Communication scholars have long examined the media’s representation of gender. How women are represented in the horror film genre, however, is not as thoroughly explored and deserves more scholarly attention. The purpose of this study is to investigate how horror movies portray women, to what degree the public perceptions of women are shaped by such movie genres and how media representation influences women’s self-perception. The study hypothesizes that 1) horror films tend to portray female characters based on one of three roles: “The Final Girl,” “The Oversexed Victim” and “The Pubescent Villain;” 2) watching horror movies does play a part in shaping people’s perceptions of women; 3) exposure to horror movies changes women’s perception of themselves with regard to gender inequality. The study will combine an online survey and content analysis. The study will distribute a survey to 400 students from a mid-sized Midwestern university to see how watching horror movies may transform people’s perceptions of women. The study will also conduct a thorough content analysis of five pre-selected horror films with the intent to identify women’s gendered roles in such movies. The survey and content analysis data will be cleaned up and imported into the statistical software SPSS for data analysis. Finally, this study will examine if the above hypotheses will be supported or not.