

SUPER DEMOGRAPHICS

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WHAT WAS OUR HYPOTHESIS?

“What is the representation of certain demographics within superhero comic books?”

- Gender
- Sexual Orientation

Inspired by:

- Reaction to female Thor (Jane Foster), and black Captain America (Sam Wilson).
- Marvel Cinematic Universe

Why look into this area?

- Cause it seems fun and interesting.
- Might give insight into the comic-book industry.
- But honestly, research into this area isn't going to be groundbreaking.



SO WHAT DATASET DID WE USE?

Two CSVs containing an extraction of 23,272 comic book characters from both the DC and Marvel wiki sites.

- Characters ranged from first appearing in 1935 to as recent as 2013.
- 12 attributes were recorded for each character

Each CSV contained characters from each publisher.

- These two CSVs were then merged, where publisher was then added as an attribute.

Variable	Definition
page_id (Removed)	The unique identifier for that characters page within the wikia
Name	The name of the character
Urlslug (Removed)	The unique url within the wikia that takes you to the character
ID	The identity status of the character (Secret Identity, Public identity)
ALIGN	If the character is Good, Bad or Neutral
EYE	Eye color of the character
HAIR	Hair color of the character
SEX	Sex of the character (e.g. Male, Female, etc.)
GSM	If the character is a gender or sexual minority (e.g. Homosexual characters, bisexual characters)
ALIVE	If the character is alive or deceased
APPEARANCES	The number of appareances of the character in comic books (as of Sep. 2, 2014. Number will become increasingly out of date as time goes on.)
FIRST APPEARANCE	The month and year of the character's first appearance in a comic book, if available
YEAR	The year of the character's first appearance in a comic book, if available
PUBLISHER (Added)	The character's publisher, i.e. either DC or Marvel.

APPLICATION STRUCTURE

Very Basic Framework

- Collection of HTML pages that are linked to each.
- Python was used to perform most of the backend work.

Pivot Table

- Python to take in CSV and set up CGI, AJAX (JavaScript), and HTML.

Visualisations

- Again, Python to process the CSV data.
- Python output: JSON
- JavaScript and Highcharts for the charts.

DEMO TIME!

Q&A