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### **Background and Significance**

The entertainment industry in a general sense portrays women with a certain body type and has done so for decades. It emphasizes the fact that women and girls need to be skinny to be seen as beautiful. Children even see this in animated movies and can start expressing fears being fat or show body or self-esteem issue as young as the age of 5 (Coyne, Linder, Rasmussen, Nelson, and Birbeck, 2016, P.1911). Children watch these movies and idolize these characters; they internalize these messages and the ideals of the characters. For many years the media and entertainment industry showed women the same way to the point that it is what we got used to seeing. We did not know any different until large companies like Disney started producing animated characters that had average female body proportions. However, it was before this that researchers and critics took a closer look at the media's representations of women.

Girls are introduced to the unattainable and unrealistic idea of beauty at an early age when they watch Disney princesses. They love these princesses and want to be like them, wanting to look like these princesses endanger the future or potential body image and self-esteem of these girls. Entertainment studios such as Disney have been creating princess characters since Snow White was created in 1937. They have become known for the princess storyline, which is also why Disney takes more of the hits body image issues concerning their princesses. The princesses have unattainable beauty standards. This can be changed with the animation style.

## Literature Review

### Unrealistic Depictions of Females in the Media

The media has long depicted women as tall and skinny individuals; this is setting unrealistic and unattainable standards for girls. Women being shown how they should look can be harmful to their self-esteem. Girls start learning that being skinny is beautiful from a young age; they learn by watching other people and the media. Coyne, Linder, et. al suggests that Social Cognitive theory is connected to females and the media, “According to this theory, gender development is a complex process that is shaped by two different mechanisms. The first is modeling, whereby children learn gendered behavior by watching others, including parents, peers, teachers, and the media” (2016, pg. 3). The social learning theory written by Albert Bandura goes into how children learn the behaviors they do. Children learn mainly by observation, they watch various models throughout their life. “Individuals that are observed are called models. In society, children are surrounded by many influential models, such as parents within the family, characters on children’s TV, friends within their peer group and teachers at school. These models provide examples of behavior to observe and imitate, e.g., masculine and feminine, pro and anti-social, etc” (Saul Mcleod, 2016, p.1). When young girls take in media that shows them a skinny body type they think that is what they have to look to be considered beautiful.

Girls from a very young age exhibit fears of being fat because all they see in the media are skinny girls and women. They are taught that this is the only way they are going to be able to get a man, is by having that type of body. According to Coyne, Linder, Rasmussen, Nelson, and Birbeck “Studies have shown that as early as preschool, children begin to express a preference for thin body types, and girls Disney Princesses and Child Development 1911 as young as 5

years old express fears of getting fat or show problems with body esteem, a self-evaluation of one's body and appearance" (2016, pp. 3-4). While girls at this age may not understand the more complex implications, they are able to comprehend that having body fat is a bad thing. Long-term exposure to these ideas results in self-esteem issues and body dissatisfaction. In addition to showing young girls that being thin is beautiful and what you need to look like to attract a man, when they find a man most often in media the men are displayed as the protector and the women as fragile and needing to be protected.

Not only is "beautiful" and "skinny" portrayed as good in the media but if you consider yourself "ugly" it is seen as a bad thing. This stereotype is most often seen today in movies, advertisements, and Television shows. "People expect attractive individuals" (Bazzini, Curtin, et. al, 2010, pp. 2). Female consumers of media have become accustomed to seeing attractive people in the media. Girls don't know any different since they only see one type of person in the media, and are only told they should look that way otherwise they are considered ugly. In movies and TV shows, the main characters are often attractive and desired by someone. More often with attractive characters, they had more opportunities for romantic relationships than another character that is not considered attractive, (Bazzini, et. al, 2010, pg. 3). When a female is the main character in a movie or TV show at first she is seen as someone who needs to be taken care of and may not be taken seriously. If not already she may also have a love interest introduced right from the start and they are pictured as her protector. These characters also, in the end, have better outcomes at the end of the movie or show, for example, they end as a couple and live happily ever after.

This idea is not just exhibited when a female is displayed as skinny and tall with a full chest and thin or delicate limbs. Young girls exhibit fears of being fat at a very young age just by watching these characters, when they learn that is how they are supposed to look to be seen as beautiful it could be detrimental to their self-esteem. When girls watch these movies and these princess characters they think they need to look and act like that to be accepted. When you look at a majority of TV shows and movies and even advertising, the main character or model is white. There is not much diversity in the media, while it has gotten better over the years. African American women are just as subjected to this idea of being beautiful due to the fact that White women are used more often in media as the main character. Kimberly Moffit and Heather Harris cited from Sekayi (2003) “added that when Black women are represented, their images do not affirm their Africanness but rather they are presented as aspiring White women, often negating their beauty. She describes these Black women as slim, light in complexion, and with hair, textures approximating Europeans” (2014, pg. 3). White women are more predominantly shown in the media, because of this at a young age African Americans get the idea that they have to be like them to be beautiful.

Girls often look at their own body and compare themselves to the women shown in various forms of media. They often, cannot find nice things to say about their own bodies but they could find numerous amounts things wrong when comparing themselves to others. When they compare themselves to others they often look at the outer appearances and are concerned with nothing else. “Beauty is in the eyes of those who control the modes of production. The participants struggled with simply saying that they are indeed beautiful. Some talked around the issue saying they could not be blamed for their White ancestry or the fact that they had a particular texture of hair, and a lighter complexion” (Moffit and Harris, 2014, pp. 14). Women

and girls watch and compare themselves to female role models that they see in movies that they look up to and idolize. When girls see different body types in the media it is almost astonishing to them.

In general, the media makes the standard of beauty unrealistic and unattainable with or without realizing it. The unrealistic idea of beauty that is being portrayed in the media is unattainable, but young girls still idolize the people that portray these beauty standards. It is noticeable that in movies attractive characters are always the good characters. They always get the pay off in terms of the happy ending and some of the most prominent roles in the movie. “animated Disney films also demonstrated that attractive characters were more likely to achieve positive life outcomes than were characters that were not as physically attractive”(Bazzini, et. al, 2016, p. 2697). The characters that are considered unattractive are the evil characters. According to the “thin ideal” and the media attractive characters are those who have a thin body and a full chest and have thin limbs. The good characters that are more attractive are often more intelligent, less aggressive, and have higher moral virtue. It has been researched by that less attractive characters attractive characters are written to have happier outcomes and storylines (Bazzini, et, al.) Whereas unattractive characters are usually the evil stepmothers or the seen as the bad guy and they do not get the happy ending. This trope of good being pretty and bad being ugly has been around for a long time. Hollywood uses this to our detriment because they as producers and directors know that pretty and attractive people on a movie screen will sell tickets. It is also some we as consumers expect to see because it is something they have seen for years. According to the *Washington Post*, “Some might argue that Hollywood is a business-let them put pretty people on the screen and let the people pay to see them. Our preference for classical beauty is some extent socially influenced, but it’s also hard-wired, dating to when clear skin meant no parasites, for

instance” (Pincus-Roth, 2017, pg.1). Hollywood keeps putting skinny pretty people on the big screen for consumers to take in and idolize. When they should think about reinventing the female stereotype that has been on screen and in the media for years.

Women have been portrayed the same way on screen for years; children look up to the women portrayed on the big screen so they should be role models that display good traits. When girls see women on screen that are skinny they want to look like that. To attempt to look like those women change their diet, which could turn into an eating disorder. One prominent theory is that the media’s constant depiction of extremely thin women leads young women to believe they too should meet this ideal” (Holmstrom, 2003, p. 2). Researchers have theories as to why media is linked to body dissatisfaction.

Most often it is noticed that girls observed and evaluated themselves based on the comparison of others. Another point made by Holstrom (2003) is more TV a person is exposed to the more they will think it is real life. The third theory is a theory that children learn by observing peers and family members. Girls taking in large amounts of media could learn that being skinny is the only way to be seen as pretty. Currently, it is difficult to not be surrounded by some form of media whether it be social, TV, movie, magazine, and newspaper. Girls cannot go anywhere without being surrounded by media or being told that they need to look a certain way to be beautiful. Some researchers believe TV has a strong link to how girls view their body. “Understanding which media have a connection to disordered eating has important theoretical and social implications. For example, if Cultivation Theory is at work, it would be expected that with its prevalence in homes, television would be most strongly linked to an effect on body

image” (Holmstrom, 2003, p. 6). Cultivation theory suggests that while watching TV or other forms of media people will start to believe that the thin image is the ideal image.

As adults, we become accustomed to seeing skinny beautiful women in the media, some of the first places we see these women are in animated movies when we are children. At young ages, children are instilled with the idea that they need to look a certain way even if they don't completely comprehend it. They see messages through various animated features throughout their life. Socially females compare their bodies to others, whether that is to peers or to people they see in the media. Places like TV and movie studios know this, yet they still put attractive pretty or people on screen. When girls see this they think they need to be like to be seen as pretty. This has occurred for so many years girls and women don't know any different. They almost expect to see this in the media. When they see women in the media that have a different body type in the media there is a media frenzy. As adults, we have come to expect certain things in the media or do not even pay attention to certain things anymore because they are always the same. This is because from the time we were little we saw these messages in some of the first movies and TV shows we watched as children. When we are children we do not think about or notice it, but as we grow in adults and watch these same movies we notice the Disney characters all look the same. The question then becomes, why? Are they animated like this because it was easier? Or because the characters needed to still look a certain way?

### The story of Disney and Animation

Animation as an entertainment medium has been around since the 1910's, and it has gone through many different stages of updates throughout the years. In 1914, John Randolph Bray invented Cel animation to assisted Winsor McCay in creating animated features. During the

1920's-30's Walt Disney is the most widely known name when comes to animation for the time period. He became a new voice in the business and stood out in the industry by improving upon the current technology. During the same year, he founded an animation studio where he would pioneer this technique. Computer animation did not come into play until around the 1960's. When studios and animators started using computers to help them animate their projects it made certain tasks easier for the animators (Rosebush, 1992, p. 29). The Disney Animation Company took more time to come around to the idea of using computer animation for their feature films. When the company approached PIXAR in 1989 with a check and an idea to develop a CAPS system they could not say no.

This system allowed for the animators to scan pencil drawings and add in colors and other effects. "Pixar imaging computer were used to scan animation pencil drawings, color them, and composite them with background paintings and other elements such as effects. 72 gigabytes strong, CAPS didn't just replace traditional acetate cels, it greatly expanded the range of the look of animated features" (Sito, 2013, p. 251). At the time traditional animation did not allow for much variation in color, the animators could not go past six cel levels otherwise the backgrounds would start to get blurry (Sito, 2013, p. 251). Before this advancement in animation the animators only had a set amount of colors they could use. This was due to budget restraints for the time, but after the slow conversion to computers for animating there was a realization. There were an infinite number of colors that could be used for backgrounds and characters (Sito, 2013, 251). Eventually Disney would not just make pieces of their movies computer animated but make the entire movie using computer animation. This would then lead to the animation of characters that the public masses have come to know and love.



Animated characters can be huge role models for children especially young girls who look up to and want to be a princess. Disney is one of those companies that have become a prominent producer and seller of the princess as a role model. While other entertainment studios attempted to capitalize on the princess market, Disney took the helm and assembled a group of princesses that they have marketed to young girls across the world.

Disney, DreamWorks, and 20<sup>th</sup> Century Fox have all made attempts at animating princesses. However, Disney was the only one of these companies that capitalized on the princess as a marketing tool and as characters and people girls should look up to. When Disney was founded as a movie studio it marketed itself as a wholesome family entertainment studio (Best & Lowney, 2009, p. 1). Due to this studio wanting to portray this idea critics and other researchers often put the studio under a microscope. People question various things such as why they chose to write the story so different than the source material? But the question that is being investigated and most often seen in the media is why female princess characters are animated with the same body type? The princess as a character type for Disney can be broken down into three groups the classic era, the renaissance era, and the modern era. These eras are defined characteristically based on the princess's personality traits and values. For example, Cinderella is classic era princess the main plot in her story is finding a man and marrying them at the end, this man is the prince. She has the smallest feet in the kingdom that is one way the movie emphasizes her beauty. As for characteristics, she is a character that is not active in her own story most her story happens to her. She is very quiet, and submissive, she also does what she is told without question.

The main entertainment studios that have made female animated characters that were princess type characters are studios such as DreamWorks, 20<sup>th</sup> Century Fox, and Disney. Of these studios, Disney is the most well-known for the princess storyline, and its use of the princess as a marketing tool. While the other studios have attempted to make princesses or another form of the female who would fit the mold of a princess role model. DreamWorks for an example created the movie franchise *Shrek* and the whole franchise poked fun at the idea of fairy tales and even Hollywood. The female lead Fiona starts out in a human form and has a skinny waist and looks like your typical princess. In terms of her personality she doesn't act like a stereotypical princess she acts more like a tomboy. Fiona, unlike Disney's princess character type, is not as proper in the sequel she is seen fighting antagonists in a dress. 20<sup>th</sup> Century Fox also produced its own princess based loosely off of a historical figure and of myth, *Anastasia*. This story is about the Russian royal family at the beginning of the Bolshevik revolution when the czar and his family are murdered by a curse. But his youngest daughter supposedly escapes the curse and is separated from her grandmother who lives in Paris. With fragmented memories, she journeys to Paris with the help of Dmitri and Vlad to find her family.

When girls watch these movies they are absorbed by the idea of the princess and wanting to be like them. Companies like Disney have cornered the market in terms of marketing their princesses to children. Girls dress up like these princesses and want to be like them in every way possible. But is that the best thing for them to idolize? Girls should be able to watch a movie where a princess's only goal is not just to get married at the end of the movie. Their goals could be more dimensional. Disney Princesses are shown as very meek and portrayed as they need to be taken care of. The earlier classic era princess more often let the plot happen to them they don't

take action they wait for a man to save them. As the years progress they get more independent and bold in their own films.

Disney Princesses have been and still are designed the same way with a skinny waist, and delicate small limbs, they also have small feet. Research also says that Disney princesses have overly large eyes. Joshua Gardener cites an artist who goes by the screen name Oceanstarlet, “The reason for the ginormous eyes,’ she writes, ‘is that it makes them look more child-like...the concept here is a little girl head on a teenager’s body with adult height” Gardner, p. 1, 2013). There are other reasons for large cartoonish eyes of the Disney princess it has been cited that we will connect less with these characters or be less enticed to watch them if they had average sized eyes (Khazan, p. 1, 2013). The princesses and their formula are effective because whether researchers admit it or not the enlarged eyes are a good thing, they add a sense of innocence and vulnerability. “There's some research behind why the princess formula is so effective: Enlarged eyes, tiny chins, and short noses make them look more like babies, which creates an air of innocence and vulnerability. There's evidence that adults who have such "babyfacedness" characteristics are seen as less smart, more congenial, and less likely to be guilty of crimes”(Khazan, 2013, p. 1). If the princesses had normally proportioned eyes; as consumers, we would not want to watch the movies. The movie would not be nearly as interesting to watch. As much as Disney Princesses are put under the microscope for their appearance if they were to be correctly proportioned they still need to look attractive to get consumers to want to watch the movie.

It is precisely this appeal that gave Disney the idea to gather a group of princesses into a marketing campaign. The original line up consisted of the Snow White, Cinderella, Aurora, Ariel, Belle, Jasmine, Pocahontas, and Mulan. These princesses were officially released as The

Disney Princess marketing campaign in 2000. There are official criteria to be added to this list and if a princess does not meet even one of these requirements they are not even considered. To be a Disney princess, first, they have to meet one of three criteria they are either born royal, marry royalty, or commit a significant act of heroism. If they meet one of those they move on to the next requirement, they have to be human or at least human by the completion of the film. Next, they cannot have a primary role in a sequel. The last one is an unspoken rule, be a box office hit, and this requirement has kept several off the list. While twelve princesses have had their official coronation ceremony and are on this coveted list, only eleven are in the official princess line up. The eleven princesses consumers are used to seeing for marketing purposes in the Disney princess campaign are Snow White, Cinderella, Sleeping Beauty, Ariel, Belle, Jasmine, Mulan, Pocahontas, Tiana, Rapunzel, and Merida. While she has had her coronation ceremony she is not on this list of eleven famous princesses, Princess Elena from the Disney Junior show *Elena of Avalor*.

### Human Anatomy

At young ages, girls are shown an unrealistic expectation of beauty, that to be happy in life they have to look like these princesses. As girls grow up they internalize these messages and it can be damaging to their self-esteem. The media has a strong effect on how women and girls view themselves. Research has found that women and men view themselves in a similar way. The perfect female body portrayed through the media according to Pure Health Solutions, “In terms of the perfect female body, society advertises big breasts, wide hips, and a narrow waist” (Adam, p. 1, 2015). It does not stop when women are adults and shop for clothes either, Jenna Fratello a reporter for TODAY show writes, “ "vanity sizing" from store to store has made it difficult for most women to pinpoint their actual size in trickier clothing items like jeans and

swimwear, it's no secret that what we find on the racks is getting smaller and smaller by the season — leaving us with unrealistic, teeny-tiny options that we just can't squeeze into"(p.1, 2016). In this article, she writes that it was found through a study that the average size for women was a size 16 when for years we had been told it was a size 14. The media has a strong effect on how women and girls view themselves. Research has found that women and men view themselves in a similar way. The perfect female body portrayed through the media according to Pure Health Solutions, "In terms of the perfect female body, society advertises big breasts, wide hips, and a narrow waist" (Adam, p. 1, 2015). Fratello from the TODAY show reports on a study that shows women who feel they have to have large breasts to be attractive. While the princess design may not condone the best body or self-esteem ideals, they try and provoke positive social ideals. Disney as a wholesome entertainment industry does well in promoting pro-social behaviors but needs to still make some strides in the body and self-esteem behavior (Coyne, et. al, 2016). These princesses portray an unattainable beauty, whether children realize it or not they see these beauty standards at a young age and they internalize them and carry these ideas as they grow up. This idea also includes how the characters are socially portrayed in their movies.

Adolescent and young girls see depictions of women in the media that tell them the accurate picture of what women should look like. Generally girls at these ages see these women and think them accurate pictures of real life people. "Most adults realize television entertainment does not provide an accurate picture of the real world. On the other hand many children and adolescents believe that it does" (Tonn, 2008, p. 3). Children believe that these characters on television and in movies real people that they recognize or are familiar with. These characters that children and adolescents are idolizing also are depicting messages that are damaging to their self-esteem.

### Disney Princess anatomy

Disney Princesses while not the only princess franchise is definitely the most well-known. Disney has made its name known for the princess storyline and other entertainment try but cannot match the success. These princesses are a group of ladies that have been analyzed by many due to the fact that all of their bodies are designed the same way. The way they are designed to even the hand drawn characters; their eyes are wider than their waists (Sitch, 2017, P. 1). These proportions are something that only has just been recently taken seriously within the past five years. When *Frozen* was released in 2013 critics and researchers put the characters and Disney itself under a microscope for the way the characters were designed. Disney characters have been examined heavily when it was realized that their eyes were bigger than their waistlines. The princess form also eliminates the idea of hips by bringing the leg line all the way up to the waistline (Tutorial: Girls, 2010, P. 1). This form goes all the way back to the classic princesses such as Princess Aurora from *Sleeping Beauty*.

Princesses are advertised as role models to young girls, as someone they should look up to because of their character traits and unknown until later the physical beauty. When a girl is five years old they may or may not pick their favorite princess based on how pretty they look in a dress. They could pick their favorite princess on how pretty they are or if they have a common interest with that princess. Disney is the movie company for the princess storyline; it has its feet planted firmly in the ground there. These princesses are designed to model what a princess is supposed to be in terms of their character and beauty. “The majority of criticism towards the Twentieth Century princess animations draws on similar conclusions to the way in which the Disney princesses are packaged to expose ideals of what it means to be a princess, and thus a young lady in a Westernized culture” (Wilde, 2014, P. 133). The Disney princess design caters

more towards the European or western culture, they are also generally designed more or catered to Caucasian/White people. The princess may even be animated to the point where they have the style of this particular group or the mannerisms. Moffit and Harris observed, “Collins (2005) viewed the European standard as no less than disingenuous because “under these feminine norms, African American women can never be as beautiful as White women because they can never become White” (p. 194)” (2014, p. 59). While the standard of beauty is catered to white women and the European style of physical beauty, there are other characteristics to consider.

While Disney animates their princesses to be physically attractive they also attempt to add moral character to their princesses. Princesses by Disney standards needed to be seen as morally attractive and not just physically appealing. “She summarized that the European perception of what is physically attractive is also morally good contrasts with the African perception of that which is morally good is also physically beautiful” (Moffit and Harris, 2014, P. 59). Sarah M. Coyne, Jennifer Ruh Linder, Eric E. Rasmussen, and David A. Nelson and Victoria Birbeck share this idea but add to it with saying that characters who are morally good and appealing have a good impact on young children that watch them. “Consistent with social cognitive theory, media portrayals of rewarded acts of prosocial behavior by attractive characters are especially likely to result in learning of these behaviors by viewers” (2016, P.1912). Disney movies have high amounts of pro-social behavior portrayed. This behavior is the type of behavior that young girls should watch and want to emulate. “Although research has not examined Disney Princesses specifically, Padilla-Walker, Coyne, Fraser, and Stockdale (2013) found that Disney movies portray extremely high levels of prosocial behaviors, at the rate of nearly one act per minute” (Coyne, Linder, et. al, 2016, P. 1912). Disney promotes positive

social characteristics and continuously remodel the characteristics to fit the social norms, but when it comes to the body type of their princesses they keep the same body type.

Disney Animation Studios has proven that it can animate a more realistic female lead character with most recent Disney princess Moana. In an article was written in the Huffington Post Moana is being praised for her realistic body image and her independent personality. She is actually being praised for her feet and her legs specifically. According to Carrie Dunsmore, “Moana is the only Disney princess doll for sale that can stand on her own two feet — literally. The Moana doll is built like a real human person — muscular legs, normal proportions and best of all, flat human feet” (2017, p.1). The previous princesses and princess dolls have been designed more like a Barbie with the thin waistline and the feet that are not flat.

Disney took a step forward with the animation of Moana and giving her more realistic proportions. Before the animation of Moana, all the princesses look relatively the same even the "exotic" princesses. For many years they were portrayed as submissive and weak characters that needed protection and all they thought about was marriage and finding and wanting a man. Compared to other princesses, in Moana's story, there is no defined romance or love story plot line. In her story, she focused more on saving her village and learning something new, that being sailing and navigating; she is even the person who defeats the villain in her story.

“But unlike every other princess, Moana doesn’t have a love interest. At all. Her story is this: Her island is being destroyed, and she needs to go fix it. So she does. She has help from the demigod Maui (charmingly voiced by Dwayne “The Rock” Johnson), but there isn’t a hint of romance there. She is too busy learning to sail, defeating a gigantic crab and restoring the heart of the Earth goddess” (Dunsmore, 2017, p. 1).



Moana is a princess young girls should model themselves after; due to the fact she has a realistic and attainable figure. What makes her even more of a role model is she is not focused on a love interest or finding a prince, all she wants is to save her village.

### Method

The topic that was investigated in this project focused on animated princesses body proportions. A research content analysis of how women are represented in the media, the princess anatomy, and animation history. In addition to the content analysis, a census or list of the animated princesses from different movie studios was compiled. This census aided in gathering a variety of measurements of the princess body type. Based on these measurements and that of an average female body this will aid in the creation of an averagely proportioned princess.

The research conducted during this project will focus on not only how women are portrayed in the media as well as how young girls take in this media content and how it affects them. It showed how when girls who viewed this content even at young ages internalize the content, such as the characters personality traits, social characteristics, and how they are physically portrayed (Coyne, Linder, et. al, 2016). In addition to that research, other content being analyzed is articles on animation history and how the princesses themselves were designed. The animated princess anatomy has been the same since the Disney animation studio first created it in the 1930's. The only deviation from this form is Moana Disney's most recent princess (Dunsmore, 2017). The princess body type has skinny delicate limbs, a full chest, a very small waist, no hips, and small feet. The princess form also eliminates the idea of hips by bringing the leg line all the way up to the waistline (TUTORIAL: Disney Girls, 2010, p. 1). The princesses portray no matter what race they are an unattainable beauty. The body that the princess has is not something that an average person can have.

Based on this research, a list of census information was compiled for princesses from movie studios including Disney, DreamWorks, and 20<sup>th</sup> Century Fox. A selection of these princesses compiled in this list was analyzed and the information used aided in the creation of a reasonably proportioned princess. The princess that was created is closer to an average proportioned female body. The princess is based on measurements taken from the selected princesses. The criteria used to select the princesses was to give each princess a number, and randomly roll numbers using a random number generator, this allowed for the researcher to have a greater selection of princesses from different Disney eras. In addition, while measuring these princesses the age that the princess is supposed to be in their prospective movie and their ethnicity will be taken into consideration. The style of animation will also be taken into consideration, such as if the princess was hand-drawn or computer animated.

The princess's information that is compiled is based on information that was collected from imdb.com and the Disney Wikia, also from prior knowledge of the researcher. This information ranges from their names, the movie they are from, the year it was released, with more demographic information about the princess's appearance. The demographic information being considered is the race of the princess, and the age or more specifically the perceived age of the princess. Also being considered is the animation style and limitations at the time the particular princess was created. The princess will be created using the program Adobe Illustrator and using referencing measurements compiled from the princesses that have been analyzed. Ten princesses/female protagonists will be specifically analyzed and measured for this project. The princesses/protagonists are highlighted in an included table.

Princess	Age	Ethnicity/Race	Animation Style
Snow White(in line up)	14	White	Hand Drawn
Cinderella(in line up)	19	White	Hand Drawn
Pocahontas(in line up)	16	Native American	Hand Drawn
Esmerelda	19	Latino	Hand Drawn/ computer animated(CAPS)
Kida	8000(perceived age 18)	Atlantian	Hand Drawn/ computer animated(CAPS)
Giselle	20	White	Computer animated(CAPS)/Live action
Elsa	21	White	CGI animation
Moana	16	South pacific Islander	CGI animation
Astrid	16	White	CGI animation
Anastasia	18	White	Hand Drawn

This list of princess's and female protagonists was chosen for more specific analysis by a random selection process. Also by random draw, an attempt was made to make sure there was a widespread of Disney princesses and other female protagonist's. This aimed for a more chronological spread of princesses such Snow White, Disney's first princess and then Moana Disney's most current princess. This list also included female leads/protagonists from Dreamworks and 20<sup>th</sup> Century Fox to see if the body type extends to females outside of Disney princesses.

After collecting a census of princesses and the measurements were collected the princess body type was deconstructed to aid in the creating of a formula or "recipe" to create a reasonably proportioned princess. The specific measurements that were taken into consideration were the waist, the height, hips, and eye width. These measurements were selected because they are targeted as the most extreme places that are analyzed in other research. To aid with the creation of a reasonably proportioned princess sizing charts were used to compare average sizes of female

teenagers to Disney princesses. After analyzing the measurements and taking ratios they were streamlined to make the measurements easier to make use of. Also average measurements of American teenagers were collected by looking at clothing size charts that added in the calculating of the ratios for the reasonably proportioned princess.

## Results

The Disney Princess is an icon so as such they should display good characteristic for which young girls to model themselves. Disney has a long line of princesses that look very similar. A project was put together to see if it was true that Disney princesses all looked the same and could be changed or animated better to more resemble an average size female. Leading up to the creation of a reasonably proportioned princess, measurements were collected and when collecting those measurements the data revealed information that aligned with previous research. Previous research had noticed that the Disney princess body type is not an accurate representation of the average female. Compared to the average female the Disney princess measurements were drastically smaller especially in their waists. Generally, the princesses were all around the same height. They also had a similar waist measurement, ranging from 0.5 inch-1.75 inches. The princesses also did not deviate when it came to bust and hip measurements, they either had small hips or little to no hips at all. Their bust measurements noted that they had a smaller chest.

During the process of creating the princess model the female measurements that key analysis points were the bust, the waist, and the hip measurements. On an average teenage girl these measurements are drastically different compared to the measurements of the animated princesses. Human female measurements are three-dimensional measurements while the Disney princess measurements were two-dimensional. Since the Disney princess is a two dimensional figure so there is no circumference to their measurements, compared to the measurements of the average female. To standardize the measurements I made all the princesses that were analyzed in my study the same height as an average female. By calculating their height to hip ratio, the

princesses' hip sizes were calculated from the standardized heights. Ratios of the bust to hips and waist to hips were used to calculate the other proportions. To approximate the human circumference these measurements were doubled. Although there seemed to be great variance in the princesses' measurements, they still tended to be busty with small waists and hips. The average human proportions for the waist were between 23-38 inches. Measurements or proportions for females differ based on body type/build and height. Psychologically, how a girl views her own body image through images seen in the media. Based on these measurements and other research it was found that these princesses could cast a negative light on girl's body image and self-esteem.

## Discussion

Children especially girls love watching animated Disney movies, but is this a good thing for them? Research has found that at young ages being exposed to negative messages about the body can negatively impact girls as they grow up. Much of this research has focused on the Disney princess franchise, these princesses can be seen anywhere from movies to TV shows, and any kind of marketing material imaginable. The princesses have been researched for years because of how girls take in their messages. However, it only got media attention when *Frozen* was released in 2013. Princesses in most Disney films have the same body type tall and skinny and a small waist.

Disney animates the princess with this body type over and over again and girls see this when they watch the movies or other content the princess is in and may want to look like these characters. These princesses promote good social characteristics but due to the same unrealistic beauty standards, the characters portray they may send mixed messages. If girls were shown images that had more positive messages regarding body images that would cause them to view themselves in a more positive way as they grow up. These characters then would not send such mixed messages to the consumers of this content.



### Conclusion

Disney Animation Studios is one the most well-known movie studios. They are especially well known with the princess storyline, other movie studios try to compete but Disney always comes out on top. Young girls around the world are often introduced to television or movies for the first time by watching a Disney princess movie. Once they are introduced to these female characters they start to internalize the messages portrayed in the movies and other media. Disney tends to animate their princesses the same way, with the same body type, while they make an attempt to vary the ethnicity/race of the princesses the body type. Disney could promote healthier body image messages by animating characters that have a more realistic body proportion. The studio made steps forward with this more recently, however, but could have done this sooner.

### Limitations and future studies

During This project some steps could have been taken that could have made the project easier or more authentic. Such as when it came to having measurements of average measurements of teenage to young adult women. Due to time constraints of the project this wasn't able to be done during this project. For the future of this project, this is not the first research project about body image and self esteem. This is just another project to hopefully bring light to the issue of media influence on body image. The media has taken small steps in recent years so media attention on this topic is getting to Hollywood and changing things.

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