



Fantastic Four #246 (Byrne, Sep. 1982)

Doctor Doom: The Fragmented Supervillain

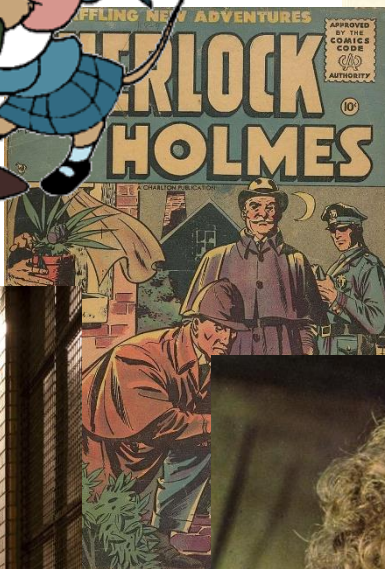
Mark Hibbett
University of the Arts London



Doctor Doom: The Fragmented Supervillain

- Fragmentation and Cohesion
- Why I chose Doctor Doom
- How I picked a sample of texts
- Developing a methodology
- The data
- Analysis

Global Transmedia Character Networks



DR. DOOM





Transmedia Character Components

Pearson, R. and Uricchio, W., 1991. *The Many Lives of the Batman: Critical Approaches to a Superhero and His Media*. London: Routledge.

Klastrup, L. and Tosca, S., 2004. *Transmedial worlds - Rethinking cyberworld design*. Tokyo, Japan, IEEE Computer Society.

Ryan, M.-L., 2014. Tuning the Instruments of a Media-Conscious Narratology. In: M. Ryan and J. Thon, eds. *Storyworlds Across Media: Toward a Media-Conscious Narratology*. Lincoln, Nebraska: University of Nebraska Press, pp. 25-49.

Bertetti, P., 2014. Toward a Typology of Transmedia Characters. *International Journal of Communication*, p. 2344–2361.

Freeman, M., 2016. *Historicising Transmedia Storytelling*. London: Routledge.

Transmedia Character Components

Pearson and Uricchio

Attributes

Events

Recurrent characters

Setting

Iconography

Pearson and Uricchio

Transmedia Character Components

Attributes

Events

Recurrent characters

Setting

Iconography

Klastrup and Tosca

Topos

Mythos

Ethos

Transmedia Character Components

Pearson and Uricchio

Klastrup and Tosca

Attributes

Ethos

Events

Mythos

Recurrent characters

Setting

Topos

Iconography

Ryan

Existents - characters

Existents - objects

Setting

Physical laws

Social rules and values

Events

Mental events

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Klastrup and Tosca

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Mental events

Social rules and values

Previous events

Events

Mythos

Events

Other characters

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Existents - characters

Locations

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Names and titles

Bertetti

Figurative

Thematic

Spatial/temporal

Actorial

Actantial

Modal

Axiological

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Events

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Events

Objects

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Textual author

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Actorial

Physical actions

Physical laws

Actantial

Market author

Market author

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de Raad

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Appearance

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Figurative

Perceived behaviour

Psycholexical approach

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Events

Mythos

Events

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Textual author

Textual author

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Actorial

Physical actions

Physical laws

Actantial

Market author

Market author

Locations

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Topos

Setting

Spatial/temporal

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Klastrup and Tosca

Ryan

Bertetti

Freeman

de Raad

John et al.

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Iconography

Figurative

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Figurative

Perceived behaviour

Psycholexical approach

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Textual author

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Physical laws

Actantial

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Market author

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Spatial/temporal

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Perceived behaviour

Psycholexical approach

Previous Events

Events

Mythos

Events

Objects

Existents - objects

Textual author

Textual author

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Actorial

Physical actions

Physical laws

Actantial

Market author

Market author

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Character motivation

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Setting

Topos

Setting

Spatial/temporal

Names and titles

Thematic

Transmedia Character Components

Character

Appearance

Names and titles

Physical actions

Dialogue

Character's world

Other characters

Objects

Locations

Previous Events

Behaviour in world

Perceived behaviour

Personality Traits

Motivation

Our world

Textual author

Market author





<https://doi.org/10.25441/arts.c.6140805.v1>

<https://bit.ly/DoomData>

Iron mask (66)



Square eye holes (66)

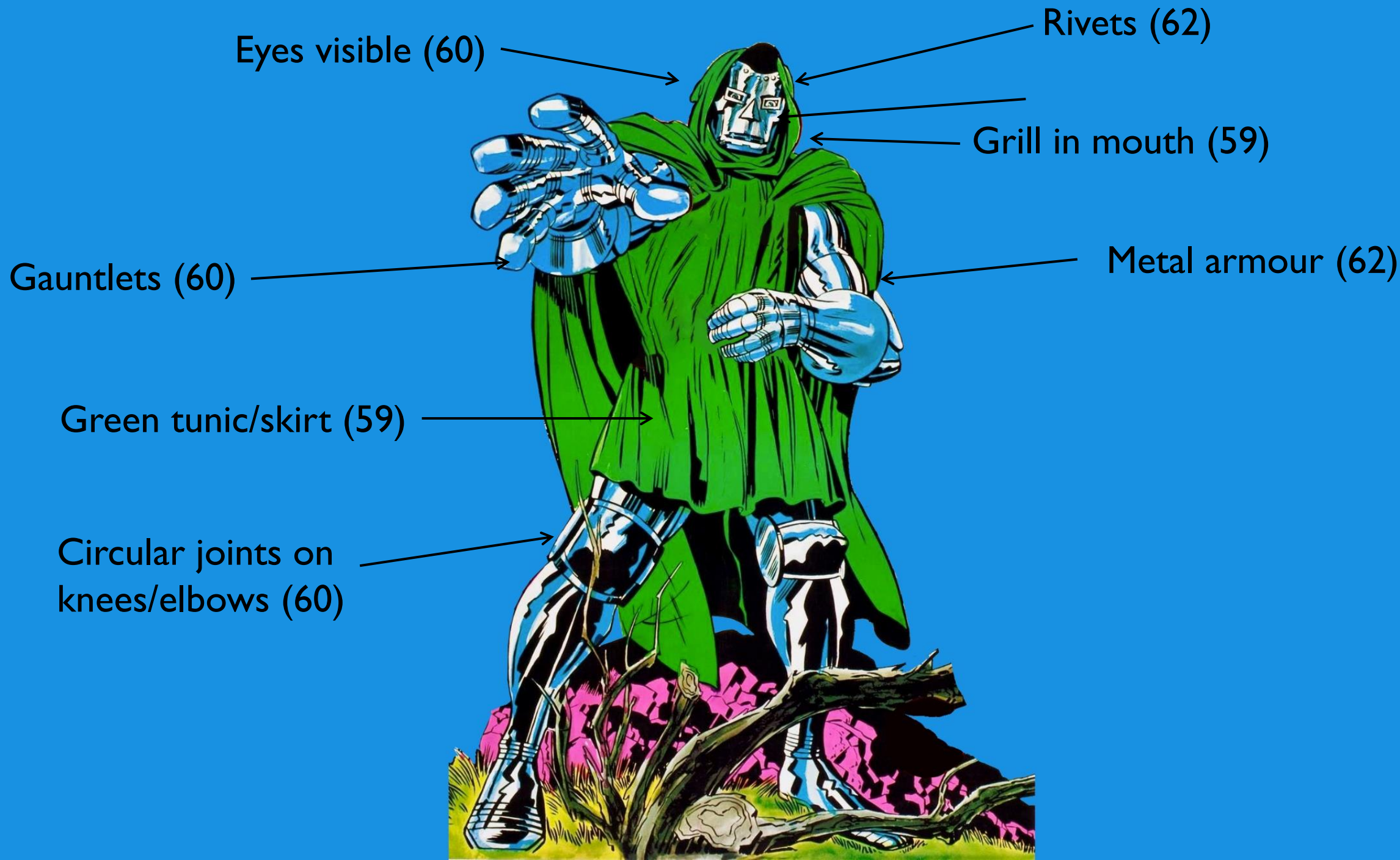
Green hood (66)

Green cape (65)



Triangular nose (65)





Eyes visible (60)

Rivets (62)

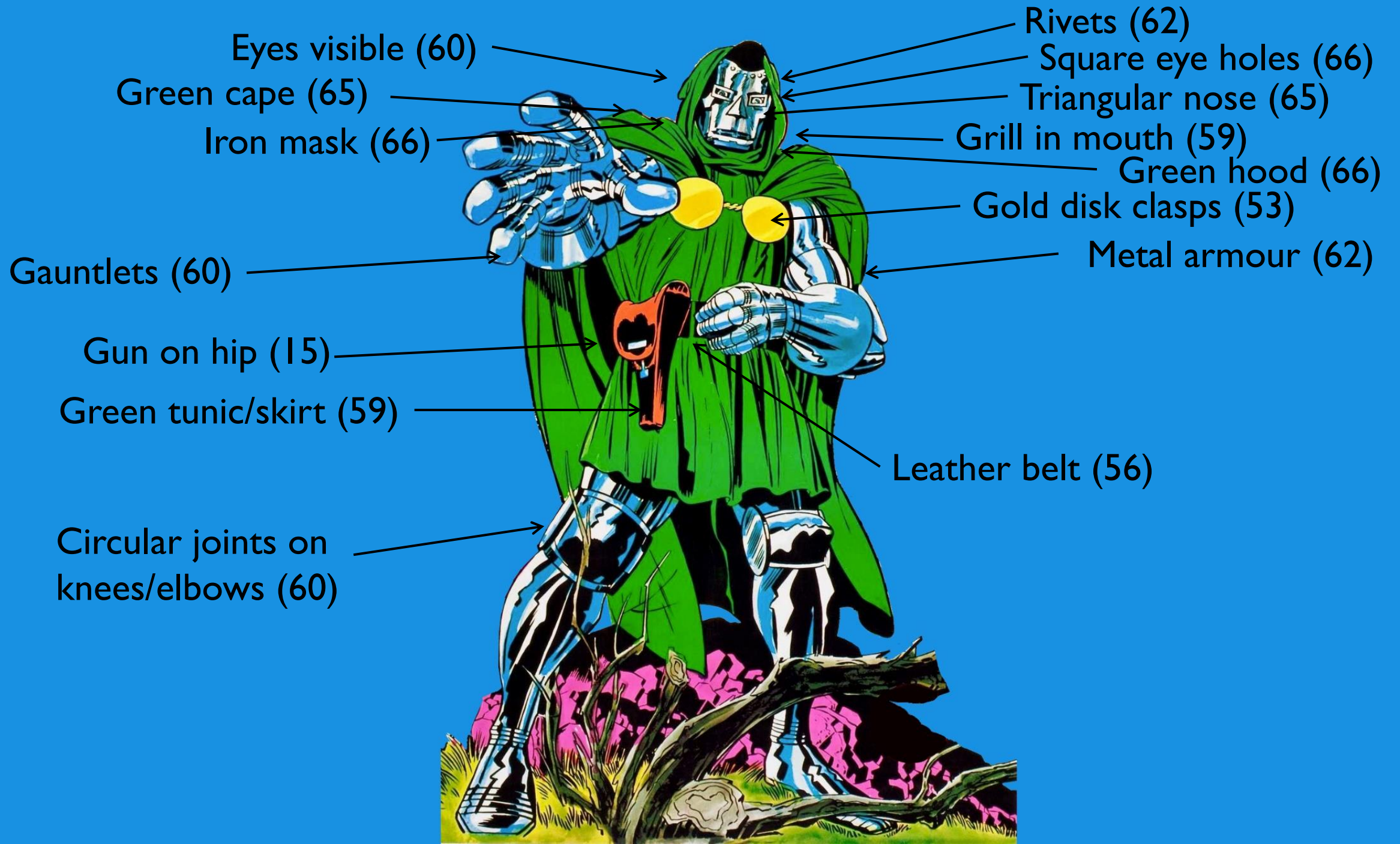
Grill in mouth (59)

Gauntlets (60)

Metal armour (62)

Green tunic/skirt (59)

Circular joints on
knees/elbows (60)



Eyes visible (60)

Green cape (65)

Iron mask (66)

Gauntlets (60)

Gun on hip (15)

Green tunic/skirt (59)

Circular joints on
knees/elbows (60)

Rivets (62)

Square eye holes (66)

Triangular nose (65)

Grill in mouth (59)

Green hood (66)

Gold disk clasps (53)

Metal armour (62)

Leather belt (56)

Big Five Inventory-10 (BFI-10)

How well do the following statements describe your personality?

I see myself as someone who ...	Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
1. ... is reserved	(1)	(2)	(3)	(4)	(5)
2. ... is generally trusting	(1)	(2)	(3)	(4)	(5)
3. ... tends to be lazy	(1)	(2)	(3)	(4)	(5)
4. ... is relaxed, handles stress well	(1)	(2)	(3)	(4)	(5)
5. ... has few artistic interests	(1)	(2)	(3)	(4)	(5)
6. ... is outgoing, sociable	(1)	(2)	(3)	(4)	(5)
7. ... tends to find fault with others	(1)	(2)	(3)	(4)	(5)
8. ... does a thorough job	(1)	(2)	(3)	(4)	(5)
9. ... gets nervous easily	(1)	(2)	(3)	(4)	(5)
10. ... has an active imagination	(1)	(2)	(3)	(4)	(5)

Scoring the BFI-10 scales (R = item is reverse-scored):

Extraversion: 1R, 5 / Agreeableness: 2, 7R / Conscientiousness: 3R, 8 / Neuroticism: 4R, 9 / Openness to Experience: 5R, 10

Adapted from Rammstedt, B. & John, O. P. (2007). Measuring personality in one minute or less: A 10 item short version of the Big Five Inventory in English and German. *Journal of Research in Personality*, 41, 203-212. (<http://www.ocf.berkeley.edu/~johnlab/pdfs/BFI-10.doc>)

Big Five Inventory-10 (BFI-10)

How well do the following statements describe Doctor Doom's personality?

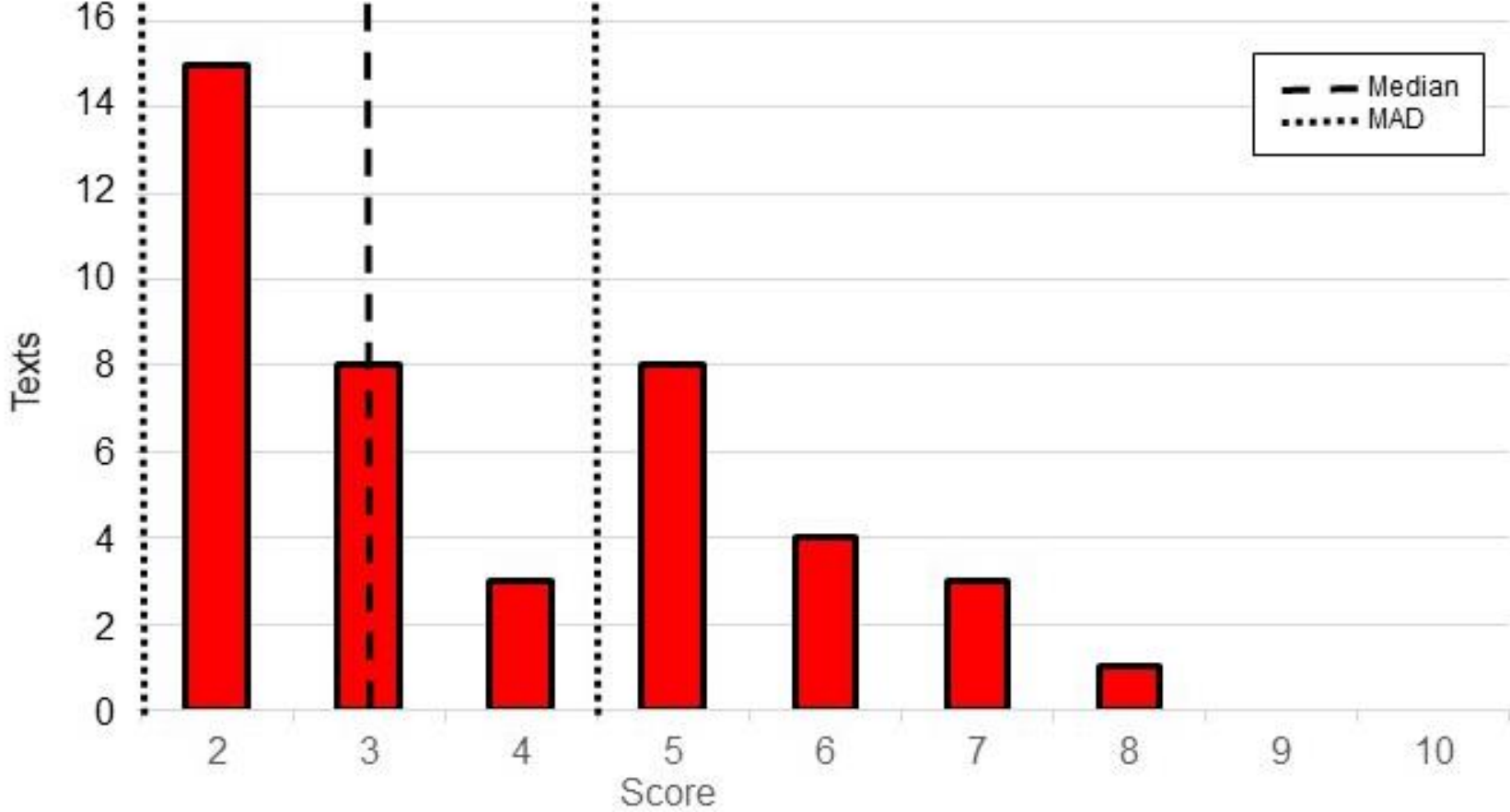
I see Doctor Doom as someone who ...	Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
1. ... is reserved	(1)	(2)	(3)	(4)	(5)
2. ... is generally trusting	(1)	(2)	(3)	(4)	(5)
3. ... tends to be lazy	(1)	(2)	(3)	(4)	(5)
4. ... is relaxed, handles stress well	(1)	(2)	(3)	(4)	(5)
5. ... has few artistic interests	(1)	(2)	(3)	(4)	(5)
6. ... is outgoing, sociable	(1)	(2)	(3)	(4)	(5)
7. ... tends to find fault with others	(1)	(2)	(3)	(4)	(5)
8. ... does a thorough job	(1)	(2)	(3)	(4)	(5)
9. ... gets nervous easily	(1)	(2)	(3)	(4)	(5)
10. ... has an active imagination	(1)	(2)	(3)	(4)	(5)

Scoring the BFI-10 scales (R = item is reverse-scored):

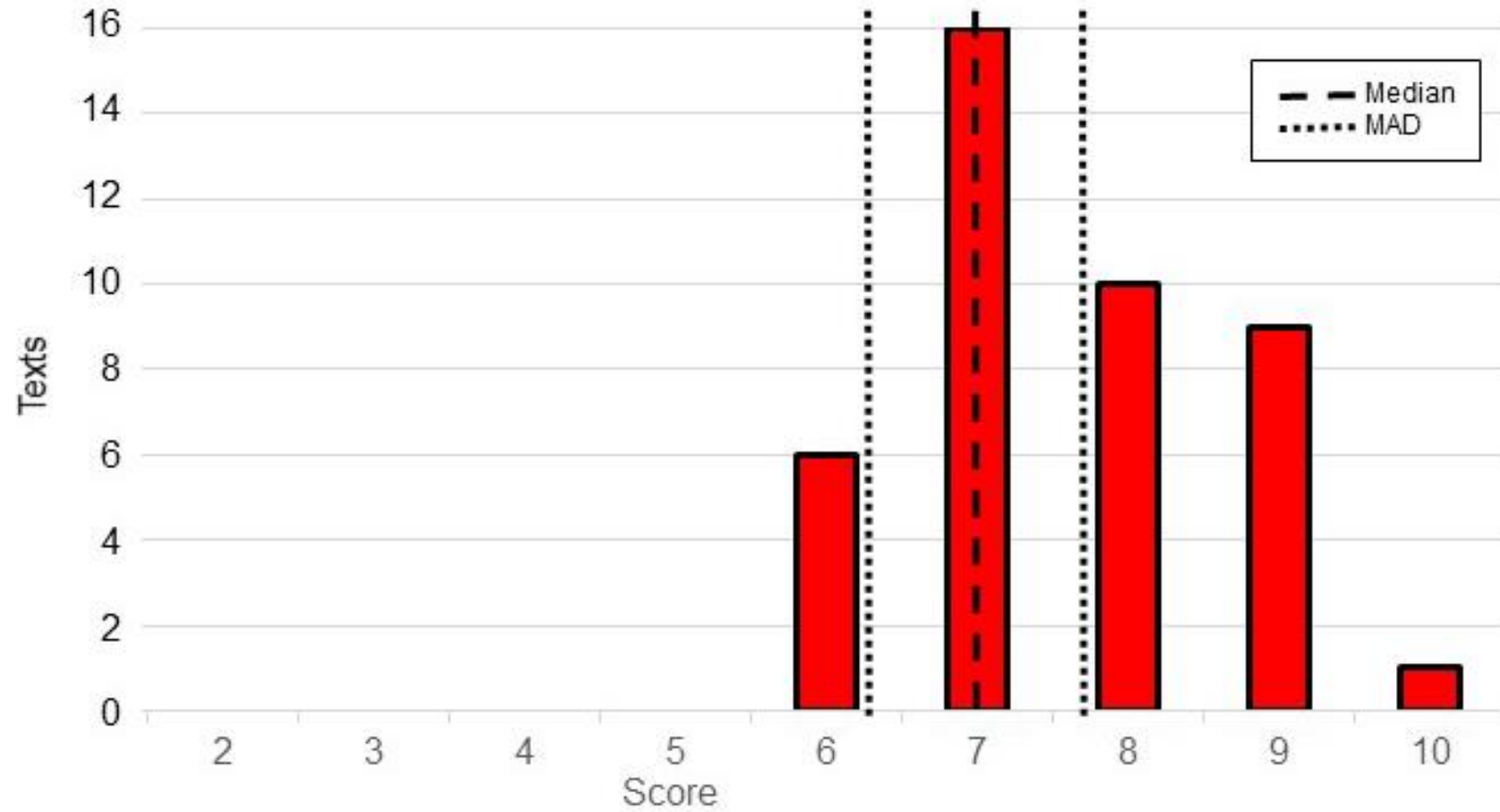
Extraversion: 1R, 5 / Agreeableness: 2, 7R / Conscientiousness: 3R, 8 / Neuroticism: 4R, 9 / Openness to Experience: 5R, 10

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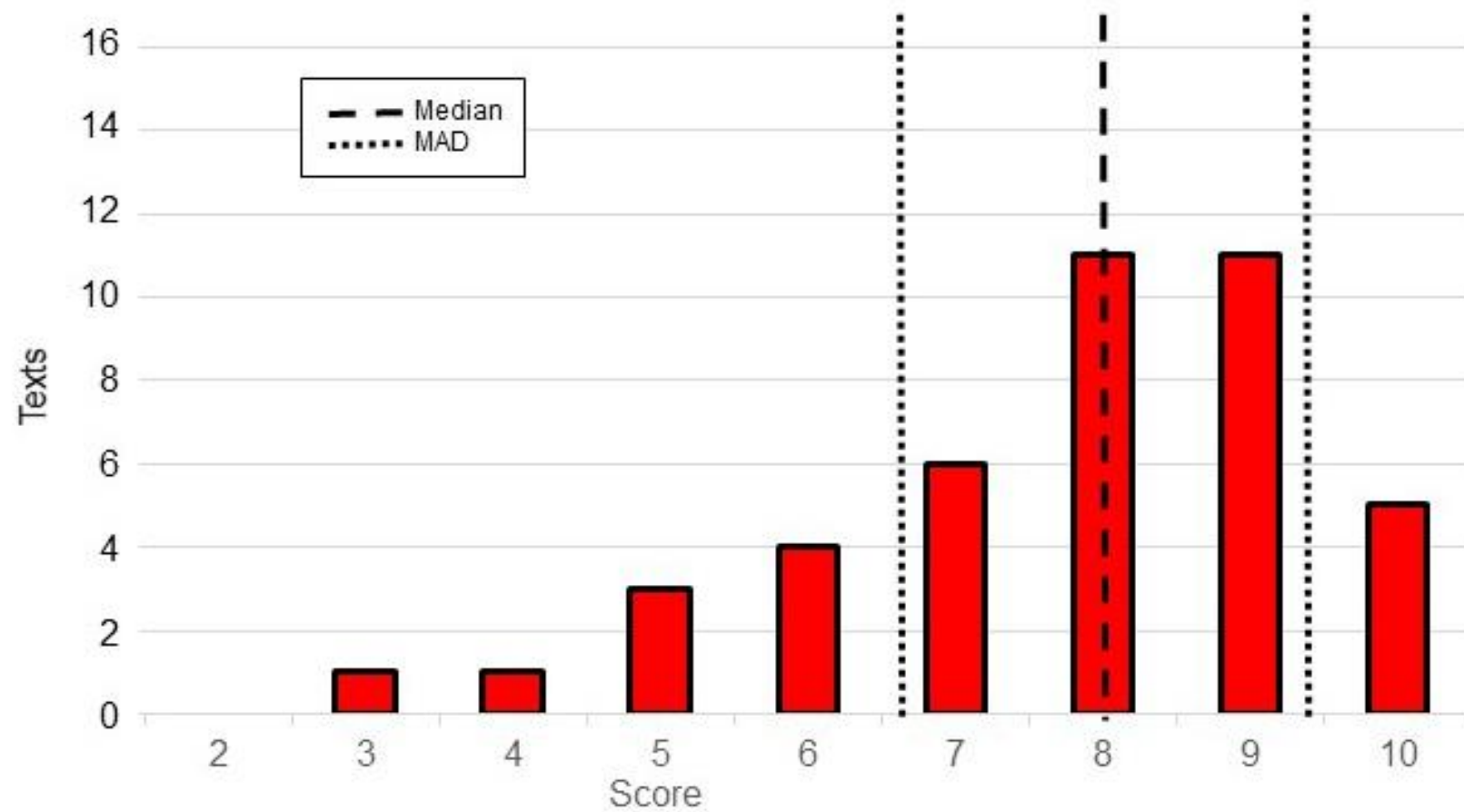
Agreeableness



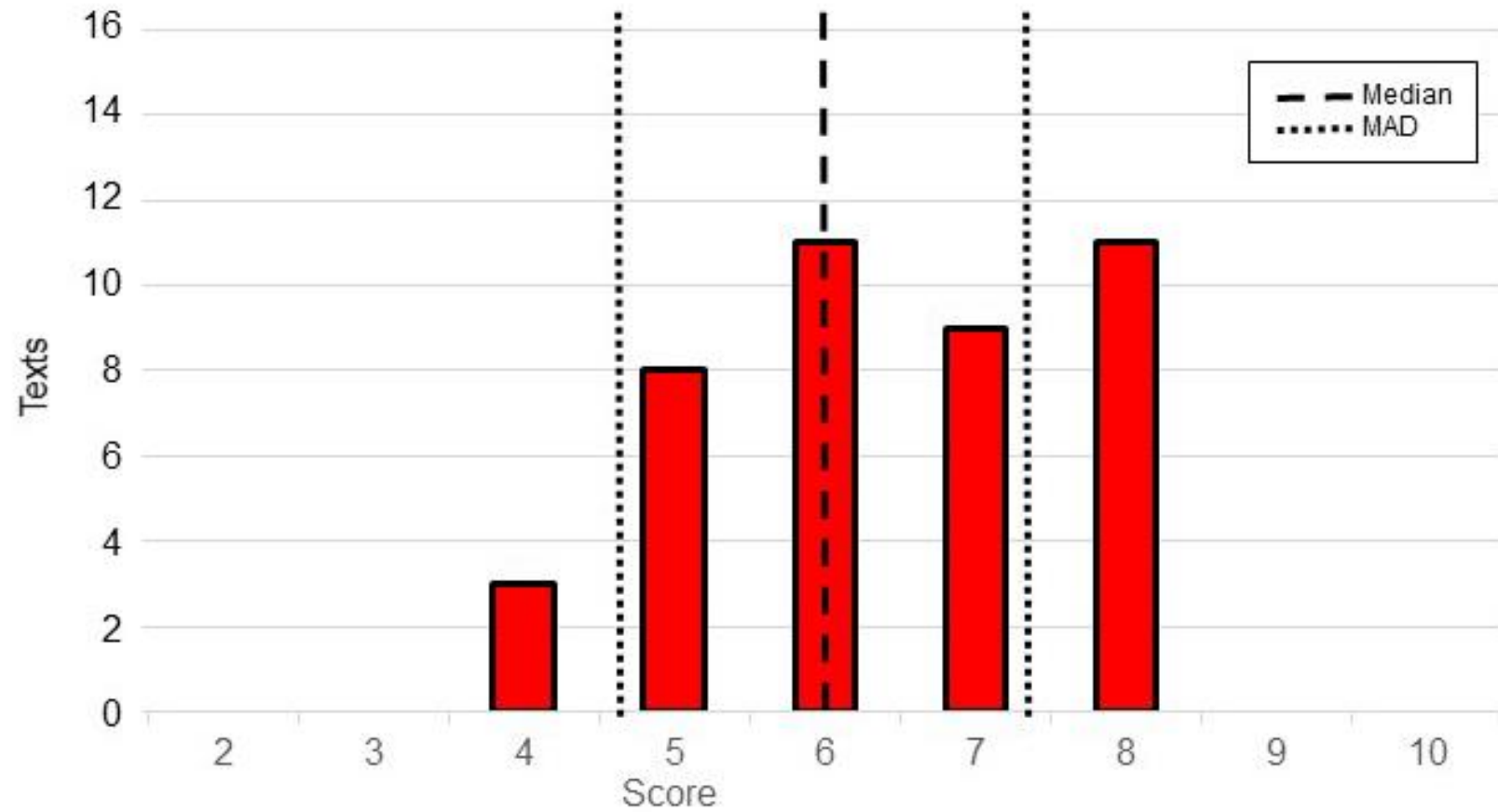
Openness to Experience



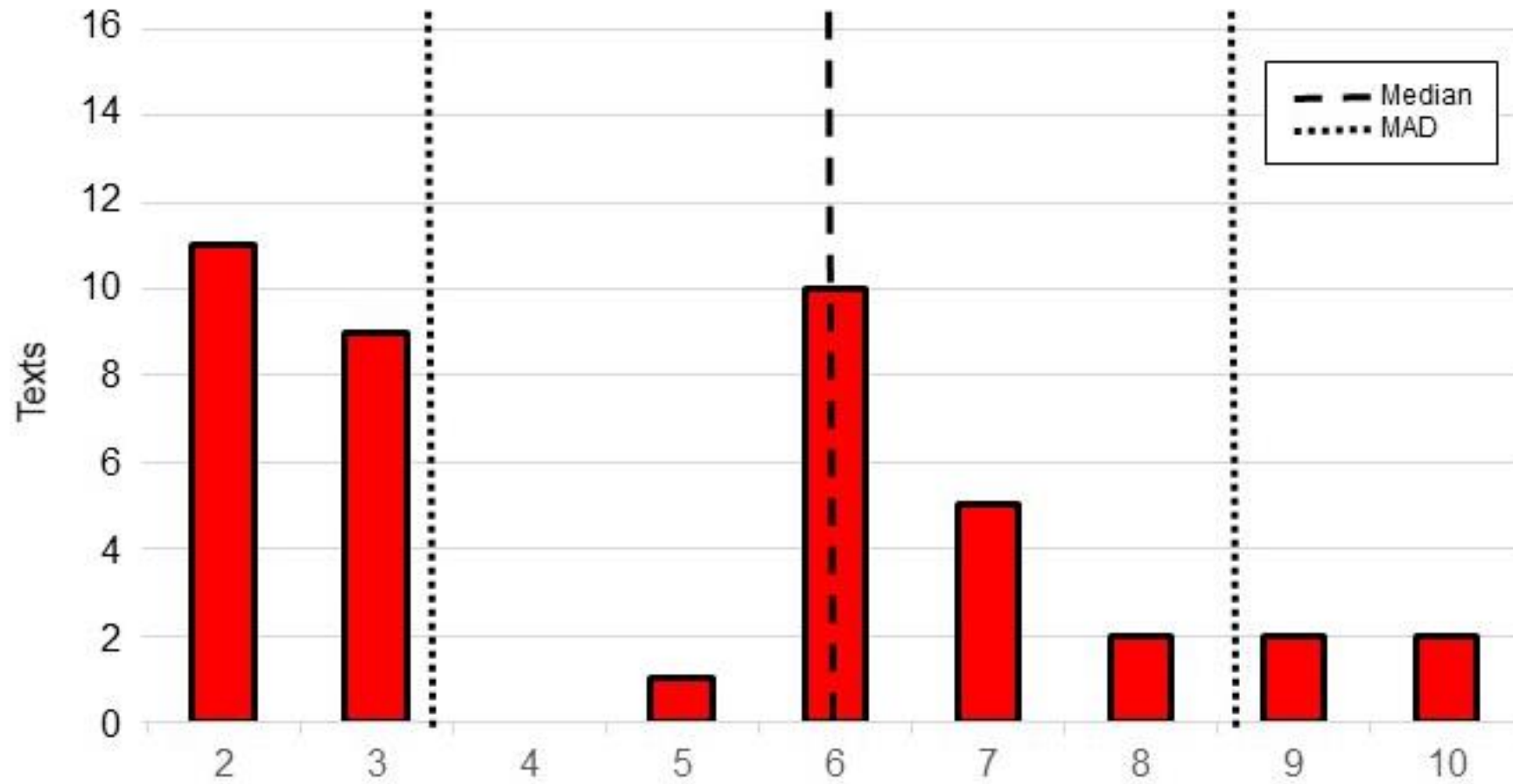
Conscientiousness



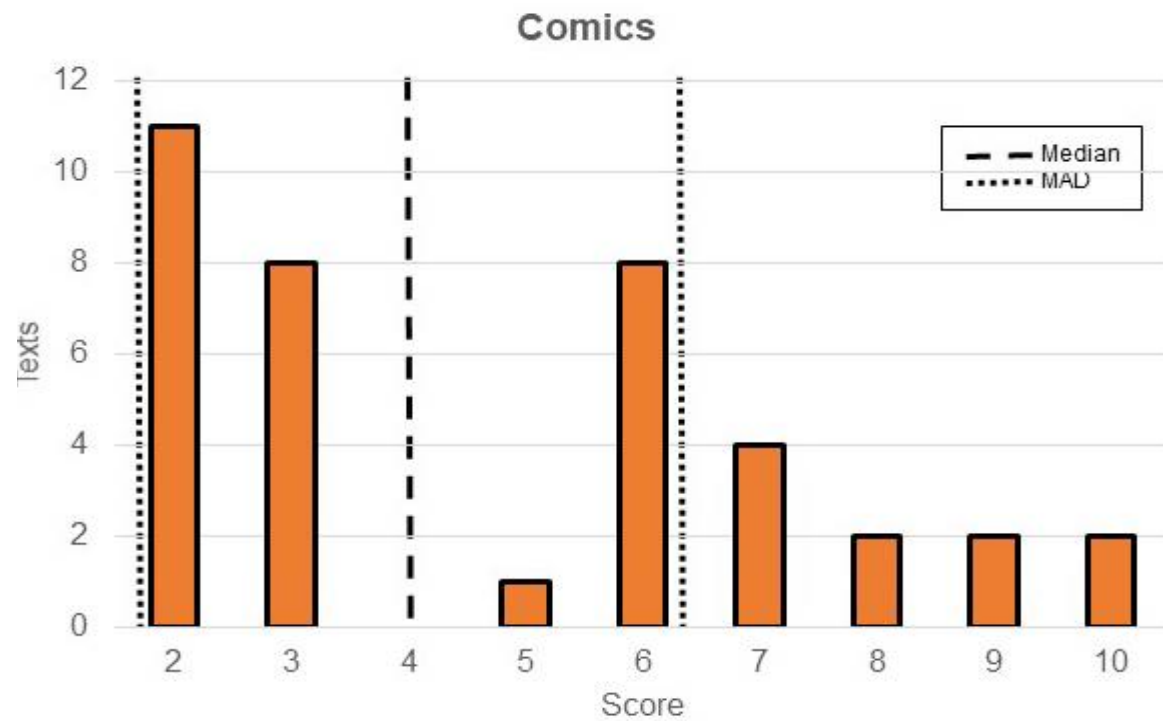
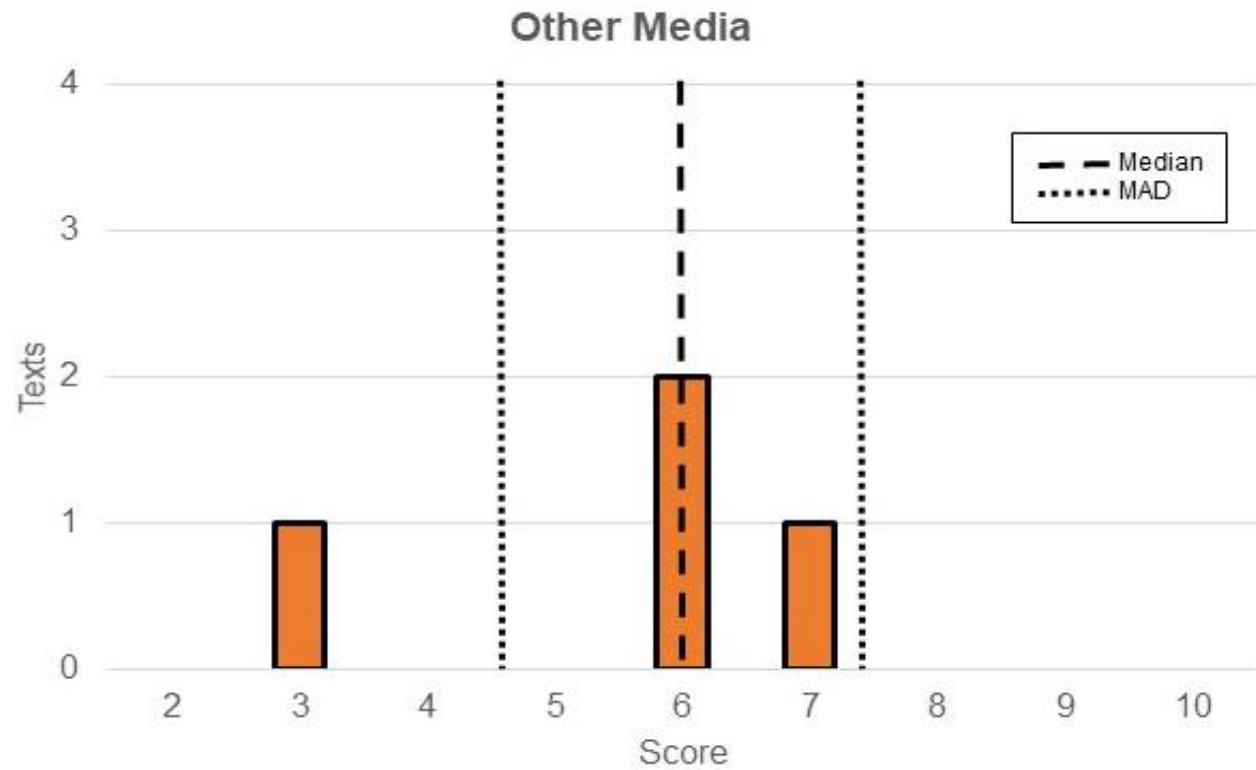
Extraversion



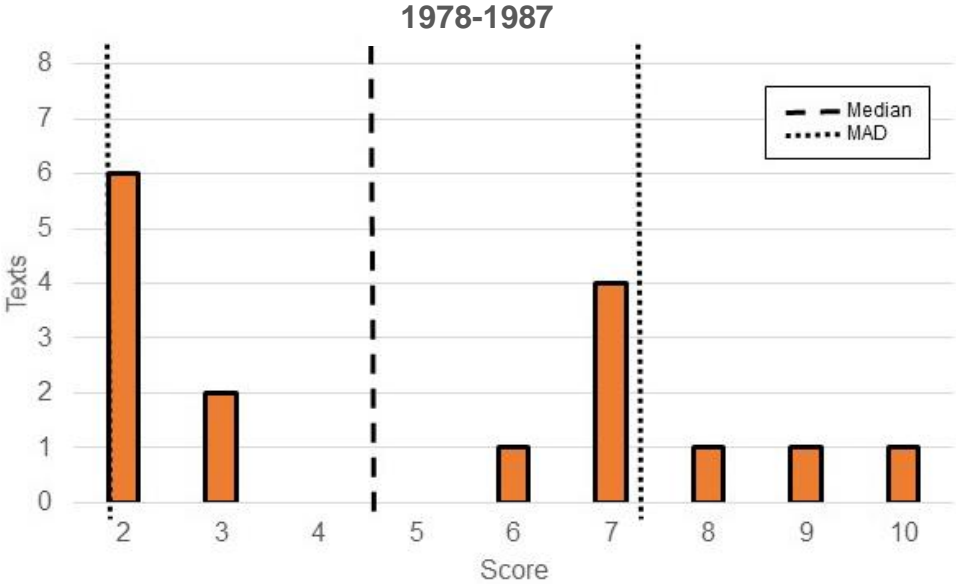
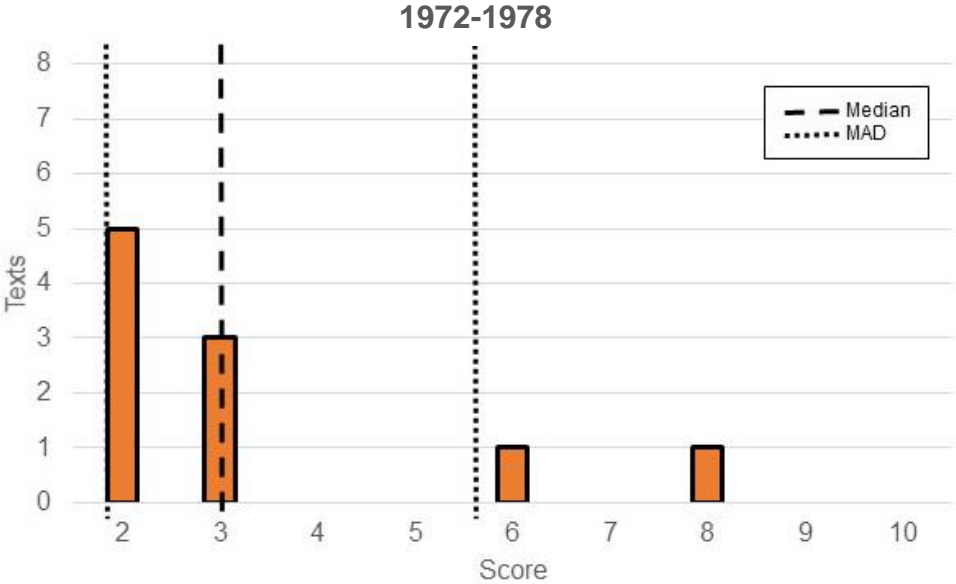
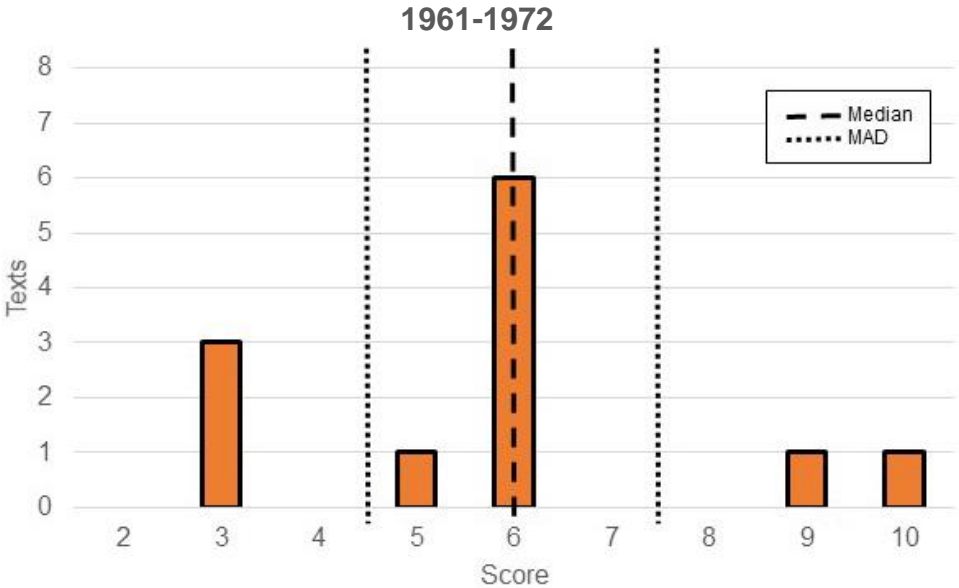
Neuroticism

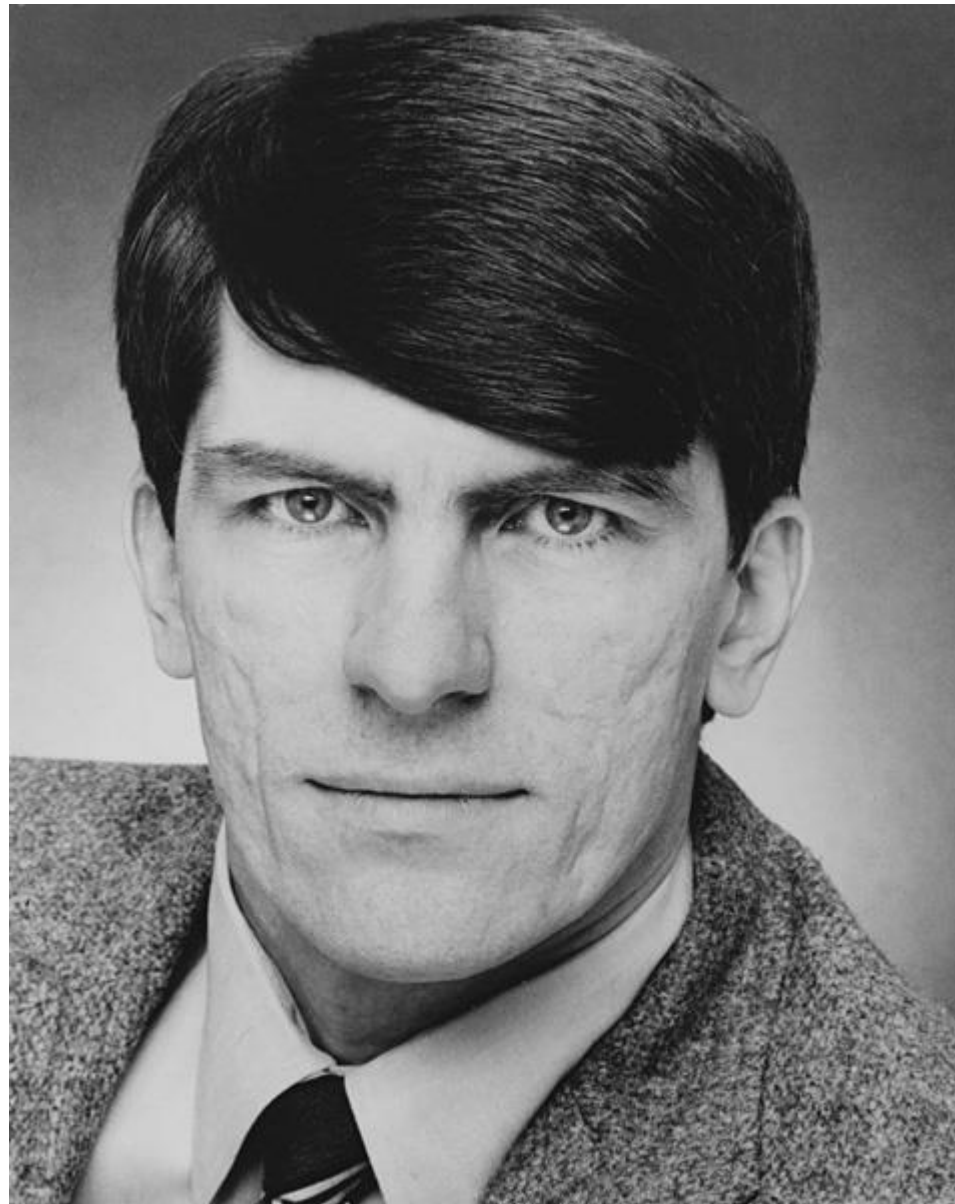


Neuroticism by Media Type



Neuroticism for comics by period





Summary

- Thirteen dimensional model of character cohesion
- Examples of how this can be used
- Data available to try it out
- Marvel Superheroes Secret Wars is rubbish



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