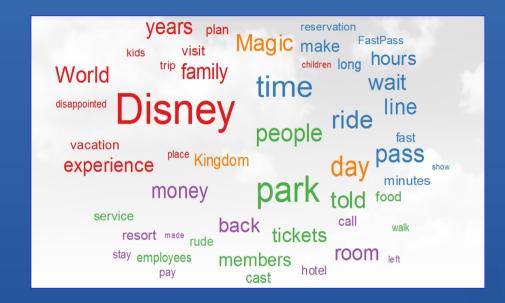


## **Happiness at Walt Disney World**



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- Aristotle (384-322 BCE) called eudaimonia the achievement of the good life. Often translated as "happiness", eudaimonia meant well-being and assumed the satisfaction of basic needs such as health, friendship and property. Taking human nature to be rational, he argued that the best kind of happiness would draw us nearer to a noble use of our leisure.
- Many centuries later, Jeremy Bentham (1748-1832) proposed the principle that "it is the greatest happiness of the greatest number that is the measure of right and wrong", while Immanuel Kant (1724-1804) retorted that one ought to first make oneself worthy of happiness by following universally acceptable intentions.
- Walt Disney (1901-1966) conceived Disneyland as "the happiest place on Earth", where guests could relive pleasant childhood experiences of innocence, play and fantasy. By developing an unmistakable style of animation, drawing on the best children's literature, and avoiding explicit Judeo-Christian indoctrination, Disney became a major cultural influence throughout the world.



- However, not all visitors to Disney World leave satisfied, so they post complaints on consumer sites that can be examined by qualitative methods such as content analysis.
- The word cloud above shows the most common terms in 161 registered complaints posted on ConsumerAffairs.com from 2001 to 2016.