**DOCTOR DOOM SURVEY**

I am undertaking this survey as part of a PhD at Central St Martins College called 'Doctor Doom In The Marvel Age: An Empirical Approach To Transmedia Character Coherence'.

Its main purpose is to discover Doctor Doom's core characteristics - the things that make him Doctor Doom. There are questions about this in three sections: to do with Doctor Doom himself, the world he lives in, and the people and organisations involved in the creation of his stories. To help you, each question is illustrated with examples for other characters. There is also space for you to add any characteristics of Doctor Doom that you do not think have been covered elsewhere.

At the end of the survey there are a few questions about your experience of Doctor Doom's media appearances. The whole survey should take about 20 minutes.

Please note that the survey is interested in your overall perception of Doctor Doom in any media, rather than any specific version. If you can't think of an answer for any question please leave it blank - finding out if some aspects of Doctor Doom's character are less well-known than others is part of the research.

When you have submitted the survey you will be invited to join a mailing list for updates about this project. This is optional. If you join the mailing list your email address will be kept entirely separate from the rest of the information you have entered and never shared with anybody else.

If you have any queries about the survey please contact Mark Hibbett at m.hibbett0520161@arts.ac.uk.

Please click 'Start' to begin the survey.

**SECTION ONE: DOCTOR DOOM**

The first five questions are about Doctor Doom himself. For each question, please enter as many answers as you can think of in the box provided, separated by commas. You do not have to enter anything at all if nothing comes to mind, and you can always return to this section later.

Once you have entered as many answers as you can think of for questions 1 to 5, please click 'NEXT' to go to the next section.

**1. Appearance**

In the box below please enter as many aspects of Doctor Doom's appearance as you can think of.

***Examples:*** for Wonder Woman you might enter "tiara, wrist amulets, red bustier, black hair" or for Superman "blue costume, red cape, red pants, S symbol on chest".

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**2. Names and titles**

In the box below please enter ways that Doctor Doom is addressed, either by other characters, the narrator, or himself.

***Examples:*** for Superman you might enter "Kal El, Clark Kent, Man Of Steel, Man Of Tomorrow" or for Doctor Who "The Doctor, Doc, Professor, John Smith, The Oncoming Storm".

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**3. Physical actions**

In the box below please enter specific physical actions that you associate with Doctor Doom.

***Examples:*** for Doctor Who you might enter "runs down corridors, uses sonic screwdriver, regenerates" or for Spider-man "climbs walls, shoots webs, swings through city".

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**4. Behaviours**

In the box below please enter general behaviours or personality traits that you associate with Doctor Doom.

***Examples:*** for Spider-man you might enter "guilt-ridden, wise-cracking, always late" or for the Thing "self-pity, loyalty, love for Alicia".

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**5. Dialogue**

In the box below please enter things that Doctor Doom regularly says - his catchphrases.

***Examples:*** for the Thing you might enter "it's clobberin' time, what a revoltin' development" or for Sherlock Holmes "elementary my dear Watson, the game's afoot".

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Once you have finished please click 'NEXT' to go to the next section.

**SECTION TWO: DOCTOR DOOM'S WORLD**

The next four questions are about the world that Doctor Doom lives in. For each question, please enter as many answers as you can think of in the box provided, separated by commas. You do not have to enter anything at all if nothing comes to mind, and you can always return to this section later.

Once you have entered as many answers as you can think of for questions 6 to 9, please click 'NEXT' to go to the next section.

**6. Other characters**

In the box below please enter any other characters who regularly appear in Doctor Doom's stories - his supporting cast.

***Examples:*** for Sherlock Holmes you might enter "Doctor Watson, Mrs Hudson, Professor Moriarty, Inspector Lestrade" or for Harry Potter "Hermione Granger, Ron Weasley, Dumbledore, Snape, Voldemort".

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**7. Objects**

In the box below please enter any objects that regularly appear in Doctor Doom's stories.

***Examples:*** for Harry Potter you might enter "wand, invisibility cloak, golden snitch" or for Buffy The Vampire Slayer "stake, school bag".

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**8. Locations**

In the box below please enter any places that you associate with Doctor Doom stories.

***Examples:*** for Buffy The Vampire Slayer you might enter "Sunnydale, the Hellmouth, school library, Spike's crypt" or for Lara Croft "Croft Manor, jungle, pyramid".

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**9. Previous events**

In the box below please enter any important events from the past that are referred to in Doctor Doom's stories.

***Examples:*** for Lara Croft you might enter "plane crash in the Himalayas, mother's death, inherits family title", or for Batman "murder of parents, back broken by Bane, bat flies through window".

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Once you have finished please click 'NEXT' to go to the next section.

**SECTION THREE: CREATORS AND MARKETING**

The next two questions are about the real-life people and organisations associated with the creation and marketing of Doctor Doom's stories. For each question, please enter as many answers as you can think of in the box provided, separated by commas. You do not have to enter anything at all if nothing comes to mind, and you can always return to this section later.

Once you have entered as many answers as you can think of for questions 10 and 11, please click 'NEXT' to go to the next section.

**10. Creators**

In the box below please enter the names of any people or organisations that you associate with the creation of Doctor Doom's stories. Please note that this can refer to anybody who worked on any story, not just the original creators of the character.

***Examples:*** for Batman you might enter "Frank Miller, Christopher Nolan, Bill Finger, Adam West" or for Duke Nukem "Todd Replogle, George Broussard, Allen Blum".

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**11. Marketing**

In the box below please enter the names of any people or organisations that you associate with the marketing of Doctor Doom's stories. This could include names that you have already entered in the previous question, but does not have to.

***Examples:*** for Duke Nukem you might enter "George Broussard, Apogee, 3D Realms" or for Wonder Woman "George Perez, DC Comics, Lynda Carter, Gail Simone".

Once you have finished please click 'NEXT' to go to the next section.

**SECTION FOUR: ANYTHING ELSE**

**12. Other associations**

Is there anything else that you associate with Doctor Doom that has not been covered in this survey so far? If so, please enter details in the box below, separated by commas. You do not have to enter anything at all if nothing comes to mind, and you can always return to this section later.

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Once you have finished please click 'NEXT' to go to the next section.

**SECTION FIVE: YOUR EXPERIENCE OF DOCTOR DOOM**

The next question is about your own experience of Doctor Doom stories. Depending on your answer, there may be some additional questions on the next screen.

**13. Media types**

In which of the following media have you experienced Doctor Doom stories? Please answer 'Yes', 'No' or 'Not sure' for each question.

Comics Yes/No/Not sure

Movies Yes/No/Not sure

Animated TV shows Yes/No/Not sure

Video games Yes/No/Not sure

Newspaper strips Yes/No/Not sure

Radio shows Yes/No/Not sure

Action Figures/Toys Yes/No/Not sure

Other Yes/No/Not sure

*If 'Yes' to other:*

Which other media have you seen featuring Doctor Doom? Please enter details in the box below, separated by commas.

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Once you have finished please click 'NEXT' to go to the next section.

**SECTION FIVE: YOUR EXPERIENCE OF DOCTOR DOOM (continued)**

*If 'Yes' or 'Not sure' to comics:*

**14. Comics**

How familiar are you with comics from each of the following decades? Please answer using a scale of one to five, where one is "Not familiar at all" and five is "Very familiar".

1960-1969 1 - Not familiar at all / 2 / 3 - Fairly familiar / 4 / 5 - Very familiar

1970-1979 1 - Not familiar at all / 2 / 3 - Fairly familiar / 4 / 5 - Very familiar

1980-1989 1 - Not familiar at all / 2 / 3 - Fairly familiar / 4 / 5 - Very familiar

1990-1999 1 - Not familiar at all / 2 / 3 - Fairly familiar / 4 / 5 - Very familiar

2000-2009 1 - Not familiar at all / 2 / 3 - Fairly familiar / 4 / 5 - Very familiar

2010 - present day 1 - Not familiar at all / 2 / 3 - Fairly familiar / 4 / 5 - Very familiar

**15. Comics series**

Which comics series are you aware of Doctor Doom appearing in? Please answer 'Yes' or 'No' for each series.

Books Of Doom Yes/No

Dark Reign Yes/No

Doctor Doom and the Masters of Evil Yes/No

Doom 2099 Yes/No

Fantastic Four Yes/No

InFamous Iron Man Yes/No

Infinity Gauntlet/Infinity War Yes/No

Not Brand Echh Yes/No

Marvel Superheroes Secret Wars Yes/No

Secret Wars II Yes/No

Secret Wars Yes/No

Spidey Super Stories Yes/No

Super-Villain Team-Up Yes/No

The Amazing Spider-man Yes/No

The Avengers Yes/No

The X-Men Yes/No

Unbeatable Squirrel Girl Yes/No

What If? Yes/No

*If 'Yes' or 'Not sure' to movies:*

**16. Movies**

Which movies do you remember seeing that featured Doctor Doom? Please answer 'Yes' or 'No' for each movie.

The Fantastic Four (1994) Yes/No

Fantastic Four (2005) Yes/No

Fantastic Four: Rise Of The Silver Surfer (2007) Yes/No

Fantastic 4 (2015) Yes/No

Other Yes/No

*If 'Yes' to other:*

Which other movies have you seen featuring Doctor Doom? Please enter details in the box below, separated by commas.

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*If 'Yes' or 'Not sure' to animated TV shows:*

**17. Animated TV shows**

Which animated TV shows do you remember seeing that featured Doctor Doom? Please answer 'Yes' or 'No' for each animated TV show.

The Marvel Super Heroes (1966) Yes/No

Fantastic Four (1967) Yes/No

The New Fantastic Four (1978) Yes/No

Spider-man (1981) Yes/No

Spider-man And His Amazing Friends (1981) Yes/No

Fantastic Four: The Animated Series (1994) Yes/No

Spider-man: The Animated Series (1994) Yes/No

The Incredible Hulk (1996) Yes/No

Fantastic Four: World's Greatest Heroes (2006) Yes/No

The Super Hero Squad Show (2009) Yes/No

Iron Man: Armored Adventures (2009) Yes/No

The Avengers: Earth's Mightiest Heroes (2010) Yes/No

Ultimate Spider-man (2012) Yes/No

Avengers Assemble (2013) Yes/No

Hulk and the Agents of S.M.A.S.H. (2013) Yes/No

Other Yes/No

*If 'Yes' to other:*

Which other animated TV shows have you seen featuring Doctor Doom? ? Please enter details in the box below, separated by commas.

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*If 'Yes' or 'Not sure' to video games:*

**18. Video games**

Which video games do you remember seeing or playing that featured Doctor Doom? Please answer 'Yes' or 'No' for each video game.

The Amazing Spider-man and Captain America in Dr. Doom's Revenge! (1989) Yes/No

Spider-man: The Video Game (1991) Yes/No

Marvel vs Capcom (1995-2011) Yes/No

Marvel: Ultimate Alliance (2006-2019) Yes/No

Marvel Super Hero Squad (2009-2011) Yes/No

Lego Marvel Super Heroes (2013) Yes/No

Marvel Heroes (2015-2016) Yes/No

Other Yes/No

*If 'Yes' to other:*

Which other video games have you seen or played featuring Doctor Doom? ? Please enter details in the box below, separated by commas.

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**SECTION SIX: SUBMIT ANSWERS**

If you would like to check or change any of your answers please use the links below to go back to each section. Once you are satisfied with all your responses, please use the 'submit' button at the bottom of the page.

Once you have clicked 'submit' you will be asked whether you would like to join a mailing list for updates on the progress of this survey. You do not have to join this mailing list for your answers to be counted, and your email address will not be linked in any way to your answers.

**Email address**

Thank you for completing this survey.

If you would like to receive occasional updates about the progress and results of the survey please enter your email address below. You do not have to join this mailing list for your responses to be used, and it will not be linked in any way to your answers. This mailing list will only ever be used for updates about the survey, and will never be given to anybody else. You will be able to unsubscribe from these updates at any time.

**Thank you**

Thank you for joining the mailing list. You will receive a confirmation email within 24 hours.