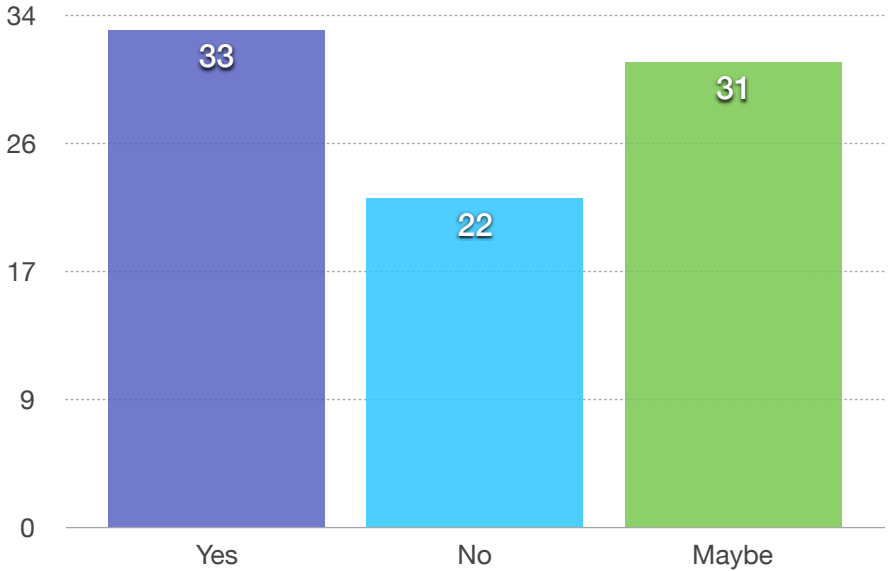


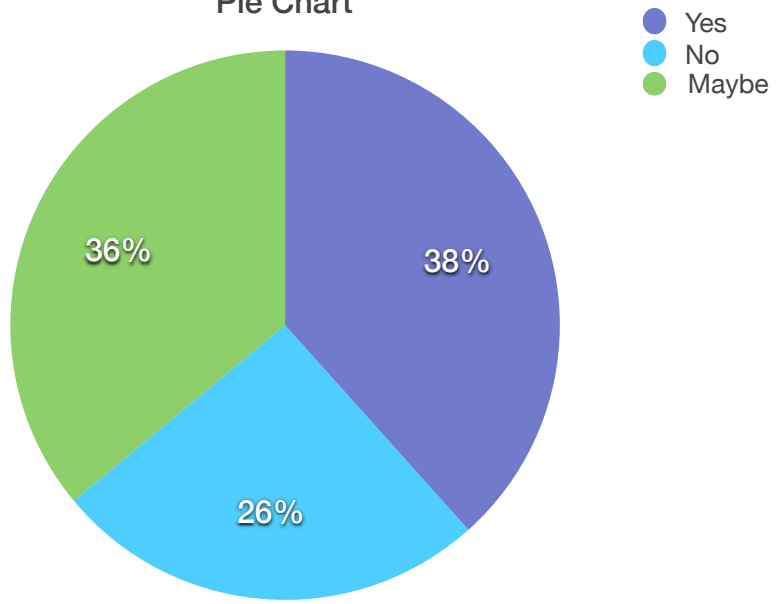
RQ1: Would a movie poster alone attract you to see a film?

ANSWER	NUMBER OF RESPONSES
Yes	33
No	22
Maybe	31
TOTAL	86

Column Chart

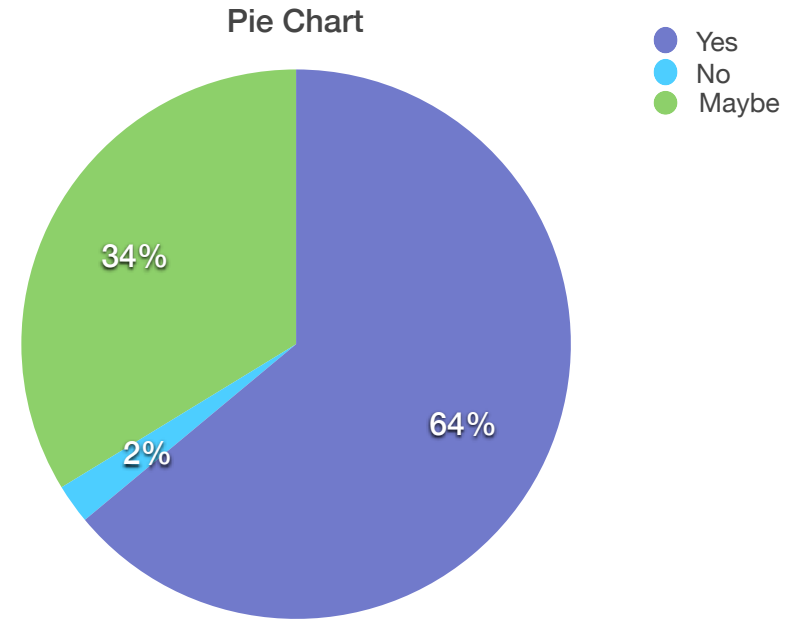
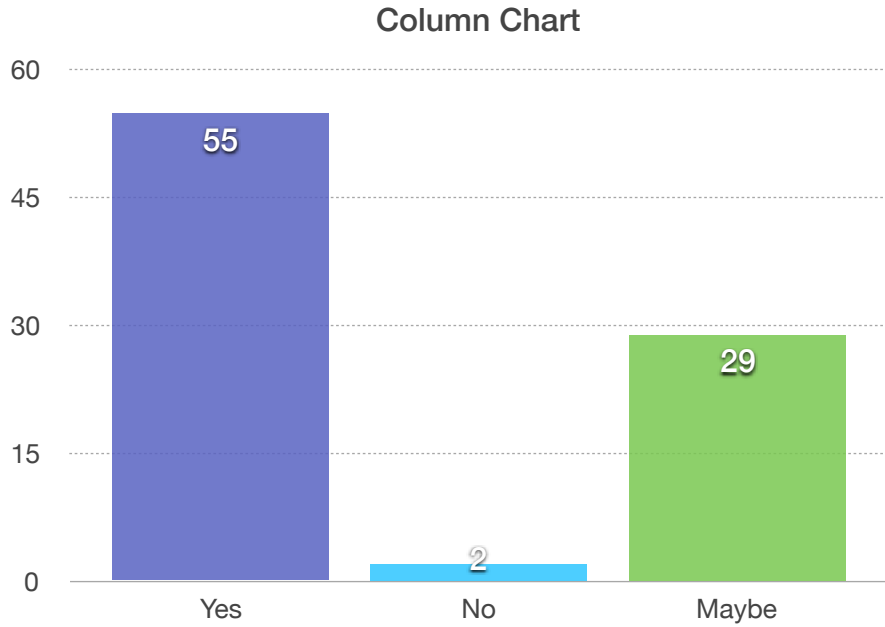


Pie Chart



RQ2: Should a movie poster show the main characters of the film?

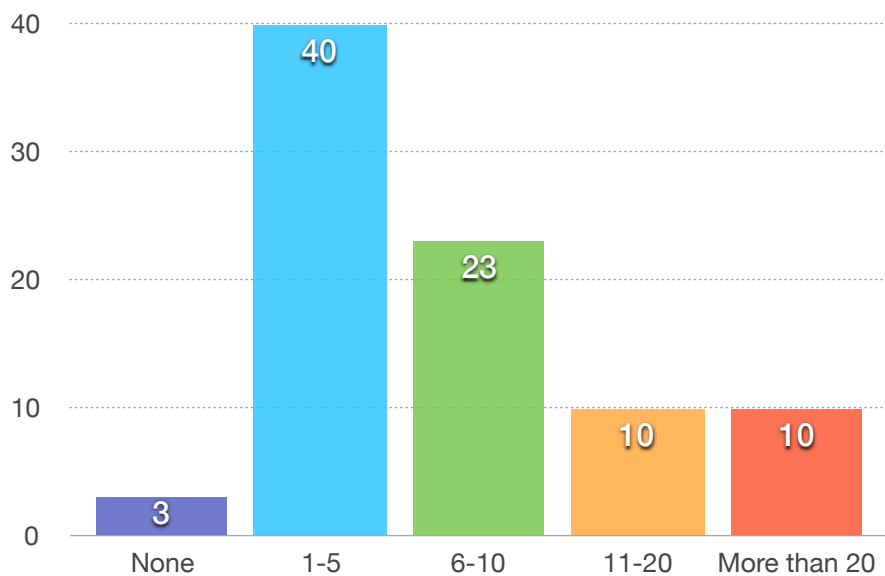
ANSWER	NUMBER OF RESPONSES
Yes	55
No	2
Maybe	29
TOTAL	86



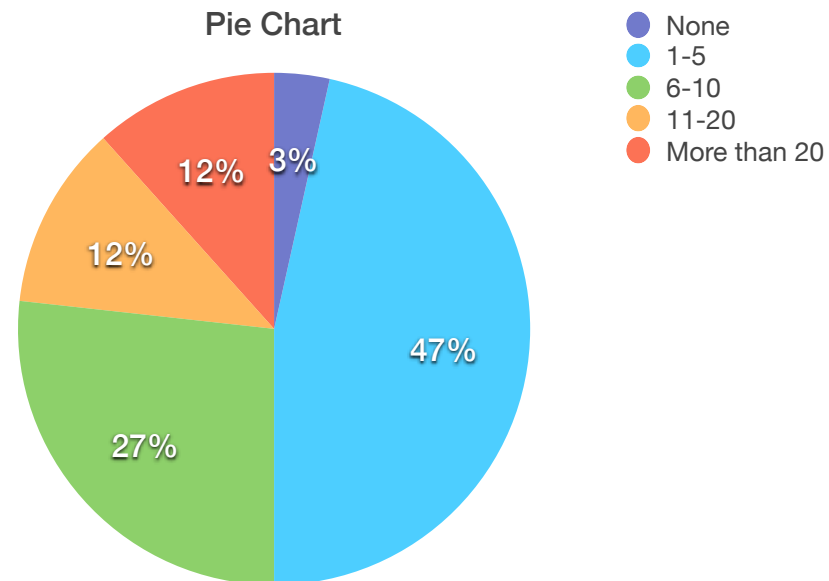
RQ3: In the last 12 months roughly how many films have you seen at the cinema?

ANSWER	NUMBER OF RESPONSES
None	3
1-5	40
6-10	23
11-20	10
More than 20	10
TOTAL	86

Column Chart



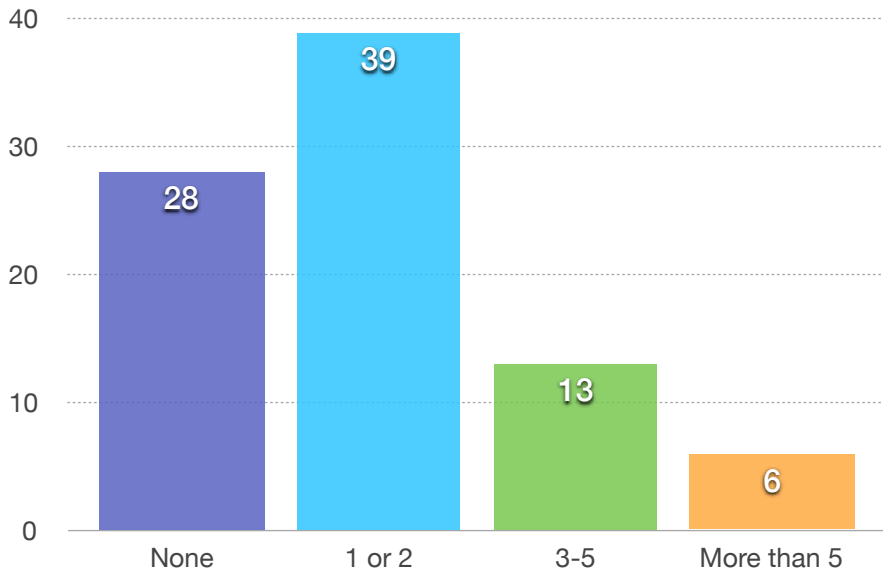
Pie Chart



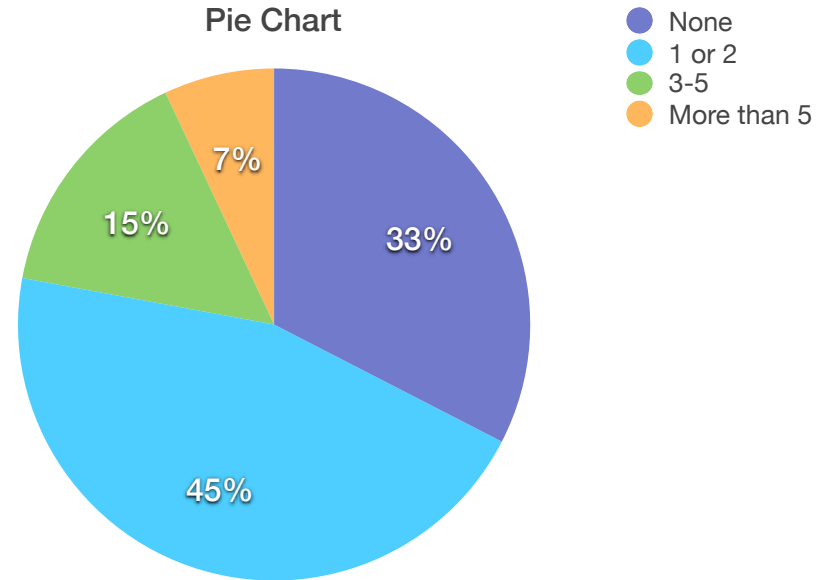
RQ4: Approximately how many of these films were Superhero movies?

ANSWER	NUMBER OF RESPONSES
None	28
1 or 2	39
3-5	13
More than 5	6
TOTAL	86

Column Chart



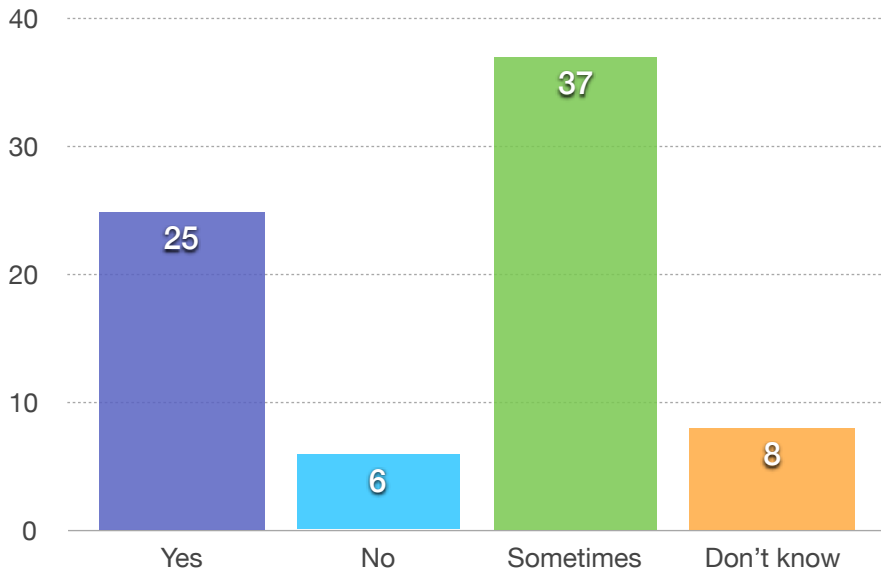
Pie Chart



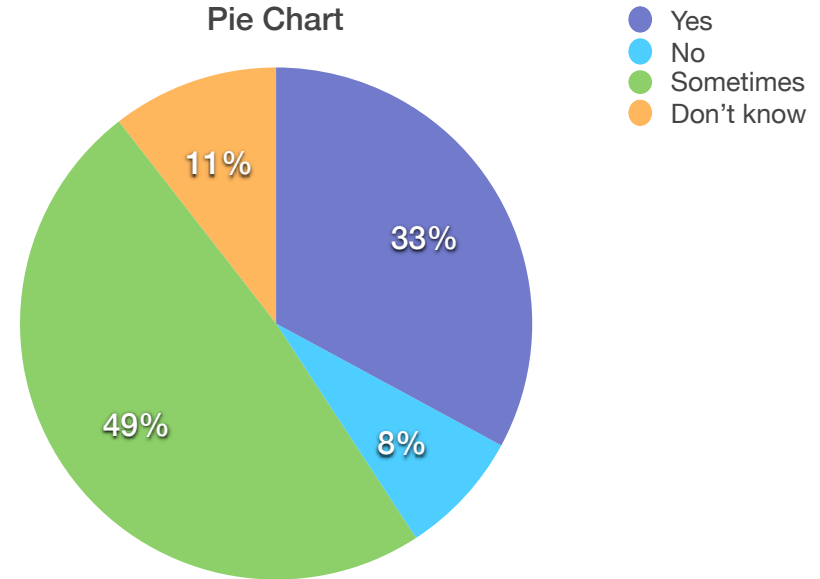
RQ5: Do you think that women in Superhero films are portrayed in a stereotypical way?

ANSWER	NUMBER OF RESPONSES
Yes	25
No	6
Sometimes	37
Don't know	8
TOTAL	86

Column Chart



Pie Chart



RQ5: Do you think that women in Superhero films are portrayed in a stereotypical way?

ANSWER	COMMENTS (55)
No	I think the film industry are majorly influenced by media and the current climate to show every female character as a "STRONG INDEPENDENT WOMAN WHO DOESN'T NEED A MAN'S HELP!!!!!!!" for no apparent reason. I know it;s not a superhero film, but did we really need Rey in Star Wars to make the point about 5 times that she's a pilot, despite being a woman, as if everyone in the cinema was like "Wait a minute... she can fly a spaceship? But, she's a woman!" What do you mean by stereotypical way? I think most female characters in superhero movies are portrayed as brave people, even non-superhero characters like Gwen Stacy in the recent Amazing Spiderman films, which went out of their way to show her helping Spiderman defeat the villains, using her incredible knowledge to help him defeat the Lizard in the first film, and her bravery to go to the site of a major battle between Spiderman and Electro in the second one. If you mean stereotypical way, as in they're portrayed as sexy women, not wearing many clothes, then i'd probably agree with you, but there's nothing wrong with that. I'd say that the movie industry has gone out of their way recently to cover up their heroes more. If you compare Wonder Woman's costume from the recent film Batman vs Superman, to the one from when Linda Carter was Wonder Woman in the 80s, they've definitely given her more clothes and made her outfits more armor like.
Yes	Usually come second to the main alpha male character, usually need rescuing and even if they are powerful, very rarely able to defeat the baddie without male help!
Sometimes	I feel like the women are emphasised more by how hot they look rather than by their powers etc. Also, they tend to play more of a background role- I can't think of nearly as many solo movies about female protagonists as I can for male heroes
Yes	Often given a love line, and wear sexualised clothing
Sometimes	The majority of times, very stereotypical. Recent Star Wars movies were a good change
Sometimes	Characters like Black Widow conform to typical aesthetic sexualisation (pretty, tight clothes, long hair etc) but also have their own agency (fighting abilities, plot importance)
Sometimes	if in a group, theyre never at the front Oh and that middle of the battle thing when they have to go off to breast feed, tsk. And they always have a fantastic bod, but so do the men. they should have middle age spread like me.
Yes	Always in love or trying to get revenge for a lost love
Yes	sexy/overly sassy and in some way romantically "broken" individuals who in the end are reconciled by their male counterparts. often in absurd clothing and afforded merit on screen and in the narrative based on their good looks, even implicitly (picking conventionally sexy actresses like scarlett johansson for example)
Yes	She is usually very good looking and young!
Yes	Women in superhero movies are almost always portrayed as weak victims who need saving by the male superhero

ANSWER	COMMENTS (55)
No	Not really, you get complete badass character's like black widow and wonder woman, storm and many more who are actually cool! Its not as if the main villain in these movies is the patriarchy
Sometimes	it depends which stereotype yo mean as there are many female stereotypes not just one - when i go to a superhero film i expect to see women who are every bit as strong as the male superheros - storm, jean grey, rogue, scarlet witch, black widow are all strong women and all fall into about three different sterotype super heroine moulds just like the male superheoes fall into their moulds
Sometimes	We do get Dr Jane in Thor, and Black Widow in marvel but Dc tend to have seen women like Harvey quinn in suicide squad
Yes	The women in this film are always attractive as traditionally women should keep up their appearances. The women in these films also often have to answer to a male lea, once again representing a stereotypical hierarchy of the different sexes.
Sometimes	Women can be stereotyped as background characters or always have a love interest and I think both of those are very stereotypical themes for a superhero movie.
Don't know	not seen enough to comment
Yes	They are all ways young slim and good looking there is no variety.
Yes	Over sexualised
Sometimes	I havent watched many but what i have seen are always very similar female roles. None of them have dominating roles and will always fall 2nd to the main male character
Yes	Usually second lead to a male or a love interest.
Yes	Most characters in superhero film as stereotyped in a way, that is much the nature of the film to be black and white, goodies and baddies, very little human subtlety.
Sometimes	Films are trying to portray main female characters as more complex than the stereotypes, however the secondary female characters I think are more stereotypes and used as devices for male character development rather than actual characters themselves.
Yes	Lead female roles often fit a very specific demographic
Yes	They are always shown wearing provocative, tight, figure hugging clothes with a full face of makeup and probably holding some Sort of weapon.
Yes	Women in Superhero films are very sexualised, or they tend to be something of the opposite- e.g. Caring, kind, motherly figure.
Yes	In the majority of films women are typically dressed in sexually appealing/attractive clothing. There are also very few films where women take the lead super hero role, they are usually castes alongside other premominent male superheroes.

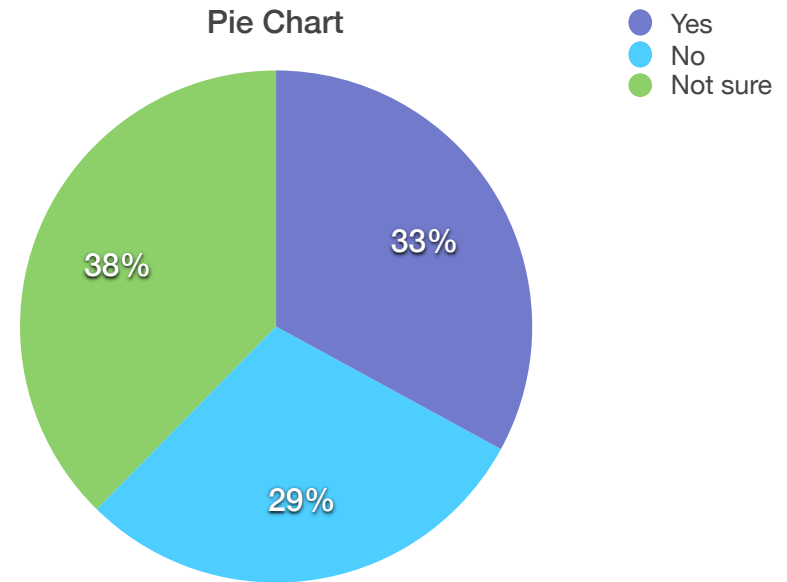
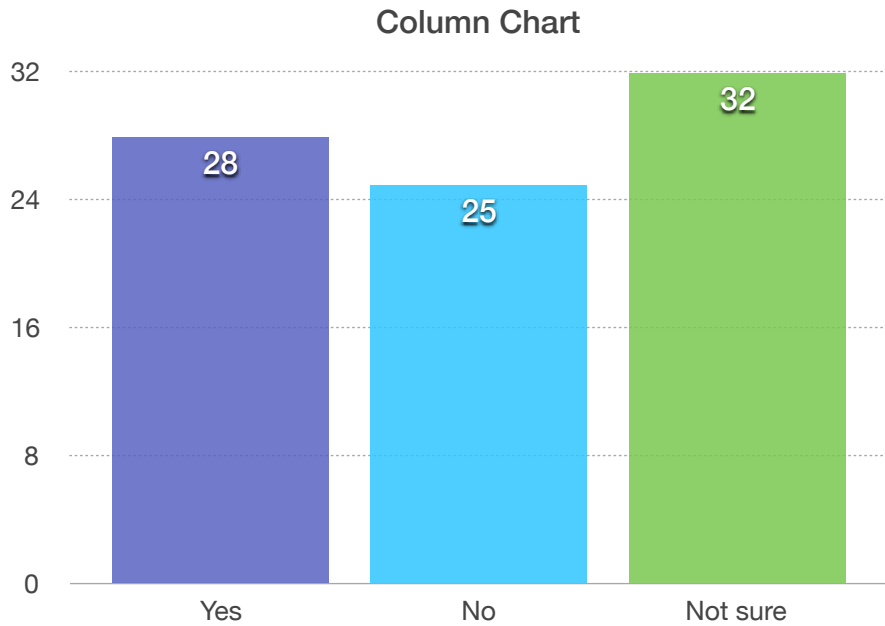
ANSWER	COMMENTS (55)
No	They overly sexualise women in Superhero films. They either have a love interest or the clothing they wear is overtly very sexual. Even in X-men, Jean Grey is portrayed as having this relationship with Wolverine and through her story line being to weak to control her powers, giving into the weak female stereotype
Yes	Often there as a prize for the male protagonist
Sometimes	In some films some women are protracted as still having weaknesses and often still have very feminine traits
Yes	Skimpy clothes!
Sometimes	There is a fine line between believable characters and stereotypes. Different films interpret this in different ways.
Sometimes	Usually attractive, often portrayed a sexualised object. Although often not portrayed as the weaker sex
Sometimes	Often only there as a love interest and certainly never having the same complex good vs evil facets to their personality as male characters might
Yes	Often women are depicted to be either damsels in distress, fitting stereotypes of women being helpless. Villians, fitting stereotypes of women being malicious, vindictive and kiniving. Sometimes, women in superhero movies receive lesser roles, like Black Widow where she is more of a supportive role to the male characters. Finally, sometimes women can be, quite rarely, Hero's themselves, often portraying roles of women as being strong, assertive and powerful.
Yes	Yes, more often than not women are seen as damsel in distress. Often they are villians and even then they follow a further stereotype of scheming and treacherous, not the brutish and powerful nature of their male counterparts.
Yes	Usually the love interest or the one that shows curiosity which gets her into trouble. Telling girls to put out and shut up. Subtly.
Yes	Mainly yes. Women superheroes are sexualised, by the outfits they wear and the roles they play e.g. Need saving by male super heroes.
Sometimes	Women are usually cast as the "damsels in distress." A feminine character that needs help from a strong and heroic man, who is the only person that can help her. As well as this, the main hero, usually male, will have a love interest or get together with the damsel by the end of the film. This therefore portrays women as the weaker sex as they are not saving the day.
Sometimes	Female superheroes often have exaggerated feminine body shapes Women in general in the films are typically not central characters

ANSWER	COMMENTS (55)
Yes	The last "superhero" film I watched was Suicide Squad, in which Harley Quinn portrayed as ditsy and plays on flirting and her femininity to get what she wants, and even when she's fighting it's a lot more girly than the male characters and is becomes weak when around the Joker, a main male character showing his control. Also Cars Delevingne's character is weak when she is June Moore and needs the male character with her at all times to be protected. However when she is Enchantress, she is more powerful but is still stereotypically female as she needs her 'brother', Incubus, to help her fully take over and achieve full power, reducing her authority and undermining her, typical for female characters and clearly female superheroes. However, another superhero that is less stereotypical is Jessica Jones as her strengths gives her an advantage and helps her defy gender stereotyping, even though throughout they try to put the genders in by having a male villain attempting to make her look weak but she defies this and conkers the stereotypes.
Sometimes	Amazonian stereotypes are pretty common but there are exceptions and I guess it's much the same with male characters with super strength
No	The women are portrayed as strong and capable as befitting their role
Yes	I don't watch many Superhero films but my feeling is that women don't have equal status as men. There are token women but men still are the main characters. . There are signs that this is starting to change eg the latest Star Wars movie.
Sometimes	Generally damsels in distress or eye candy. Not always tho!
Yes	Firstly there is a disproportionately low number of female superheroes which corresponds to sexist stereotypes of women and their ability to 'save'/ be heroes. Secondly female superheroes are more than often overly sexualised which is also very stereotypically female
Sometimes	They're often the weak and helpless female role but I haven't seen a film like this for years so maybe things have changed!
Don't know	I'm not a superhero fan. I go with my husband so not sure how they are meant to be portrayed. As long as there are no gratuitous 'woman' shots, then it's OK.
Sometimes	More often than not the woman is a victim who needs to be "saved"
Yes	They can't just wear armour in a battle - as it would cover their "precious" areas - these areas tend to be the ones which are on show more - e.g. the bum and boobs.
Sometimes	Damsel in distress is common with male superhero leads but I guess female superheroes are portrayed non-stereotypically as strong and powerful (still in more revealing outfits than their male counterparts)
No	Don't watch Superhero films!
Yes	demure OR domineering and provocative

ANSWER	COMMENTS (55)
Sometimes	Female superheros are portrayed as sexy and strong but so are their male counterparts. Female love interests tend to be stereotypical but thats what the story requires
Yes	They are always the same

RQ6: Do you think that women who are portrayed in Superhero movies serve as a moral role model?

ANSWER	NUMBER OF RESPONSES
Yes	28
No	25
Not sure	32
No Answer	1
TOTAL	85



RQ6: Do you think that women who are portrayed in Superhero movies serve as a moral role model?

ANSWER	COMMENTS (49)
Yes	Sure, why not? They show many favorable traits, such as bravery and a sense of good that most people should have.
Yes	Usually the voice of reason, usually 'goof' and if 'bad' become good in the end. If they are baddies tend to not last long
Yes	Tend to be strong and independent which is good, but theres lots more focus on their sex appeal than there is for male superheroes
Yes	They're a pretty cool role model for children to look up to because they're just as talented as their male counterparts
Yes	Strong characters, who can make decisions independently
Yes	I work with kids and know little girls who idolise Rey, from Star Wars, because of how brilliant she is as a character.
Yes	yeah, theyre always slightly conflicted, like my wife at Ikea.
No	absolutely no!!! let women be women. women are multi dimensional and hollywood should reflect that.
Not sure	Don't believe that's what the films are about as they are fictional characters.
Yes	Makes kids want to be good like them
Yes	I guess, there isn't really enough female leads in one criticism For the movie industry, just nothing like the abomination of the ghost busters remake needs to be made again.
No	maybe upto about 30 yrs ago that was true but superhero films have moved on - most women (just like most men) are portrayed as having dualistic natures
Not sure	Some are good role models some are just models I feel like a lot of them are great actresses but they don't stand out against stereotypes. Although scarlett aka black Widow is a feminist
Yes	I guess so, anyone can choose who to look up to and I'm sure many people idolise female superheroes.
Not sure	Sometimes, sometimes they are just sex appeal
Yes	I think that male characters serve as moral role models so think that the audience watching will expect the same thing from the female characters.
Not sure	not seen enough to comment
No	Coz everyone is different in there own way.

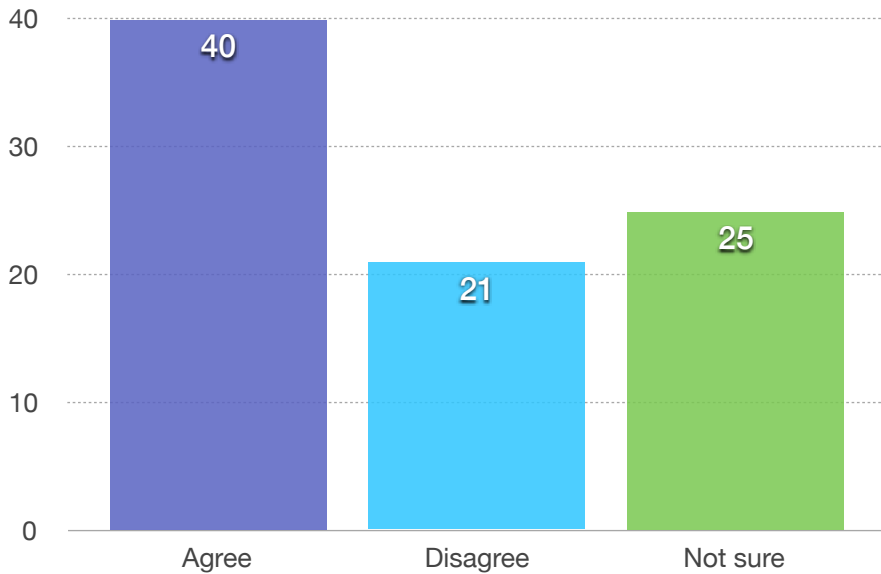
ANSWER	COMMENTS (49)
No	Although they may have brains & super powers, people only remember how sexy they look in their tight Lycra suit!
Yes	They are portrayed as how women 'should' act. The majority of them do not have leading roles or are not well known for their strength.
No	Generally tend to be revered for their sexuality and looks rather than their character and intelligence.
Not sure	Superhero movies try to separate good and bad traits of human character but we all have a rainbow of characteristics which we should acknowledge, not repress and try to deal with in a human positive manner.
Yes	I think it's important for everyone to see complex, diverse, strong, and occasionally flawed (we still love you Loki) characters of BOTH genders to show that even superheros have human moments.
Not sure	It really depends on the characters back story and actions within the film
Yes	In some sense yes because they appear as strong and independent, and can encourage women to reject female stereotypes. However because they are shown in provocative clothing it defeats the point and supports the idea that women have to show their body to be strong.
Not sure	Some are and some aren't...
Not sure	Extremely dependent on the film they are being portrayed in i.e bad super heros or good super heros. I don't believe there is a more dominant split.
No	They don't really portray them in the right way to serve as a moral role model.
Yes	If they are the hero not a sidekick or simply a love interest
No	When they are a superhero they are in revealing costumes. When they aren't, they are there to be rescued. Superhero women tend to be beautiful, thin and there to be looked at.
Not sure	Probably not as they are often highly sexualised.
Yes	It depends on the morality, so if the moral of the story is that men can always save women, and are the protectors of women, often they can fit into role models for men. Equally, women can be moral role models for women, I think maybe Cat Woman or Harley Quinn have been quite recent and modern role models for women, not just in how they dress, but also in how they offer a quite sassy alternative image to the frequent images of female damsels in films. What is interesting, is that both of these characters are still subverted and lesser than the males in their given films, and still to an extent rely on male help, and requiring saving. This creates quite a complex rhetoric between the perceptions of being a role model in these kinds of films.

ANSWER	COMMENTS (49)
Not sure	Whilst some women do serve as a strong role models I believe that they often face women of opposite qualities in the movies that negate from the overall position of women. Where with men it is often the hinged on the level of morality within the actions of the character, not necessarily their physical attributes.
No	They are portrayed as the morally upright player but in reality what girls get from them is to be quiet and look good.
Not sure	I think it would be good to see women super heroes portrayed as strong, self sufficient positive role models.
No	A damsel in distress is not a good role model as a role model is someone who can be identified with or imitated, and the women in these films are shown to be weaker than males and nieve.
Not sure	Variations exist even within characters, black widow has moral ambiguity, whereas Harley Quinn less so. Women still part function as the person needing saving,
No Answer	You could say yes because they're supposed to be strong, independent women that can rescue the world, however when you actually look at them they are seen as weak or still reporting or need help from male characters.
No	They are super heros- cartoon characters that arent for real
No	I think a superhero wether male or female is a dubious role model
Not sure	I don't watch enough to judge this.
Not sure	Depends who they are!
Not sure	Personally it's quite an unrealistic role model to have but I can see why some girls (maybe younger girls) would look up to female stereotypes- the idea of them being strong women! The ideology behind them could serve as a good role model to have
Yes	Most of them are determined and show admirable characteristics. They tend to succeed in what they set out to do.
Not sure	Not seen too many of them to be able to make a judgement.
No	Fantasy not real so how can they be role models ?
No	These women aren't the main hero and are a supporting subservant role
Yes	Yes they are typically 'good characters'
Not sure	To who?

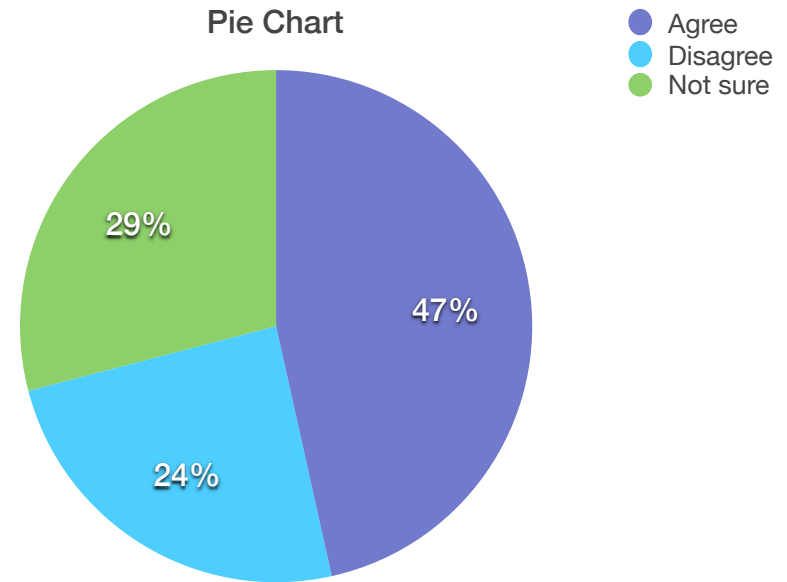
RQ7: "Women in mainstream cinema reinforce a misrepresentation of women in modern society" Do you agree or disagree with this statement?

ANSWER	NUMBER OF RESPONSES
Agree	40
Disagree	21
Not sure	25
TOTAL	86

Column Chart



Pie Chart



RQ7: "Women in mainstream cinema reinforce a misrepresentation of women in modern society" Do you agree or disagree with this statement?

ANSWER	COMMENTS (43)
Disagree	Most women in real life are ugly as fuck, and their jealousy is forcing them to ruin cinema for the rest of us and make sure every female on screen is ugly, but are still attracting hunky males, to make them feel better about themselves and make them believe that they'll attract anyone who isn't equally limp wristed and horrible.
Not sure	I think women in mainstream cinema fight hard for equal pay and equal jobs. They might not always get it but they make society aware that we haven't achieved gender equality even in the movies!!
Agree	The media-projected image of the female body and behaviour (white, thin, obedient) is reinforced through films without a doubt
Disagree	happening less and less. Lots of cinema is trying to change this, though not usually the mayor superhero films. even Frozen did a good job of showing sisterhood, females saving the day etc that was a nice change. Anna was quite hot actually.
Disagree	no, casting directors and bad writing does.
Agree	I think that this is applicable to most women in the public eye as they are portrayed as a better version of themselves or someone else altogether
Not sure	It depends what the movie is about, but I don't really think anyone wants to see a movie where the main plot device is playing for tampons and being taxed on them or a pay gap within the work place, or everyday mundane atrocities such as shaving and what not,.movies aren't an accurate representation of life never mind a gender
Disagree	i feel this is only true in period dramas most films set in the present or future or alternative futures have a good mixture (gender, strength , good/evil) - that i feel matches society what is missing is the ethnic and orientation balances
Agree	In the majority of movies a woman is perfectly toned, beautiful and always perfectly made up. Although the female nerd is rising like Amy in big bang theory
Not sure	Both agree and disagree. They show that women can do the same things as men which to some extent is true in modern society. However, they are often represented as flawless in appearance which is not true for most women in society
Agree	Women are not shown to be funny or clever or strong
Agree	Can be represented as very two-dimensional when really females are as intricate as males and should be portrayed that way.
Disagree	there are lots of representations of women, too many to categorise like this
Agree	Again, usually "attractive" & rarely representative of anyone I've ever met. Inlioks, weight and personality

ANSWER	COMMENTS (43)
Not sure	Not more or less than old films. Some films represent women with full range of emotions. But films are stories they are a small representation of life fe as a whole.
Disagree	I think this certainly used to be the case, but I think that film is becoming more developed in its characterisation of females. And females in society are just as complex as men, so no, I don't think portraying complex female characters is a misrepresentation of females in society. However I still think there is a long way to go e.g. I don't think black widow needs a skin tight body suit to be a great fighter; people in her team in shield are allowed baggy body suits to fight in. Whilst Captain America's suit is also pretty tight, he still seems to have more protection and padding than she does.
Disagree	There is often very little diversity in mainstream cinema, this alone misrepresents the masses.
Agree	I agree mostly, but not wholly. Obviously women in mainstream cinema are vast and some do represent women in modern society, but quite a lot don't. But then the majority of films don't really represent day-to-day life in modern society...
Agree	I believe, due to world events/opinions, that modern films reflect women to be strong, independent & sometimes ladies in order to challenge the stereotype. However this can sometimes misrepresent how women are treated or act in true fact.
Agree	Everything is over the top within mainstream cinema and provides a distorted, perfect ideal of women. Being lustful, sexual women who don't influence the overall plot.
Not sure	Some films still portray stereotypes and others are trying to move this on
Not sure	I can see points for both sides of the arguments
Disagree	Lots of roles depicting many classes of women at work,home society in general
Agree	Mainstream cinema often doesn't undertake the depth of character development to teach us new things or develop our understanding of people.
Not sure	Woman in films are too often only wives, mothers or lovers.
Not sure	It would be difficult to agree and disagree, women, such as wonder woman are presented to be strong, self sufficient and independent, yet the industry seems to take 5 steps back with characters such as Mary Jane in Spiderman. What I think is evident is that the women in these films are highly sexualised, and not all women in society identify with that. Moreover, the multiplicity of female roles creates such a variety in representation, that of course some characters will misrepresent someone. It is quite difficult to be someone as powerful as wonderwoman whilst being as vulnerable as Mary Jane. Also i think Typecasting plays a large role in this, rarely a woman of colour, or someone of the LGBT community is chosen to represent women, often very slim, pretty, white women are chosen to represent the whole of the female population which is completely inaccurate and perpetuating hollywoods ideas for beauty and femininity in narrow ways.

ANSWER	COMMENTS (43)
Not sure	Its a bit of mixed bag. I believe the biggest issue is the sexualisation of female figures, for example the superheroes like wonder women and black widow are extremely strong female figures, but are often represented in a highly sexualised manner.
Agree	Women are misrepresented in films as are men. Both genders come in all varieties. Good bad leaders followers corrupt and law abiding but tend to get stereotyped for simplicity. Films tend to portray simple stories and the actors are players there to play the part. The writers are the culprits.
Not sure	Some films do represent the struggles of women in main stream society, but in general I'd agree.
Agree	These films portray that women are weaker than men, and very dependent on males, needing them to get out of any bad situation. This then emphasises gender stereotypes and makes anyone not abiding by the stereotype look abnormal.
Agree	Female superheroes often have exaggerated feminine body shapes Women in general in the films are typically not central characters
Agree	I feel like women, no matter how far society has come women are still portrayed as weak and still either seem to rely on a male figure or idealise a male figure.
Agree	I agree on the whole - especially in terms of image. I can't think of many actresses who don't conform to the stereotypical male view of beauty,
Agree	Still for women they are judged on looking good first and foremost. It is changing to a degree.
Agree	Women within film do not represent women today in how they look or their ability to act (agency). Film is made for entertainment purposes not to showcase reality but often escape reality
Disagree	Quite a sweeping statement, but no I don't think they are. They are portrayed in all sorts of differing situations.
Not sure	I feel that there are films that are portraying women in a more realistic way within modern society. However alongside this there is still a large proportion of films that portray women in stereotypical roles
Disagree	e.g Jennifer Lawrence is witty and good fun - women on screen don't (in general) do things that are wrong, unless they are the baddy.
Not sure	Somewhat, but not entirely. Especially in more indie films that are not striving to present a Hollywood ideal.
Not sure	Hard to generalise. Depends on genre. To a large extent I agree as they are often glamorous and superskinny but not always.
Agree	Women can be powerful and determine and strong, often superheroes use wit and intelligence which all genders possess! Many films superheroes aren't even human
Disagree	Depends on which films you choose to see

ANSWER

COMMENTS (43)

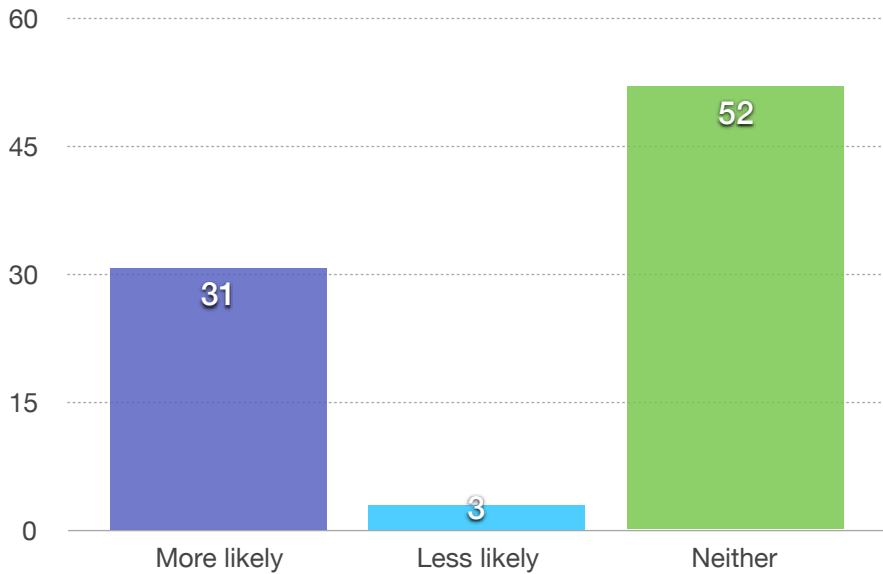
Agree

They are seen as side kicks to the main male role

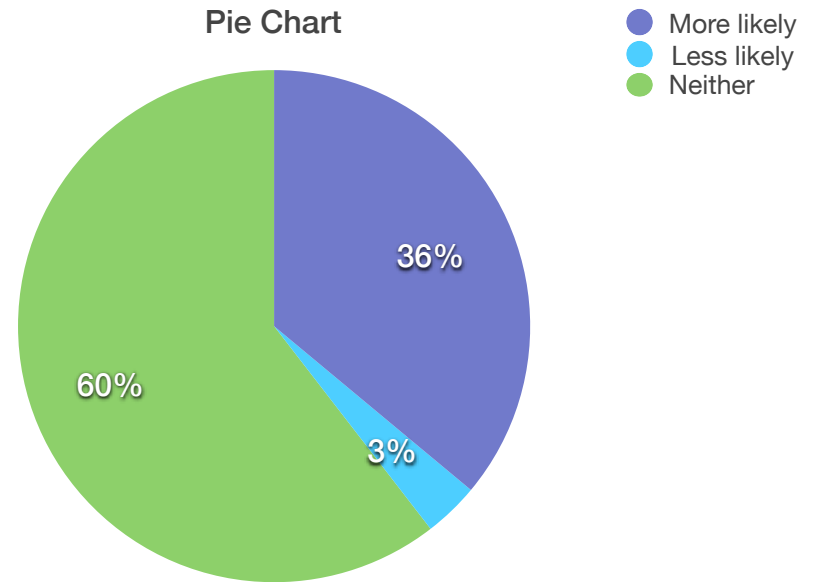
RQ8: If a Superhero movie had a female lead character would you be more or less likely to go and see it?

ANSWER	NUMBER OF RESPONSES
More likely	31
Less likely	3
Neither	52
TOTAL	86

Column Chart



Pie Chart



RQ8: If a Superhero movie had a female lead character would you be more or less likely to go and see it?

ANSWER	COMMENTS (53)
Less likely	Most female superheroes are pretty boring, but that's probably the comic book industries fault. I'd maybe watch the new Wolverine's film (There's a female Wolverine nowadays).
Neither	I woul watch the movie if it looked good regardless of whether it had a male or female lead. I'm more interested in the story
Neither	Depends who the heroine character was and which actress she was being played by
More likely	Because I love the idea of a female-centred superhero film, it would be something new
Neither	The premise of the film is more important to me than the sex of the lead character
Neither	It depends entirely on the character. Wonder Woman interests me, as she has received little media attention in the last few decades, hence I want to see her movie. Black Widow has, on the other hand, has been oversaturated in the last decade, and therefore I am less interested in a film about her
Neither	As long as I like the look of the film and go and see it regardless
Neither	good plot etc will get me there regardless. Will there be sex scenes??
More likely	because we get no representation and when there's an opportunity to see bad ass girls doing bad ass things it's so rare i feel like i ought to seize it asap
Neither	I would go see the film either way if it was something I wanted to see
Neither	I would not based decision on going to see a film on the sex of the lead character, I would instead base it on wheher the storyline sounded interesting
Neither	Depends which character It is
Neither	if the character is part of the superhero universes i like i will go regardless of whether they are male or female if they are not, then i will decide based on the trailer, spoilers, casting and director
More likely	It shows women are just as capable as men and aren't always in need of saving like a damsel in distress
Neither	Cinema is expensive so I only go and see films I really want to see regardless of whether the lead is male or female
More likely	One because I am a female so that appeals to me and two because it isn't very common to have a female hero lead so would be new and interesting.
More likely	as a woman I enjoy female empowerment

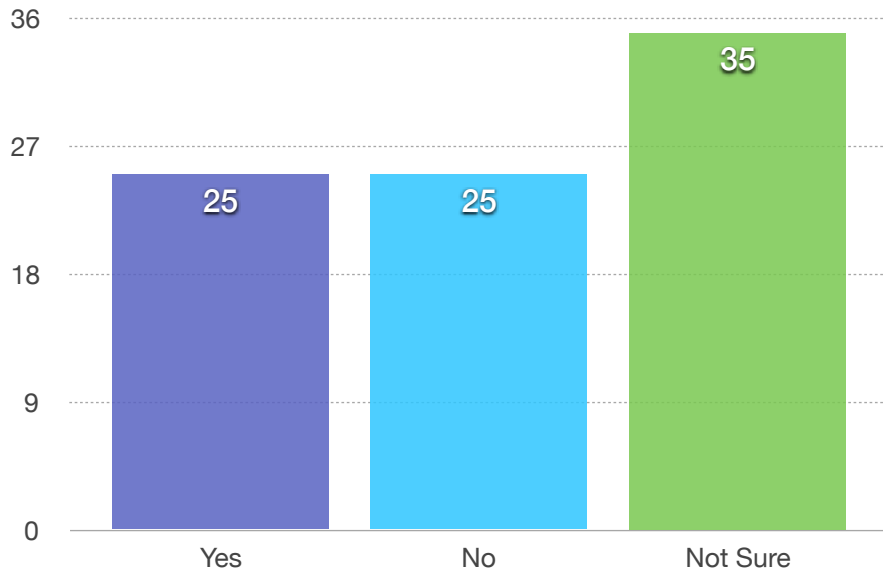
ANSWER	COMMENTS (53)
Neither	Superhero movies aren't really my thing
Neither	I would just be surprised!
More likely	Because I enjoy films about strong females and female empowerment.
Neither	Probably depends on my hubby's choice. Superhero films are usually his choice. I enjoy them as a you would enjoy a comic book.
More likely	Because I think currently it's vitally important to support such movies as people still think that strong leadership female characters are different from women in everyday society. Once society accepts women can be strong female characters by just being who they are, then I would see all films on equal measure; whether it looks good.
Neither	I would depend on many factors including; plot, advertising, costume etc...
Neither	I wouldn't be bothered either way; I'm not interested in superhero movies.
More likely	Because there are a tiny amount of superhero movies with female leads so it would be interesting to see how she is portrayed.
Neither	Depends on the director of the film, reviews etc. Gender doesn't play a role in my film preference. If they can act and suit the part they are given them I would have no reason for preference.
More likely	It would be something different to what mainstream cinema tends to have - i would like to see how they approach it
More likely	Change from the norm
Neither	Superheroes are superheroes male or female.
More likely	I'm a female myself and it's nice to see women as the lead character portraying female strength
Less likely	Male superhero movies are more numerous and have better character development.
Neither	Would depend mostly on the storyline.
More likely	If she looks like she is going to change the narrow perceptions of hollywoods portrayal of women i'm probably more likely to. Like Katniss Everdean (although not superhero), was quite an interesting role for a woman, she was quite alternative so i really wanted to watch that film, and probably will watch WonderWoman too!
Neither	I don't feel that gender would have an effect on my choice to watch a movie.
More likely	I like films with women in them.

ANSWER	COMMENTS (53)
More likely	Because I am more interested in films where women are the lead role.
More likely	As I would like to see the dynamics of the film and how it works. Also because I am a feminist and would feel like I have to go see it.
Neither	Depends on the character, for example Wonder Woman is due, I'm not fussed. Whereas a Dredd universe film based on Judge Anderson, or a movie adaptation of Halo Jones would interest me
Neither	Storyline more important
More likely	As a female, I think this would be very encouraging and would act as a role model to me to see a strong female character especially a superhero as it's a typically male role.
Neither	I have no interest in the gender of the superhero but more interested in the film content
Neither	I'm not a fan of Superhero movies.
More likely	For a change! But not superwoman...
Neither	I'd see it if I liked the look of it.
More likely	Just because women tend to be underrepresented in this film genre so as someone who promotes gender equality and so I'd like to show support where I can
Neither	Not my type of film anyway to be honest
Neither	I dont look at films that way. If I want to see it, I will. Reagardless of Man or woman lead.
More likely	As a female I would be very interested to see how a female lead character could be portrayed in an accurate and sympathetic light
Neither	It's not usually the sort of genre I want to go and see.
Neither	Dont like superhero films
Neither	If the film is good why focus on gender
Neither	I would see it on the whole films merit not the lead characters
Neither	Doesn't make a difference

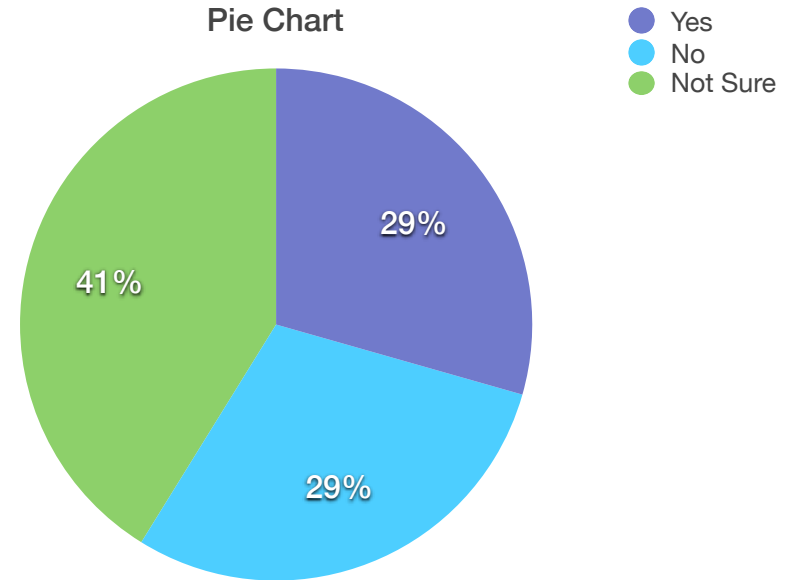
RQ9: Do you think that the portrayal of women in Superhero movie posters is appropriate?

ANSWER	NUMBER OF RESPONSES
Yes	25
No	25
Not Sure	35
No Answer	1
TOTAL	85

Column Chart



Pie Chart



RQ9: Do you think that the portrayal of women in Superhero movie posters is appropriate?

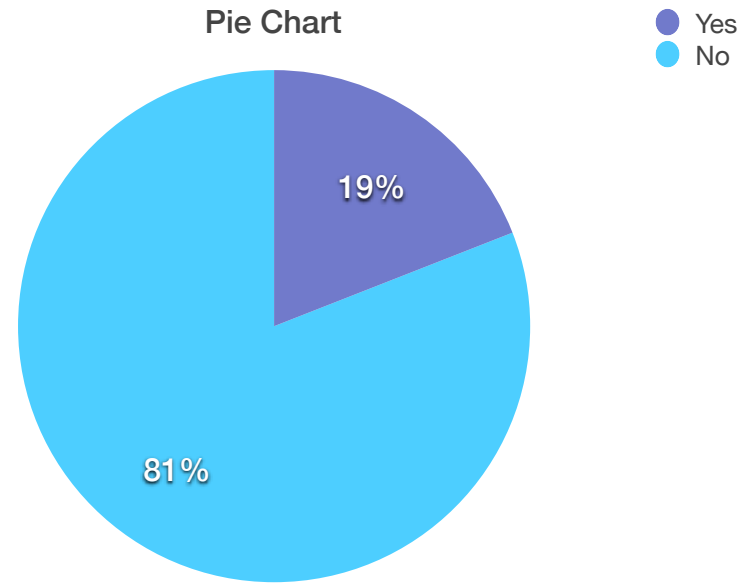
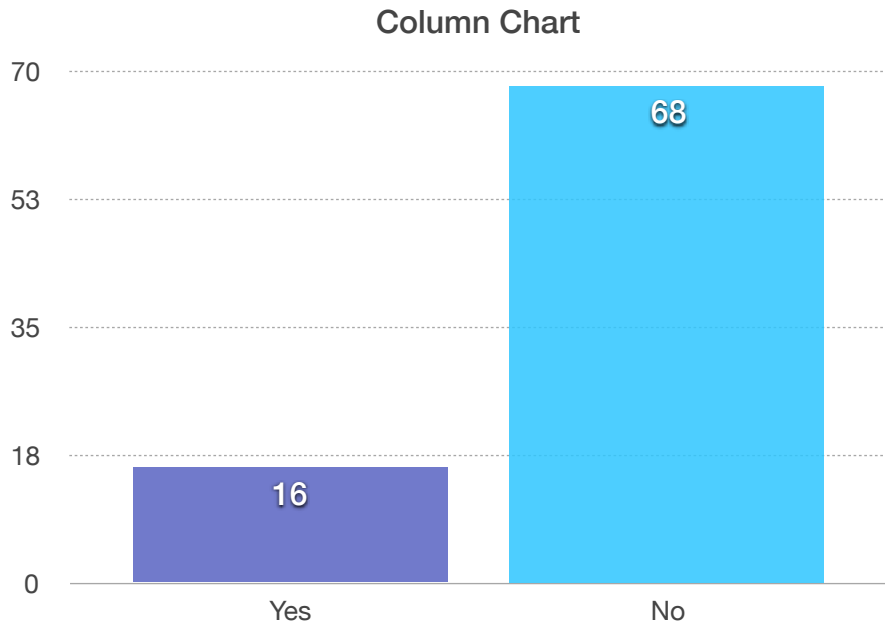
ANSWER	COMMENTS (52)
Yes	Yes I do. I guess your only example of an "inappropriate" poster is the Avengers: Age of Ultron one where Black Widow is facing away from the camera, so you see her bum? Like i've said before, the movie industry is making a big deal of trying to change their ways, so if you see the Wonder Woman posters, I think you'd find them acceptable.
No	Usually wearing Lycra, low tops, beautiful, not like real women but we all like a bit of Hollywood!
Yes	There is an unbalanced emphasis on the sex appeal of female characters over male characters, but I don't see anything wrong with it personally. In the case of F4, I remember the film/poster more than others from the same time period due to the fact Alba was portrayed as such a hottie. I suppose it isn't the best reason for remembering the film/poster, but at the end of the day it worked-so I'm not surprised film makers and poster designers design them like they do. It's a morally grey topic and probably isn't appropriate, but it most likely improves viewings and income for the film makers, and unfortunately it's money that makes the world go round - not political correctness.
No	Much more sexualised than males
Not sure	Things seem a lot better now and people will call out a film for inappropriate portrayals
No Answer	Appropriate to whom? scantily clad, great body etc is appropriate to get me to the cinema but not a great model of perfection for the majority of young girls who would struggle to meet those ideals. Fine for cheerleaders though.
Yes	Still wearing sexual clothes and normally in foreground of man
No	they're completely over sexified. it's completely draws from the powerful potential of female super hero films to celebrate their hotness as opposed to badassness. they're not at all correlated and it's depressing to think that if a women can be mighty enough to say, save the world, it's STILL not enough and she STILL owes us her hotness as her first and foremost winning quality
Not sure	Depends on how you look at the poster. I see the film and wouldn't be swayed by the poster.
Not sure	If the film looks good il go to see it.
Not sure	I can't really think of any superhero movie posters at the moment but I think that women don't tend to be on the posters and if they are they are not centre stage and are usually wearing something revealing
Not sure	To an extent but some character's are made to look a bit much like cleavage and everything
Not sure	in most of the superhero posters i remember, i think the object of the poster is the superhero in question - either singularly or ensemble regardless of gender

ANSWER	COMMENTS (52)
Not sure	Women tend to be shown in tight fitting suits to show of their figure although the wonder women movie posters seem to have progressed
No	They are portrayed as sex symbols in skimpy outfits
No	Too many catsuits
No	Can be oversexualised.
Not sure	not seen enough to comment
Yes	Tight Lycra, very overtly sexual
Not sure	Can women superheros not have costumes that are so revealing? Or do they all have to wear that to be a 'superhero'?
No	Usually has sexual connotations
Not sure	Usually they are portrayed as super fit and scantily clad. But maybe make superheroesarr just as steteotyped
No	As far as I'm aware, the only non-sexualised promotional image of a female superhero is Jessica Jones. Others show them in sexualised positions (as far as I am aware).
Not sure	It can sometimes be inappropriate for young females who may think it is ok to use violence and/or their body to get their way.
Yes	It's not in appropriate but it would be nice to see some variation
Not sure	The portrayal is becoming more and more appropriate.
Not sure	I haven't seen many women in posters, the few I can think of again focus on sexualising women
No	Often sexualised
Yes	If it's representative of the females role in the movie
Not sure	Haven't seen a poster with a female super hero on
Not sure	I don't remember seeing many women I'm superhero posters.
Not sure	I cant really think of any posters off the top of my head, apart from the avengers ones, i think these are quite complex because although Scarlett Johanson is often in the background of these posters, she is included nonetheless. I think this reverts back to issues of typcasting, and as Scarlet is such a household name, having her on the poster, in a particularly tight costume is something that will boost revenue, whilst also objectifying her as a sexual object.

ANSWER	COMMENTS (52)
No	panders to the male audience.
Not sure	Bad question. If a woman character is in the film show her. The character she poytrays will be displayed in the poster. I presume.
No	Too sexualised. Should wear more appropriate outfits.
Not sure	I dont see the posters most of the time.
Not sure	Still heavily lean towards aesthetics, but I'd be wrong if I wasn't a little drawn to it too.
Not sure	Don't pay attention to the posters
No	As they tend to be in either skimpy or tight-fitting costumes with full hair and make up and a lot of the time, if with male characters, are in the background of the poster.
Yes	If one of the main characters, why not?
Yes	They are portrayed in exactly the same way as their male counterparts
No	I don't think they look like real women at all! They outfits are certainly not fit for purpose!
Not sure	Sometimes
Not sure	Often not because they are over sexualised
Not sure	Don't take it that seriously to have a firm opinion
Yes	They are now. In the past, not so much.
No	They are trying to attract a male audience and therefore they are quite explicit and sometimes not appropriate.
Not sure	Not seen many but one springs to mind with cleavage!!
No	The role and poses are subservient and focus on feminine curves not strength of the hero
Yes	Only if appropriate
No	Totally inappropriate to young girls and women
No	Overly sexualised

RQ10: do you have any other comments to make?

ANSWER	NUMBER OF RESPONSES
Yes	16
No	68
No Answer	2
TOTAL	86



RQ10: do you have any other comments to make?

ANSWER	COMMENTS (19)
Yes	Dissertations on Women's portrayal in media is so fucking boring. Please do something else. I realise you're trying to get brownie points from your girlfriend but this is your future. You have around 100 years of film to go through, so don't waste your time.
Yes	An interesting tangent is ethnic women - take Black Panther's female bodyguard, in Civil War, who momentarily clashes with Black Widow - it isn't clear if we support or demonise his bodyguard
Yes	Can I get a doubleshot Latte please?
Yes	you made me think a bit whilst filling this in and i truly believe that this genre has turned a corner in the last 20 years or so Previously the female characters in the movies were weak, helpless romantic roles used as plot devices there to be saved by the hero. Nowadays that has changed and we see strong female characters in their own right whether they are superheroes or not. If you look at what Marvel have done with their cinematic universe bridging film tv and web there are many more believable strong women characters - from Black Widow and Scarlet Witch in the films through to the likes of Quake, Melinda May, Jessica Jones etc in tv
Yes	I feel like Dc have started with the wonder women movie and marvel need to do a black Widow movie or female superhero movie. Although in the comic's they have female Thor and amazing well rounding females like Ms Marvel also they is a 17 girl who has taken over from Tony stark in the comic's, so iron woman!
Yes	Great question air bro very interesting subject never really think about this sort of thing until it gets brort to your atenshon.
Yes	I think it's great that this is being tackled in research as more and more people are getting into the comic book universe, and I think it's a great medium to promote equality. Particularly as it's already got strong equality themes anyway. However, whilst female comic characters might be strong women, I think their costumes are highly sexualised. Whilst I don't think that is a bad thing; (women should be allowed to be sexy if they want to be) I think that the actual images of women could be more realistic representations of the female body. This also applies to the film's; women with a body shape not immediately visually pleasing are normally secondary characters. I also think that films increasingly have an age-ist problem; aunt may in the new Spiderman is distinctly younger than her comic book character.
Yes	Good luck with your dissertation - this is such a cool topic!
Yes	There is a lot in superhero films which by their nature, conform to stereotype: being a blockbuster film they tend to play to the most basic parameters. So to just pick women out as the only stereotypical aspect could be potentially overly simplistic.
No	Good Luck! This is such an interesting dissertation! I hope all my answers are OK, and that all your hard work pays off!!! :)
No	Good luck :) xxx

ANSWER	COMMENTS (19)
Yes	Good luck. Nice to be asked about women in films. Portrayal of one type of woman is tricky and dissapointing. I'm a woman and I'm complex. I'd like to see that in the films I go see. I love going to the cinema so want more films I'd choose to watch. Films with real women and real stories. Good bad and all.
No Answer	I think that women can sometimes be shown in a sexual light in superhero movies, however so can men and so I do not feel that this is always sexist; just that they know showing either sex in this way will sell movies.
Yes	I don't think that women have parity in the movie industry and feel that they will always be portrayed in a stereotypical way until there are more women working at every level of the business especially in the top tier as directors, commissioners etc .
Yes	All superhero films seen on dvd not at cinema. Therefore vaguely noticed posters, but not really remembering them now.
Yes	Good Luck with your dissertation. Hope this helps?
Yes	Good Luck with your dissertation! x
Yes	Superhero films are good or bad dependant on production, direction, script and editing not on whether the character is male or female or how they are portrayed in a poster, sexist images aren't appropriate and send a negative message to society and worst our children
Yes	Females need to be equally represented