



## **“Behind superpowers”**

### **Why Superhero Movies Become So Popular Among Chinese Youth?**

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August 20 2019

## - Title

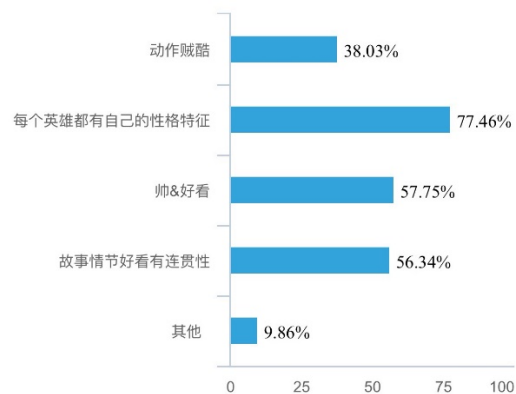
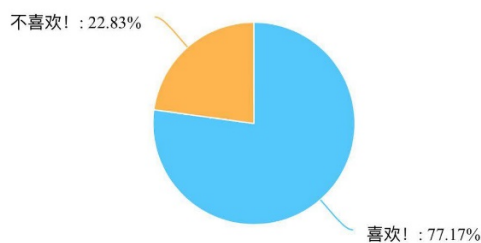
### Behind superpowers: why superhero movies become so popular among Chinese teenagers?

## - Lede

Nowadays, increasing number of teenagers are interested in superhero movies, such as Iron man, Black panther, and so on. Through this research, we are looking for the reasons why people prefer these movies and what decided the trends.

Coming out of the cinema, Rio Li just finished watching *Spider-Man: Far From Home*. He has been a huge fan of superhero movies since 2008, when *The Incredible Hulk* released. His favorite superhero is Wolverine. "He is different from other superheroes. He is a cynical man living with anger and hatred. Although bearing a lot, he would always stretch out his claws to protect the weak whenever they are in need." The complexity of this character, said Rio, is why he likes Wolverine the most.

Among 92 teenagers, 77 percent of them enjoy watching superheroes movies. Iron Man, Spider Man, and Thor are the top three liked by the young audiences. When it comes to the reason why they love superhero movies, 77% of them are attracted by each superhero's own unique personality.



## **Attraction may be misunderstand**

However, the reasons of opposite viewpoint from youngsters who are not fans of Marvel movies are antipathy towards heroism movies, lack of immersion and realism, no plot but only melee and American cultures. A high turnout is occurred in the reason of no plot but only melee. Admittedly, the half of the movies is describing the fight scenes of superheroes using their superpowers to have a fierce fight with their components, and several of them are defied into classics. The issue is audiences only use their time on one of the marvel movies, which infringe the rule of watching and enjoying the marvel movies. Each movie contains the special relationship with others and they will understand the subtle correlation between each of them only if they enjoy all of them. For instance, the movie in 2014 Captain America: The Winter Soldier not only reveals the main plot and development of captain America, but also implies other marvel characters' appearance, such as Winter soldier and Falcon and the relationship between S.H.I.E.L.D. (Strategic Homeland Intervention, Enforcement and Logistics Division) and HYDRA. Thus, the coherence between each movie series and even the single movie is another attraction and reason of why Chinese youth are into it.

## **Lovable Characters**

As for proving the popularity of superhero movies, the Avengers movie series can be a perfect example. According to Rotten Tomatoes, after the premiere of Endgame opening internationally in 21 markets — including China — Endgame earned an estimated \$643.7 million worldwide, including \$156.7 million on its first day in the US and Canada, which surpassed the \$640 million record set last year by *Avengers: Infinity War* (Buzzfeed News, Adam. B. Vary, April 28, 2019).

Teenagers occupy a vital part of marvel movie audiences. For instance, according to the statistics released by Statista, in 2014, among 6 different age groups - 7-14, 15-24, 25-34, 35-44, 45-54, 55+ - people from the age of 15-24 occupy 28% in all the movie viewers, which is also the highest groups among the others.

In this young age, teenagers are willing to try something cool and different, to fulfill their curiosity and make them feel different from others. Superheroes perfectly suit to their demands and wants also including the relationship and trouble that the normal people will have.

### **“Superpowers” Behind Superpowers**

Xx, a xx-year old high school student and a fan of superheroes, said that she likes the authenticity of those superheroes who are not perfect but have the same personality flawed and small shortcomings as the normal people. Take Iron Man as an example. As the normal people, he has a family and has to face family affairs and can feel the love from his wife and child. He also needs to deal with the conflict between friends and team members in Avengers. Furthermore, the friendship in those superhero movies can also teach her a lot. For example, in *Avengers: Endgame*, the Avengers decided whether or not to take time travel and save the world. At the beginning of discussing this question, different people hold different opinions, but finally they reached a unanimous viewpoint without any conflict. This is what a team should be and which qualities the team members should have. After watching the superhero movie, she notices that maintaining friendship and good cooperation is extremely important for effective decision making.

### **A World with Superheroes**

All in all, for normal people like us, we will never have actual superpowers. Superhero movies give us a chance to imagine a world with superpowers. Compared to some celebrities, superheroes are someone who are "closer" to us, who are actually influencing the society using their "superpowers". Black Widow is brave, calm, powerful, and also dangerous, but she also has her love and belief like normal people do. Iron Man is like a real person for the audience: he is smart and rational, he is a wonderful inventor, but he is also an ordinary father. He considers to quit the wars

because he wants to be together with his family. He is a good fighter, and he is also a great father. Superheroes are powerful, they use their special powers to save the world, to fight with villains, they lead the world to be revived. However, they are real people and they are not perfect. They have the emotions to lead them to make different decisions, they are like us humans, but they worth us respect. For teenagers, they are still having the adventure in the world, they already known a little about the world, but they still need someone to lead them to continue the life in the world. Therefore, Superheroes can be someone who lead teenagers, they are special and liked by teenagers, so they are worthy to be the leaders of the young people.

## **- Appendix**

### Questionnaire

1. Do you like the Marvel superheroes?

Yes! Answer question 2&3

No! Answer question 4

2. Which one is your favorite?

Iron man

Captain America

Thor

Spiderman

Black panther

Wolverine

Deadpool

Black widow

Hawk

Loki

Ant-Man

Venom

Star-Lord

Groot

Other characters

3. What make you interested to them?

The complex and cool actions

Everyone has their own personalities

Good appearance

Coherence and interesting plot

Other reasons

4. what is the reason why you dislike the Marvel movies?

Have a strong aversion to the heroism movies

Lack of immersion

No plot but only fierce battle

American culture

Due to my mood

Other reasons

Respondents :

Chinese teenagers

Measure to collect the information:

Using the website called wenjuanxing, which could make personal survey online and allow teenagers to fill in the questionnaire via WeChat.

Numbers of samples :

92 students

Interview Questions :

Do you like superheroes?

Which one is your favorite superheroes and why?

Do you think superheroes can become your role models and why?

Do you think superhero movies are popular in China?

What is the effect of superheroes on your daily life?

What is the meaning of the symbol of superheroes?

What do you think superheroes stand for?