

**Title:** Once Upon a Time, a Misrepresented Attempt  
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The adoption of economic concepts in large corporations such as Homo Economicus, which is based on self-interest to achieve monetary gains, and Homo Socialis, which centers on the common good, has a great impact on consumers, especially in the field of children's entertainment. Due to the dependency on visual cues to understand critical issues such as gender roles, it is essential to recognize which of these economic concepts governs children's media and influence corporations like Disney. According to research conducted by Dawn Elizabeth England, Lara Descartes and Melissa A. Collier-Meek, corporations like Walt Disney Pictures Animation have a powerful influence on children's media that contribute to the creation and distortion of children's perceptions about gender roles.

Following the Homo Economicus concept, the first films of the Princess franchise fall into harmful stereotypes. Through the passive characteristics of the first protagonists, children's perception of how a woman should behave is distorted. However, although Princesses' movies changed the way they portray gender roles, the most recent films do not exhibit a balance between the strong personalities of its protagonists and their romantic lives (Streiff and Dundes), reinforcing the conception that empowered women cannot find love.

While it is true that the Disney company seeks to increase its revenues through its films, its more recent films (including Frozen, Moana, and Brave) are closer to the Homo Socialis concept due to the fairer representation of gender roles, besides proving that these two economic concepts can operate together to benefit both: the corporation and society.

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