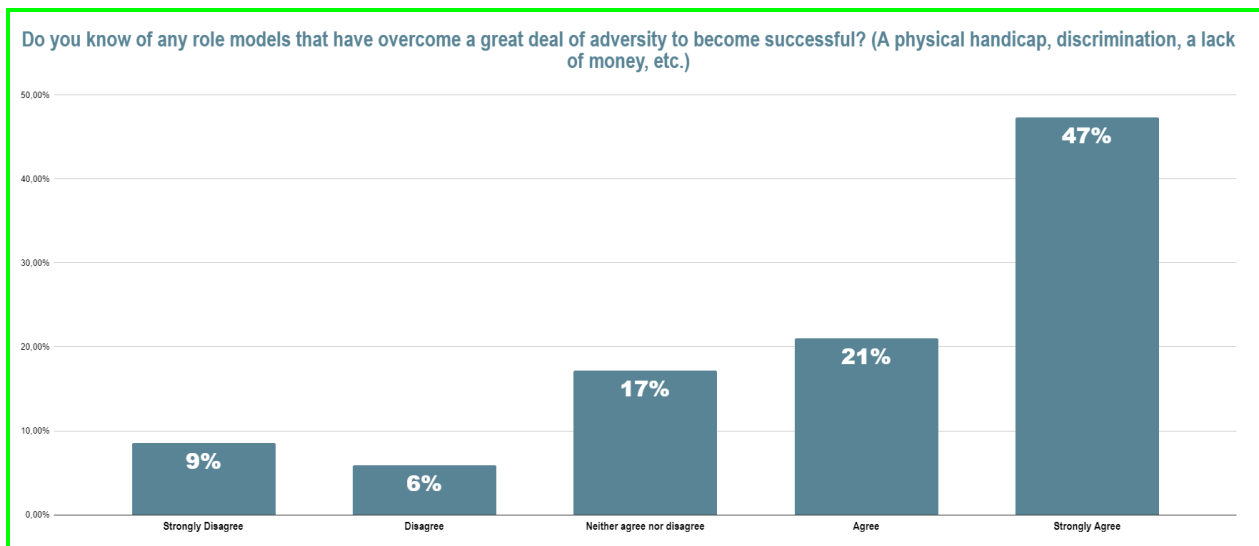
And, even if the model has to inspire, inspiration does not claim some “extraordinary” powers. The majority of interviewees argue that a role model does not have to be a kind of hero.



The results of Q6 in Area 1 (Q Does a role model have a good moral reputation?) shows clearly that although he is not a hero, **the role model must nevertheless have a good moral reputation (68% versus 10% of the interviewees).**



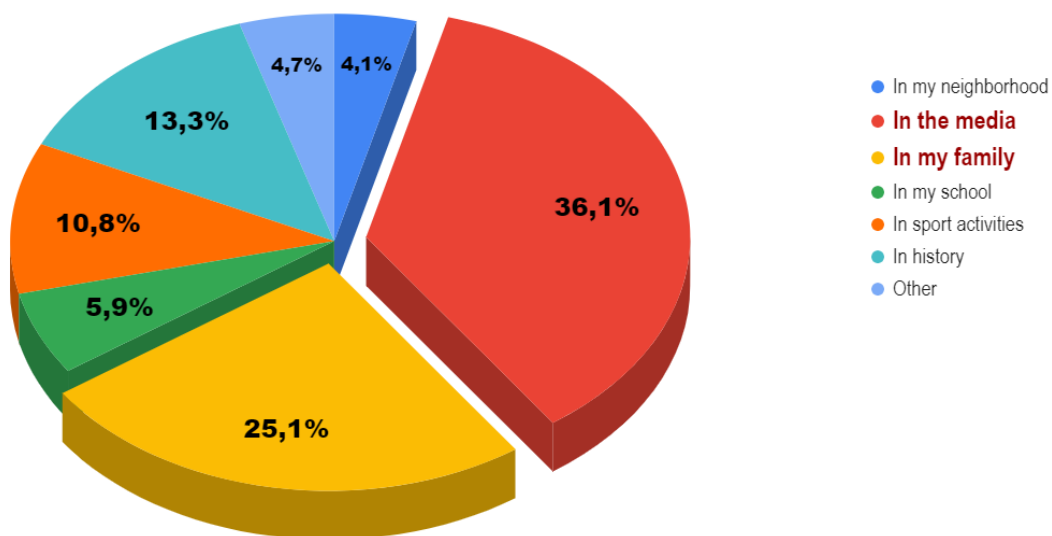
What does a good moral reputation mean? Well, according to the young people interviewed, this can mean **a personality aimed at helping others (overall 66% of the interviewees agree or strongly agree with it).**



We cannot say with certainty that there is a direct relationship between the fact that a role model has faced or is facing certain problems (health, financial or other), but **for sure the way in which a certain person has handled the difficult aspects of one's life offers an important degree of appreciation from young people (according to the responses to question 8 from Area 1): 47% strongly agree and 21% agree versus 9% strongly disagree and 6% disagree.**

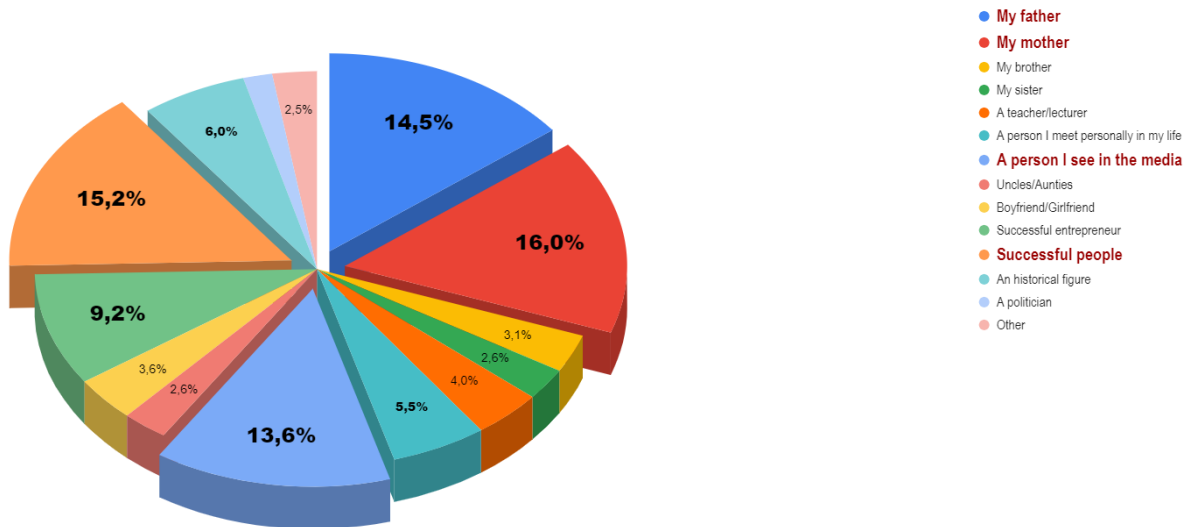
5.2 Area 2 - Why and How you choose examples or models to follow

Where do you find mainly a model and example to follow?



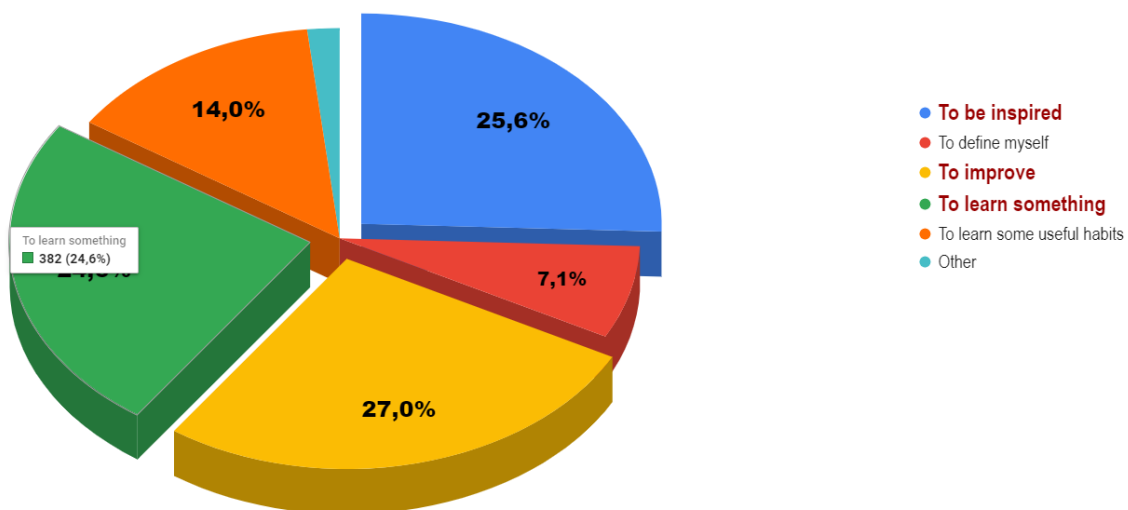
The second area is trying to show us how the young people choose their role models and, as we can see in the answers to the first question here, **media (36,1%) and family (25,1%) play the most important role.** Results are also interesting for the role of history (13,3%) and of sport (10,8%).

Who is a model or an example for you?



Consequently, the persons who are models or examples to follow are either **a member of the family: mother 16% and father 14,5%** or **a person who appears in the media 13,6%** (A2_Q2).

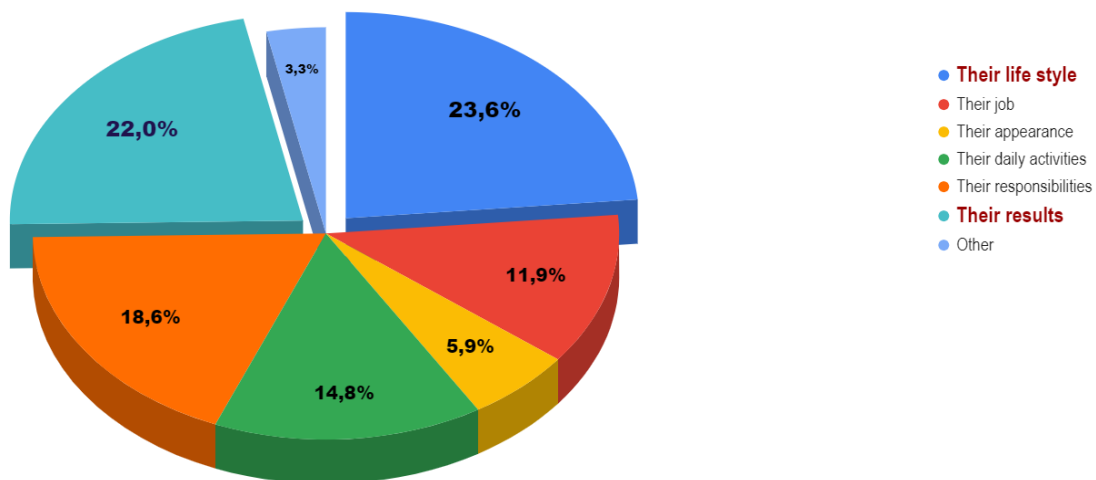
For which reason do you choose a model and example to follow?



"When I had problems at school, I thought of a person I admired, who had gone through a similar situation. Then I tried to follow her example. It's easier to get through difficult situations if you have a living role model. " (Haley Reinhart).

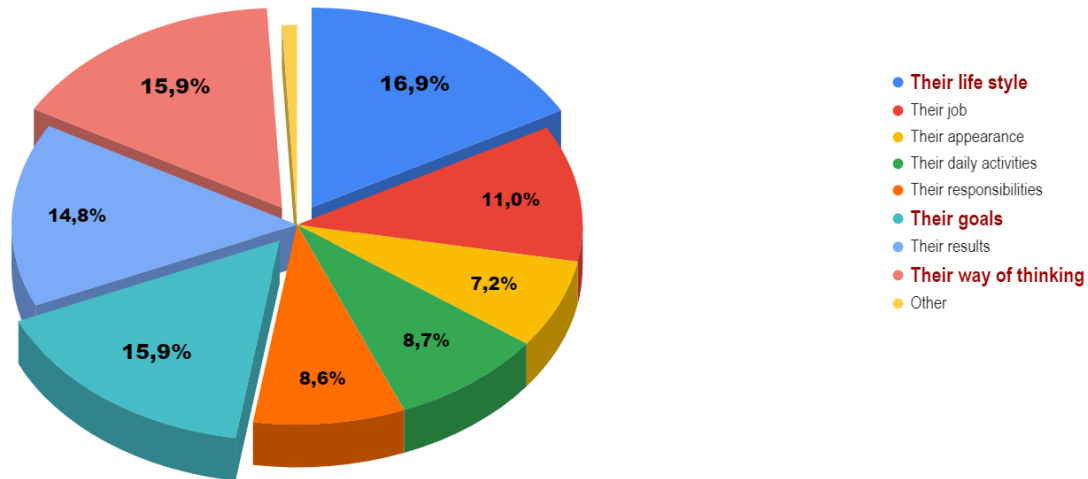
Our respondents are no different from Haley Reinhart, whose quote is posted here. Most say that among the reasons why they choose one model or another is **the desire to be inspired (25,6%), to learn something (24,5%) or to improve (27%)**.

Among the people you meet personally in your life, which characteristics are for you more interesting?



For our respondents the criteria underlying the selection of a role model are as diverse as possible but we can highlight **the lifestyle (23.6%) and the results (22%)**.

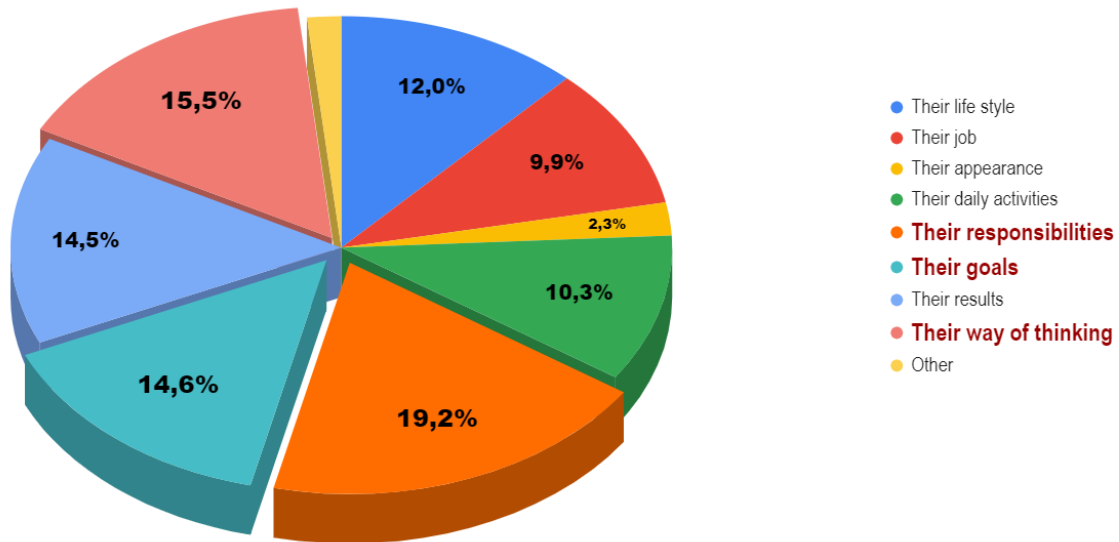
Among the people you see through the media, which characteristics are for you more interesting?



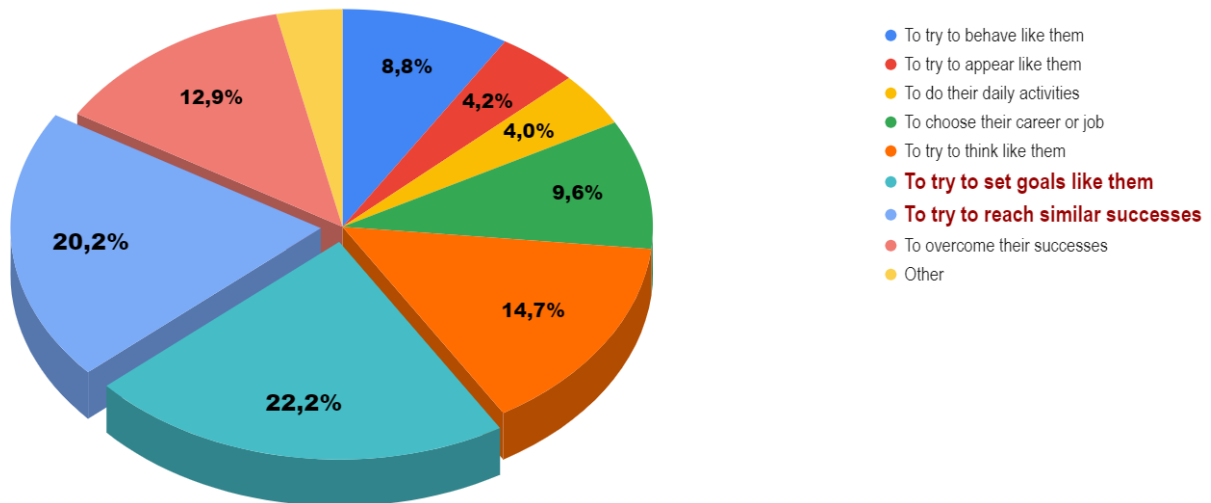
And the answer is valid whether we are talking here about people in our proximity, whom we know easily, or about people we know through the media. **Life style (16,9%), way of thinking (15,9%), goals (15,9%) and results (14,8%)** are the characteristics more underlined.

Things are quite similar if we are talking about members of our family but it is seen as more important the aspect of **the responsibilities (19,2%)**.

If you consider your family members a role model for you, what is most impressive?



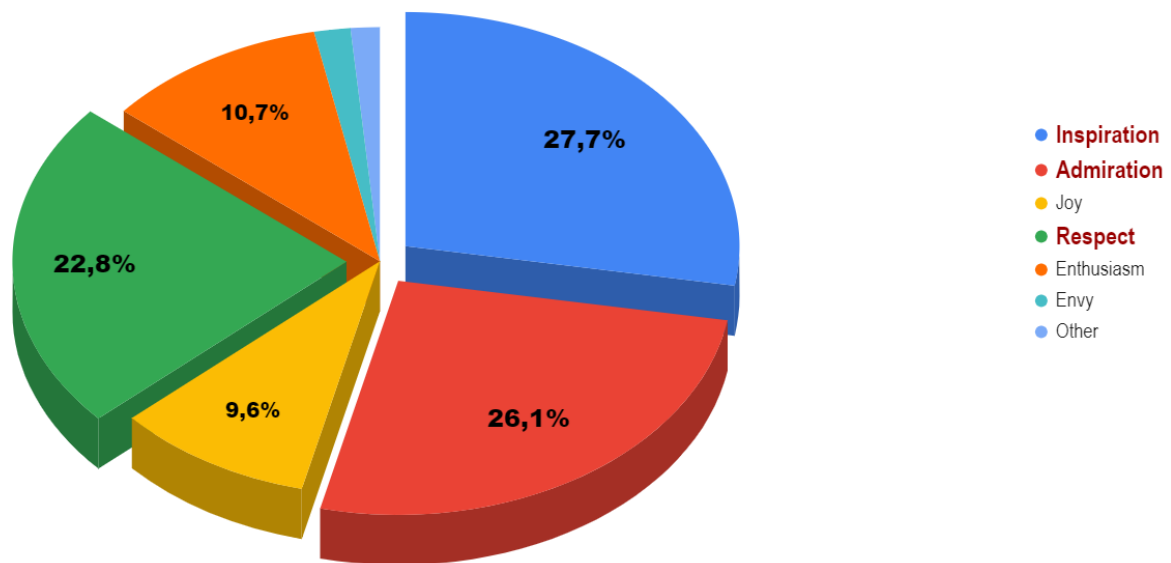
What does it mean for you to choose one or more person as a role model?



The answers to the 7th question in Area 2 come to show that, in general, when the interviewees

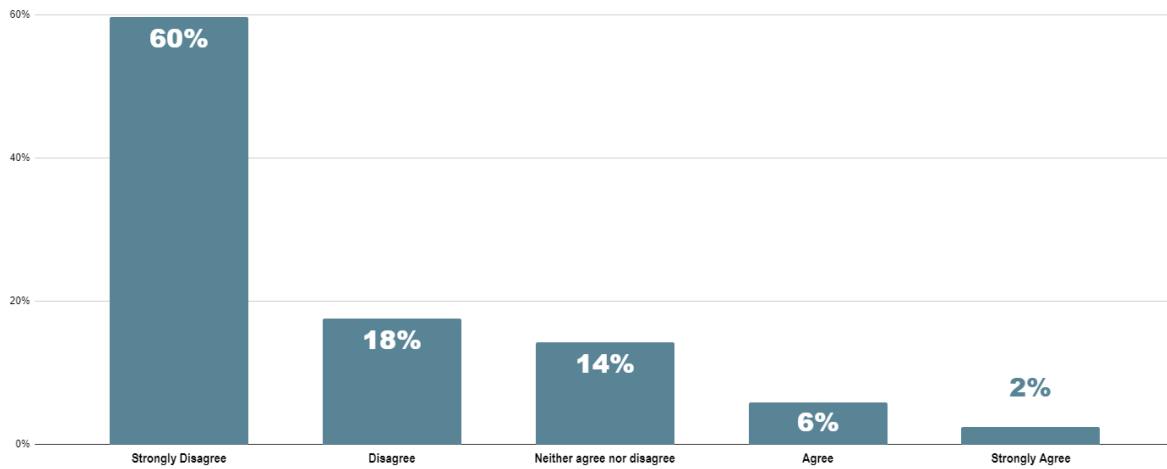
choose a model they want to be able **to set their goals (22,2%)** exactly as she or he does, in the hope that the **successes will be similar (20,2%)**.

Which feeling do you have in choosing someone as a role model?



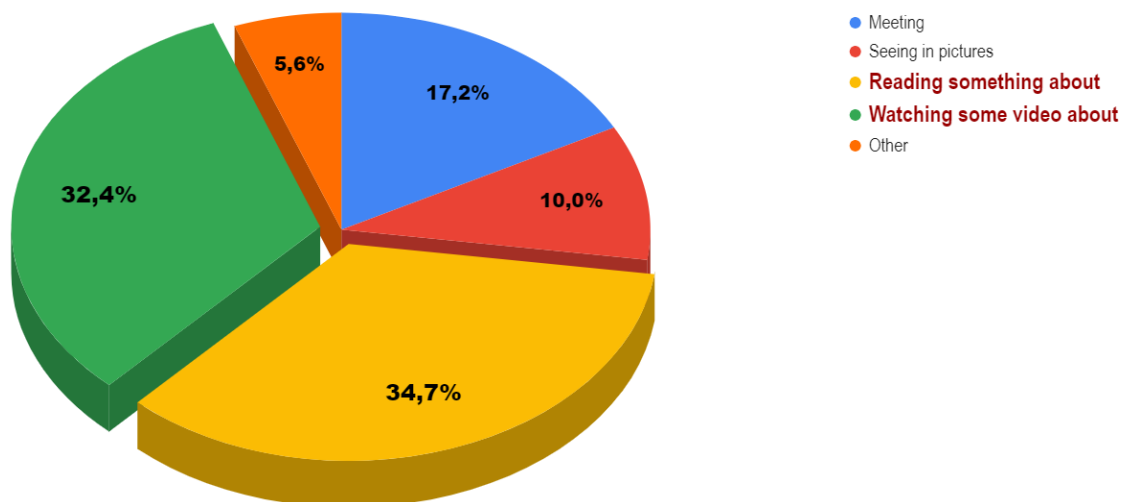
The feelings that tempt the interviewees when they think of the person they have chosen as a role model are different, few times contradictory, but most of the respondents feel **inspiration (27.7%)**, **admiration (26.1%)** and **respect (22.8%)**.

Does a role model have to be famous to be a role model?



An interesting thing is that most respondents (78% overall) do not think that a person has to be famous to become a role model. This can be quite surprising in the context in which many young people choose their models under the influence of social media (an environment that, by its nature, predisposes to a large audience, a kind of fame through multiplication).

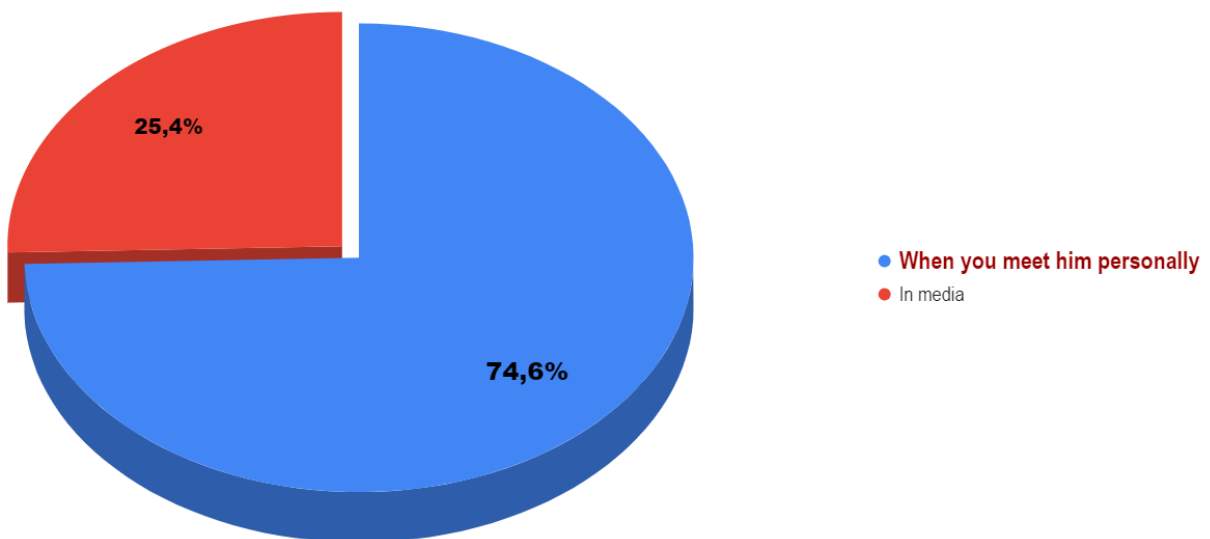
How do you start to know your role model?



The distribution of the answers to the 10th question of Area 2 demonstrates that, although there are mainly two categories of people who are role models (family members or people who influence the respondents through the media), **it seems that the media is more impactful** rather than face to face meeting. Our interviewees are influenced more if they **read something about a certain person (34,7%)** or **watch a video about (32,4%)** that person.

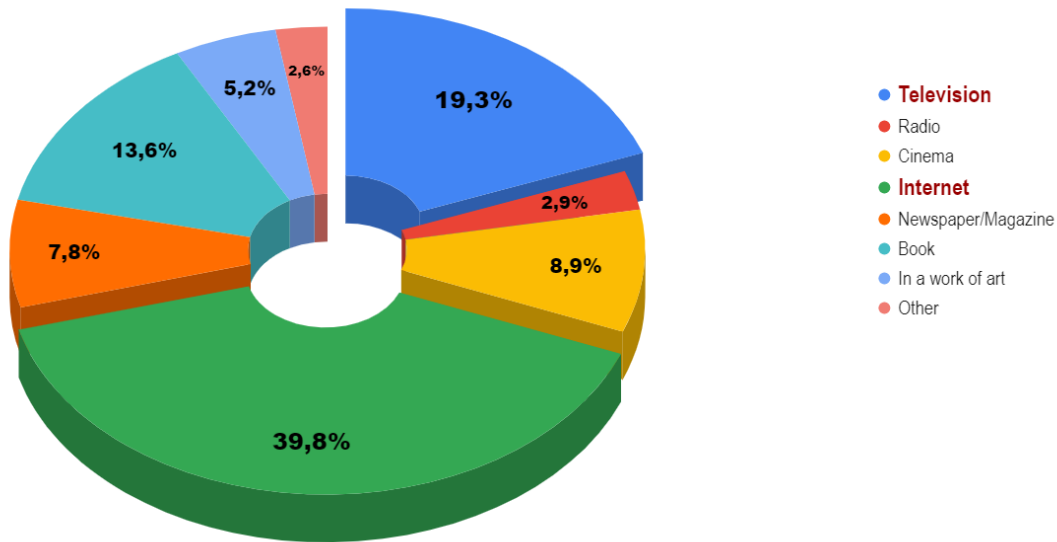
5.3 Area 3 Channels/Media through Role Modeling is working the best for you

What impact more within a role model?



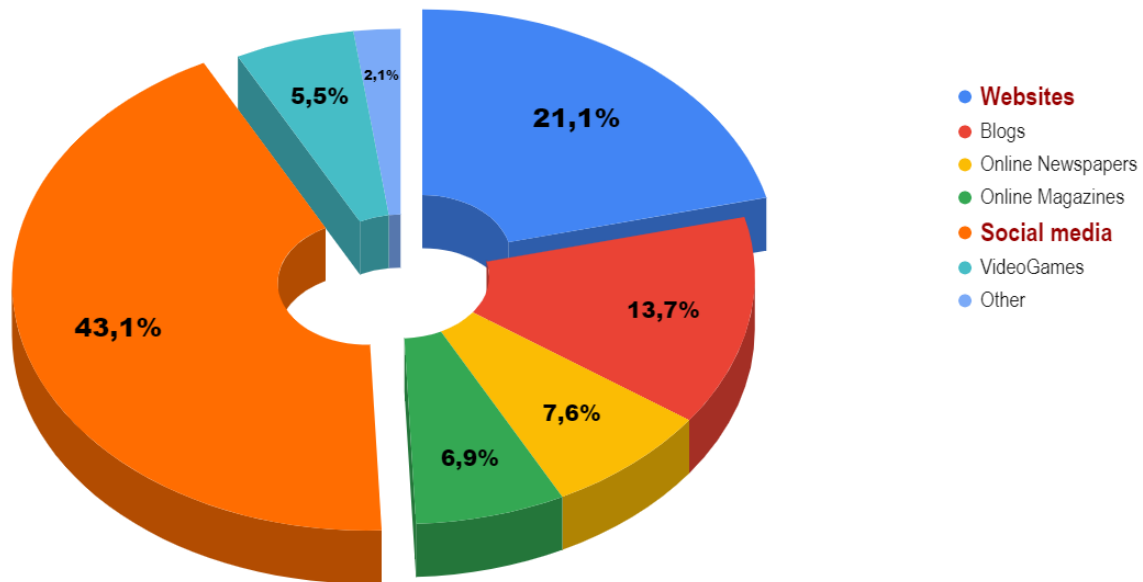
The first answer seems to emphasize the prevalence of **direct contact with a person to become a role model (74.6%)**, compared to **media (25.4%)**.

In media often where do you find more interesting role models?



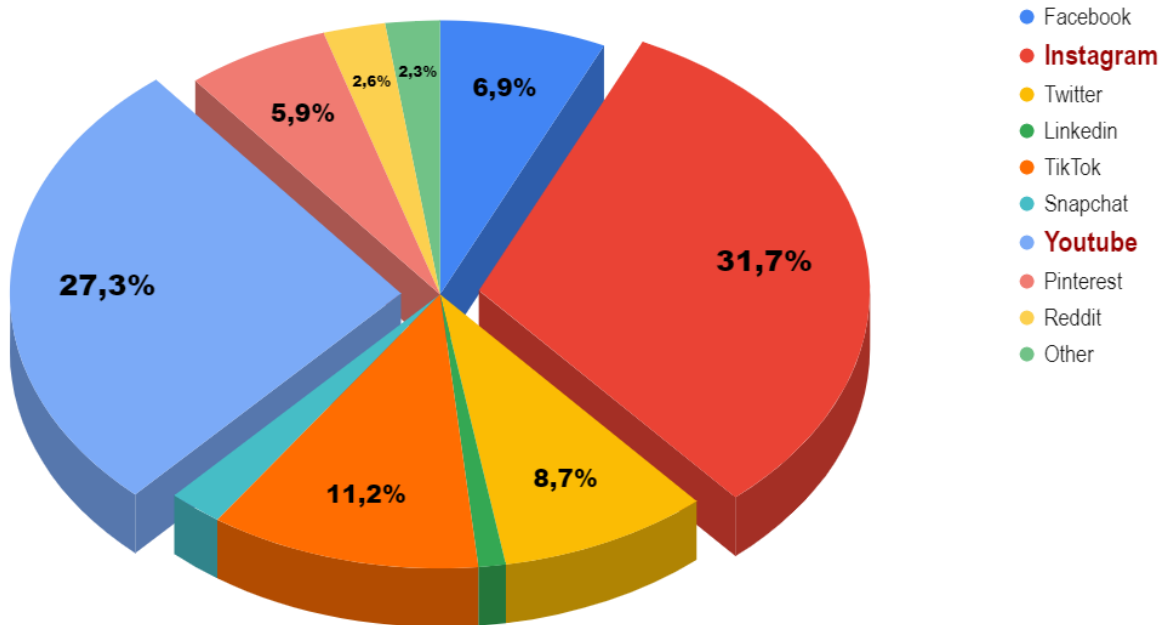
When we focus more on media, **the internet is really the most important channel for our respondents with 39,8% of preferences.** Television and books, second and third channels more mentioned, are quite distant respectively with 19,3% and 13,6%.

Where in internet for you is more probable to meet a role model?



When the focus is on internet as a medium it is clearly possible to see the importance of **social media (43,1% of the preferences)**.

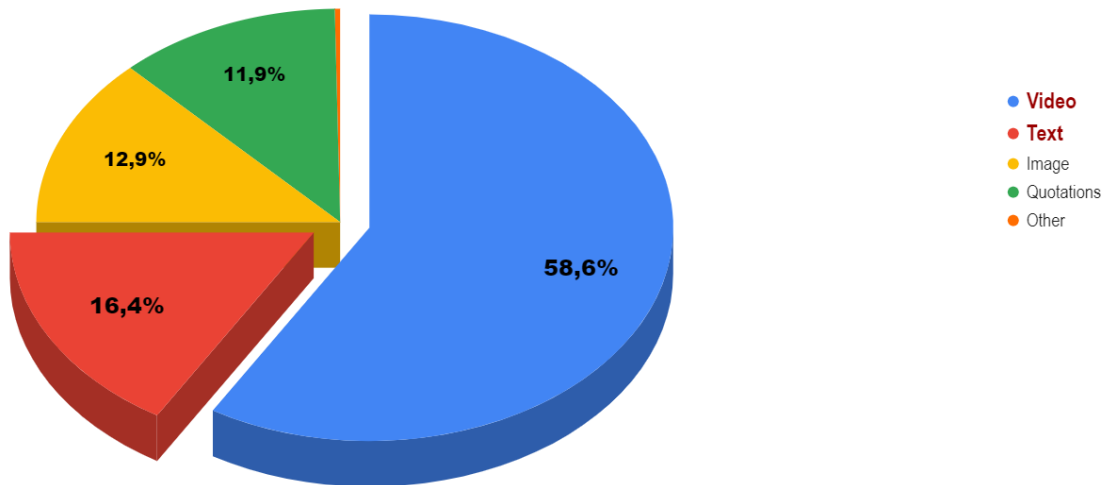
Which social media are most attractive to you for a role model?



If we go deeper in our research with a focus on which social media platforms or services are most attractive to you for role modeling, Instagram collects 31,7% preferences and YouTube 27,3% preferences.

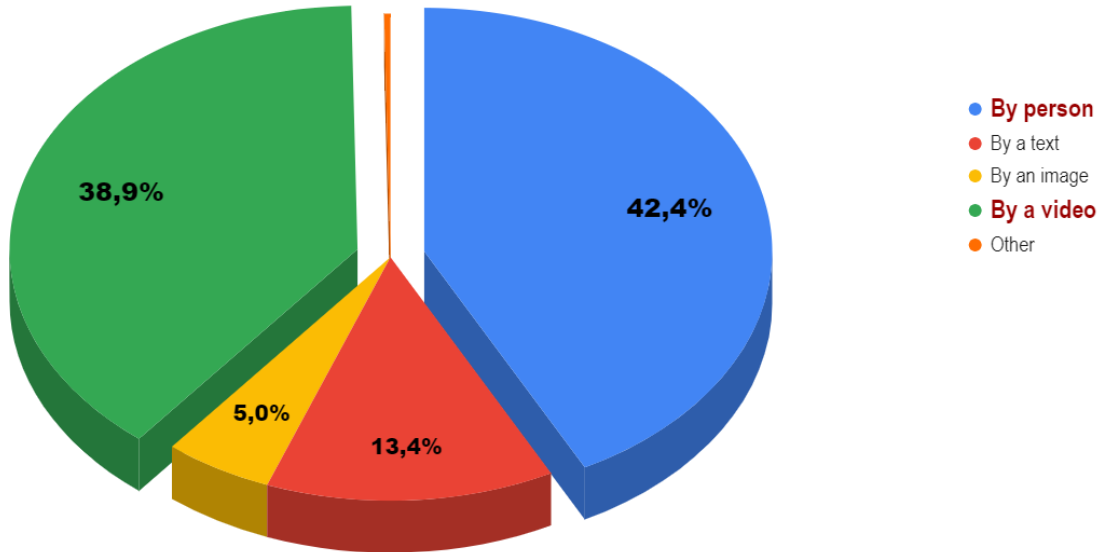
The answers to question 5 of Area 3 seem to reinforce the idea that the most attractive contents for role modeling can be provided especially through videos.

In the media you prefer which of these contents are for you the most attractive for role modelling?

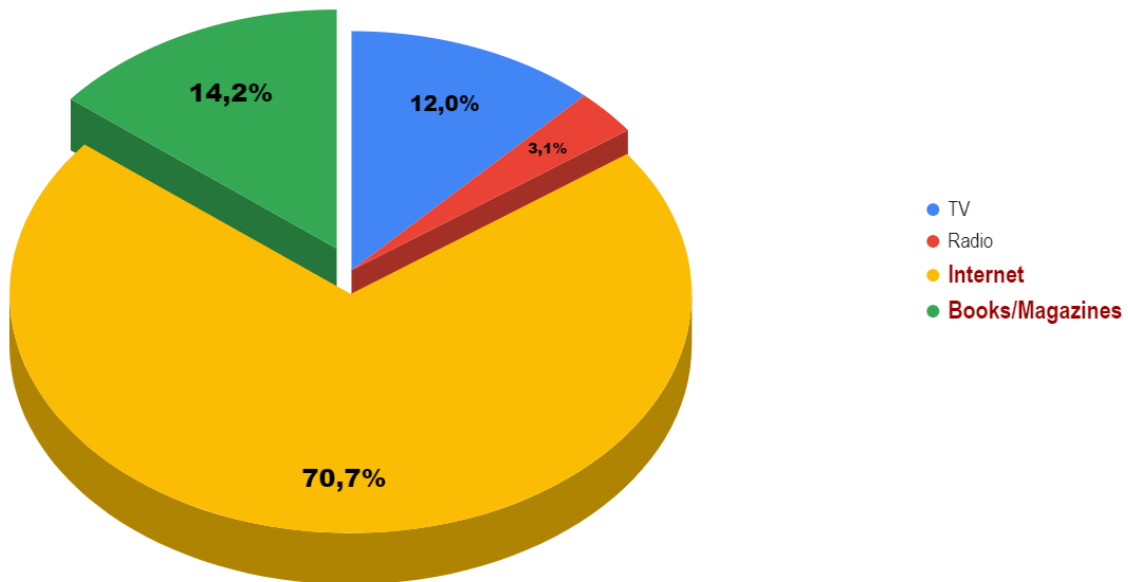


The question Q5 underlines definitely **the great impact of the contents delivered by videos through 58,6% of preferences to create an effective role modeling.**

Through which channel you appreciate most stories?

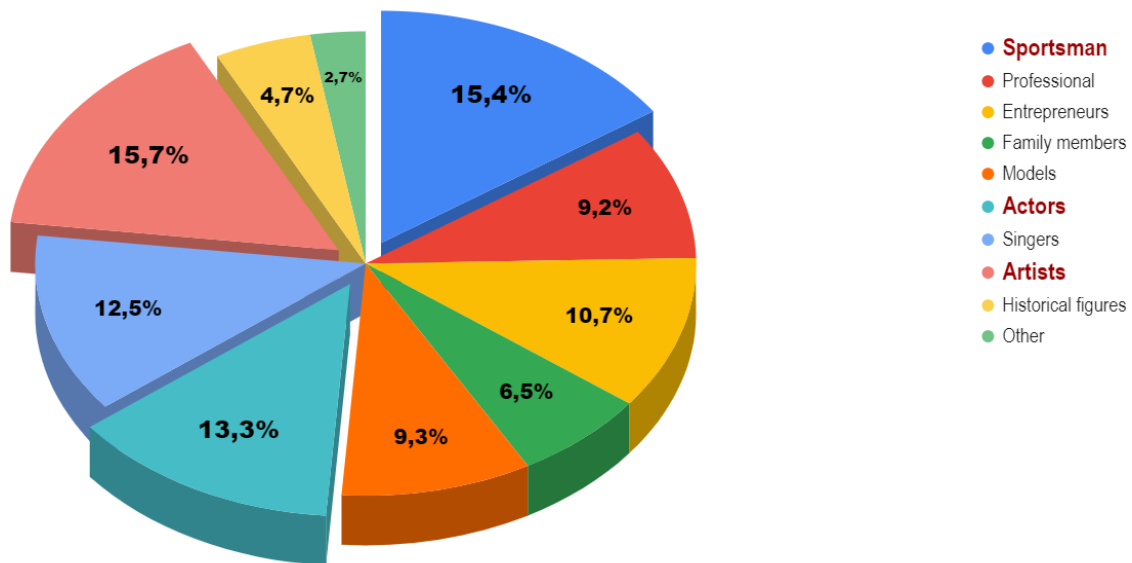


To which media you dedicate more time in order to the ones below?



A good explanation for internet influence comes from the fact that **young people interviewed spend relatively much more time on the internet (70,7% of the replies confirm it) compared to other media.**

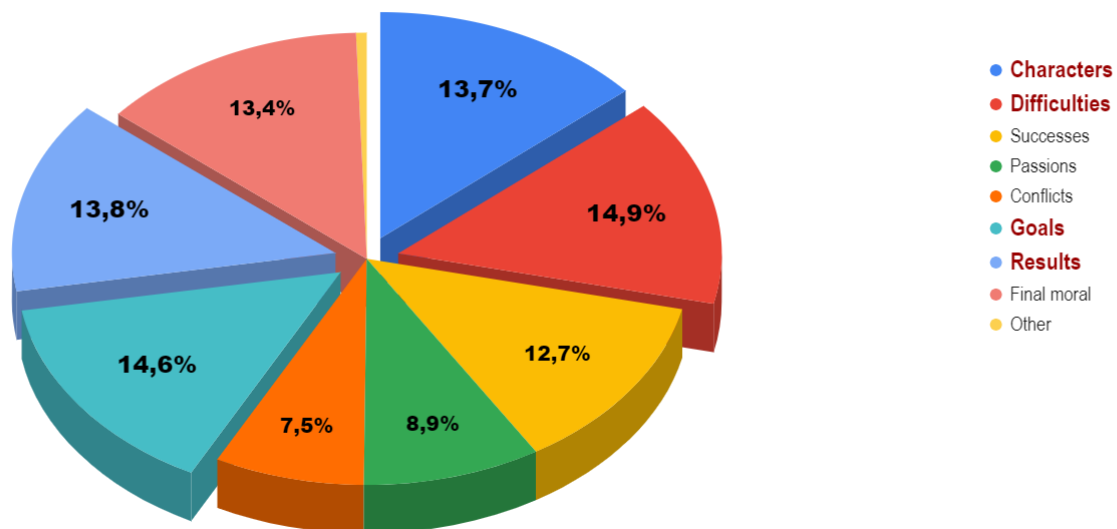
In media what characters do you like the most?



If we come to talk about categories of personalities, it seems that **artists (15,7%)** and **sportsmen (15,4%)** are among the most appreciated, although the distribution of answers includes a wide range of preferences, from historical figures, models or family members to **entrepreneurs that collect 10,7% of preferences.**

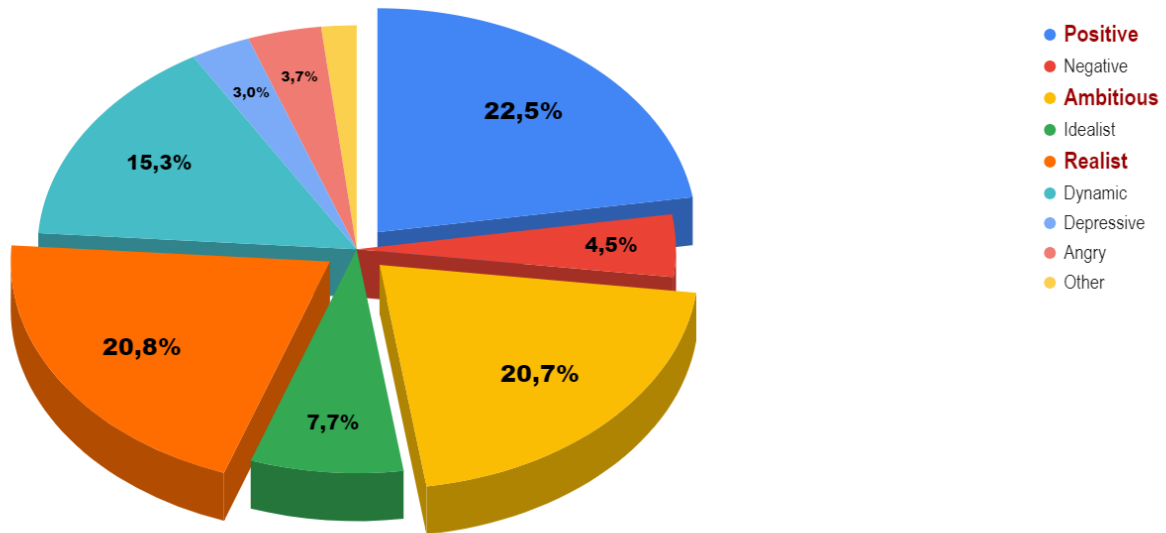
5.4 Area 4 What kind of stories you like

What is meaningful to you in a story?



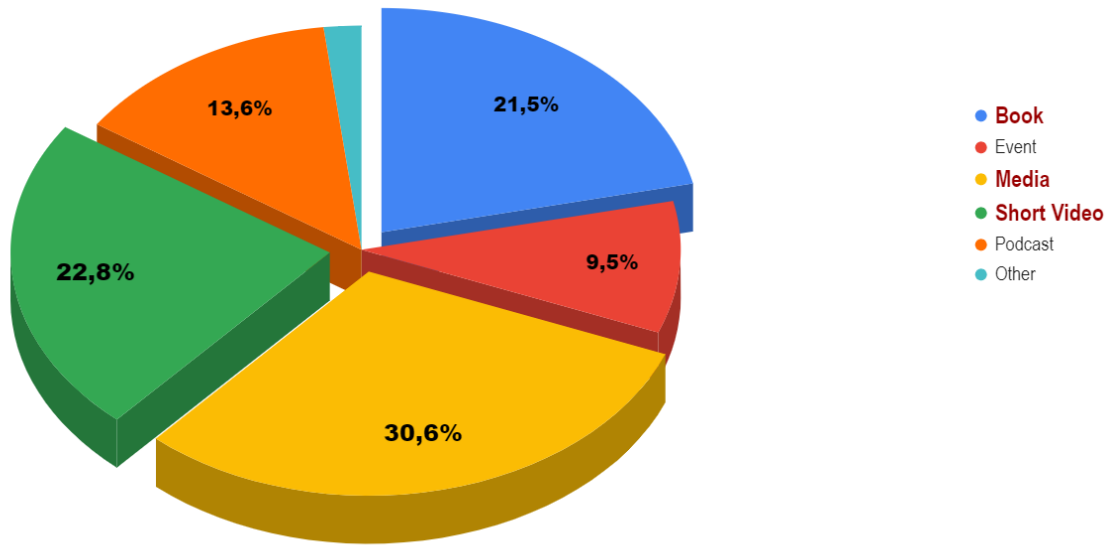
There are a whole series of aspects that have an impact among young people in a story and it is possible to underline that most of them are attracted by stories that present strong characters that are able to set goals and that can overcome **difficulties (with 14,9% is the relatively most meaningful)** in order to achieve great results.

What kind of characters do you like?



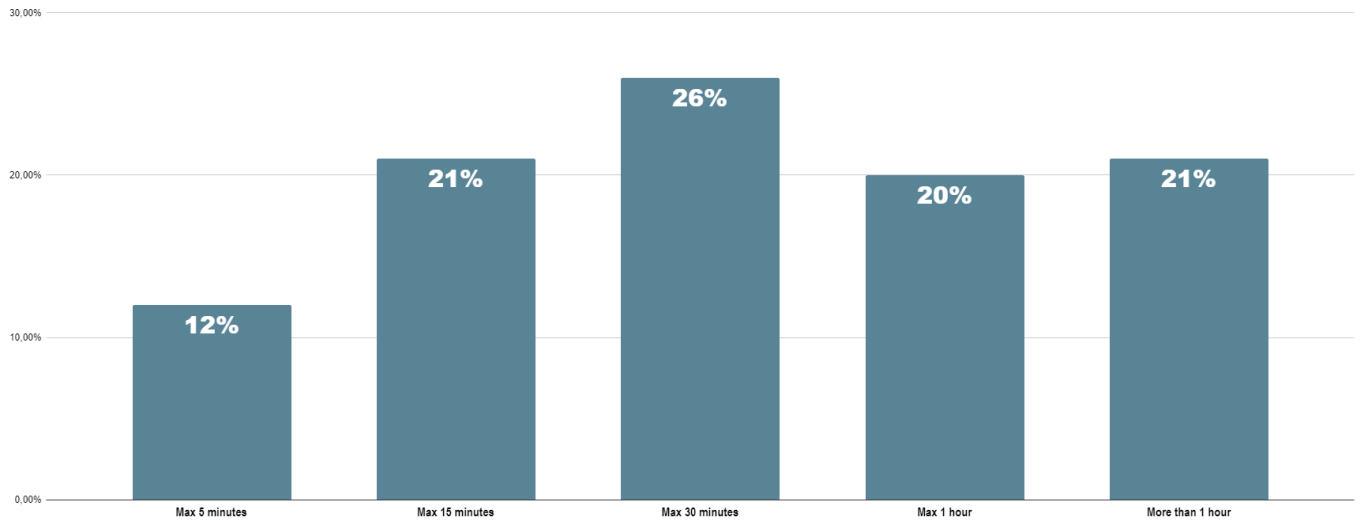
In stories most appreciated characters are **positive (22,5%), realistic (20,8%) and ambitious (20,7%)**.

Through which media you like most to listen to stories?



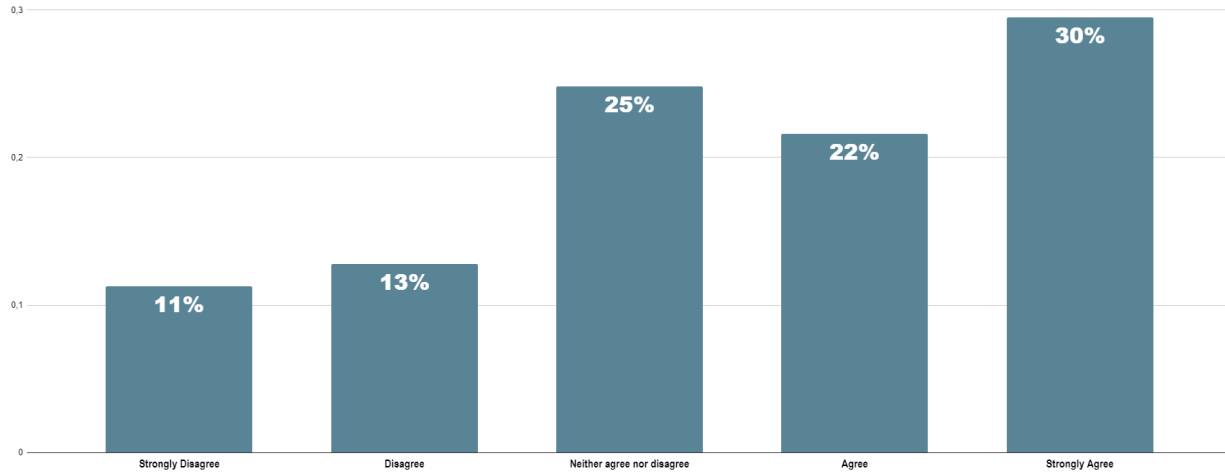
Obviously, stories are associated with **media (30,6%)**, **short videos (22,8%)** and **books (21,5%)**.

How long should be a story to interest you?



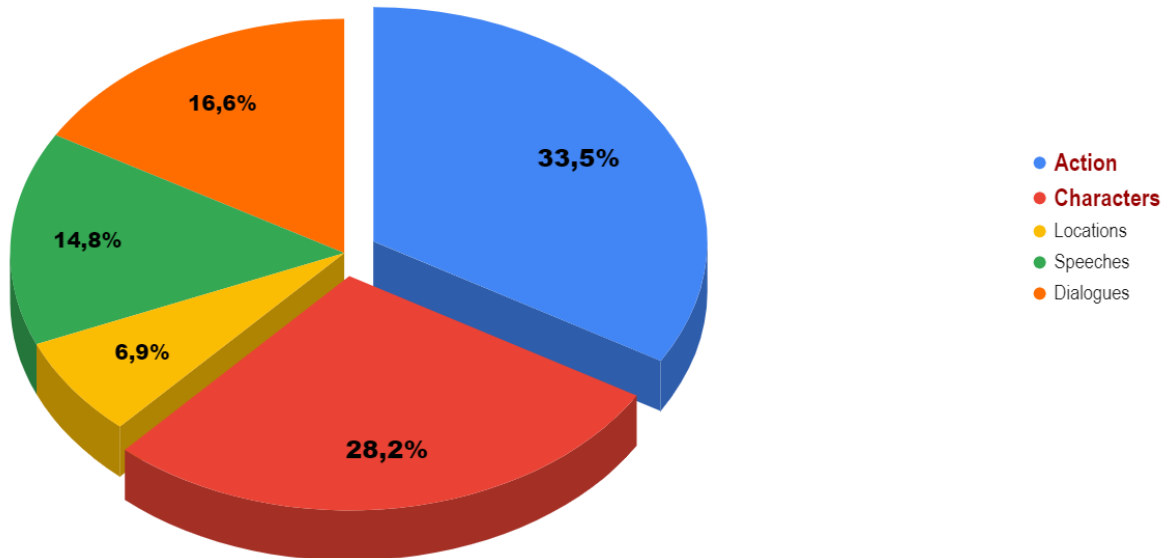
When we consider the preferences for the time length of a story there are different preferences and the replies take into account different types of fruition.

An entrepreneurial story should be a real story to become an inspiration and model for you?



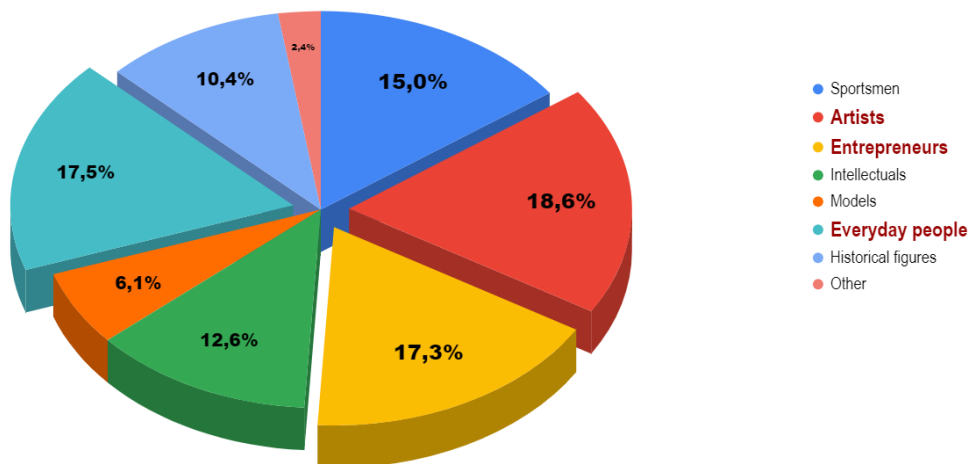
As for the realism of entrepreneurial stories to become an inspiration and a model for a teenager **more than the half of the replies (52% overall) confirm the importance that a story of an entrepreneur should be real.**

What do you enjoy more in a story?

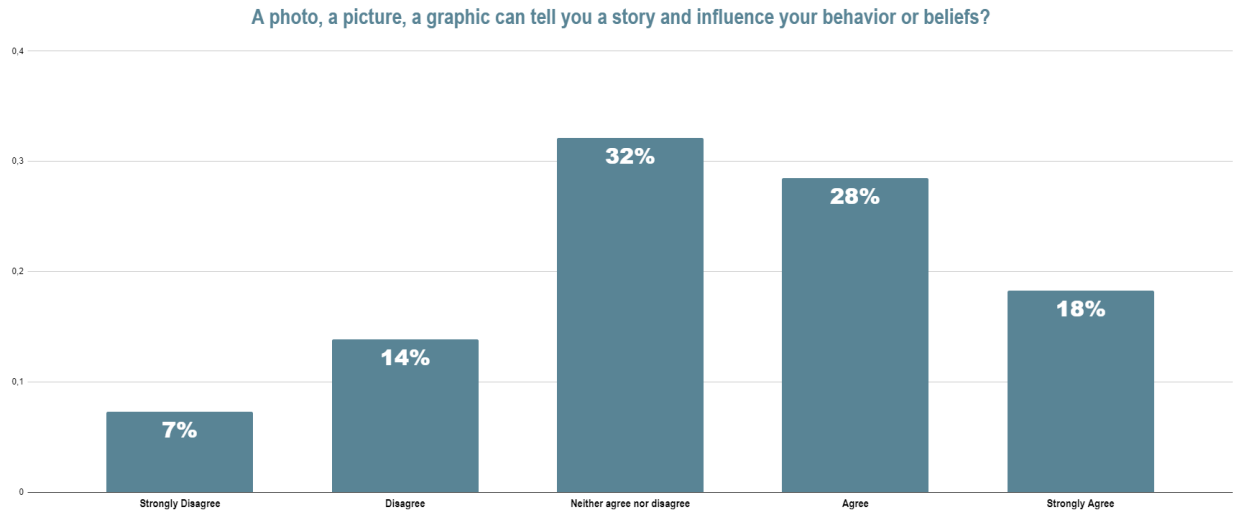


The action (33,5%) and the characters (28,2%) are the things that attract the most in a story.

Whose biographies are the most significant and influential for you?



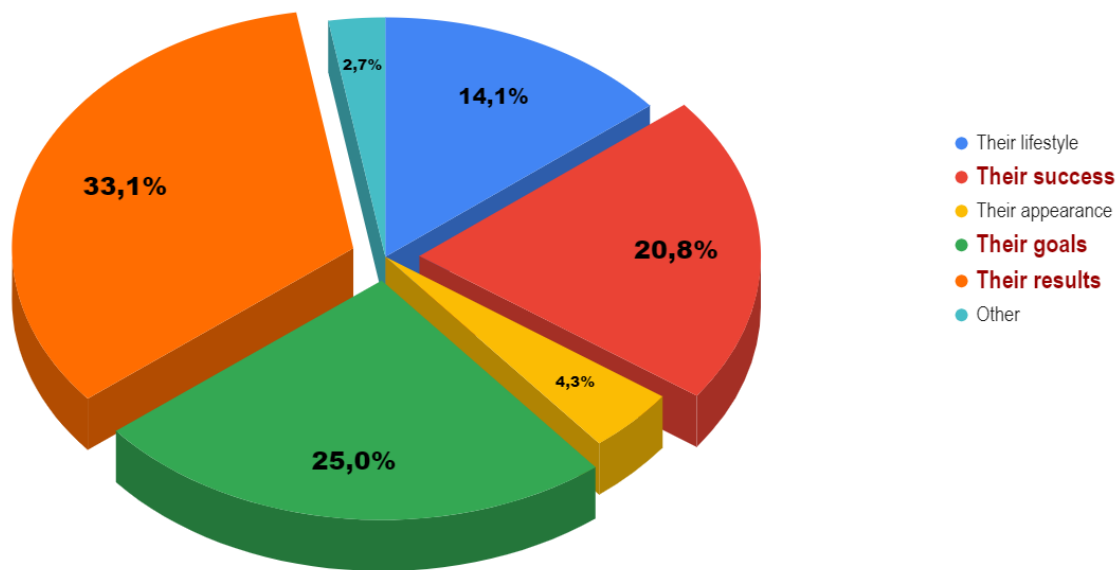
The most significant and influential biographies seem, according to the answers to question 8, to be of **artists (18.6%), everyday people (17,5%) and entrepreneurs (17.3%)**.



To question 9 the weight of the answers tilts to the right, which means that the stories that are based on the image (photo, picture, graphic) have a greater influence in choosing a role model.

5.5 Area 5 Characteristics most appreciated

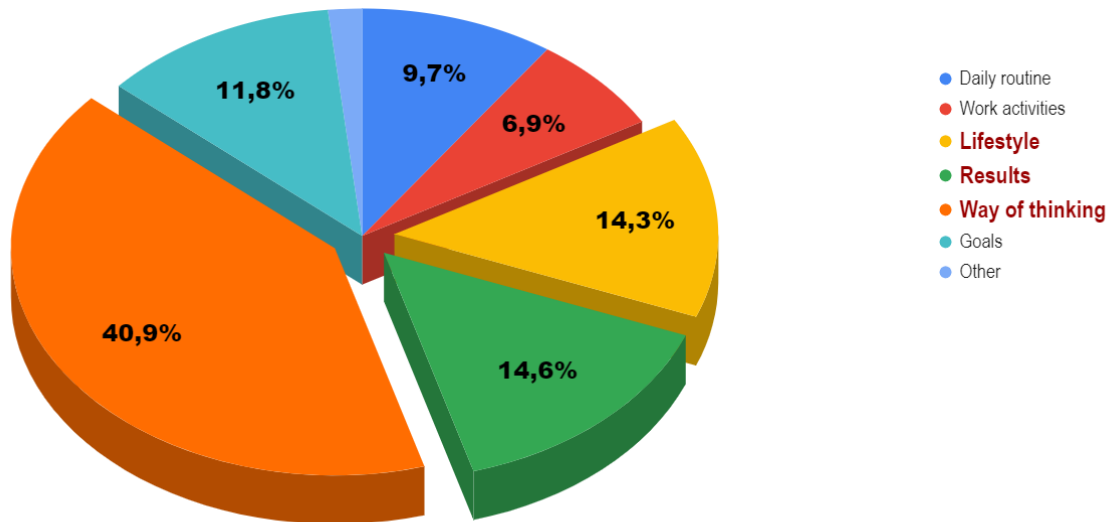
What strikes you the most about an entrepreneur?



The last area offers us information about the qualities most appreciated by young people, specifically, for a certain type of role model: the entrepreneur.

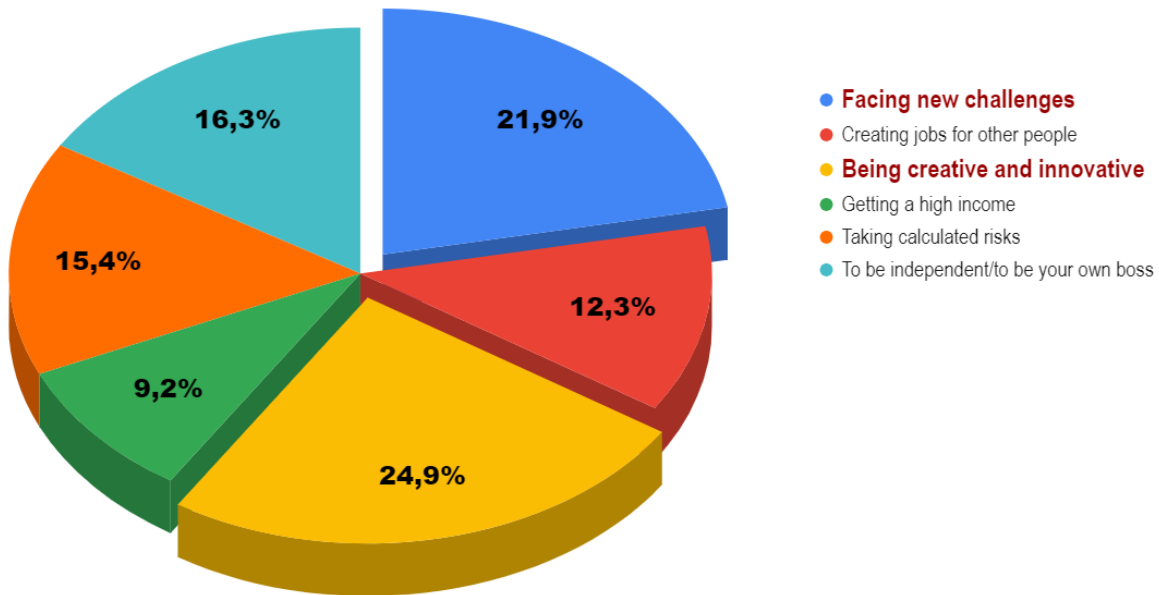
The orientation on **results (33,1%)** and **goals (25%)**, as well as the aspect of **success (20,8%)**, are part of the baggage of qualities that are striking the most about an entrepreneur.

Which activities for you are most interesting in the life of an entrepreneur?



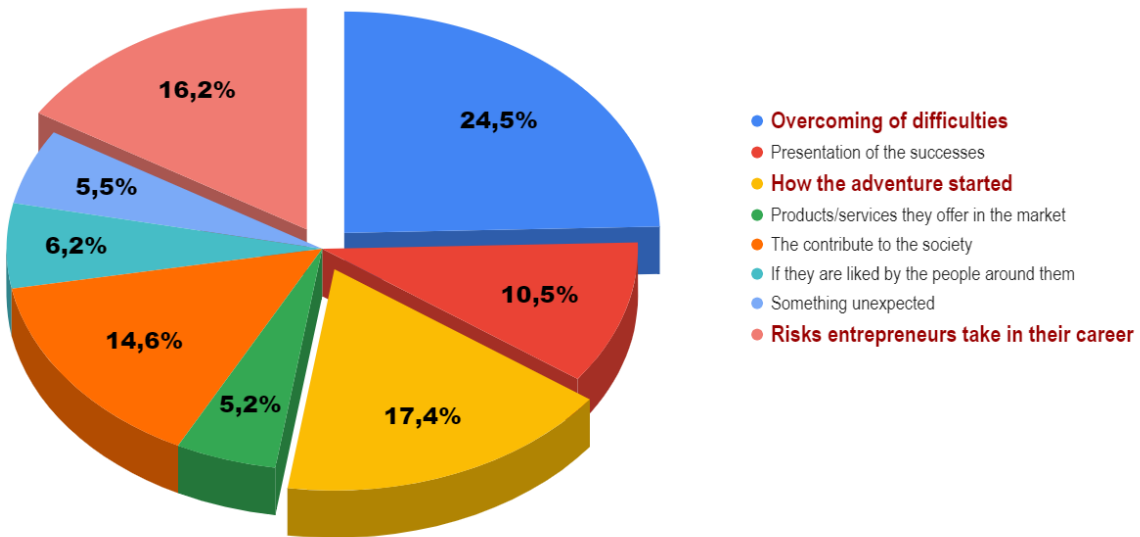
If we try to focus on the activities that are found as the most interesting in the life of an entrepreneur, most of the preferences go to **the way of thinking** with a percentage of **40,9%**.

From your perspective being an entrepreneur implies?



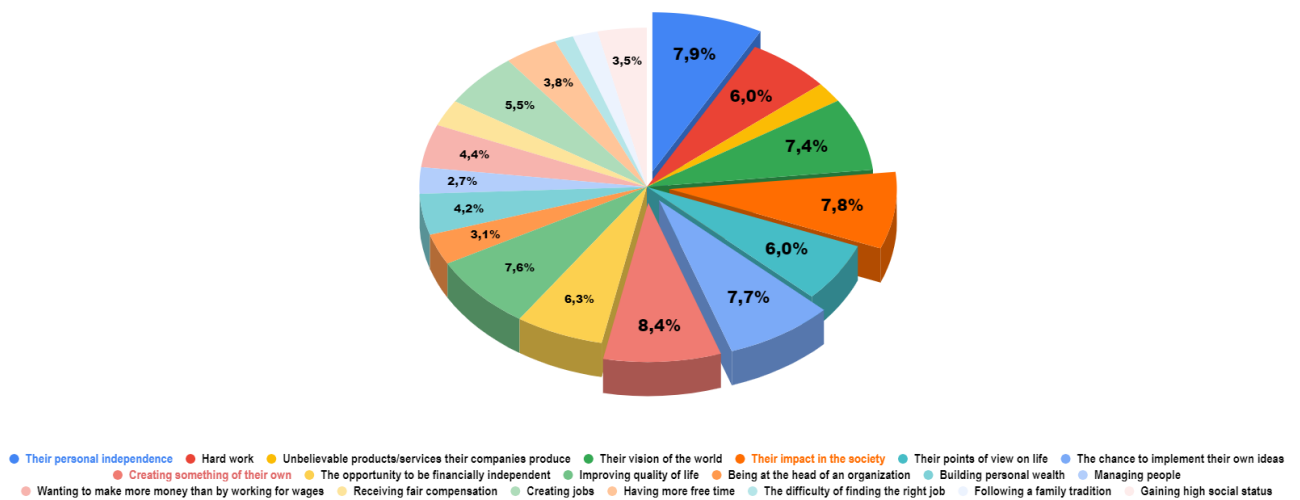
In the common sense of young people, the definition of entrepreneur includes especially **creativity and innovation (24.9%)** and **facing new challenges (21.9%)**.

In entrepreneurial stories what do you appreciate the most?



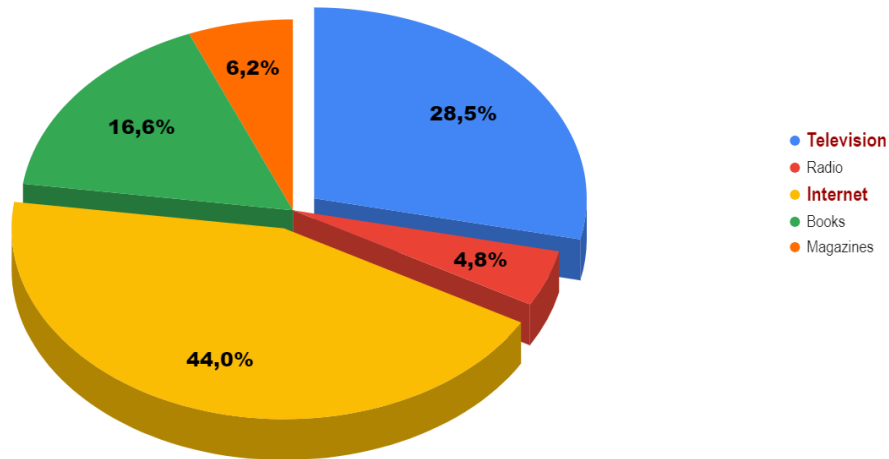
In entrepreneurial stories it is most relatively appreciated **the overcoming of difficulties (24,5% of the choices)** followed by **how the adventure started (17,4% of the choices)** and by **the risks entrepreneurs take in their career (16,2% of the choices)**.

When you think of being of an entrepreneur, what is more attractive for you?

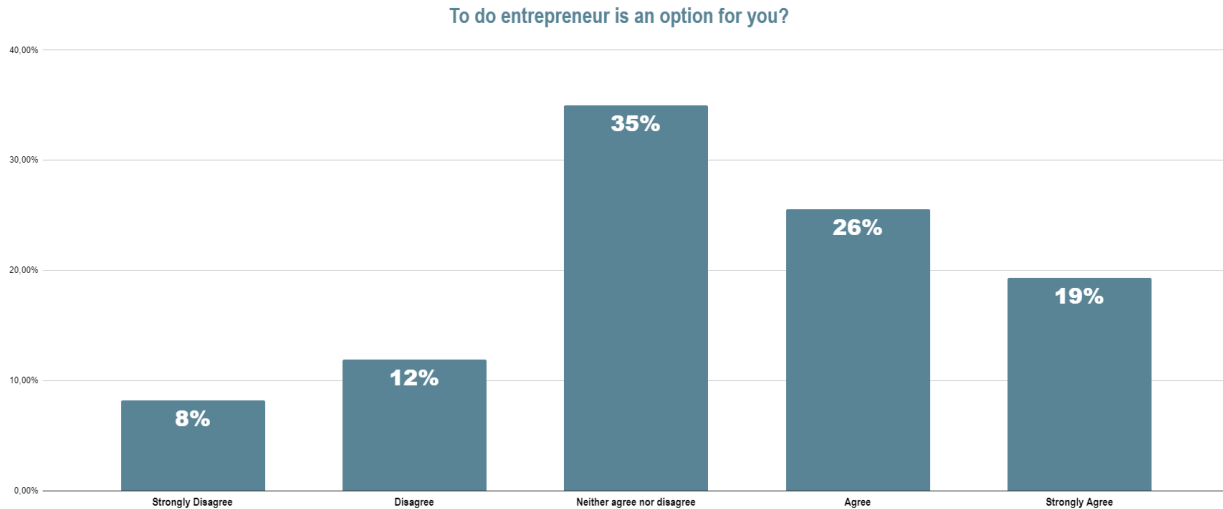


There are a multitude of reasons why we think we could be entrepreneurs. Better scores in this regard are for **personal independence, creating something or having an impact in the society.**

For you which media suits more to tell an entrepreneurial story?



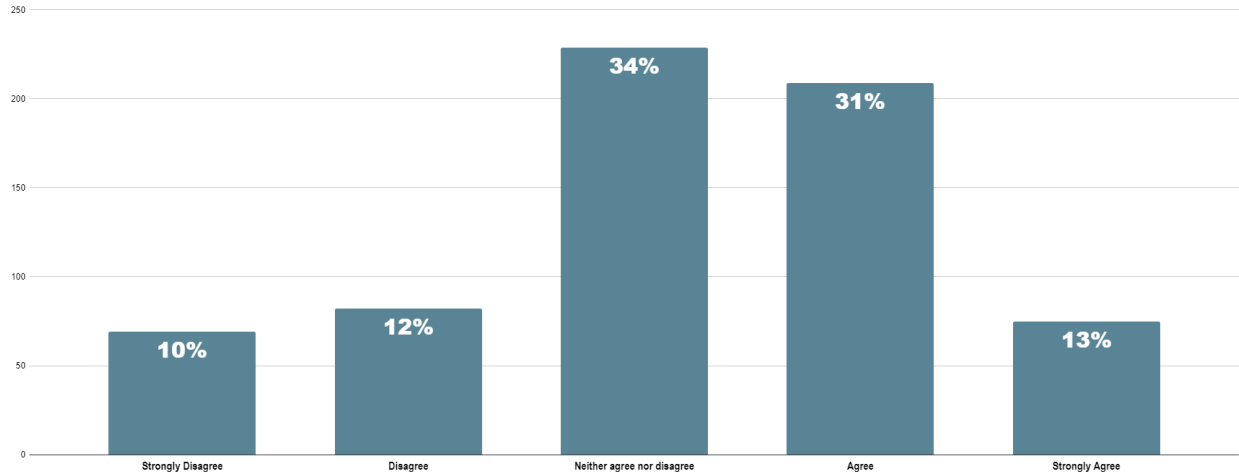
As in the previous Area 4 - for entrepreneurial stories as well as for general stories, young people prefer the internet most with 44% of the preferences.



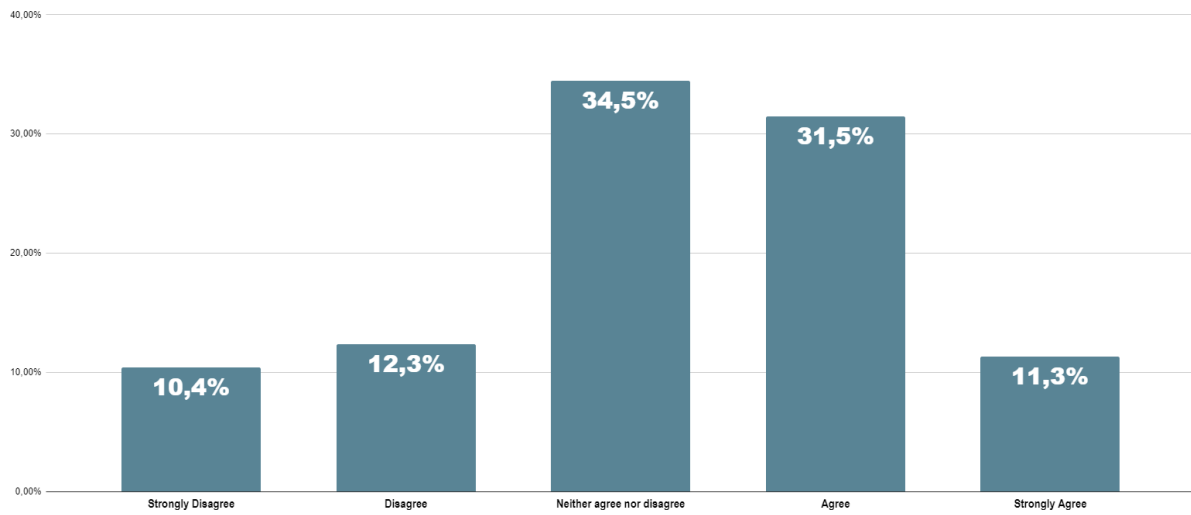
Being an entrepreneur can become an option, as the results of question 8 show us.

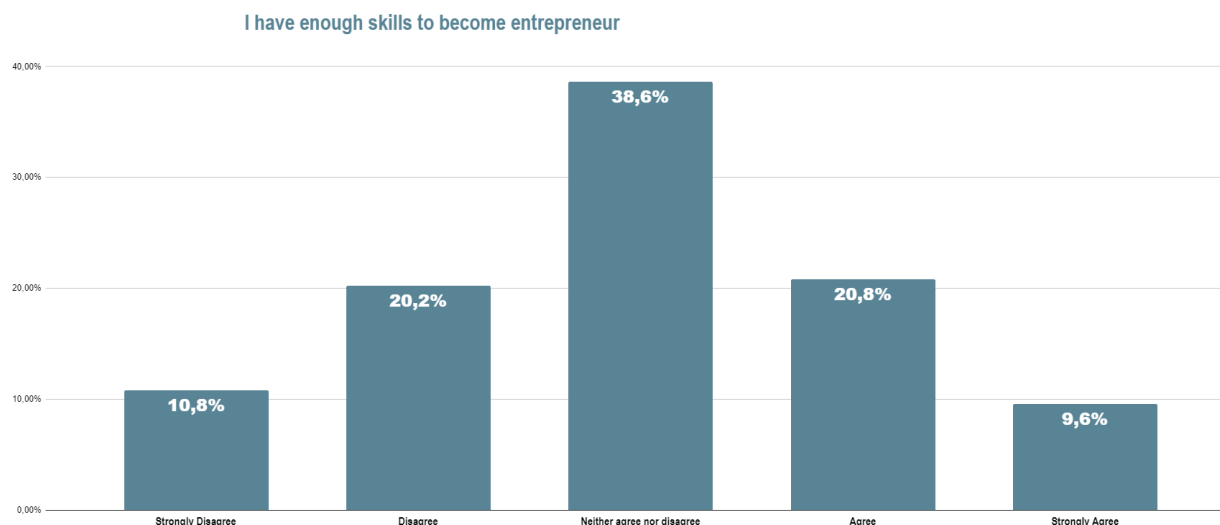


I have an attitude to be an entrepreneur



I have enough knowledge to become entrepreneur





Most of the young people interviewed appreciate having adequate attitudes and knowledge to become an entrepreneur and to need some more skills to try to become an entrepreneur.

5.6 Results from interviews and focus groups

What are the models that guide the behavior of our young people today?

Well, in addition to family members or certain teachers who are primarily impacted by proximity, there are several global models that have a certain resonance and are mentioned by respondents during the interviews and focus groups from all partner countries, such as: Elon Musk, Steve Jobs, Bill Gates, Jeff Bezos, Angelina Jolie, Emma Watson, Cristiano Ronaldo, Stephen Hawking, Karl Lagerfeld, Kobe Bryant, Lebron James, Robert Kiyosaki. However, there are also personalities at national level that have a special impact on young people, such as in Romania: Ioana Ignat, Julia Marcan, Andy Popescu, Carmazan Ioan, Andi Popescu, Mihai Bendeac, Cristian Onetiu, Sirbu Adrian, George Buhnici or in Spain: Amancio Ortega, Simon Porte, Luis Suarez, Antonio Espinoa, Rafael Nadal, Messi, Sergio Ramos, Shakira or in Latvia: Mārcis Jencītis, Kristina Andža, Santa Šmite, Aldis Gobzems, Elīna Babkina, Bernārs Arno, Vilhelms Purvītis, Zenta Mauriņa, Natālija Knipše, Nišela Princa, Dominika Provosta Čalklija.

What does each of the nominees prove? That they are *behavioral models*, that *any goal can be achieved*, that *success exists* and that *they are a source of inspiration*. And that's because in

everyday life we are guided by role models, whether they are *someone to look up to, or someone you want to be like, someone who does good things or someone who teaches us.*

Most often we think that role models are fantastic characters with extraordinary powers, but in fact, this is just a myth. This is fully demonstrated by the answers of the over 600 respondents from the 6 countries, who participated in the research. *"The role model doesn't have to be a hero."* But he/she must certainly *have a good moral reputation.* Also, the fact that he is *altruistic, that he helps those in need* are deeply appreciated characteristics.

And yet, if he's not a hero, why are we tempted to associate role models with fighters? Well, the answers given by our respondents are able to help. Because the role models are really fighters, only their *fight is with the difficulties or adversities they encounter* along the way, whether it's a *physical handicap, discrimination or a lack of money ...*

In fact, *altruism and generosity*, qualities deeply attached by respondents to the role model, can only be acquired in difficult trials. And, if these were the most important qualities for a role model, there are others that make them 'story' characters. Here you can find some sentences or words taken from the interviews and focus group discussion: *"the ability to bring joy and inspiration to people", "to be natural", "authentic", "perseverant", "resilient", "successful", "modest", "solidal", "fight for the value", "enthusiasm", "hard-working", "self-confidence", "determination", "mental strength", "introducing new opportunities in the region", "support people in difficulty".*

Also, the role model is someone who contributes to the good of society. Many of the role models, students interviewed said, *"donated money for the good of the people in need", "did charitable actions", "protested against violence", "fought against HIV and poverty in Africa", "support young people by doing sports".*

Some Romanian students said that their role models *"developed around 150 national firms and 80 around the world", "make the world happy through music", "helped fans who had health problems such as cancer, by giving them a smile on their face in difficult time"s.*

Some Spanish students said that their role models *"invest in education and health programs", "give mental health problem visibility", "fight for minority groups rights", "help people with fewer resources", "are very respectful people, helping the underprivileged to get out of their*

poverty". Or some Latvian students said that their role models "*exposed different people in parliament who committed illegalities*", "*helped a children center*" "*wrote over 26 books, through which he exposed his ideas about modern life and how he managed to become a successful entrepreneur*".

Generally, we follow someone's steps, we have a role-model in our daily life. Among the people we meet every day there are some that we appreciate for *their lifestyle*, or his / *her results or how they deal with difficulties and responsibilities*.

Among those we "know" through the media, there are some that we appreciate for *the way they think, for the goals they set for themselves or for the lifestyle they display*.

Of course, among those who influence our lives are *family members* (or, first of all, them). What the respondents appreciate most about them are their *responsibility, way of thinking and results, and the feelings that animate us when we think of a role model are: appreciation, inspiration, enthusiasm and happiness*. And this happens regardless of whether or not our model is a famous person.

Mainly, when we choose a role model we refer to some criteria, the most important of which are to try to set goals like our role models and hopefully we will *achieve similar success* or ... maybe better.

Regarding the way we get in touch with the role model, the respondents claim that the strongest impact *has the meeting in person of a role model* and an acceptable one through media. But, if meeting a personality of the time can be a bit more difficult, it is even easier to *read about it or watch a video*. Among the media that popularize the most interesting role models are the internet and television. And, if we talk about the internet, *social media* is by far the most likely context to meet your role model (Instagram, YouTube, Tik Tok, etc.). As for the content, the *video presentation is far more attractive*.

Regarding the personalities that are popularized on social media and that can have an influence in setting the role model, the respondents mentioned *entrepreneurs and actors* (for Italians and Spanish),

sportsman and artists (especially for Romanian). And, among their defining features, were mentioned: “*Their way of thinking*”, “*their ambition*”, “*the way they have achieved success*”, “*their commitment and their effort to reach the top*”, “*their originality*”, “*their attitude towards the circumstances of their lives*”, “*their lifestyles*”, “*values*”, “*appearance*”, “*objectives and results*”, “*their excellence, their determination and their connexion with the audience*”, “*their stories*”.

During the research we tried to offer the respondents the opportunity to put themselves in the shoes of an entrepreneur and this to find out which is the medium they would use to obtain the desired information. The answers were not surprising, they represent a model that was intuited when we established the objectives of our project, respectively:

- Much of the information would come from books, some from the depths of the Internet, and another part from the knowledge and experience gained from the people who have inspired me or my role model so far;
- Facebook, Instagram, Tiktok, YouTube, as well as magazines and books;
- Internet and social media to read information and real business experience stories;
- Facebook and Twitter because they are really trendy;
- Websites, videos from Youtube;
- In order to obtain information, the main media used will be specialized books based on the company's field of activity;
- To obtain the information, the main media will be the text (specialty books or articles);
- Probably some specialized seminars;
- Online Magazines;
- Special sites for guiding you to be a good entrepreneur.

And, if we should conceive some inspirational stories, then we have to take into account the aspects that the respondents appreciate in a story: *Character, success, moral ending, goals, results, conflicts, passion*. The plot must be developed in accordance with the character, who must be *a realistic, ambitious, very positive and dynamic person*. They are accepted as means: *short videos, images and texts*. But if we talk about video, here things are a little different depending on the partner country. Thus, the *maximum 30 minutes* seems to be acceptable for all respondents, except the Spanish and the Polish people who like saga (more than 1 hour). And, because the character will be a role model, then he has to be an example for our behavior, to be a realistic, inspiring character, so the story has to be a real one.

What exactly do we like about a story? Well, there are more talkative young people who love *dialogue and discourse* (especially in Italy and Spain) and there are young people for whom *action and character* are the most important. And, for choosing the character we can use the most *diverse biographies, from entrepreneurs to ordinary people*.

In terms of the form in which these stories are delivered, although it seems that young people are equally affected by the image and graphics, there have been many arguments for and against the use of images. Thus, if for some the use of images is something dictated by the richness of interpretations that it can acquire. Here some replies on the issues:

- *“a story can change views or confirm them, but for that to happen, it has to be real. You have to stick to your views and evaluate each story so that you don't think differently after each story”;*
- *“pictures can say much more than words”;*
- *“because from my point of view, an entrepreneur's picture can show us a lot about his career,”*
- *“pictures, draws and graphics can be understood in many different ways according to everyone's imagination”;*
- *“if it is an emotional story, we can learn and change our thinking”;*
- *“there is always a story behind anything and that story can inspire me”.*

But there are also many voices who believe that images without narration can negatively influence the audience:

- *“the picture does not really show the whole story, it is better influenced by the narration”;*
- *“If the image is meant to be inspiring, it is rare, because there are often superficial illustrations that do not make you think”;*
- *“I mostly look at photographs, pictures and graphics as works of art, paying attention to the artistic expression in them”;*
- *“it can complement it by affecting its perception, but does not in itself provide meaningful info”;*
- *“a picture can say a lot about a person, but it will never be more important than the words that the person has said”;*

- *“often you can make up your own stories in pictures, so more explanations are needed and then it may correspond to”.*

This is true for stories in general, but also for entrepreneurial stories in particular. Because, among the answers offered, there are those that favor the narrative, although the visual story is also mentioned - in parallel.

What do respondents appreciate about an entrepreneurial story?

- *the human energy he creates during the dialogue!;*
- *life before setting up the company - NARRATION;*
- *difficulties that had to go through;*
- *how the idea arises and what needs to be overcome;*
- *how hard it has been, what a person has encountered to get there, and how much a person is interested in it all;*
- *eye by eye, because by eye I can tell if a person is telling the truth and not inventing the facts;*
- *a common style of life and how they can use all the resources they have, even when they are limited;*
- *honesty and interactive / VISUAL STORY - in parallel;*
- *the difficulties they went through, the objectives they had and finally the results;*
- *the sincerity with which he says it;*
- *the fact that it inspires you to see the bigger picture;*
- *the life story that has now been achieved;*
- *the main thing to appreciate in an entrepreneurial story is perseverance in the person's, actions despite the multitude of failures;*
- *be real and show evidence;*
- *the fact that they all started from the bottom but ended up somewhere;*
- *how did the idea of becoming an entrepreneur start and what did he do in the difficult moments;*
- *difficulties, use of resources, distribution of time.*

And, if what we value most about an entrepreneur is his ability to pursue his goals and achieve success, respondents can't help but remember other qualities, such as the fact that, as an



entrepreneur you have to be creative and innovative, which means to face new challenges, calculate the risks and be your own boss.

Basically, the things we value entrepreneurs for are their ability to overcome difficulties, taking risks, contributing to society and the way they started.

6. Conclusions

As humans, we often relate our behavior to the patterns we encounter in our experience. We need benchmarks by reporting to decide on the profession and career we are pursuing. In the history of each country there are periods marked by certain personalities who inspire and guide the development of young people in art, science, sports or other fields. In Romania in the '70s, the personality of the little gymnast, Nadia Comăneci, would inspire and determine many other children to follow this path. Bill Gates' story has inspired generations of young people who have chosen to do computer science. And the examples can go on. This leads us to believe that in the field of entrepreneurship, stories can also inspire and influence young people to go this way, to gain financial independence and well-being. We can develop a culture of entrepreneurship in our communities.

Therefore, our research tried to surprise the role models that today have an influence on our young people, the behavior pattern of young people exposed to stories of all kinds, and how we can build on this model, stories that have an impact from an entrepreneurial point of view. We also considered the context and means by which young people are exposed to inspirational stories. In this sense, we want to use storytelling as a method of entrepreneurial education, as a method that has a proven impact in artistic, moral or physical education.

Things are all the more interesting as our respondents are not without knowledge regarding entrepreneurship, they have some skills on this topic and, especially, they have the right attitude to become entrepreneurs, that is to succeed.

This study advances our knowledge about role models and their influence and provides an important foundation for the activity which is focused on the creation of inspirational stories to impact the youth and to create an entrepreneurial culture in our communities. Both contents and methods are important factors for entrepreneurship teaching.

ANNEX A

The questionnaire

AREA 1 - Characteristics of a role model for you

A role model is a person you admire and whose behavior you want to follow. It is a model, an example to follow, someone you want to be like.

*Q1 Who is the person you most want to be like? Write the name or names of who inspires you.

Short Answer

*Q2 What does this person show to you? You can mark more the one oval.

He / she shows me how to perform a skill and achieve a goal

he / she is a behavioral model

He / she shows me that a goal is attainable

he / she represents what is possible to become

He / she makes a goal desirable

he / she is a source of inspiration

*Q3 Can you affirm that in your daily life you are following the steps of someone you want to be like?

Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree (5) Strongly Agree

*Q4 What is a role model for you? You can mark more the one oval.

Is someone to look up to

someone you want to be like

someone who sets an examples

someone who does good things

someone who inspires me

someone who teaches me something

someone with same gender

someone with same location

Someone similar to me

I do not have one

Other (Indicate which):

Q5 Is a role model the same as a hero? Mark only one oval.

(1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree (5) Strongly Agree

*Q6 Does a role model have a good moral reputation? * Mark only one oval.

Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree (5) Strongly Agree

*Q7 Is your role model directed toward helping others? * Mark only one oval.

(1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree (5) Strongly Agree

*Q8 Do you know of any role models that have overcome a great deal of adversity to become successful? (A physical handicap, discrimination, a lack of money, etc.) *Mark only one oval.

(1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree (5) Strongly Agree

*Q9 What do you think is the most important quality for a role model?

Short Answer

*Q10 What has he/she done to contribute back to society?

Short Answer

AREA 2 - Why and How you choose examples or models to follow

*Q1 Where do you find mainly a model and example to follow? * You can mark more than one oval.

In my neighborhood

In the media

In my family

In school

In sport activities

In history

Other (Indicate which):

*Q2 Who is a model or an example for you? * You can mark more than one oval.

My father

My mother

My brother

My Sister

A teacher / Lecturer

A person I meet personally in your life

A person I see in the media

Uncles / Aunties
Boyfriend / Girlfriend
Successful entrepreneurs
Successful people
An Historical figure
A politician
Other (Indicate which):

*Q3 For which reason do you choose a model and example to follow? * You can mark more than one oval.

To be inspired
To define myself
To improve
To learn something
To learn some useful habits
Other (Indicate which):

*Q4 Among the people you meet personally in your life, which characteristics are for you more interesting? * You can mark more than one oval.

Their lifestyle
Their job
Their appearance
Their daily activities
Their responsibilities
Their results
Other (Indicate which):

*Q5 Among the people you see through the media, which characteristics are for you more interesting? You can mark more the one oval.

Their lifestyle
Their job
Their appearance
Their daily activities
Their responsibilities
Their goals
Their results
Their way of thinking
Other (Indicate which):

*Q6 If you consider your family members a role model for you, what is most impressive? * You can mark more than one oval.

- Their lifestyle
- Their job
- Their appearance
- Their daily activities
- Their responsibilities
- Their goals
- Their results
- Their way of thinking
- Other (Indicate which):

*Q7 What does it mean for you to choose one or more people as a role model? * You can mark more than one oval.

- To try to behave like them
- To try to appear like them
- To do their daily activities
- To choose their career or job
- To try to think like them
- To try to set goals like them
- To try to reach similar successes
- To overcome their successes
- Other (Indicate which):

*Q8 Which feeling do you have in choosing someone as a role model? * You can mark more than one oval

- Inspiration
- Admiration
- Joy
- Respect
- Enthusiasm
- Frustration
- Envy
- Other (Indicate which):

*Q9 Does a role model have to be famous to be a role model? * Mark only one oval.

- (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

*Q10 How do you start to know your role model? You can mark more than one oval

- By meeting her/him

- By seeing her/him in pictures
- By reading something about her/him
- By watching some video about her/him
- Other (Indicate which):

AREA 3 - Channels/Media through Role Modeling is working the best for you

*Q1 What impacts more within a Role Model? * Mark only one oval.

- When you meet him personally
- In media

*Q2 In media most often where do you find more interesting role models? * You can mark more than one oval

- Television
- Radio
- Cinema
- Internet
- Newspaper/Magazine
- Book
- In a work of art
- Other (Indicate which):

*Q3 Where on the internet is more probable for you to meet a role model? * You can mark more than one oval.

- Websites
- Blogs
- Online Newspapers
- Online Magazines
- Social media
- Video Games
- Other (Indicate which):

*Q4 Which social media are most attractive to you for a role model? * You can mark more than one oval.

- Facebook
- Instagram
- Twitter
- Linkedin
- TikTok
- Snapchat

Youtube

Pinterest

Reddit

Other (Indicate which):

*Q5 In the media you prefer which of these contents are for you the most attractive for role modeling? You can mark more than one oval.

Video

Text

Image

Quotations

Other (Indicate which):

*Q6 Through which channel do you appreciate most stories? You can mark more than one oval.

By person

By a text

By an image

By a video

Other (Indicate which):

*Q7 To which media do you dedicate more time in order to the ones below? You can mark more than one oval.

TV

Radio

Internet

Books/Magazines

Other (Indicate which):

*Q8 In media what characters do you like the most? You can mark more than one oval.

Sportsman

Professionals

Entrepreneurs

Family members

Models

Actors

Singers

Artists

Historical Figures

Other (Indicate which):

*Q9 What do you Find special in them?

Short Answer

*Q10 Imagine from now on you want to be an entrepreneur in your future, what kind of media you will use to get information?

Short Answer

AREA 4 - What kind of stories you like

*Q1 What is meaningful to you in a story? You can mark more than one oval.

Characters

Difficulties

Successes

Passions

Conflicts

Goals

Results

Final moral

Other (Indicate which):

*Q2 What kind of characters do you like? You can mark more than one oval.

Positive

Negative

Ambitious

Idealist

Realistic

Dynamic

Depressive

Angry

Other (Indicate which):

*Q3 Through which media do you like most to learn stories? You can mark more than one oval.

Book

Event

Movie

Short video

Podcast

Other (Indicate which):

*Q4 How long should a story interest you? You can mark more than one oval.

Max 5 minutes

Max 15 minutes

Max 30 minutes

Max 1 hour

More than 1 hour

*Q5 A character in a story needs to be real to become an example for your real behavior? Mark only one oval.

Use 5 point likert scale - (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

*Q6 An entrepreneurial story should be a real story to become an inspiration and model for you?

Mark only one oval.

Use 5 point likert scale - (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

*Q7 What do you enjoy more in a story? * You can mark more than one oval.

Action

Characters

Locations

Speeches

Dialogues

Other (Indicate which):

*Q8 Whose biographies are the most significant and influential for you? You can mark more than one oval.

Of sportsmen

Of artists

Of entrepreneurs

Of intellectuals

Of models

Of everyday people

Of historical figures

Other (Indicate which):

Q9 Q9 A photo, a picture, a graphic can tell you a story and influence your behavior or beliefs? Mark only one oval.

use 5 point likert scale - (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

*Q10 Why yes or why not? Short Answer

AREA 5 - Characteristics Most Appreciated in Entrepreneurship

*Q1 When do you find an entrepreneurial story, what do you appreciate most?

Short Answer

*Q2 What strikes you the most about an entrepreneur? You can mark more than one oval.

- her/his lifestyle
- her/his success
- her/his appearance
- her/his goals
- her/his results

Other (Indicate which):

*Q3 Which activities for you are most interesting in the life of an entrepreneur? You can mark more than one oval.

- Daily routine
- Work activities
- Lifestyle
- Results
- Way of thinking
- Goals

Other (Indicate which):

*Q4 From your perspective being an entrepreneur implies? You can mark more than one oval.

- facing new challenges
- creating jobs for other people
- being creative and innovative
- getting a high income
- taking calculated risks
- to be independent/to be your own boss

Other (Indicate which):

*Q5 In entrepreneurial stories what do you appreciate the most? You can mark more than one oval.

- Overcoming of difficulties
- Presentation of the successes
- How the adventure started
- Products/services they offer in the market
- The contribute to the society
- If they are liked by the people around them
- Something unexpected
- Risks entrepreneurs take in their career

Other (Indicate which):

*Q6 When you think of being an entrepreneur, what is more attractive for you? * You can mark more than one oval.

Her/his personal independence
Hard work
Unbelievable products/services their companies produce
Their vision of the world
Their impact in the society
Their points of view on life
The chance to implement her/his own ideas
Creating something of her/his own
The opportunity to be financially independent
Improving quality of life
Being at the head of an organization
Building personal wealth
Managing people
Wanting to make more money than by working for wages
Receiving fair compensation
Creating jobs
Having more free time
The difficulty of finding the right job
Following a family tradition
Gaining high social status
Other

*Q7 For you which media suits more to tell an entrepreneurial story?

Television

Radio

Internet

Books

Magazines

Other (Indicate which):

*Q8 To be an entrepreneur is an option for you? Mark only one oval.

use 5 point likert scale - (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

*Q9 How much do you agree with the following sentences:

I have an attitude to be an entrepreneur.

1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

I have enough knowledge to become an entrepreneur.

1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

I have enough skills to become an entrepreneur.

1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

*Q10 Please indicate up to 3 entrepreneurs that you remember and that you appreciate

Short answer

1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree)

ANNEX B

The Focus group

The procedure:

1. Recruitment of participants: Ad - Request from formal and informal leaders.
2. Convocation: incentive to participate

3. Features: on average 8-12 participants per group
4. Duration: 1-2 hours
5. Recording method: audio
6. Relaxed and informal setting.

Role of the conductor: he knows the subject and prepares a guide for questions. Facilitates a stimulating discussion without losing sight of the goal. Show enthusiasm to capture the interest of the group. Maintains control of the group without affecting the participants.

Role of the assistant: first: prepares the setting and materials, makes hospitality. During: takes notes. After: debriefing with the conductor and contributing to the analysis of the collected material. Note: the salient themes, particular linguistic expressions, approximate statistics of how many have such an opinion. The dynamics of the group (distribution of participation, tone of conversation).

Focus Group Guide

Welcome, thanks for participating to belikeyou research

My name is...I work for....

There is another person here with me who helps me

We intend to better understand role modeling among young people connected with entrepreneurship and storytelling.

You were selected among all the students to give help to the research.

We are recording so as not to lose part of the comments made by each one. No names will be shown in the final report.

Only one person will speak at a time. There are no right or wrong answers but different points of view. There is no need to agree with others, but I ask you to respectfully listen to the point of view of others. No use of mobile phones.

During the focus group: ask one question at a time. Remain as neutral as possible and do not exhibit particular emotional reactions. Explain the steps of the topic so far about...now I would like to focus on...). Don't lose control of the interview.

Introductory questions:

Presentation of each: first Name

Ice-breaker

General question that introduces the topic:

Intro

Role model is a person you admire and whose behavior you want to follow. It is a model, an example to follow, someone you want to be like.

Q1 - who would you most like to be like, the most important person you admire in the world?
(note: you can say even more than one)

Key questions (central questions for research objective: 2-5 question of 10-15 minutes).

1st topic role modeling

Q2- through which channel do you build your role model? Do you think there is a relationship between your role model and the channel?

2nd topic storytelling

Q3- what do you like the most about the stories of your role model?

3rd topic entrepreneurship

Q4- entrepreneurs can be your role models?

Q5- which characteristics do you appreciate the most in them?

Q6- which are for you the positive and negative aspects of being entrepreneur?

Requests for further information

Closing questions (questions for summary and revision)

OF all the things we have said, which is the most important for you

Imagine you have a minute to talk about this topic. What would you say?

Write a sentence on a piece of paper that best describes your position on the issue:
Entrepreneurial Role Modeling.

Ask for confirmation:

I forgot something

Is there anything else that could be added that has not been said?

Ask for more information (probing): you can explain yourself better, you can give me examples, could you tell me something more? Is there anything else? Please explain what you mean. It is not clear to me.

Results section (by topic/themes, explanation text examples and typical expressions are enclosed in quotation marks in the explanatory text, excerpts from the interviews, single, exchange between respondents, after the extract in parentheses, the focus group number)



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