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?

Thesis

- By using social construction perspectives, Disney princesses of color were more masculine, but the most recent films became more egalitarian.

Literature Review

- Women in Disney film & Gender role portrayal
  - Davis (2006)
  - England, Descartes, and Meek (2011)

Literature Review

- Race
- Hurley (2005)
- Parasecoli (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

	White Princesses	Princesses of color	Total of all behaviors
Masculine	129 (34%)	169 (37%)	298 (36%)
Feminine	251 (66%)	290 (63%)	541 (64%)
Total	380	459	839

Findings

- Table 2 Masculine and Feminine Behaviors for each princess

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

- Table 3 see handout

Findings

- Table 4 Total Masculine and Feminine Behaviors for Time Periods

	Early	Middle	Most Recent	Total
Mas	55 (25%)	107(38%)	136(40%)	298
Fem	161(75%)	173(62%)	207(60%)	541
Total	216	280	343	839

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?