Pretty Pretty Princess
Race and Gender Role Portrayal in Disney Princess Films

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Research Question

- What are the changes in gender construction in Disney princess characters?
- Are the changes related to the race of the character?
By using social construction perspectives, Disney princesses of color were more masculine, but the most recent films became more egalitarian.
Women in Disney film & Gender role portrayal

- Davis (2006)
- England, Descartes, and Meek (2011)
Literature Review

- Race
  - Hurley (2005)
  - Parascoli (2010)
Theory

- The Social Construction of Reality
  Berger and Luckmann (1966)

- The Social Construction of Gender
  Lorber (1995)

- Racial Formation
  Omi and Winant (1986)
Methodology

- Comparative Content Analysis
- 6 Disney Princess films
  - 3 white princesses
  - 3 princesses of color
Methodology

- Films divided categories for time
- 1990-2011
- Coding-England et al. (2011)
- 3 second rule
## Findings

### Table 1 Total Masculine and Feminine Behaviors

<table>
<thead>
<tr>
<th></th>
<th>White Princesses</th>
<th>Princesses of color</th>
<th>Total of all behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masculine</td>
<td>129 (34%)</td>
<td>169 (37%)</td>
<td>298 (36%)</td>
</tr>
<tr>
<td>Feminine</td>
<td>251 (66%)</td>
<td>290 (63%)</td>
<td>541 (64%)</td>
</tr>
<tr>
<td>Total</td>
<td>380</td>
<td>459</td>
<td>839</td>
</tr>
</tbody>
</table>
### Findings

- **Table 2** Masculine and Feminine Behaviors for each princess

<table>
<thead>
<tr>
<th></th>
<th>Ariel</th>
<th>Belle</th>
<th>Rapunzel</th>
<th>Poc</th>
<th>Mulan</th>
<th>PATF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mas</td>
<td>21 (21%)</td>
<td>34 (29%)</td>
<td>74 (45%)</td>
<td>52 (45%)</td>
<td>55 (34%)</td>
<td>62 (35%)</td>
<td>298</td>
</tr>
<tr>
<td>Fem</td>
<td>78 (79%)</td>
<td>83 (71%)</td>
<td>90 (55%)</td>
<td>64 (55%)</td>
<td>109 (66%)</td>
<td>117 (65%)</td>
<td>541</td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
<td>117</td>
<td>164</td>
<td>116</td>
<td>164</td>
<td>179</td>
<td>839</td>
</tr>
</tbody>
</table>

- **Table 3** see handout
Findings

- Table 4 Total Masculine and Feminine Behaviors for Time Periods

<table>
<thead>
<tr>
<th></th>
<th>Early</th>
<th>Middle</th>
<th>Most Recent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mas</td>
<td>55 (25%)</td>
<td>107 (38%)</td>
<td>136 (40%)</td>
<td>298</td>
</tr>
<tr>
<td>Fem</td>
<td>161 (75%)</td>
<td>173 (62%)</td>
<td>207 (60%)</td>
<td>541</td>
</tr>
<tr>
<td>Total</td>
<td>216</td>
<td>280</td>
<td>343</td>
<td>839</td>
</tr>
</tbody>
</table>
Discussion

- Berger and Luckmann support
- Lorber agree
- Omi & Winant disagree
Strengths and Weaknesses

- Strengths
  - Accessible
  - Coding system
  - Completion

- Weaknesses
  - Intercoder reliability
  - Subjective vs Objective
  - Tangled’s storyline
Conclusion

- Gender role construction has changed
- Equal representation
- “raceless” princess
Thank you!

Questions?