Encantonomics:
Using Disney’s Encanto to approach economics in everyday life.

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Why is this important?

• The inspiration of using Disney’s *Encanto* came from the previous initiatives with the American Economic Association’s Committee on the Status of Women in the Economics Profession (CSWEP) and Committee on Equity, Diversity, and Professional Conduct.

• These committees were created to address various issues in the field of economics.

• This work embraces the CSWEP mission to encourage the study of economics by women at all levels (American Economic Association, n.d.-a). Furthermore, this work embraces diversity and equity by showcasing differences in cultures, underrepresented minority populations (American Economic Association, n.d.-b), and showcases the strength of women (American Economic Association, n.d.-c).
The Family Madrigal
The Family Madrigal – Observations

Land
- Land refers to natural resources utilized in the production of goods and services, which can be renewable or non-renewable.
- Examples:
  - Water
  - Oil
  - Copper
  - Natural gas
  - Forests
The Family Madrigal – Observations

**Labor**

- Labor is the effort that people contribute to the production of goods and services.
- Everyone in the family has a skill that supports the community, individually.
- While Isabela can magically produce flowers on-demand, Pepa's ability to control the weather is essential for nurturing these plants.
The Family Madrigal – Observations

Capital

• Julieta uses arepas to heal individuals with a meal.
• In the clip, we saw Agustin Madrigal, the lead character’s father, using an axe to chop wood.
• Luisa was using a human-made pallet to carry items with greater ease.
• In some ways, the Encanto itself could be seen as a form of social capital, representing the love and support within the community.
The Family Madrigal – Observations

Entrepreneurship

• While not explicit in this clip introducing the Family Madrigal, one could argue that Mirabel’s push to solve the fading wish, showcases entrepreneurial ability.
  • I hope I did not spoil the movie for anyone. 😊

• Once family members receive their gifts, they must innovate and discover how to best utilize them, showcasing entrepreneurial thinking.

• Let’s not forget Abuela! Her vision for the town, has spurred growth and prosperity.
The Family Madrigal – Observations

Productivity

• The song cleverly introduces students to the characters of Encanto.
• The movie itself, much like this song, showcases that teamwork and coming together can make our community better.
• The super strong Luisa can do a lot of lifting and fixing, individually.
• However, teamwork significantly enhances productivity, allowing tasks to be completed more efficiently.
Appropriate Learning Activities

- Kindergarten to 1st grade can introduce students through marketplace activities. This might involve having the classroom parents bring in dishes that represent their families or cultures. In some cases, classroom teachers might be able to support in making these dishes with their class.

- Upper-level elementary students can do various team-based exercises – quick examples: community-service activities, school clean-up initiatives, writing holiday cards to local hospitals/assisted-care homes. Each one of these tasks showcases how larger numbers can influence greater production.

- Older students can receive writing assignments. Topic questions could be:
  - How can our favorite superhero’s gifts be turned into a good or service?
  - Identify one area in your life, where you wish you had a superpower, so you can make your life more efficient.

4th Grade – Lesson Plan Design
Designed Activity

Naming Your Gift – Coloring Worksheet

Your gift is what makes you special. When you use your gift, you help your community grow and create jobs. Decorate your door with designs and colors that represent you.

Nombrando Tu Don – Hoja Para Colorear

Tu don es lo que te hace único. Al usar tu don, ayudas a tu comunidad a crecer y a crear trabajos. Decora tu puerta con dibujos y colores que sean como tú.
Waiting on a Miracle
Waiting on a Miracle - Observations

• The song highlights health economics by focusing on Mirabel’s anxiety and feelings of inferiority due to her lack of a magical gift.

• While this can be related to mental health, self-perceived abilities, and anxiety, it is important to note these traits are related to economic conditions and subfields. A classroom discussion about embracing differences and everyone’s unique value can align with community-based early intervention (Knapp & Wong, 2020). These topics are important to overall economic impacts such as labor economics and macro models (Rice & Miller, 2018; Tubadji et al., 2023).
• Research suggests that individual skills, technology, and education can impact future earnings and employability (Acemoglu & Autor, 2011). This perspective encourages students to embrace their unique abilities and invest in personal development, thereby enhancing their human capital.

• Economic literature showcases the difficulty that immigrants have in employment skill transferability from home country to destination country (Chiswick & Miller, 2009). The work of Chiswick and Miller (2009) showcases that longer employment in the home country over destination country can negatively impact job matching in destination country.
Waiting on a Miracle - Observations

• Opportunity costs relate to the chances individuals have to utilize their skills, make choices, or contribute to their community. Mirabel's perceived lack of a gift represents missed opportunities, illustrating the concept of opportunity costs.

• Research has suggested these perceptions are also showcased through social media via social comparison and self-esteem (Vogel et al., 2014).
Appropriate Learning Activities

- K – 2\textsuperscript{nd} Grades: Students can show-and-tell something that is important to them and their family. This can bring customs, traditions, and uniqueness into the classroom, without highlighting perceived weaknesses or negatively impacting student confidence.

- 3\textsuperscript{rd} – 5\textsuperscript{th} Grades: Students can create a "Skills Poster" where they illustrate and write about their skills and talents. Encourage them to think broadly, including academic skills, social skills, hobbies, and even tasks they can do at home. A teacher-led discussion on how everyone has different talents and how each skill can help others in some way. Relate this to the idea that every person has something valuable to offer, just like each character in Encanto has unique abilities.

- 6\textsuperscript{th} – 8\textsuperscript{th} Grades: Students research various careers and the skills needed for those professions. They then assess which skills they already have and which they would like to develop. Use Encanto as a metaphor for a thriving economy where different talents are needed. A project to recap this type of exercise is to create a “personal growth plan” or, if a teacher desires, relate this more to the business-environment with a “personal improvement plan”.
What else can I do?
What else can I do? Observations

- **Allocation** involves making decisions on how to distribute resources efficiently among competing needs. In the song, Isabela discovers she can grow a variety of plants, not just the perfect flowers expected of her.
- Isabela must decide how she should allocate her powers in diverse ways to meet different needs and desires, for herself and community, reflecting economic decision-making.
- Allocation is not simply distributing resources. In fact, this song encourages creativity and efficiency. Showcasing how difficult it is for economies to aim for an efficient allocation of resources for economic growth in productivity and innovation.
- Isabela has one gift, producing flowers (either perfect or imperfect). This mirrors economic situations where resources can have multiple uses, and the challenge is to allocate them in a way that maximizes utility or satisfaction.
What else can I do? Observations

• **Scarcity** refers to the fundamental economic problem of having seemingly unlimited human wants in a world of limited resources.

• The song highlights the difficulty between Isabela’s desire to explore her creativity (unlimited wants) and the expectations placed on her abilities (limited resources).

• The tension between Isabela’s creative desires and her family’s expectations exemplifies how scarcity necessitates prioritizing certain needs over others.

• Isabela’s ability to grow diverse plants demonstrates economic allocation by meeting various needs efficiently.
What else can I do? Observations

- **Decisional analysis** involves comparing the additional (marginal) benefits and costs of a decision to determine if it is worth pursuing.

- Initially, Isabela perceives the marginal costs of breaking away from perfection as exceeding the benefits, but this shifts as her confidence grows.

- As the song went on, we could see the evolution of Isabela’s confidence and recognize that benefits exceeded costs. This leads to greater utility – from the start of the song Isabela was sad and at the end, she was much for satisfied.
What else can I do? Observations.

• **Opportunity costs** is the cost of the next best alternative foregone as the result of making a decision.

• By choosing to explore her creative potential, Isabela faces the opportunity cost of not fulfilling her family’s traditional expectations. This highlights the economic principle that every choice has a potential cost in terms of forgone alternatives.

• Economics accounts for non-monetary costs. The emotional and social costs of her decisions play a significant role, mirroring real-life economic decisions where non-monetary factors are significant.

• While the immediate opportunity cost of Isabela pursuing her true desires includes potential familial disappointment, the long-term benefits such as personal fulfillment and happiness may outweigh these costs.
All of You

Home sweet home.
All of You - Observations

- **Human capital** refers to the attributes that workers bring to the workplace that contribute to economic output. This can be education, training, skills, health, and other items like creativity.

- The Madrigal family possess unique magical gifts that contributes to their community’s well-being.

- Being unique and different is okay. These traits support a greater society. Luisa is strong and can move rocks and walls. While Isabela can make flowers bloom to make the house look beautiful again. A balanced approach, much like an economy.
All of You - Observations

• Welfare programs, healthcare, education, and other social services designed to support individuals who are facing difficulties.

• Resource sharing in an economic context refers to the collective use of resources for mutual benefit, such as public parks, libraries, and infrastructure. It's a principle that underscores the importance of cooperation and shared responsibility.
All of You - Observations

• Decision making in economics involves choosing between alternatives based on the benefits and costs associated with each option. This process is influenced by factors such as resources, preferences, and the potential outcomes of different choices.

• The Madrigals, particularly Mirabel, face choices that involve giving up something to gain something else—whether it's choosing family harmony over personal glory or the community's well-being over individual desires. There are trade-offs in every decision!
Collective Discussions – Q & A

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References


