

# PhD Online Survey Summary

## Windows of Fantasy: The Significance of Science-Fiction and Fantasy Film and Television Posters

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Over 273 respondents worldwide took part in an online study exploring how science-fiction and fantasy film and TV posters are owned, displayed, and valued. Findings show these posters are emotionally charged cultural artefacts, not mere décor. They bridge worlds: between the screen and the bedroom wall, fandom and identity, nostalgia and everyday life.

### 1. Meaning & Emotional Significance.

- Science-fiction and fantasy film and TV show posters were found to elicit emotional responses and serve as reminders of the films or TV shows from which they originate.
- Most respondents felt their posters reflected their sci-fi and fantasy fan identity and sense of self, often to a great extent.
- However, posters reflected other aspects of identity (such as age, class, gender, sexuality, ethnicity, or religion) only to a small extent.
- Completing the survey primarily led respondents to clarify rather than change their understanding of their posters' significance.

### 2. Physical vs Digital Posters.

- Most respondents owned both physical and digital posters, with physical posters being the dominant type.
- Respondents typically owned between one and five physical posters, but larger numbers of digital ones, often eleven or more.
- Digital posters were usually displayed on computer screens and laptops, with some also viewed on mobile phones or tablets.

### 3. Aesthetics & Buying Preferences.

- When acquiring posters, respondents rated the content (iconography) as the most important factor, followed by design and colour, which were valued to a great extent.
- Content featuring characters was the most common, while landscapes and settings were more common in digital posters.
- Designs were most often digitally edited.
- Colour was dominant across both types, with physical posters being slightly more colourful on average.
- The origin of a poster (official or fan art) was rated as having low importance. Physical posters were mostly official; digital posters, by contrast, were predominantly fan art.
- For physical posters, respondents were generally willing to pay around £30 and digital posters were expected to be low-cost or free.
- Physical posters were mostly printed on paper, often A1 in size, occasionally framed, and usually displayed on walls.

### 4. Display & Personal Space.

- Posters were most commonly displayed in private spaces, particularly bedrooms, whereas living rooms and home offices were secondary display areas.
- Placement decisions were influenced by visibility, fit with other objects, and whether the poster brightened or added colour to the room, criteria rated moderately important.

### 5. Who Took Part?

- Respondents were predominantly male, aged 18 – 34, white, non-religious, heterosexual or straight, and middle class. Participants were mainly from English-speaking regions, particularly North America and Europe.

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