

# DIVERTING HATE

Misogynistic Extremism,  
The Manosphere,  
and Mainstream Social Media



A Bi-Annual Report From Diverting Hate  
March 2024 | Volume 3

*This project is funded by the U.S. Department of Homeland Security's Center for Prevention Programs and Partnerships, opportunity number DHS-22-TTP-132-00-01*

We exist to create a world where all people  
can be safe from misogyny.



Diverting Hate is in partnership with



Middlebury



# Table of Contents

---

## 03 Table of Contents

## 04 Introduction

## 04 Executive Summary

## 07 Section 1: Growth of Online Male Supremacy

Male Supremacy Scale: A YouTube Case Study

An Overview of 3 Key Evolving Trends

- 'Stop Simping': How Misogynistic Influencers Humiliate Women to Discourage Sympathy
- Passport Bros' Rise, the Disparagement of the "Modern Woman" and the Rise of Tradwives
- 'Hitting the Wall' and the Pervasive Sexualization of Younger and Underage Women

More than Seasonal Solitude: Exploring the Impact of the Holiday Season on Incels.is

Dehumanizing Language on Gettr: Exploring an Overlooked Corner of the Manosphere

## 32 Section 2: Real Impact of the Normalization of Violent Misogyny and Harmful Masculinity

From Hate Online to Violence Offline

Gen Z Shift: How a Younger Generation is Influenced by the Manosphere

An Empathy-Driven Lens to Online Misogyny

## 41 Section 3: Key Actors & Holistic Approach the Manosphere

Analyzing the Complex Role of Very Large Online Platforms in Mitigating Misogynist Narratives

Our Take: Ways to Protecting the People and the Work

How Men's Wellness Orgs Can Meet Men in the Manosphere

## 50 In Conversation with Will Adolphy, Author of the upcoming book, *Beyond the Manosphere: Why I Took the Red Pill and How I Broke Free*.

## 54 Team & Credits

---

# Introduction

## OUR VISION

We seek to advance a world where all people can be safe from misogyny

## OUR MISSION

To intercept and combat online hate by targeting its root causes.

Through applied research and applied technology, Diverting Hate uses empathy to create a path for men and boys to overcome hate with resilience and positive community. By engaging credible messengers and platforms that proliferate online social movements, we disrupt violent misogyny and create real world impact.

### Why we Exist

For vulnerable men struggling with loneliness, low self esteem, and a variety of other risk factors, finding an online space where their troubles are validated is a beacon of hope. Often, they are welcomed into a community of like minded men, uniting under a common enemy - usually women - and given a prescription for the "successful realization of manhood." In reality, this seemingly promising community, known as the manosphere, prey on this demographic for the indoctrination of radical ideas, infusing hate and violence into their daily lives.

Governments and businesses struggle with how to stop online misogyny. The government is hindered by political constraints and inconsistent resourcing, while businesses profit off of these engagement models. Despite their efforts to combat online hate, the opposition remains insufficient and technology platforms continue to be fertile ground for such ideologies to take root and spread. Instead of merely addressing the symptoms of these issues, we believe it necessitates a tech-based solution to address this fundamentally technological issue. Our technology and applied research solutions pave a healthier path for young men before it's too late.

### Our Approach

#### WE AIM TO TARGET HARMFUL MISOGYNY...



#### BY SURFACING POSITIVE MALE INFLUENCES.





### *Partnerships & Digital Advertising*

Our methodology extends beyond mere hate prevention; we aim to cultivate understanding, empathy, and positive connections to drive a social behavior shift among this audience. We partner with 10 mens' wellness and community organizations to drive at-risk men away from the 'manosphere' and towards healthier alternatives. Through amplifying our partners' voices, we aspire to redirect the audiences' attention towards more positive content that nurtures life skills and promotes the overall wellbeing of men.

### *Applied Research*

Our method merges research with action to redirect harmful online behavior using social media. Central to our approach is a dynamic research framework that constantly monitors emerging trends, influential figures, and the evolving language within various communities. By staying well on the pulse of these developments, we can effectively identify and classify key terms, websites, user accounts, and hashtags prevalent within the manosphere. This comprehensive understanding enables us to pinpoint and target at-risk individuals on social media platforms before they become irreversibly indoctrinated with harmful content. Our research capabilities serve as the cornerstone of our platform-agnostic solution, allowing us to efficiently identify instances of hate speech and take swift action to address them.

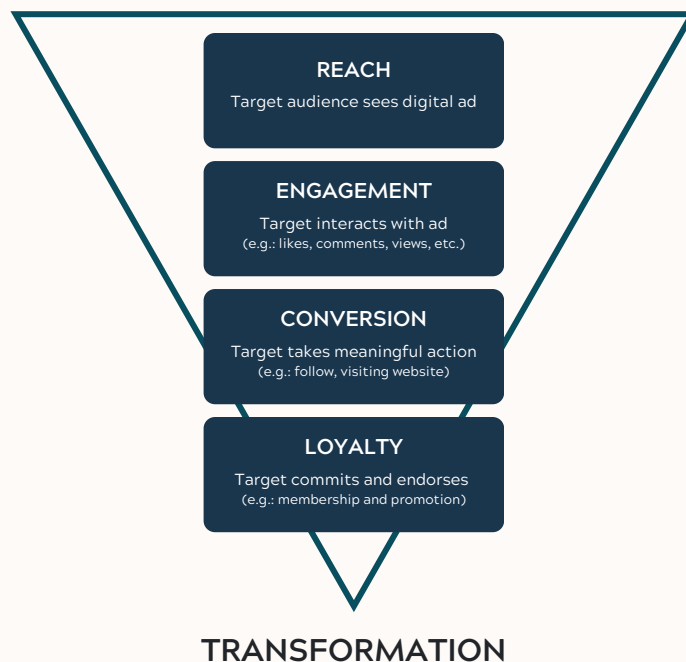
### *Applied Ad Technology*

Our adoption of Applied Advertising Technology allows us to measure our impact by monitoring key performance indicators (KPIs), such as reach, engagement, and conversion rates. Understanding these performance KPIs is essential, as they provide insights into potential refinements to enhance our messaging, effectiveness, and reach in the future.

### *Campaigns*

Currently, online platforms face a binary choice when dealing with extremist content: either shut down the offending account or ignore it. Our work offers a third option: to encourage lasting changes through platform infrastructure by instead exposing at-risk users to alternative positive content.

Looking ahead, we'll focus on evaluating full conversion to our partners' programs and analysis of changes in online behavior to best understand the true impact and transformation of our work.



# Executive Summary

This report advances our previous work, drawing from foundational research and strategic insights outlined in our reports from March and September 2023. Our team meticulously mapped the manosphere landscape, identifying key groups and trends. Since September, we've expanded our analysis across languages and platforms, diving more into the global influence of extreme misogyny. Integrating initial findings, we've refined strategies for targeted interventions on key mainstream social media platforms, marking advancements in our efforts to combat online hate.

## **Purpose of the Report**

This report serves as a crucial examination of the multifaceted challenges arising from the manosphere's influence on online platforms. Its purpose is to provide actionable insights, foster ethical practices, and propose effective interventions to address the propagation of misogynistic narratives and extremist viewpoints. By presenting a comprehensive analysis, the report aims to equip practitioners, men's community and wellbeing organizations, policymakers, and Very Large Online Platforms (VLOPs) with the knowledge needed to counteract the destructive effects of normalized violence within the manosphere.

## **Audience and Call to Action**

This report is essential reading for practitioners involved in countering and preventing violent extremism, men's wellness organizations seeking effective strategies, policymakers at both federal and local levels, and VLOPs grappling with moderation challenges. It calls for collective action, urging these stakeholders to implement targeted interventions, ethical engagement strategies, and robust policies to counter gender-based violence and extremist ideologies. By addressing the urgent need for intervention, this report aims to inspire a collaborative effort toward fostering safer online environments and promoting the well-being of individuals and communities affected by the manosphere's influence.

## **Section 1: Growing Impact of Online Male Supremacy**

This section provides an in-depth analysis of the manosphere's impact on prominent online platforms, with a focus on YouTube, Incels.is, and Gettr. Unveiling profit-driven trends on YouTube, it highlights influencers leveraging TikTok for the dissemination of anti-feminist ideologies. The Male Supremacy Scale case study reveals effective targeting strategies. Alternative platforms expose heightened loneliness in incel forums and the intertwining of far-right ideologies with manosphere concepts on Gettr. The research emphasizes the critical need for targeted interventions to curb the propagation of misogynistic narratives and extremist viewpoints across diverse online platforms.

## **Section 2: Real Impact of the Normalization of Violent Misogyny and Harmful Masculinity**

This section explores the pervasive and detrimental consequences of violence normalization within the manosphere, posing threats to the well-being of diverse groups. Connections to mass violence, self-harm, harassment, and potential impacts on broader policy frameworks are elucidated. By understanding the multifaceted harm inflicted, the report highlights the urgent need for interventions and policy measures to counteract the destructive effects of normalized violence within the manosphere.

## **Section 3: Key Actors & Holistic Approach the Manosphere**

Addressing the complex landscape of countering and preventing violent extremism within the manosphere, this section emphasizes a whole-of-society approach. It underscores the strategic and ethical considerations for practitioners in research dissemination, advocates tailored engagement for men's wellness organizations in the manosphere, stresses the necessity of federal and local policies to counter gender-based violence, and scrutinizes Very Large Online Platforms' role in mitigating misogynist narratives. The insights presented underscore the critical need for comprehensive interventions and policy measures to tackle the challenges posed by extremist ideologies and harmful online content dissemination.

# Section 1:

## Growth of Online Male Supremacy



This comprehensive analysis delves into the concerning influence of the manosphere across different online platforms, focusing on YouTube, Incels.is, and Gettr. The examination of YouTube reveals a lucrative trend where influencers profit from misogynistic content, employing a strategic formula that includes leveraging TikTok content to disseminate anti-feminist ideologies.

The Male Supremacy Scale case study on YouTube influencers demonstrates the scale's effectiveness in assessing and targeting diversion strategies. This exploration extends to off-mainstream platforms like Incels.is and Gettr, uncovering heightened loneliness during holidays in incel forums and the prevalence of far-right ideologies intertwined with manosphere concepts on Gettr. Overall, the research underscores the urgent need to address the propagation of misogynistic narratives and extremist viewpoints within the manosphere, emphasizing the importance of targeted interventions and understanding the dynamics across various online platforms.

# Male Supremacy Scale: A YouTube Case Study

Together with the Polarization & Extremism Research & Innovation Lab (PERIL) at American University, we conducted a case study to investigate the viability of executing effective diversion campaigns aimed at a range of male supremacist YouTube influencers who are prominent within the manosphere.

## ***The Male Supremacy Scale***

The Male Supremacy Scale was developed by Pasha Dashgard, the director of research at PERIL, as a tool to understand, define, and quantify the phenomenon of contemporary male supremacy, specifically in the context of online platforms. Employing a mixed-methods research design, Dashgard collected and synthesized data from various sources, including online ethnographic research, a key informant interview, and a scale designed to measure contemporary male supremacy. The result was a reliable and valid instrument for assessing contemporary male supremacy, known as the Male Supremacy Scale.

The Male Supremacy Scale is a 15-item scale to measure male supremacy broken into 3 subscales — Anti-Feminism, Female Dishonesty In Relationships, and ‘Women Like Alphas’ — with 5 items each. Anti-Feminism explores how the participant feels about feminism and feminists in general and, more specifically the role feminism has in society. Female dishonesty in relationships highlights the view that women are not able to be faithful in a relationship and are, by nature, dishonest. ‘Women Like Alphas’ is based on hypergamy, and the values that men of the manosphere project onto women, and determines if the participant feels that women are only interested in high-status, “masculine” men. Utilizing a 7-point Likert scale, ranging from “Strongly Disagree” (1 point) to “Strongly Agree” (7 points), the highest ranking on the Male Supremacy Scale is 105.

## ***Application of the Male Supremacy Scale***

The manifestation of male supremacy online combines principles derived from a broad network of male supremacist websites, blogs, forums, and communities commonly referred to as the manosphere. Currently, online platforms face a binary choice when dealing with content that offers potential pathways to online radicalization: either shut down the offending account or ignore it. Diverting Hate offers a third option: to encourage lasting changes through platform infrastructure by instead exposing at-risk users to alternative positive content.

In order to test this methodology, we worked alongside Dashgard and the PERIL team to implement the Male Supremacy Scale and test the efficacy of diversion campaigns against an amalgam of actors within the manosphere across the Male Supremacy Scale’s spectrum.

We began our assessment by identifying 11 prominent accounts that are recognized as influential figures within the manosphere. These accounts boast subscriber counts ranging from 110,000 to 1.84 million, highlighting their considerable impact. Following this, we conducted a detailed analysis of the top ten videos from each account, scrutinizing the content in alignment with the Male Supremacy Scale. By doing so, we were able to gain insights into the prevailing attitudes and beliefs presented by these influential figures within the manosphere. We then methodically evaluated each video based on the designated criteria of the Male Supremacy Scale, assigning scores that ranged from 65 to 93 in order to offer a quantitative measure of the extent to which the content aligns with male supremacy attitudes.

***The scale has 15 items across the three sub-scales.***

*Anti-Feminism*

1. Feminism is about hating men
2. Modern society prioritizes women over men
3. Feminists are unattractive
4. Women use feminism to gain an unfair advantage over men
5. Feminists are seeking to control men

*Female Dishonesty in Relationships*

6. If a man commits to a woman in a romantic relationship, she gets the upper hand.
7. In a relationship, women are less trustworthy than men
8. Men in romantic relationships need to be constantly on guard for cheating
9. Women have a biological drive to cheat on their partners
10. You can't trust women to be faithful in relationships

*Women Like Alphas*

11. Women are biologically driven to seek out the highest status man possible
12. Women cannot help being attracted to rich men
13. Women cannot help but be attracted to those who are higher in status than they are
14. Women are not attracted to men who have a low social status
15. Women are attracted to high-status men

***Summary of Accounts***

In our study, we aimed to capture a diverse spectrum of accounts within the manosphere, including representatives from MGTOW, PUA, MRA/MRM, Red Pill, and TradCon communities. To ensure a well-rounded representation, we deliberately included both male and female perspectives, as well as individuals from various ethnic backgrounds.

Our primary goal was to conduct targeted advertising campaigns across a spectrum of accounts to understand if diversion is most effective against accounts lower on the Male Supremacy Scale or if it's achievable for accounts higher on the scale as well. We sought to have a range of mid-to-low (below 70 points) and high (above 70 points) channels. However, not all accounts were eligible for campaign testing because they had been demonetized. These accounts included Just Pearly Things, Fresh & Fit, SandMan, and Legion of Men. As of January 2024, there has been no official statement from YouTube expanding on why both Just Pearly Things and Fresh & Fit have been demonetized; however, speculations from [Business Insider](#) and [Eightify](#) (a YouTube video summarizing website) allege both creators were demonetized because of the content they post on a frequent basis. In addition, Just Pearly Things' demonetization comes from a string of controversial posts she published on X. Ultimately, this impediment prevented us from creating campaigns for these particular accounts. Sandman and Legion of Men have also been demonetized on YouTube, and similar to Just Pearly Things and Fresh & Fit, YouTube has not come out with an official statement as to why both channels were demonetized. Speculations from social media point to both channels being demonetized because they frequently violate YouTube's community guidelines, particularly the guidelines that pertain to Hate Speech and content that promotes the belittlement of women. Adherents of the aforementioned channels attribute the demonetization as an attack on the manosphere and the various communities each YouTuber adheres to.

It is clear that capital gain from on-platform advertisements does not hinder creators from still achieving capital gains through their influence. Views and increasing virality drive users to these creators' websites where they have open license to sell and promote products such as supplements, apparel, and educational courses. In the attention economy, all these creators need is eyeballs.

The below table shows the increase in subscribers from November 2023 to March 2024. The accounts highlighted in red were demonetized by YouTube.

| Channel Name                  | Male Supremacy Scaled Metric | Subscribers Count November 2023 | Subscribers Count March 2024 | Increase in Percent |
|-------------------------------|------------------------------|---------------------------------|------------------------------|---------------------|
| <b>SandMan*</b>               | 93                           | 203,000                         | 206,000                      | 1.48%               |
| <b>The Real MTR</b>           | 92                           | 635,000                         | 682,000                      | 7.40%               |
| <b>Legion of Men*</b>         | 91                           | 427,000                         | 453,000                      | 6.09%               |
| <b>The Rational Male</b>      | 89                           | 218,000                         | 221,000                      | 1.38%               |
| <b>Fresh &amp; Fit Clips*</b> | 88                           | 654,000                         | 714,000                      | 9.17%               |
| <b>Rich Cooper Channels</b>   | 88                           | 975,000                         | 1,010,800                    | 3.67%               |
| <b>Just Pearly Things*</b>    | 85                           | 1,840,000                       | 1,990,000                    | 8.15%               |
| <b>Steph is Cold</b>          | 84                           | 451,000                         | 456,000                      | 1.11%               |
| <b>AaronClarey</b>            | 75                           | 110,000                         | 120,000                      | 9.09%               |
| <b>ARAKO TV</b>               | 66                           | 935,000                         | 1,020,000                    | 9.09%               |
| <b>21 Studios</b>             | 65                           | 519,000                         | 518,000                      | -0.19%              |



## Overview of Accounts and Associated Scaled Metric

### Sandman (Male Supremacy Scale Metric of 93)

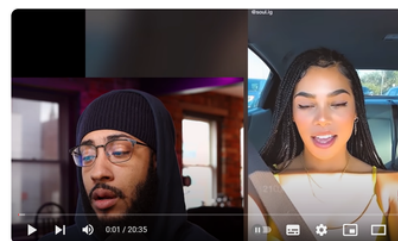
Sandman, a prominent white male MGTOW (Men Going Their Own Way) influencer hailing from Canada, is known for creating original content presented through voiceovers accompanying various images. He delves into a wide range of topics related to MGTOW, addressing them well before they gain mainstream attention. Sandman's videos consistently score high in terms of effort and engagement. His content provides a comprehensive exploration of reasons why women might be perceived as primarily interested in high-status men. Additionally, Sandman discusses how he views feminists as a potential threat to society, offering his perspectives on these complex subjects. Despite his foresight and early entry into the MGTOW movement and red pill discussions, Sandman has maintained relevance and growth. In November 2023, he boasted 203,000 subscribers, and by March 2024, his followership had increased to 206,000. This suggests a steady and continued interest in his content, underscoring his influence within the MGTOW community and beyond.



***“Why Feminists Hate MGTOW”***

### The Real MTR (Male Supremacy Scale Metric of 92)

The Real Mediocre Tutorials and Reviews (MTR) is a Black male content creator in his 30s who engages in reaction videos to viral videos from clips on sports networks to celebrity news. His discussions mainly revolve around demeaning the subject in the video, especially if it pertains to women. The Real MTR attracts thousands of viewers via conflated titles, exaggerated thumbnails, and, above all, content that promotes the manosphere and demeans women. Additionally, the Real MTR advertises different social media platforms that aim to get viewers to his personal site — mtarmy.com, for example — which allows visitors to schedule personal consultations and join a newsletter and “army.” In November 2023, he had 638,000 subscribers on YouTube; in March 2024, at the time of writing, he had 682,000 subscribers. The 7.4% increase in subscribers suggests that the Real MTR is able to attract viewers through his content and further advertising his following base as an “army,” further creating brotherhood and influence in his community.



***“20 minutes of women demonstrating why men are REFUSING marriage ♂”***

### **Legion of Men (Male Supremacy Scale Metric of 91)**

Legion of Men, a white male content creator around the age of 35, engages in reaction videos where he responds to content produced by others. Notably, his discussions revolve around the concept of "passport bros," reflecting a focus on men seeking relationships outside Western societies, and his content is often marred by transmisogynistic and anti-feminist views. His videos consist of commentary on various relationship topics, and he frequently incorporates manosphere-type vocabulary, although he doesn't explicitly reference the term "red pill." Despite the overall high score of his channel, it is noteworthy that he doesn't emphasize female dishonesty, which slightly diminishes his overall rating. Legion of Men has exhibited substantial growth on his channel. In November 2023, he had 427,000 subscribers, and by March 2024, this number had increased to 453,000. This upward trajectory suggests a sustained level of interest and engagement with his content despite the controversial aspects of his discussions.



***"Passport Bros TRIGGERING Western Women By Going Their Own Way"***

### **The Rational Male (Male Supremacy Scale Metric of 89)**

Rollo Tomassi, known as the Rational Male, is a white man in his 50s who resides in Nevada with his wife. His content primarily features him seated and discussing various topics related to the manosphere. A prominent advocate of the red pill ideology, Tomassi distinguishes himself by opposing TradCon influencers and extensively delving into the concept of hypergamy. Tomassi's videos often critique and scrutinize figures within the same community. Notable instances include criticisms of individuals like Jordan Peterson and Matt Walsh. Apart from his online presence, Tomassi has authored several books on intersexual relationships, solidifying his influence in the realm of the manosphere — his first blog began in 2011 and he released his first book in 2013. His content, which heavily emphasizes red pill ideology and hypergamy, has garnered significant popularity. Despite his high standing in these aspects, his channel's score is tempered by a lower ranking in female dishonesty, due to a perceived lack of discussion on this particular subject. In terms of subscribers, Rollo Tomassi experienced modest growth on his channel. In November 2023, he had 218,000 subscribers, and by March 2024, this number had increased to 221k. This consistent following suggests sustained interest in his expertise on red pill philosophy and intersexual dynamics within the manosphere.



***"Hypergamy: Rollo Tomassi vs. Jordan Peterson"***



### **Fresh & Fit (Male Supremacy Scale Metric of 88)**

Fresh & Fit (Male Supremacy Scale Metric of 88) - The Fresh & Fit Clips are clips that come from the Fresh and Fit podcast, which is hosted by Walter Weekes and Myron Gaines, a pair of Black content creators. The podcast has been known to have controversial influencers such as Andrew Tate and Nick Fuentes as guests. Additionally, the channel regularly hosts a panel of women where the commentators attempt to ask controversial questions and garner answers from these women to support men's rights and misogyny. Because of the misogynistic content that is glorified on the channel, the YouTube channel was banned in March 2022 because the channel violated YouTube's Hate Speech policy. While the channel was demonetized in August 2023, it continues to post video clips from their podcast. In November 2023, the channel had 654,000 subscribers; in March 2024, the channel had 714,000 subscribers. Ultimately, despite the controversial content promoted and glorified on the channel, individuals still find the channel appealing because of its projection that it is an anti-mainstream podcast that aims to cause drama and garner an argument from individuals on the podcast.



***“COCKY 30 Year Old LEARNED Why She's NOT At Her Peak!”***

### **Entrepreneurs in Cars, Rich Cooper Clips, and Unplugged Alpha (Male Supremacy Scale Metric of 88)**

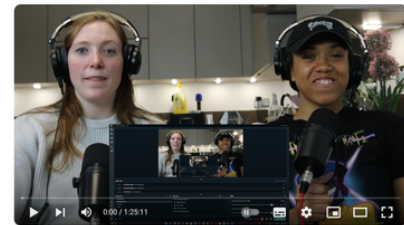
Richard Cooper, the creator of Entrepreneurs in Cars as well as the channels, Rich Cooper Clips and the Unplugged Alpha, is a middle-aged Canadian white man. Before his tenure on YouTube, Cooper was a self-described “financial manager,” — his website boasts that he ran Canada's most successful private debt relief company. Early on, Cooper published a book titled The Unplugged Alpha, which promotes redpill content. Building on this book, Cooper then went on to create his YouTube channels where he advertises his book and sprinkles content from it into his various videos. Cooper mainly makes content that urges viewers to consume the redpill and delve further into the manosphere by rejecting aspects of society, especially aspects of the “nice guy.” In November 2023, Cooper had the following subscribers on his channels: Entrepreneurs in Cars, 692,000 subscribers; Rich Cooper Clips, 242,000 subscribers; and Unplugged Alpha, 41,000 subscribers. The channels in March 2024 are at 708,000 subscribers, 257,000 subscribers, and 45,800 subscribers, respectively. Cooper's channels don't hold a dramatic increase in subscriber count compared to the other channels analyzed in this report, suggesting that even though his content is more tailored to redpill ideology, he isn't able to attract as many individuals to the string of content he presents.



***“How to Tell if You're a SIMP ? The Simp Test”***

### **Just Pearly Things (Male Supremacy Scale Metric of 85)**

Just Pearly Things is a channel run by 27-year-old Hannah Pearl Davis from Chicago, IL, who creates anti-feminist content. Davis entrenches herself in conservatism and traditionalism views and refers to herself as an anti-feminist. Davis often describes herself as the “female Andrew Tate,” and frequently flaunts embellished narratives in her videos; she has been known to draw inspiration from the likes of Ben Shapiro and Thomas Stillwell, who are both popular in far-right communities. As of November 2023, Davis’ YouTube channel was demonetized. As of the time of writing this, there is no official statement from YouTube. However, speculations suggest she was demonetized for statements she made on X regarding underage women, coupled with her refusal to take down a video on YouTube that featured minors without permission from their parents. Despite her demonetization, Davis continues to post on her YouTube channel. In November 2023, when she was demonetized and we began to conduct an analysis of the channel, she had 1,840,000 subscribers. In March 2024, she had 1,990,000 subscribers and continues to garner thousands of views under her videos. Davis’ controversial opinions and virulent stance against feminism continue to attract adherents of the manosphere, and for the time being, she continues to post on YouTube and is most likely attempting to appeal to her demonetization status.



***“I Introduced My Friend to Red Pill For the First Time Jordan Peterson vs Feminist”***

### **Steph is Cold (Male Supremacy Scale Metric of 84)**

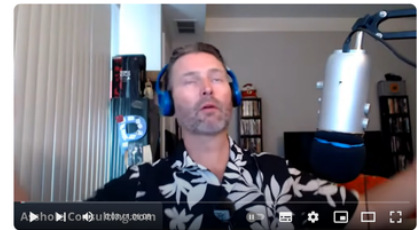
Steph is Cold, a Black man in his 30s hailing from Detroit, is a content creator who focuses on discussions surrounding alpha masculinity and red pill ideology. Offering dating advice and self-improvement tips, he engages his audience through various content formats. Some videos feature him solely providing insights with accompanying visuals, while others showcase him in the frame. Additionally, he ventures out onto the streets to test and demonstrate his theories. Steph is Cold is a proponent of the no-fap movement, which emphasizes self-discipline and personal growth through abstaining from porn, masturbation, and orgasms. Much of his content revolves around the red pill philosophy, offering advice on becoming more confident and successful in relationships. Notably, his overall score is affected by a lower ranking in anti-feminism. Despite this, Steph is Cold has maintained a substantial following. In November 2023, his account boasted 451,000 subscribers, with a marginal increase to 456,000 by March 2024. This suggests continued interest in his content, particularly his discussions on alpha masculinity, self-improvement, and red pill concepts.



***“3 Things I Learned in My Simping Days”***

### **Aaron Clarey (Male Supremacy Scale Metric of 75)**

Aaron Clarey, a white man in his 40s, is known for his content that spans diverse interests, including salsa dancing and economics. However, a significant aspect of his content is characterized by misogynistic views and a belief in the societal benefits of the patriarchy. Clarey engages with his audience through live streams, where he addresses topics requested by subscribers, ranging from news articles to questions while advocating for traditional gender roles with supporting “economic statistics.” While scoring high in various aspects, his overall rating is impacted by a lower score in female dishonesty, attributed to a perceived lack of emphasis on this subject within his content. Regardless, Aaron Clarey has experienced growth in his following. In November 2023, he had 110,000 subscribers, and by March 2024, his subscriber count had increased to 120,000. This indicates sustained interest in his content, even as he discusses controversial topics related to gender roles and societal structures.



***“Men Must Accept This Reality:  
There are Nearly ZERO  
Marriageable Women”***

### **ARAKO TV (Male Supremacy Scale Metric of 66)**

ARAKO TV is a Black man in his late 20s to early 30s from Europe, possible both Spanish and British. Arako comments on videos and describes himself as providing observations, opinions, advice, as well as comedy and entertainment. His commentary often demeans women and his content is intentionally inflammatory to garner maximum viewership, as is evidenced by his choice in capitalized verbs in the video titles, which suggests that he meticulously chooses his videos. While his channel does not always engage with the manosphere, some of the comments and videos he shares promote misogynistic narratives, and as such, should be monitored. The lower score of his channel reflects that not all of the videos and content he creates promotes misogyny as explicitly as others. In November 2023, Arako had 935,000 subscribers, and in March 2024, he had 1,020,000 subscribers. The upward trend of his subscriber count shows that his content appeals to a wider range of audiences than the manosphere and can attract viewers who are looking at general content that they may find amusing.



***“Teenage Boy SILENCES His  
Feminist Teacher”***

## 21 Studios (Male Supremacy Scale Metric of 65)

21 Studios is a channel known for sharing a variety of content sourced from different creators. This includes original material from their men's conference, as well as reposted videos from various social media platforms. The content encompasses a mix of Pick-Up Artist, Red Pill, and Men Going Their Own Way ideologies. Notably, 21 Studios is recognized as the organizer of the annual Manosphere Summit and "Make Women Great Again." The channel's focus primarily leans towards discussions and perspectives related to men rather than women. This orientation contributes to a lower score, given the emphasis on content geared toward male-centric issues. Despite hosting significant events like the Manosphere Summit and "Make Women Great Again," 21 Studios is the only account that has lost subscribers since November 2023 when they had 519,000 subscribers. In March 2024, the account had 518,000 subscribers. This suggests a slightly decreased level of interest in their content within the manosphere community.



***"The Art of Fearless Seduction  
| Brian Begin | Full Length HD"***

## Application of Diversion Campaigns on Male Supremacist Channels

In February 2024, we ran diversion campaigns for two of our partners, **Man Enough** and **Man Therapy**, across 9 channels — the Real MTR, the Rational Male, Rich Cooper Clips, Entrepreneurs in Cars, the Unplugged Alpha, Steph is Cold, Aaron Clarey, ARAKO TV, and 21 Studios. Due to the demonetization of Sand Man, Legion of Men, Fresh & Fit Clips, and Just Pearly Things, we were not able to run diversion campaigns.

We set out to answer the question of: How does the effectiveness of diversion campaigns vary among audiences with differing levels of belief in male supremacy?

Our hypothesis is that diversion campaigns are more effective on channels with influencers who are less indoctrinated into male supremacy ideology. Our key metric is view through rate, whereby we measure to see on which channels we can achieve a higher view through rate. This rate is measured by how much of the audience exposed to the ad placement watches the ad beyond the five-second 'skip ad' prompt. This metric helps us understand some level of interest and engagement with our partners' content. Additionally, we wanted to see if we could get any efficiencies in spend, monitoring the cost per view across all channels. For channels where the cost was low, we can consider re-engagement campaigns and ideally advance our efforts with our limited campaign budgets.

While we are still in the middle of analysis, we have top level results that show promise in reaching this audience across the spectrum of male supremacy. Overall, all of our ads had view rates higher than 50%, significantly above industry averages that hover around 30%.



# An Overview of 3 Key Evolving Trends

## **‘Stop Simping’: How Misogynistic Influencers Humiliate Women to Discourage Sympathy**

A disconcerting trend has surfaced within the manosphere on YouTube, characterized by a series of videos where men proudly proclaim to "stop simping." Through public humiliation of women, they demonstrate how not sympathizing with, showing too much attention for, or otherwise being submissive to women can lead to the actual harassment and bullying of women, while providing them a false sense of power. This phenomenon is intricately linked to the theory of "gynocentrism" and fueled by the belief that men often prioritize women at the expense of their own well-being.

**‘Simp’** is sometimes used as a derogatory term to troll men who extend any positive expression or behavior towards women, particularly kindness, in exchange for some action, usually romantic interest. ‘Simping’ can also be used in lieu of ‘stanning,’ which is to say someone is an extreme fan of something. **‘Gynocentrism,’** originally describing a dominant focus on women in theory or practice, has been manipulated by some to be that societal chivalry and white-knight behavior prioritizes women over other groups. Men Going Their Own Way (MGTOW), for example, identifies itself as a reaction against the perceived misandry of gynocentrism. This concern over ‘gynocentrism’ in society pulls a conspiratorial mindset into evaluation of contemporary gender norms, suggesting that there is a grand conspiracy to center women and feminism in our culture at the expense of men and the “traditional” gender binary. This conspiracy may or may not (depending on the influencer) dovetail with broader rhetoric around the Great Replacement, and the ways in which Jews and other enemies of white people enlist feminism to undermine the white race and western culture.

The content of the ‘stop simping’ trend predominantly comprises videos sourced from various platforms, with the majority from TikTok, depicting instances where men humiliate or reject women, often in response to a perceived entitlement. These videos portray simping and gynocentrism as pervasive societal issues and argue for the devaluation of women, showing them as inferior to men and advocating for their subservience. This dynamic is also meant to inverse the perceived power imbalance that women have over men in dating/romantic contexts (a commonly cited grievance among male supremacists), wherein women are depicted as the sex empowered to reject men’s advances. ‘Stop simping’ content thus reverses this perceived power dynamic, depicting men as the rejectors instead of the rejected, playing into fear and pain of rejection, restoring masculinity by humiliating women, and giving men power.

A glimpse into the metrics reveals the troubling growth of channels promoting this trend in just one month. Subscriber count surged across three channels we examined: Alpha Central Official's rose by 15%, Modern Dating Podcast by 28%, and Arako TV by 1%, with a collective 29 videos specific to this trend. Across these channels, they totaled 1,135,800 subscribers in January 2023 alone.

### **'Stop Simping' in Action**

The concept of being humbled is intricately linked to that of being humiliated. The provided screenshots illustrate instances where men subject women to humiliation, seeking to enforce a perceived hierarchy or assert dominance.



#### **"The Best Of When Men STOP Simping For Women #2"**

*Views as of March 2024: 2,000,000*  
*Channel: ARAKO TV*



#### **"Famous Man REFUSES To Simp For Famous Woman"**

*Views as of March 2024: 25,802*  
*Channel: Modern Dating*



#### **"Attention seeking Women Get Humbled By Man"**

*Views as of March 2024: 1,200,000*  
*Channel: ARAKO TV*

## Passport Bros, the Disparagement of the “Modern Woman,” and the Rise of Tradwives

Aligned with the "red-pilled" mindset and adherence to the Men Going Their Own Way (MGTOW) movement, manosphere content continues to grow around the idea that men should stop dating “modern western women.”

Exploring the intricacies and rationales behind men's choice to refrain from dating, videos highlight reasons such as the perceived non-traditional behavior of women and the diminishing perceived benefits of marriage in contemporary society. Traditional expectations, such as having a wife solely dedicated to the husband's care, are scrutinized, with proponents arguing that the rise of independent women in western culture has contributed to a decline in qualities deemed desirable in a life partner. The discussions extend to various facets, including self-respect, the impact of platforms like OnlyFans, and how the legal system favors women in cases of divorces. These concerns are an extension of the classic Men's Rights Activist talking points around alimony, divorce, and legal proceedings that allegedly favor women over men, which predates the incel, Red Pill, and even Pick-Up Artist rhetoric that has come to dominate the contemporary manosphere.

### Passport Bros Quest for ‘Ideal Woman’

The rejection of western women coalesces with a growing trend, “passport bros.” “Passport bros” refers to men actively seeking relationships outside Western societies, often in Southeast Asia, Eastern Europe, or South America, in pursuit of what they perceive as more ‘traditional’ partnerships. These ‘bros’ cite the cost of maintaining a stay-at-home wife in the U.S. as a reason to venture abroad in pursuit of a relationship with a more ‘traditional’ dynamic. However, there are obvious concerns about exploitation and power imbalances in these kinds of relationships when citizenship is often used as leverage to attract women from vulnerable backgrounds. The ‘passport bros’ worldview also borrows heavily from classic white supremacist tropes about the submissive nature of non-Western women (especially East Asian women).

In examining the trend's growing popularity on YouTube, notable content creators gained subscribers and produced substantially more content about this topic. In one month, all four accounts' subscribers increased: @Manreacts4418 increased by 3%, @Manhood01 by 2%, @Workingman22 by 7% and @LegionOfMenYT (a demonetized account on YouTube) by 2%. Additionally, their content production specific to this trend increased, with a total of 48 videos in one month.

These discussions starkly expose a mindset resistant to women asserting their independence and embracing a contemporary, feminist identity. Beyond reflecting regressive views, this trend prompts a sobering inquiry into the societal repercussions of fostering such toxic nostalgia for an era when women were confined to restrictive roles. It invites contemplation on the potential harm caused by perpetuating outdated ideals and the implications for relationships in a more progressive and egalitarian society.

## **The Goal of Finding a ‘Tradwife’**

The "tradwives" trend, a portmanteau of "traditional wives," has rapidly gained momentum. The tradwife narrative depicts a stylized domestic bliss rooted in American 1950s aesthetics, championing subservience to men as a pathway to personal happiness/fulfillment and contributing to a healthier national culture. Self-proclaimed tradwife influencers like Estee Williams worship their husbands and home, submerging without reservation into a "happy housewife" lifestyle, and developing a significant presence on social media platforms.

The tradwife movement emerged as a response to modern economic challenges by women discontent with the societal pressure to both hold a full time job and raise children, turning towards a romanticized version of domesticity and explicitly attacking the ideals and values that feminists uphold. The ideals upheld by these women, emphasizing homemaking, child-rearing, and patriarchal support for their husbands, has seen mainstream platforming in parallel to trends such as 'passport bros' and the rejection of a 'modern woman.' Tradwives movement has come to dominate more mainstream national gender politics, building on fear-mongering notions of moral decline and the deterioration of family values.

For tradwives, feminism is the cause of national discord. They argue that the feminist movement has disrupted the natural order of society, leading to moral decline and societal unrest. They see the emphasis on women's empowerment and equality as a deviation from their "God-given roles," and the erosion of traditional family values. Central to their belief is that women find fulfillment in their biblically-assigned place within the family unit, and that God has designed women to be homemakers and caregivers. Thus, they assert, embracing these roles is not just a personal choice but a divine mandate, and further, that embracing ideologies that undermine this divine mandate, i.e. feminism, is an affront to God, tradition, and the natural order. This belief system extends to the idea that God will always find a way for women to be at home, relieving them from the stress and burnout caused by juggling both a career and a family. However, rather than focusing exclusively on their ideology, much of the content created by tradwives proposes a certain aesthetic of a romantic domestic life consisting of traditional dresses, home cooked meals, and homeschooled children. Through wholesome, aestheticized imagery, a particular lifestyle is promoted that encourages women out of the workforce.



## The Blame on ‘Modern Women’ for Male Loneliness

Choosing not to date is a personal decision, but the discussions around this choice frequently take a derogatory turn, especially against women. Numerous videos employ statistics and personal anecdotes to diminish women, specifically targeting those they deem so modern that they assert their independence and resist conforming to patriarchal norms. In doing so, the discourse attributes male loneliness to the actions and choices of these “modern” women.



### “The Dark Reality of Divorce for Men Today”

Views as of March 2024: 586,680  
Channel: FBE capital



### “Western Women PANIC As Men Find Happiness Overseas | Passport Bros WINNING”

Views as of March 2024: 310,114  
Channel: Legion of Men



### “The Tradwife Movement”

Views as of March 2024: 69,727  
Channel: Estee Williams

## 'Hitting the Wall' and the Pervasive Sexualization of Younger and Underage Women

"Hitting the wall" has persisted for several years, and is rooted in the harmful notion that a woman's value is solely derived from her physical appearance. This troubling narrative centers around women who are judged as too old, divorced, or otherwise considered undateable. "Hitting the wall" depicts a barrier that individuals, particularly women, are purportedly destined to encounter as they age, leading to the demeaning portrayal of being "milkmaid" — a state in which someone appears unappealing due to the natural aging process. This rhetoric also borrows from a wing of grossly misunderstood and often intentionally misconstrued (pseudo)science within the domain of evolutionary psychology, which ties fertility, age, and anatomical/biological markers of health to culturally-informed, contemporary standards of beauty and the ability to (re)produce healthy offspring.

These videos showcase women speaking to their "undatability" and regret over divorces that are affecting their chances of finding a new partner. Creators provide commentary alongside these videos, often employing derogatory language and reinforcing structures that emphasize youth and women's perceived "sexual market value" as one and the same. When a woman has "hit the wall," they argue, she has hit her "sexpiration date." Furthermore, the content used to create these videos is pulled from ordinary content creators on TikTok and YouTube who may not even be aware they are being publicly humiliated in this way.

Analyzing the data and statistics exposes a noteworthy uptick in channels promoting the "hitting the wall" trend within a single month. Specifically, across four channels—@smacknthewall, @manhood01, @manospherehighlightsdaily, and @LegionOfMenYT—a total of 29 videos related to this trend were created. After posting these specific videos, each of these channels experienced an increase in their subscriber count, ranging from 1% to 25%, in total, these channels collectively boast 781,300 subscribers.

While the "*hitting the wall*" trend clearly perpetuates harmful stereotypes and actively contributes to the egregious objectification and devaluation of women, we are seeing it beyond the confines of YouTube. In incel communities, the notion of "hitting the wall" is burgeoning as a persistent and menacing ideology within male supremacist spheres whereby they place a higher value on younger women and girls. This pedophilic-type mindset can be seen on sites like Incels.is that unabashedly refer to girls as young as 12 as objects of desire. This concept is also used to undermine women's perceived power in sexual/romantic relationship contexts, as these male supremacists ironically imbue women with supreme power/authority over men (by determining which men will be validated as masculine and sexually successful and which ones will not). Simultaneously, these male supremacists want to revoke and undermine this power as only temporary and contingent on women who maintain sexual desirability. The 'wall' is meant to emphasize that self-actualized, empowered, independent women are actually less desirable than young, naive, virgin girls and women.

The below screenshots are from Incels.is, the most notable and popular incel forum, from 2022.

Mar 24, 2022

Women at 18 are very hot. I'd say 14-22 is their prime years. They hit the wall around their mid 20s.

Apr 5, 2022

agreed, best age is 16

Feb 17, 2022

Girls are literally already fuckable by 12 and they peak not long after, and yet while every man had a massive erection for Jodie in Taxi Driver we are all pretending that we don't. Hell, the way society is going you will even be called a pedo for finding her 19 year old sister attractive one day.

Overall the point here is that the wall is much earlier than people say. In a way there are multiple walls, but without a doubt, girls hit the first one during their late teens. You will never, or maybe VERY rarely find a girl in her latter teens that has the same youthful features as when she was younger, the soft and elastic skin, the perky tits etc etc. It is sad, because only in the last 100 or so years have men been forced to pretend that women peak later than they really do, and pretend that we are not attracted to girls that are very clearly in their prime. Anyone that would not fuck 12yo Jodie if they could get away with it would have to be a massive fucking faggot.

The below are notable and highly viewed YouTube videos depicting 'hitting the wall.'



### "Women Hitting The Wall 99"

Views as of March 2024: 55,449

Channel: Smackn the wall



### "Woman Hits The Wall And Blames Men For Why She Is Single. Woman Realizes The Wall Is Unforgiving."

Views as of March 2024: 98,428

Channel: Modern women archives



### "Women PANIC As They Realize Men Don't Want To Marry Older Women"

Views as of March 2024: 254,344

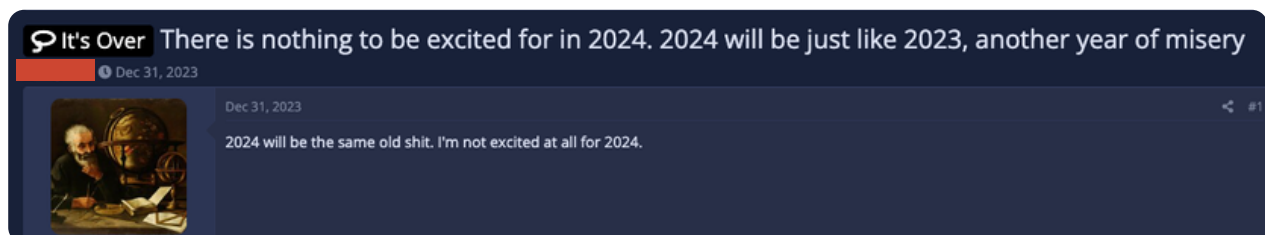
Channel: Legion of men

# More than Seasonal Solitude: Exploring the Impact of the Holiday Season within the Incels.is community

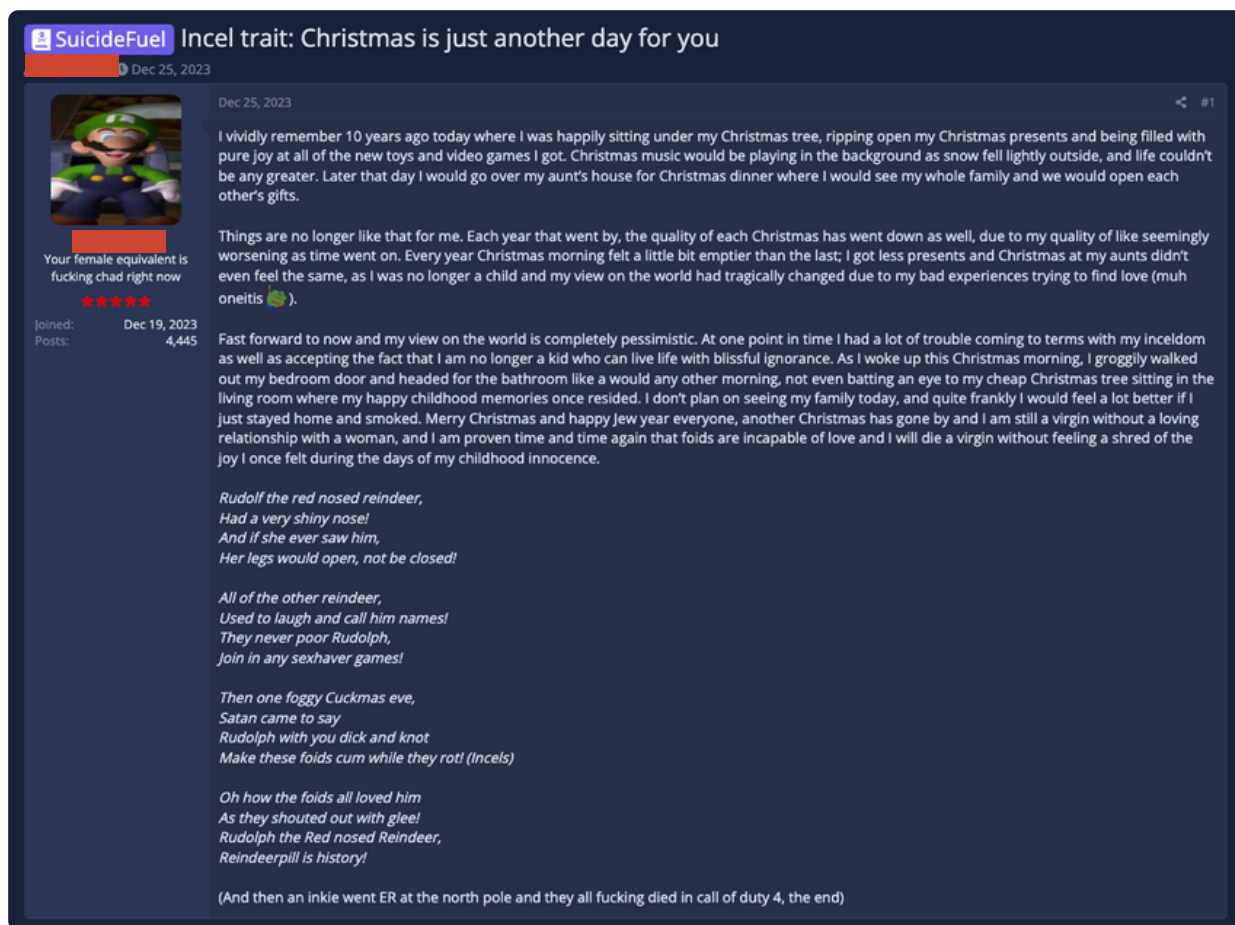
The festive celebrations of the holiday season in December each year take on a nuanced hue when viewed through the lens of those grappling with loneliness. For many individuals, this time of the year accentuates feelings of isolation, underscoring the stark contrast between societal expectations and their lived experiences. An extensive body of academic literature has explored the presence of social isolation beyond romantic rejection in the incel community. In a 2023 study of both incel and non-incel men, Sparks and his colleagues found that, on average, incels experience both increased loneliness and lack of social support in comparison to non-incel men. Loneliness is a theme that features prominently year-round on Incels.is, one of the most popular forums within the incel community. Members discuss the lack of strong family bonds, friendships, and casual social contacts in their everyday lives. Some participants readily admit that the discussion forum is their only place of social interaction on a regular basis. A community marked by loneliness warrants exploration to understand how societal expectations of holiday socialization intersect with their lives. Through a thematic analysis, we garner insight into the impact of the holiday season on the psychological and emotional well-being of individuals as well as on the propensity to violence within the incel subculture and foster a more comprehensive understanding of the dynamics at play.

## More of the same.

A significant portion of posts in December 2023 adopted a perspective that viewed the holidays as non-events. These posts highlight the seemingly stagnant world of individuals on the forum, who feel like any day that marks social gatherings will, by default, not be different from everyday life. Not only Christmas but also New Year's Day featured prominently on the forum as a let-down, that their "non-normie" and "non-sex-haver" world was devoid of meaning. Of note was the inclusion of violent references and antisemitism. For example, "going ER" was detected in some posts. This is a phrase used in the incel community to endorse the violent, misogynistic ideologies of the perpetrator of the 2014 Isla Vista Killings, Elliot Rodgers.

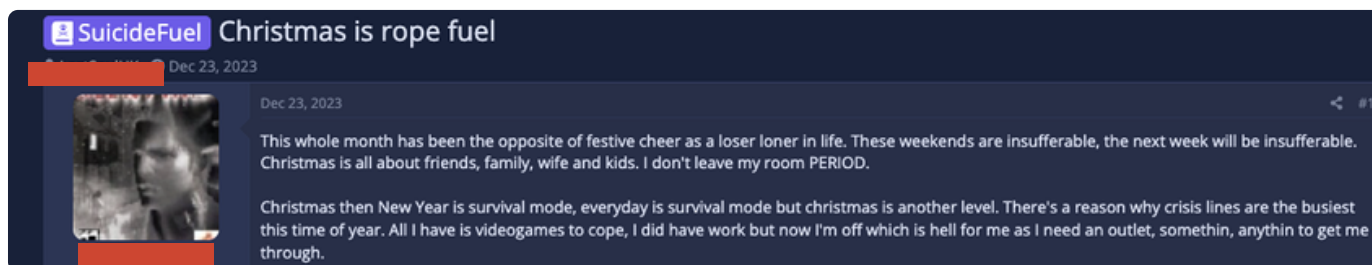






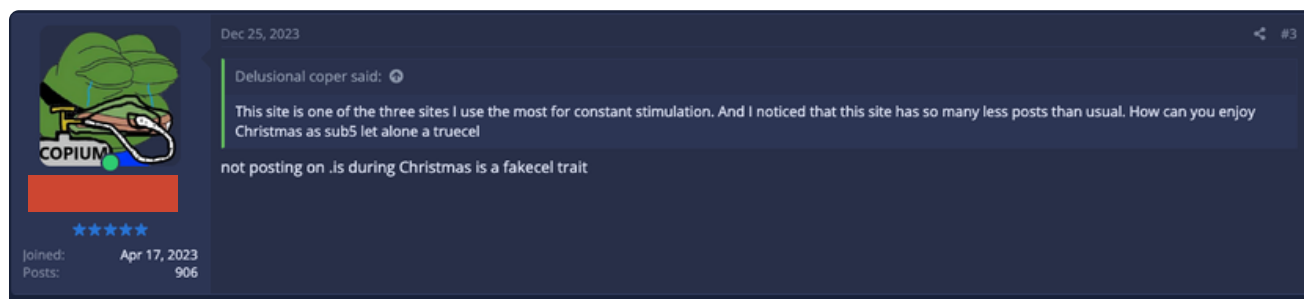
## Holiday Dread.

Rather than serving as moments of respite or festivity, the holidays emerged as stark reminders of the profound isolation that characterized the lives of forum participants. Specifically, holiday-themed posts tended to be tagged with the “suicidefuel” prefix on Incels.is. A -fuel variation that indicates desperation, anger, bitterness, or anything else that pushes a person to commit suicide, the term first appeared on the incel subreddit and has since spread to numerous incel forums. It is thus concerning that there seems to be an uptick in sentiment of hopelessness, leading to suicidal ideation and harm.



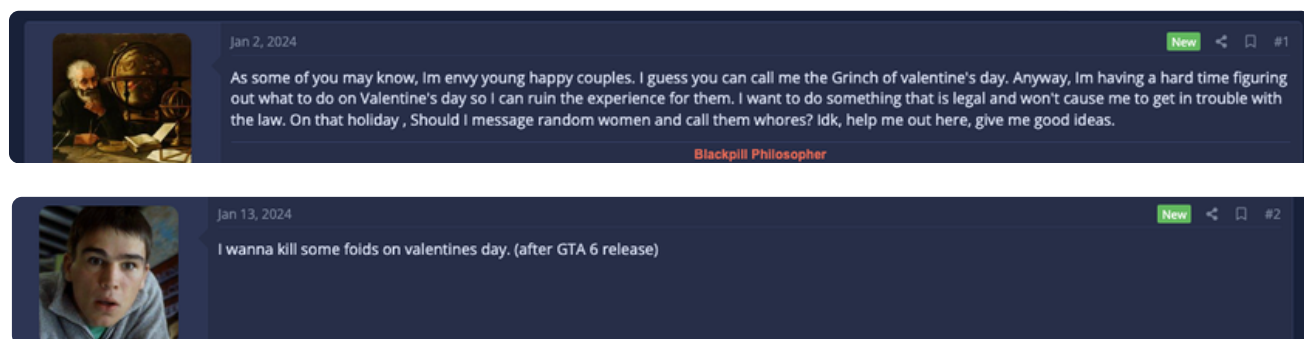
### Only truecels are active on holidays.

The last thematic category identified leverages the holiday season as an opportunity to test which members of the Incels.is forum are true incels (i.e., “truecels”), and which members are actually not as doomed as they say they are in terms of social isolation and romantic rejection (i.e., “fakecels”). Some posts seek to expose “fakecels” by stating that those not active on the forum during the holidays aren’t truly incels as they must have other activities to do rather than posting, as well as other spaces for social interaction.



### Valentine's Day is coming.

As participants of the Incels.is forum veered away from holiday-themed discussions in January 2024, posts about the upcoming Valentine's Day started to appear, from which multiple themes can be identified. First, various posts proposed the idea of ruining Valentine's Day for those who have someone to celebrate with. Second, some violent posts were detected as well, with one user threatening to “kill some foids” on the day.



### In Conclusion

This preliminary content analysis demonstrates that the holidays serve as a magnifier of loneliness, despair, and existential questioning on the Incels.is forum. An uptick in posts expressing suicidal ideation around this time is particularly concerning and warrants attention by intervention programs seeking to help vulnerable individuals. This snapshot of the thematic landscape of the incel forum reveals that the expressions of loneliness year-round intensify when societal expectations of social interaction are highest. Not only does the December holiday season encourage a sense of social alienation, but not surprisingly, Valentine's Day as well. It is thus crucial to understand both romantic and social isolation in times of increased expectation of socialization may cause harm to individuals browsing Incels.is as well as their propensity to violence.

# Dehumanizing Language on Gettr: Exploring an Overlooked Corner of the Manosphere

The Diverting Hate Database seeks to define and categorize terminologies, websites, accounts, and hashtags frequently found in the manosphere. One of the key categories of terms found by Diverting Hate's research team is the semantic idiosyncrasies of the misogynist online world to dehumanize, diminish, or humiliate groups seen as opponents or inferiors to the various submovements of the manosphere, notably and most continually, women. One particular platform that is used by manosphere adherents is Gettr, a social media platform launched by Jason Miller, a former Trump aide, in July 2021. The platform defines itself as, "a social media platform built on the foundation of freedom of opinion and expression," but mainly attracts a right-wing user base. This is relevant as the simultaneous increase in misogynist violence and far-right domestic terrorism underscores a concerning correlation, indicating significant overlap between the "manosphere" and right-wing extremism. An interesting feature of this alt social media platform that boasts 4.5 million users is that users can cross-post to X (allowing users to directly post Gettr content to their X account), thus directly allowing fringe ideas to make their way to a widely used social media platform.

This preliminary study seeks to understand the thematic foci of manosphere-related content on Gettr by first scraping the platform for selected keywords and then performing narrative analysis through the textual analysis software package Atlas.ti. The aim of this study is part of the larger objective of Diverting Hate to inform policymakers, law enforcement, and other key stakeholders about what extreme misogyny looks like in different communities and on various social media platforms without proper content moderation or enforcement of existing policies.

## Methodology

Several key terms from the Diverting Hate Database were selected for preliminary insight into the manosphere on Gettr. The terms in Table 1 were scraped through the GoGettr tool (courtesy of the Stanford Internet Observatory). They were selected as a sample representing different violation scales in the Diverting Hate Database. The violation scale metric represents a continuum of a term's extremism and connection to violence. The scale operates on a numerical value from 1 - 5. Each number on the scale represents how likely a term is to violate social media policies, how widespread the definition is, and how connected the term is to violent groups, individuals, or events.

| Term                   | Violation Scale | Description   |
|------------------------|-----------------|---|
| <b>Wahmen</b>          | <b>5</b>        | Misspelling of the word 'women'. A derogatory term, primarily used by incels, that implies women are unintelligent and lacking common sense. This is a direct violation of, for example, Facebook's hate speech policy. (1)   |
| <b>Femoid(s)/foids</b> | <b>4</b>        | A derogatory portmanteau of 'female' and 'android' used by incels to describe women. It seeks to emphasize the purportedly cold nature of women and dehumanizes them.   |
| <b>Feminazi(s)</b>     | <b>3</b>        | A blend between "feminist" and "Nazi." Derogatory term for feminists. It refers to extreme feminists who are said to believe in a holocaust on men.   |
| <b>Incel(s)</b>        | <b>2</b>        | A shortened version of "involuntary celibate," which defines a person who has involuntarily abstained from relationships, whether sexual or not. Typically, when this term is used, it represents a male who is sexually frustrated and takes to the internet to discuss their frustrations with women and lack of relationships. These discussions range from accepting various realities (pill jargon) to classifying themselves and their lack of characteristics or traits (-cel terms). While some 'incels' can be considered fringe and espouse hateful, misogynistic beliefs, that is not the case for all 'incels.' |
| <b>TopG</b>            | <b>1</b>        | Nickname for Andrew Tate, a media personality that has espoused extreme misogynist ideas to his significant following.  |

Table 1. Terms scraped through GoGettr.

After the posts were scraped from Gettr (10/30/23, 11:30 am EST), a sample (10 percent of 905 total) was imported to Atlas.ti for qualitative textual analysis. The posts were inductively coded to understand the different narratives associated with these terms on Gettr. Inductive coding is a form of qualitative data analysis that interprets and tags (or codes) raw data through reading to develop themes and narratives. Through code co-occurrence, analysis of different themes and narratives were established. Additionally, through the GoGettr search command, the term frequency was established.

---

(1) "We define hate speech as a direct attack against people — rather than concepts or institutions— on the basis of what we call protected characteristics: race, ethnicity, national origin, disability, religious affiliation, caste, sexual orientation, sex, gender identity and serious disease. We define attacks as violent or dehumanizing speech, harmful stereotypes, statements of inferiority, expressions of contempt, disgust or dismissal, cursing and calls for exclusion or segregation."



Quantity of posts containing key term

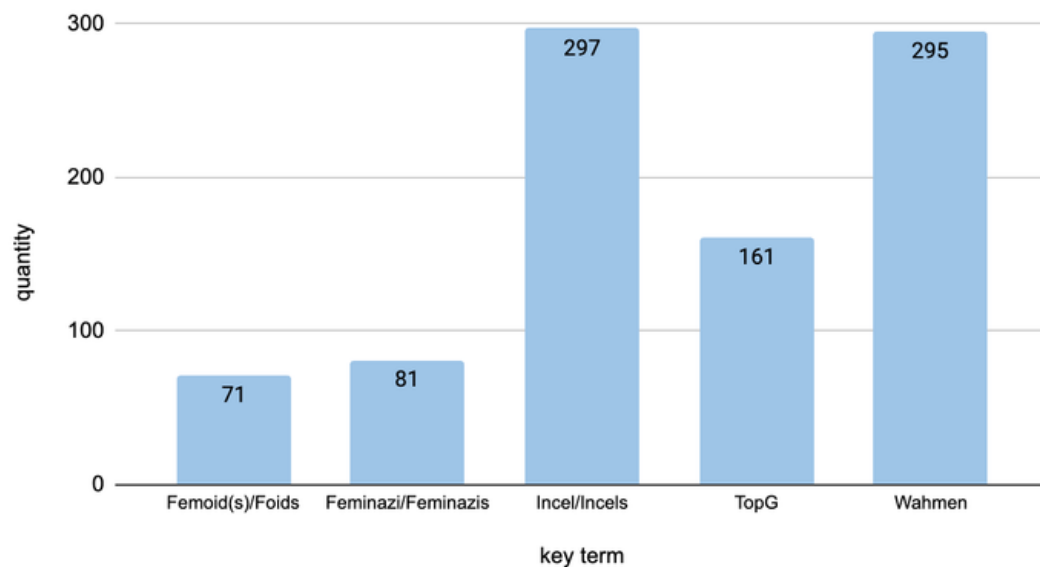


Figure 1—quantity of scraped posts

Figure 2. code quantity

Of the 905 scraped posts, posts with keywords “incel/incels” were 297 in total, while those referring to women as “wahmen” were 295. Ranking third in post quantity, a total of 161 posts on Gettr were scraped mentioning “TopG.” Both “Femoid(s)/Foids” and “Feminazi/Feminazis” were significantly less popular, with 71 and 81 posts scraped, respectively. The widespread nature of “wahmen” which garners a 5 on the Diverting Hate violation scale is particularly concerning and risks shifting the term into mainstream discourse.



Through inductive coding, different themes were established in the Gettr posts sample. The most recurring themes were women being referred to as “stupid”, “dumb”, or “naive” (13), as well as critiques of modern women as “degenerates” and “promiscuous” (12). General transphobic posts were also captured through these key terms (12). General criticisms of wokeness, of which feminism or gender equality is considered part, were frequently coded as well (11). Of note, posts alleging a connection between feminism and/or gender equality and the “deep state” were also frequently recurring (11). There were five instances coded where highly offensive slurs were used to refer to women in politics (“feminazi” or “femoid”). Two very explicit incel-related themes were coded: sexual scarcity, referring to the lack of sexual partners of some men (2), and defense incels referring to posts in direct support of the incel community (1). Of the 136 text segments coded, one segment was coded under the “sexual abuse” theme. The post lamented that women complain about sexual harassment.

Through a Sankey visualization (Figure 3), these themes were further explored and broken down into narratives. First, the against incels category (coded 8 times) overlapped 7 times with the transphobia theme (coded 12 times). **The narrative for these two themes goes as follows; incels, unable to get a partner and desperate to find one, gender transition to be allowed in women-only spaces to more easily prey on women. These posts tended to be used to discredit gender transitioning as a legitimate medical treatment for gender dysphoria.** The second most recurring narrative (5) is that general ‘wokeness’ and progressive ideations of which feminism and women’s degeneracy are considered a part are leading to societal destruction and the decay of the Western Christian tradition. Closely related is the narrative that the deep state is using feminism to intentionally destroy societies globally, which is part of The Great Replacement conspiracy theory as well as the broader antisemitic “globalist” conspiracy theory and of a Zionist Occupied Government (ZOG) . Women as stupid or dumb (13) lies at the core of multiple narratives: women naively destructing society through progressive agendas (3) and feminists being hypocritical in their strive for gender equality (3).

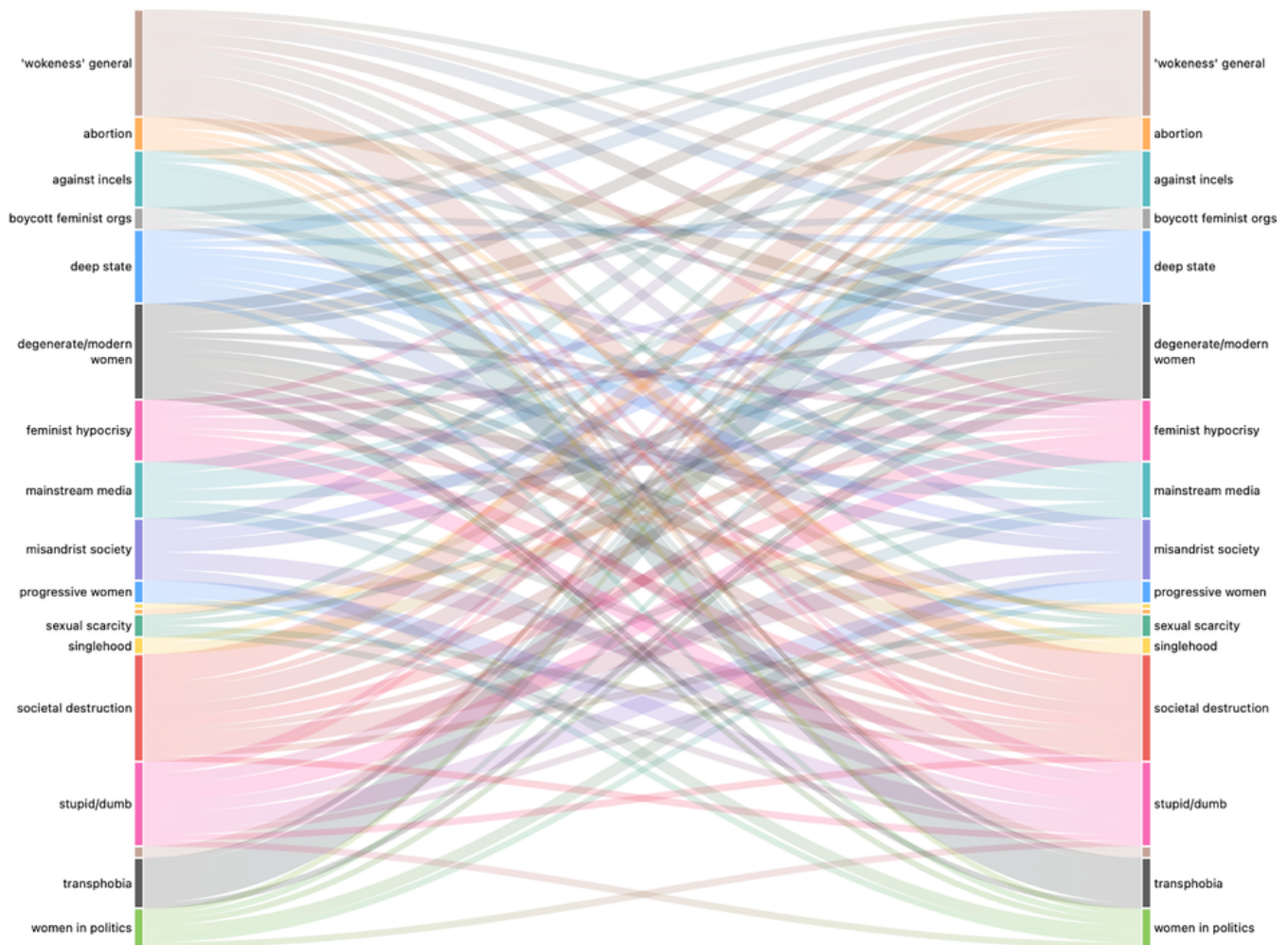


Figure 3. Code Co-Occurrence. Sankey Visualization.

## Conclusion

This preliminary study sought to understand the thematic foci of manosphere-related content on Gettr. The general frequency of criticism of purported wokeness and degeneracy indicates that **Gettr's ideological foci rely primarily on a far-right vernacular and simultaneously draws on some manosphere concepts.** However, most of its discourse relies on deep-state conspiracies interwoven with anti-feminist ideals. A small quantity of codes for the “sexual scarcity” and “Pick-Up Artist (PUA)” themes indicate there are some sub-movements of the manosphere present on Gettr. Overall, this study suggests Gettr is a useful platform for analysis of evolving discussions of the manosphere and their overlap with other ideological communities.

## Section 2:

# Real Impact of the Normalization of Violent Misogyny and Harmful Masculinity Offline



The normalization of violence within the manosphere has pervasive and detrimental consequences, posing a threat to the well-being of women, children, and men alike. This section explores the profound impact of this normalization across various domains, elucidating its connection to mass violence, self-harm, harassment and bullying, and the potential influence on broader policy frameworks.

By understanding the multifaceted harm inflicted on different groups, we aim to shed light on the urgent need for interventions and policy measures to counteract the destructive effects of normalized violence within the manosphere.

# From Hate Online to Violence Offline

The manosphere unabashedly thrives on the endorsement and glorification of violence. The propagation of threats permeates online forums, comment sections, and posts, resulting in tangible, real-world consequences. Particularly alarming is the romanticization and promotion of violence against women within these online spaces. Numerous perpetrators of mass violence events have drawn direct inspiration from extremist misogynistic ideologies acquired online. A decade ago the most infamous of these events took place in Isla Vista, where Elliot Rodger became an incel deity in these online communities.

In 2023, the third largest mass shooting within the U.S. was in Allen, Texas. The shooter shared dozens of posts on his social media account celebrating radical misogynistic, anti-semitic, and racist viewpoints. In his personal journal and forum posts, he used language commonly found within incel communities when describing his interactions with women. The role of online creators, and their radical content that the mass shooter consumed cannot be understated. His worldview and personality had become shaped by the extremist content he found online.

The FBI and law enforcement's increased monitoring efforts surrounding online threats and radicalization led to thwarting a would-be attack on a college campus in the fall of 2023. Authorities arrested a self-identified incel student at the University of Arizona, after evidence on social media surfaced of his planned mass attack. His posts included common manosphere terminology, such as referring to men and women as "Chads and Stacys" and also directly quoting from Elliot Rodger.

In June 2023, a former student from the University of Waterloo in Canada entered a gender studies class and stabbed his professor and two female students. The attack took place during pride month and is believed by investigators to be a hate-motivated incident related to gender expression and gender identity.

In 2023, the United States again broke its record for mass shootings in a year, and there is no indication that 2024 will be different. As individuals spend more time online and are continually exposed to increasingly radical and violent content, we can expect this trend of online-to-offline violence to continue to proliferate.

## **Gun Violence and Misogyny**

Gun violence and misogyny are two interconnected epidemics that continue to ravage American life. The symptoms and solutions to each of these often overlap and intersect with one another. Mass violence events which explicitly target women are some of the most prolific and infamous in the United States. Social media posts and manifestos clearly state that many of these perpetrators hold deeply misogynistic and far-right viewpoints regarding gender, gender identity, and sexuality.

Central to the far-right belief system lies a vehement rejection of feminism and gender-related issues. As an extremist researcher J.M. Berger puts it, “a lot of these extremist groups that are very strongly identity-based and focused on sort of toxic masculine identities are very focused on gender not as their primary interest, but as a secondary marker of identity.” This, in addition to America's fervent infatuation with gun culture, contributes to the disturbing rise in mass shootings and radical acts of violence. Women and members of the LGBTQ+ communities are increasingly becoming key targets of these violent events, encapsulating the far-right's deep animosity towards feminist values and gender inclusivity.

Everytown for Gun Safety's 2022 report highlights the intersection of misogyny, extremism, and gun violence in the United States. It explores how individuals with a history of misogyny and anti-feminist beliefs often engage in extremist ideologies, leading to an increased risk of gun violence. The findings emphasize the need for comprehensive strategies to address the roots of this issue, considering the connection between gender-based hatred and the perpetration of violent acts, particularly involving firearms. The report also underscores the importance of gun safety measures and the role of law enforcement in preventing individuals with extremist views from posing threats to public safety.

The convergence of misogyny, extremism, and gun violence underscores a disturbing reality in today's society. The transition from online hate to offline crimes is evident in the alarming frequency of mass shootings and targeted attacks against women and marginalized communities. As we grapple with the consequences of radical ideologies propagated online, it is imperative to recognize the urgent need for multifaceted solutions. From enhanced monitoring of online platforms to comprehensive gun safety measures and addressing the root causes of gender-based hatred, concerted efforts are required to stem the tide of violence fueled by misogyny and extremism. Only through collective action and unwavering commitment can we hope to mitigate the devastating impact of these interconnected epidemics on our communities and safeguard the well-being of all individuals.



(Everytown for Gun Safety, Everytown Report)



# Gen Z Shift: How a Younger Generation is Influenced by the Manosphere

Men and boys from Generation Z are more prone to view feminism as harmful compared to their counterparts from the baby boomer generation. The manifestation of this can be seen in the sharp rise of instances of harassment, sexualized comments, and physical assaults against female and LGBTQ+ classmates and teachers. Misogynistic manosphere figures like Andrew Tate, alongside podcasters, streamers, and other content creators, glorify violence against women and promote toxic notions of masculinity, urging boys to emulate their behavior to attain an 'alpha' status. This dangerous encouragement has emboldened impressionable young men to engage in harmful actions, perpetuating a cycle of aggression and gender-based discrimination.

A [2022 report](#) released in the UK highlighted that 70% of teachers reported experiencing misogyny from students that year. [In 2023, an Australian study](#) found “widespread experience of sexual harassment, sexism, and misogyny perpetrated by boys towards women teachers, and the ominous presence of Andrew Tate” in shaping that behavior. However, when compared to countries like the UK and Australia, the U.S. is far behind its counterparts in the research of the pervasive and growing effects of misogyny. As a result, only anecdotal evidence within the U.S. suggests teachers experience similar behaviors among their students as well. See, for example, the below subreddit — [r/teachers](#) — which has a thread dedicated to this very topic.



The growing trend of misogyny in schools is further illuminated by a [2024 King's College study](#) which sheds light on striking generational disparities in attitudes toward feminism, particularly among men aged 16 to 29.

The research reveals a higher prevalence of skepticism towards feminism compared to baby boomers, with one-third of young men believing that feminism does more harm than good (32% global country average) and express concerns about the perceived threat to traditional masculinity (33%).

These findings underscore a growing gender-based division among young men, indicating less favorable and more polarized attitudes towards feminism and gender equality within Generation Z compared to older generations.

Apart from the obvious means through which figures like Andrew Tate advocate for male dominance over feminine individuals, this kind of content works to mainstream misogynistic ideologies from the manosphere. By playing on young boy's fears and anxieties about their futures and place in the structures of hegemonic masculinity, these influencers offer hope and answers through advice about legitimate struggles with dating, entrepreneurial skills, and health, to name a few. The easy distribution and affirmation of the manosphere's message is amplified by the fact that Gen Z individuals, on average, dedicate around 4 hours/day online (or, 17.7%), with YouTube as the most popular social media platform among this demographic. Reports also show that Gen Alpha, the younger siblings of Gen Z, spends more time engaging in online activities than offline engagements. Notably, a 2023 Pew survey found that one-third of adults under 30 regularly use TikTok for news, marking a 255% increase since 2020. This persistent trend suggests a heightened exposure to problematic content that exploits insecurities, particularly targeting young boys.

Not only is this behavior shift in schools troubling, but the widening and global gender split between political ideologies shows a stark contrast in how young men and young women see the world differently today. While efforts and investments are taking off in the UK and Australia to create curriculum and counter messaging to combat messages from Tate and others, the U.S. has yet to invest in a substantial way. Until this issue is acknowledged and treated as a genuine concern for the safety and security of children, achieving meaningful progress and implementing necessary reforms will remain a formidable challenge.

*Take for example...*

In the video below, two young boys meet their internet hero, Sneako. One of them greets him by jumping up and down gleefully exclaiming, "F\*ck the women! F\*ck the women!" Sneak replies, "Wait, what? No, no, no. Wait. Wait Wait. We love women." The young boy replies, "We love women, but not transgenders." Then Sneako says, "No, we love all people." One of the other young boys says, "all gays should die." And then Sneako jokingly laughs, "what have I done?"



What he has done is encourage young boys to hate women, trans people, and queer-identifying people. He has normalized and glorified this hatred. Media Matter dives more deeply into how, although TikTok has tried to ban both Tate and Sneako, their content continues to prevail at high volumes to massive audiences.



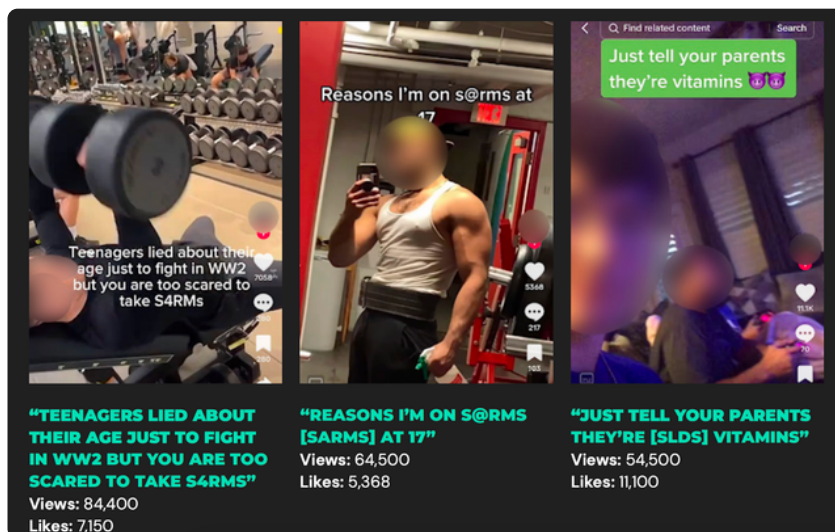
# An Empathy-Driven Lens to Online Misogyny

For vulnerable, confused, and lonely men, it is hard to resist the siren song of the manosphere. In the bosom of silver-tongued manosphere influencers, these men find a space where their struggles are validated, their tormentors (women or themselves) are identified, and the path to the successful realization of manhood is laid plainly before them. Few other alcoves of the internet can compete. From this narrative, we hold two takeaways that will be explored in this section: (1) the brand of masculinity that manosphere content creators sell is harmful to men and boys; (2) to address the dangers of the manosphere on ALL of us, we must take men's issues seriously and adopt an empathetic approach to countering online extremism.

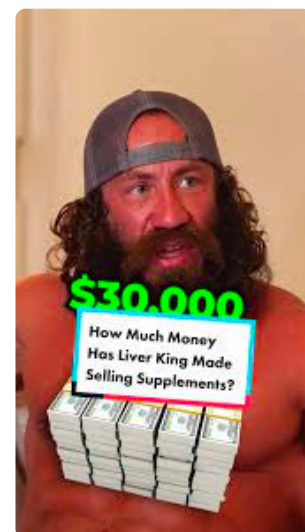
## The Harm of Problematic Metrics of Manhood

The manosphere has tactfully seized on widespread male identity insecurity and precarious masculinity and offered up exactly what men want: a template of successful manhood. While philosophies vary in their teachings, the manosphere gospel seems to generally propound a masculinity archetype that elevates dangerous qualities like unrealistic male aesthetics, substance abuse, and unhealthy emotional coping mechanisms. Men and boys who consume this message, actively or subconsciously, are being hurt.

One such consequence of this messaging, especially that related to physical prowess and masculine aesthetics, is a rise in self-harm and unhealthy fitness habits in males. For example, manosphere fitness content departs from accepted training and health content because of its promotion of Performance Enhancing Drugs (PEDs) and physiques that are only obtainable through PED usage. The Center for Countering Digital Hate's (CCDH) report on TikTok steroid promotion showed that PED hashtags accrued 420 million views from U.S. users under the age of 24. What is even more alarming is that it is targeted at young men — PED companies, the CCDH report showed, pay influencers with young male followings to market steroids to teens, using hashtags like #teenbodybuilding on videos discussing their PED cycle.



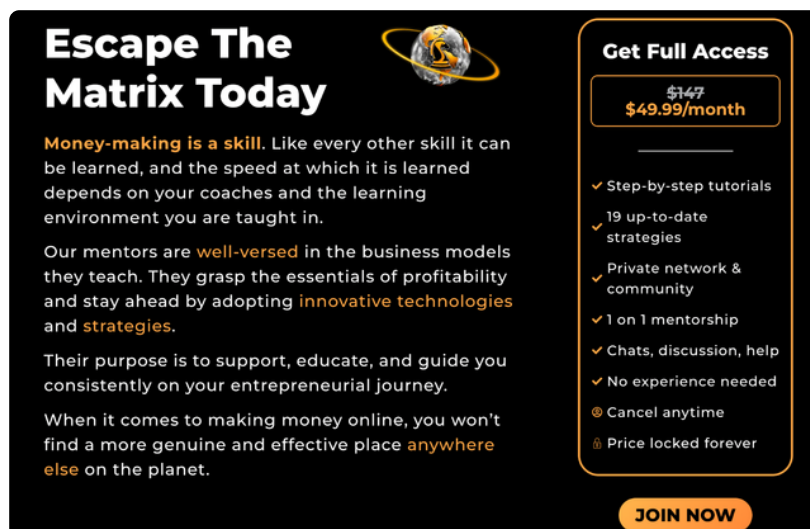
*On TikTok, videos promoting steroids are exploding — and targeting teens Tech Crunch*



*Liver King on TikTok*

Along with this, fitness content targeted at men has become increasingly fixated on diet, especially highlighting testosterone and muscle-mass-heavy physical aesthetics. As a result, male body dysmorphia and unhealthy fitness habits are at concerning levels. Less than half of men are okay with how they look. According to pediatric researchers out of the University of California San Francisco, a third of teenage boys reported trying to gain weight, and physicians at large are finding that male eating disorders are on the rise. Moreover, further research has found that 3.3% of school-aged boys have taken unprescribed PEDs. It should be noted that research in this arena is severely underdeveloped.

In addition to its problematic teachings on physical fitness, the manosphere is also encouraging concerning health and substance use habits in order to promote its “grindset” and “hustler” imagery. This is evident from content promoted by manosphere influencer Andrew Tate. His online business academy—which he promotes through his social media presences, despite the demonetization of his accounts—preaches behaviors like not sleeping, smoking cigars, drinking alcohol, and indulging in vices that will help Tate disciples actualize this image of extravagant wealth that is peddled to them. As of July 2023, more than 200,000 students were paying \$50 per month to be a part of Tate’s academy.



**Escape The Matrix Today**

**Money-making is a skill.** Like every other skill it can be learned, and the speed at which it is learned depends on your coaches and the learning environment you are taught in.

Our mentors are **well-versed** in the business models they teach. They grasp the essentials of profitability and stay ahead by adopting **innovative technologies** and **strategies**.

Their purpose is to support, educate, and guide you consistently on your entrepreneurial journey.

When it comes to making money online, you won't find a more genuine and effective place **anywhere else** on the planet.

**Get Full Access**

~~\$147~~  
**\$49.99/month**

- ✓ Step-by-step tutorials
- ✓ 19 up-to-date strategies
- ✓ Private network & community
- ✓ 1 on 1 mentorship
- ✓ Chats, discussion, help
- ✓ No experience needed
- ⌚ Cancel anytime
- 🔒 Price locked forever

**JOIN NOW**

The Real World Org.



**£60,000**

**dropshipping**

**at just 17**

**side hustle**

44 Podcast

On top of the allegations of scamming students, these kinds of pay-to-play alpha-male tutoring services fetishize unsustainable work habits that can run men into the ground. This content is dangerous because it predicates manhood on productivity and wealth while encouraging unreasonable means to acquire this kind of status.

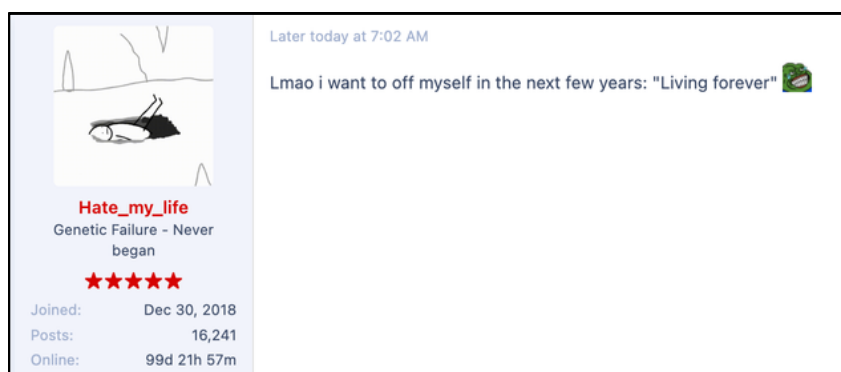
What is most problematic about manosphere content is the impact of superficial masculinity on men's mental health. As discussed, the frequently unattainable ideals of manhood that these speakers elevate, alienate and marginalize the masculinity of a great deal of men who don't fit these ideals. Not all men are "Chads." Not all men will be billionaires. Not all men want to be domineering and aggressive. In their insecurity, the manosphere tells them that their unhappiness is because they are not Chads but need to be Chads. **They are sent on a fool's errand: becoming this mythical paragon of masculinity who consort with women like currency, have tons of cars, smoke cigars all the time, and have a steroid-induced physique.** No man will realize their self-worth from this path. In fact, they will likely worsen their self-esteem. Following this toxic dogma off a cliff, manosphere disciples lack the tools to process these negative emotions. Incels encourage effusive self-deprecating whining. Alpha-males preach a pseudo-stoicism that really involves bottling up your emotions. And to finish it all off, you have the most notorious content creator of all denouncing therapy and impugning the legitimacy of mental health struggle. On multiple occasions, Andrew Tate has proclaimed, "If you are the kind of person who needs therapy... you're useless;" and, "I can't become clinically depressed because I don't believe in it." Men in crisis seek the manosphere. After exposure to this content, they will invariably find themselves worse off than they started.



Reddit



A Message to the Non-Believers: Mental Illness is Real Wise Women Canada



Web Archive Incels.co

## **What is the point of acknowledging the struggles of men?**

There is a body of feminist scholarship that suggests an overemphasis on men's mental health and the "pity" for men entangled in the manosphere is playing into the aggrieved entitlement delusion and enabling male victim mentality

While there is merit to mindfulness about the way we extend empathy to perpetrators of harm, the path forward is not paved with pointed fingers and blanket demonization. By neglecting compassion for those we deem problematic and dangerous, we've engaged humanity's greatest folly: forgetting to see ourselves in other people.

The empathetic approach does not forgive, enable, justify, or excuse. The empathetic approach just seeks to paint a complete picture. If the manosphere ran on pure malice and evil, it would have died a long time ago. The meat of "toxic masculinity" is lost men finding the wrong answers. We won't help them find the right ones unless we see them as the vulnerable and flawed human beings that they are. By preserving rapport, trust, and respect for the human decency of all, manosphere counter-measures will be far more forthcoming, and the community of tolerance and kindness that we use to entice them back will be so much more warm and inviting. Victim-centered research does not demand the vilification of violent perpetrators, nor does empathetic countermeasures absolve past wrongs or diminish their harms. Above everything, we must fight to preserve the humanity in everyone, no matter how horrible their actions.

# Section 3:

## Key Actors & Holistic Approach the Manosphere



It will require a whole of society approach to tackle the intricate landscape of countering and preventing violent extremism and the manosphere and misogynistic narratives.

This section underscores the strategic and ethical considerations for practitioners in disseminating research, advocates for tailored approaches in engaging with the manosphere for men's wellness organizations, and scrutinizes the role of Very Large Online Platforms (VLOPs) in mitigating misogynist narratives. Through these insights, it emphasizes the critical need for interventions and policy measures to address the challenges posed by extremist ideologies and the online dissemination of harmful content.



# Analyzing the Complex Role of Very Large Online Platforms in Mitigating Misogynist Narratives

In the vast digital landscape, technology platforms serve as both architects and custodians, shaping the virtual spaces that roughly 5.3 billion existing internet users inhabit. As the primary medium through which misogynist content is spread, technology platforms play a crucial role in prevention, moderation, and mitigation initiatives to stem the rise of misogynist radicalization. A [recent study](#) by King's College London's Policy Institute and Global Institute for Women's Leadership found that roughly a fifth of men between 16 and 29 in the UK look favorably to the notorious manosphere influencer Andrew Tate. Not only is there a need to redress structural issues that facilitate the amplification of problematic content for profit, but an agile solution should be developed to respond to misogynist trends as they emerge.

Despite the countermeasures employed by many of these platforms in recent years, continuously trending misogynist content underscores the inadequacy of existing strategies in curbing the escalating threat of violence linked to incel ideologies and societal polarization linked to the PUA and MGTOW movements.

In light of this multilayered problem, moderation and de-platforming remain complex mechanisms that are far from a one-stop solution to stemming the rise of misogynist narratives. For example, Reddit, historically a central discussion forum for self-identifying incels, inadvertently spurred on the incel community's migration to less regulated platforms and even proper ideological forums such as Incels.is after banning misogynist subreddits. The lack of cross-platform coordination further exacerbates the issue, allowing the incel community to regroup with less moderation, potentially intensifying their activities. Demonetization does little more to solve the problem as well, allowing influencers to continue to propagate hate. The manosphere is mainstream, with key platforms, including X (formerly Twitter), Instagram, and TikTok, all providing a stage for influencers promoting anti-women views.

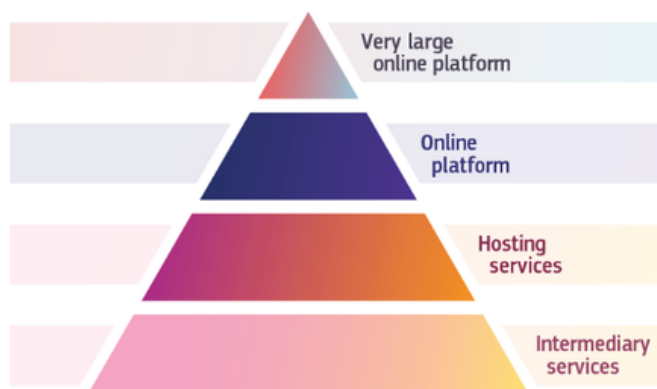


Figure 1. DSA Definitions of different platforms.

The Digital Services Act (DSA) adopted by the European Union in 2022 governs online intermediaries and platforms with the primary objective of preventing illegal and harmful activities, curbing the dissemination of disinformation, ensuring user safety, safeguarding fundamental rights, and fostering a fair and open online platform environment. The DSA distinguishes between different intermediary services and platform. For the purposes of this analysis of platform response and recommendations report, we will use this terminology (see Figure 1).

## **Trends: Very Large Online Platforms**

Very Large Online Platforms (VLOPs), including X, YouTube, TikTok, Facebook, and Instagram, have become hotbeds for manosphere content. While all have some kind of hate speech or harmful behavior policy in place and do not allow direct attacks on people based on their gender, misogynist content runs rampant. The following three tendencies stood out as components of the manosphere that tech platforms can and should address.

### **1. On X, there is an increasing normalization around misogynist hate speech, endorsed by its CEO.**

Throughout 2023, several previously banned X accounts were permitted back onto X following a decision by its CEO, Elon Musk. The reinstatement of accounts includes well-known figures such as conspiracy theorist Alex Jones and former U.S. President Donald Trump. The former not only regained access to his account after five years, but was actively welcomed to participate in a live Space session hosted by Elon Musk. Notably, this live session also featured the controversial manosphere influencer Andrew Tate. The live Space event drew a consistently substantial audience of over 100,000 listeners and effectively served as a platform for Musk's implicit endorsement of Andrew Tate and his ideas. This endorsement has contributed to a noteworthy increase in Tate's influence on the X platform. The high-profile endorsements, the platform's lax moderation policies, and algorithmic amplification of problematic content on X's "For You" feed position X as a prominent hub for manosphere content and discussions.

In July, Musk officially rolled out the ads revenue sharing program for creators. And while social media platforms, like YouTube, X has a monetization policy in place, propagating misogyny doesn't hinder content creators from capital gains on X. In July, Andrew Tate was among the first creators to receive revenue — the first payout totaling \$20,379 USD. Such apparent disregard for X's proper policies — specifically its requirement that no revenue can be made from "false, misleading or unsubstantiated claims" and its prohibition on attacking "other people on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease" — further highlights the high-level endorsement of the manosphere on the platform.

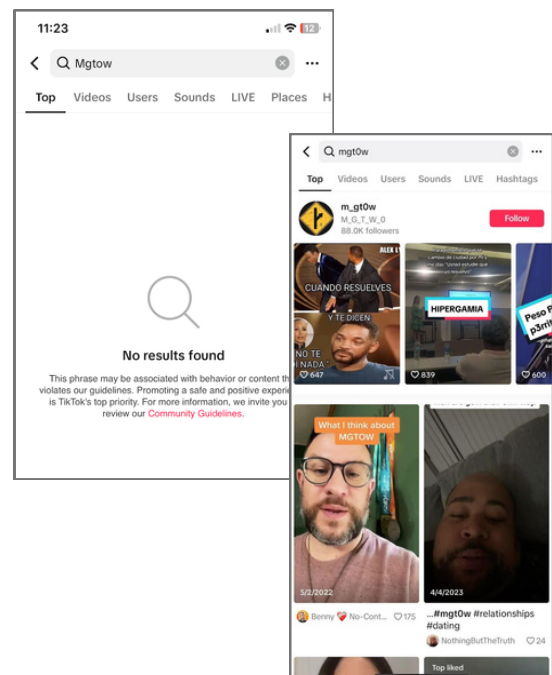
### **2. The demonetization of manosphere accounts does not hinder follower growth.**

YouTube's demonetization policy serves to ensure content adheres to various guidelines, without the battle of 'censorship' via deplatforming. When a video is deemed to violate these guidelines, it can lose its eligibility for monetization, meaning the content creator will not earn revenue through ads. Factors leading to demonetization include inappropriate language, controversial themes, hate speech, and harmful behavior. While as early as 2012, the online video-sharing platform automatically demonetized videos detected as unfriendly for advertisers, YouTube has consistently updated its monetization policy to respond to a rise in hate speech and disinformation.

For our research purposes, YouTube's [Community Guidelines](#) and [advertiser-friendly content guidelines](#) are of specific interest. On the grounds of the violation of these sets of guidelines, numerous substantial manosphere accounts were demonetized in 2023, including Fresh & Fit, JustPearlyThings, Sand Man, and Legion of Men. However, Diverting Hate, tracking the subscriber count of these accounts, found an uptick in subscribers after demonetization. For example, while Fresh & Fit had 654k subscribers in November 2023, it had a whopping 690k subscribers in January 2024. Meanwhile, well-known female misogynist influencer Pearl Davis saw her YouTube account subscriber count rise from 1.84m in November 2023 to 1.93m in January 2024. Through anti-government narratives that imply that the Matrix or the powers that be are trying to hide the “truth” from the masses through demonetization or shadowbans, manosphere influencers seem to garner extra support after demonetization. **While a powerful tool in the arsenal of content moderation and mitigation, demonetization should be implemented earlier in the lifespan of hateful accounts to ensure they do not have a big enough audience to be significantly supported and considered ‘martyrs’ in the community.**

### 3. The growing whack-a-mole dilemma presented by fan accounts highlights the inadequacy of moderation efforts.

The challenge of removing hateful content is worsened by coded language and the spread of banned content by fan accounts. For example, due to its hateful nature, TikTok has banned the use of "MGTOW" and “men going their own way.” When Diverting Hate searched for these terms in November 2023, a message stated that the terms violated TikTok's policies. In response, users resorted to altering the banned terms slightly (e.g., using "mgt0w") or incorporating different words before the banned terms to evade the ban. This includes hashtags like "mgtowmessage," "mgtowtiktok," and "mgtowlifestyle." Similarly, while the term “incel” garners no results, the hashtag #inc3l does. In addition to using coded language, fan accounts are also a crucial element in the skirting around platform policies. Misogynistic influencers from the manosphere, such as Andrew Tate, Sneako, Jon Zherka, and Pearl Davis, have all had their accounts suspended over violating TikTok's community guidelines. Nevertheless, fan accounts boost clips that those influencers still post on social media they are active on (such as X and Rumble). For example, a [Media Matters study](#) found over 100 fan accounts dedicated to Zherka and 55 accounts dedicated to Tate on TikTok, as well as many related hashtags used to tag their content. Meanwhile, the hashtag #justpearlythings garners over 16k posts on TikTok in support of Pearl Davis, the now-banned manosphere influencer who has questioned women's right to vote.



## Recommendations: Very Large Online Platforms

- **Improve Terms & Conditions:** VLOPs should explicitly include incel ideology in hate speech or terrorism terms and conditions. Any post function should do at least a rudimentary scan for problematic content before publication.
- **Implement Rigorous AI Detection for Harmful Content:** As Meta has already implemented, AI should be used extensively to detect and flag harmful content. This includes the identification of incel content, coupled with swift removal of content promoting manosphere content that violates community guidelines. Such mitigation measures will not only slow down the growth of manosphere influencer accounts but also ensure that fan accounts do not have the opportunity to download and reuse content.
- **Reduce Amplification of Harmful Narratives:** Platforms need to do more to reduce the impact of the echo-chamber effect from algorithmic amplification of problematic narratives. While strides have been made, it is remarkable that hashtags such as #redpill garner an immense amount of views on video platforms such as TikTok.
- **Protect Harmless Content Creators:** With content from non-problematic content creators being used by manosphere accounts to make points in support of their ideology, better protection mechanisms need to be in place for the vast majority of content creators not to have their creations misused. Whether it is clipped from innocent street interviews or videos calling out disrespectful behavior at the gym (such as Joey Swoll), manosphere influencers have used these content clips from other creators to push misogynist viewpoints (see, for example, the red pill hub). More needs to be done to get this content reported as defamation.
- **Face Recognition & Content Moderation:** Platforms should leverage and further develop AI applications such as face recognition and alternative spelling identification, which can play a crucial role in addressing the escalating challenge posed by the proliferation of manosphere fan accounts disseminating content from banned influencers. By employing these technologies, platforms can proactively identify and mitigate the reemergence of banned individuals, curbing the "whac-a-mole" dilemma and promoting a safer online environment.

# Our Take: Protecting the People and the Work

For Diverting Hate, recent experiences have been a significant learning opportunity. We recognize that the research conducted has been co-opted by the manosphere to portray themselves as martyrs. As a result, the Diverting Hate team is taking new approaches to publishing our research, acknowledging the potential risks associated with public access to the research and prioritizing the safety of the team and the integrity of the work. This shift in approach aims to mitigate the unintended consequences of the findings being misinterpreted or weaponized while still allowing Diverting Hate to continue our efforts in a more secure environment.

## How Practitioners Can Do the Hard Work & Be Safe

In the dynamic landscape of countering and preventing violent extremism, the responsibility of practitioners extends beyond conducting rigorous research to include the thoughtful and ethical dissemination of findings. The following are vital considerations that our team considers, exploring the strategic and ethical dimensions involved in making research public-facing, navigating potential challenges in interpretation, and safeguarding both researchers and the communities we engage with.

- **Think strategically and ethically about what research actually needs to be public-facing.** For many organizations working in the countering and preventing violent extremism space, bringing general awareness to the public is mission-critical. However, serious consideration needs to go into whether it interferes with other mission-critical activities, such as, in the case of Diverting Hate, working together with partner organizations to stop people from falling further into the rabbit hole of the manosphere. Not only functional but also ethical considerations need to go into the decision of where and what to share publicly.
- **Prepare for research to circulate in the community of intervention.** There is a high likelihood that research will be interpreted as an attack or ideological smear campaign. However, as researchers, we must be guided by the same ethical considerations granted to other research subjects. Concretely, this means respecting the individuals within the community by ensuring that their voices are accurately represented and their privacy is protected, avoiding sensationalism in presenting research findings and prioritizing dignity and well-being of all.



- **Consider multiple interpretations.** This is the bedrock of any rigorous research and essential to remember when confirmation bias can be at play. Be proactive in formulating and testing alternative hypotheses. When making policy recommendations, preemptively consider their impact on civil liberties and how best to mitigate any repercussions.
- **Define every term that is not straightforward to avoid further confusion.** Writing defensively means not just proper citation of sources and rigorous interpretation of data. It is important that research limits the use of implicit judgements, which can be weaponized to undermine findings.
- **Standing behind our research and team as an organization.** This includes providing institutional backing and resources to researchers, including access to security measures, operational security training, and mental health and well-being support. Additionally, researchers need to be made aware of the protocols for responding to threats and harassment, ensuring that researchers have the necessary support and guidance to navigate challenging situations. As highlighted in the [2023 report](#) by VOX-pol on the security, safety, and resilience of online extremism researchers, female researchers and researchers of color are affected by their work and targeted by extremists in particular ways. Institutional backing needs to reflect these dimensions.
- **Proper operational security.** Enforcing proper security within an organization may require some extra training or awareness campaigns. Plenty of free resources exist, usefully aggregated in Bellingcat's online security and privacy [toolkit](#). In our experience, the bedrock of good OPSEC for violent misogyny research is secure communication, protected information, and caution in online presence.

# How Men's Wellness Orgs Can Meet Men in the Manosphere

## Speaking Their Language

When engaging individuals and groups within the manosphere, it is essential to exercise caution in aligning with the distinct preferences of each group. Utilizing language and themes that resonate with specific groups allows for a sense of belonging and interest among the positive male organizations that are promoted. However, it is imperative to avoid using language that is derogatory or hateful towards women, as this could further reinforce misogynist biases within these groups. Likewise, it is essential to avoid using language that perpetuates victimhood or romanticizes individuals' lifestyle choices as acts of martyrdom. Instead, we should strive to strike a balance that validates diverse perspectives without endorsing harmful beliefs.

- **Tailoring messages to cater to specific groups of men is essential, acknowledging the limitations of a one-size-fits-all approach.** Recognizing the potential for exclusion when creating a sense of belonging for one group, we must navigate carefully to ensure our messaging remains inclusive. For example, accommodating the Pickup Artist community may inadvertently discourage participation from the Men Going Their Own Way group due to the stark differences in themes and language.
- **Emphasizing the unique aspects of the male experience becomes crucial, validating and highlighting perspectives in a way that fosters connection.** While mass-appealing content may lack impact, crafting messages that appeal to various groups yet converge on themes of well-being and tolerance ensures a balanced and effective outreach strategy.
- **Developing advertisements that incorporate themes from different manosphere groups can stimulate interest and engagement.** Segmenting themes into general manosphere categories and exclusive themes for specific groups allows for a nuanced approach. Addressing questions related to dating and sex for the PUA community or issues like divorces, fatherhood, and suicide rates for MGTOW and MRA/MRM groups can be done using their own statistics and concerns without blaming women for systemic issues. Across the manosphere, the desire for community and friendship is evident, and our content should reflect and address these needs.
- **In targeting specific audiences associated with particular influencers, using the language employed by those influencers is essential.** Analyzing content within the manosphere enables us to tailor advertisements that resonate with the audience, as seen in the example of Andrew Tate's use of terms like "free your mind," "Don't be a quitter," "Win the fight," and "Masculine excellence." This analytical approach ensures our advertisements are engaging and effective for the intended audience.

- **Honesty is a fundamental aspect of successful outreach. By appealing to those who can relate to personal experiences and perspectives, an honest and relatable dialogue is established.** Conversational approaches, akin to venting to a friend, facilitate the use of language that is more relatable, organic, and emotionally in touch. Promoting an uplifting vision of manhood is advocated, framing these efforts as an evolution toward higher ideals rather than deconstructing traditional notions. Drawing inspiration from content creators who understand what empowers men can be instrumental in developing effective communication strategies. Using terms like "brotherhood," "community support," and "self-improvement" conveys emotional vulnerability positively.
- **Avoiding politically correct or overly academic jargon is imperative, as these terms may disengage the audience, regardless of whether they agree in principle.** The usage of terms like "feminism," "gender norms," "toxic masculinity," and "being weak" may lead to disengagement. The term "mental health" is approached cautiously due to its multifaceted implications, and efforts are made to steer clear of its overuse. Discussions centering on the harm men may cause or their impact on the world are discouraged, as these narratives could deter potential members, leading them to perceive the group as a misogynist-reformer organization.

Diverting Hate partners with the following organizations focused on men's wellness and community building.



# In Conversation with Will Adolphy

Author of the upcoming book,

**Beyond the Manosphere: Why I Took the Red Pill and How I Broke Free.**



Will Adolphy is a registered psychotherapist by the British Association for Counseling and Psychotherapy (BACP), who serves as a coach and mentor for young boys and teenagers grappling with Autism spectrum disorder, or ASD, and Attention-deficit/hyperactivity disorder (ADHD). He is a public speaker and workshop facilitator for M-Path, which aims to deliver impactful programs and workshops focused on masculinity, men's mental health, and empathy. Through Continuing Professional Development sessions, such as 'Approaching Andrew Tate & Online Misogyny,' Will equips both teachers and parents with the tools to navigate the most pressing issues for young men and boys.

Will's journey is soon to be featured in an upcoming Sky 1 documentary on Andrew Tate, where he openly shares his transformative path from the manosphere to healing. This documentary highlights vital themes of men's mental health, online misogyny, and the essence of healthy masculinity. Additionally, Will is set to release his forthcoming book, '*Beyond the Manosphere: Why I Took the Red Pill and How I Broke Free*'.

Diverting Hate sat down with Will to hear his story of how he came to be indoctrinated into extreme misogyny, how he got out, and how he is using his experience to help young men and boys to not fall into the same rabbit holes.

**Diverting Hate (DH):** Alright, so we thought maybe we could start with a basic introduction of who you are, where you're based, and not only your work but also a bit about yourself.

**Will Adolphy:** Yeah, absolutely. I'm Will Adolphy, currently based in Saint Leonard's in the UK, right on the coast near the Channel. My work involves going to schools, conducting talks, and initiating conversations around masculinity. I also educate parents and teachers on misogyny and lad culture, while intertwining it with my own struggles with mental health, healing, trauma, and masculinity. Additionally, I work as a psychotherapist, where I work with clients one-on-one. Recently, I started reading Stephen King for the first time and am halfway through a fascinating time-travel novel. I'm also learning to make sourdough, and despite its controversy, I enjoy UFC.

**DH:** Can you tell us a little bit more about what M-Path is and your work with the group?

**Will:** M-Path is an organization that conducts talks, workshops, and continuing professional development (CPD) sessions. It operates in schools and is now expanding into organizations as well. Chris Hemmings leads the organizational business aspect, where he engages with companies to deliver talks on allyship, and I work primarily in schools with boys and girls on a wide range of topics.

In my talks, I discuss the pressures men face, cultural and societal standards placed on men, how men are socialized, and my own personal stories and experiences with masculinity. Throughout these talks, I also discuss Andrew Tate and Jordan Peterson. I talk about the manosphere, the impact its content had on me, and what I gained from it, all with the hope of kickstarting a nuanced conversation around something that has been very polarized. I don't go into schools to tell students how to live their lives; I go there to share my story and to start a conversation.

As I see it, my story is one of healing; I am someone who has faced a lot of trauma, and gone from having daily panic attacks to now living a genuinely happy life. I dealt with abuse in my relationship with my dad, but I have since healed that relationship. The friends I had, the men that were in my life, the circumstances I was born into, and the expectations of the "man box" — an idea coined by Tony Porter and Paul Kivel — all had repercussions on my mental health. There were other factors at play, but ultimately, when I stepped outside "the box" and started my journey of healing, my whole life transformed. I started to have conversations with other men, women, feminist's, non-binary folks, gay men. People I'd never conversed with before. And I learned that the real world is very different from the online world. That beyond the fear of being judged (which I had and the people I spoke to had) are human beings who want exactly what I want: to be heard, to be seen, and to be respected.

I think my story can provide hope to bridge the divide between genders. But how do we start the process of having empathy? For me, it happens when people are vulnerable and show their humanity, and when they approach tough conversations with compassion and curiosity rather than a sense of defensiveness and sensitivity around these topics. Of course, I still notice this tendency to get defensive within myself, and have to actively work through it.



**DH:** What was your entry point into the manosphere and red pill ideology?

**Will:** My entry into the manosphere and red pill ideology began around 2016/2017 when those terms weren't widely used and I wasn't consciously aware of them. Reflecting in hindsight, one significant aspect was my strong aversion to feminism, which I only fully grasped through self-examination years later. My first experience with the manosphere was with Jordan Peterson, or my "internet dad" as I used to call him, through his 2016-17 podcast with Joe Rogan. This period coincided with symptoms of trauma, including severe anxiety and bouts of depression. Podcasts, especially Joe Rogan's, became a refuge for me. I remember being at the gym, halting my workout, and realizing the impact. In school, I attempted to conform to the lad stereotype and was ultimately expelled. In my early 20s, working in the theater industry, I initially avoided the discourse on toxic masculinity and male privilege. Initially, I identified as a male feminist due to a desire to avoid confrontation. But Peterson's podcast resonated deeply and conditioned me to tap into my anger and resentment. This transformation was gradual, marked by hours spent watching videos of figures like Milo Yiannopoulos, Ben Shapiro, and Jordan Peterson.

At the time, I felt I was watching and engaging with harmless debate videos, like "Jordan Peterson destroys a feminist" or "Ben Shapiro owns a trans activist." These videos were my way of releasing resentment as they validated feelings of being unseen and unheard. Exposure to what I viewed as anti-male rhetoric, toxic political correctness, and feminists berating men online fueled my worldview; I felt that feminism was the problem. Initially, I avoided any discussions on feminism, as it triggered defensiveness within me. It wasn't until later that I realized the diversity within feminist perspectives, challenging my previous binary mindset. My journey towards nuance and understanding was influenced by encounters with individuals holding differing views, prompting a shift away from categorical thinking. Recognizing the harm caused by rigid perspectives became apparent as I met people with diverse beliefs, marking a transformative experience in my understanding of others.

**DH:** What influencers aside from Peterson and Tate do you think are a bridge to this type of ideology?

**Will:** Influential online figures like Adian Ross, Sneako, and others have gained prominence; even the Logan Pauls and KSI's of the world are a huge influence on boys. The online communities they represent, some with only 10,000 subscribers, are diverse and extensive. Personalities such as Joe Rogan, Chris Williamson, and David Goggins purport to offer "self-help" for men via educational content. However, I observe a lack of awareness in them regarding the damage caused by societal expectations, often termed the "man box," on individuals.

**DH:** Why do you believe these personalities are so alluring for young men and boys?

**Will:** Understanding and mitigating the effects of the manosphere requires diving into its different layers, starting with the technology and medium that shape its existence. It goes without saying that attention spans are dwindling and people, especially those grappling with challenges, often seek solace online – whether through gaming, by watching YouTube, or endlessly scrolling through social media. The profound impact of technology stretches into psychological, emotional, spiritual, and neurological domains. It's crucial to grasp and grapple with the collective repercussions of this digital era when navigating the landscape of the manosphere.

Around 98%—though it's a rough estimate, I'd say 99%—of the boys I encounter at school are gamers. I myself was Prestige 10 on Call of Duty 4. I spent countless hours on my Xbox 360...it was a safe space to distract myself. But this is just one manifestation of the broader trend towards isolation and disconnection, rooted in a repression of feelings within both men and women. And social media only amplifies this, making the online world more appealing to children seeking comfort and safety.

Additionally, the lack of father figures and male role models for some, coupled with the barrage of toxic media, perpetuates ingrained messaging about masculinity that is often lacking in healthier portrayals of masculinity. What does an alternative to 'traditional masculinity' look like? As of now it's far less undefined and therefore harder to 'sell' or communicate to boys. The manosphere, on the other hand, is selling a kind of 'do these 3 things and you'll be a man' type masculinity; this is a lot more digestible for a teenage boy, it offers quick results.

The demonization of masculinity in the dominant culture, though guys like Jordan Peterson and conservative commentators, is also being used to fuel male grievances for their own gain [audience, finances, political]. Ultimately, I see the manosphere as an echo chamber holding men's resentments, perpetuating them without guiding them towards healing. This realization shaped my current work, which focuses on showing men alternative paths towards healing and manhood.

**DH:** How did you personally navigate and find your own path to healing? What was the turning point or pivotal moment to your questioning of the manosphere and associated ideologies?

**Will:** Unfortunately, like many others, I spiraled during lockdown. The manosphere was a real place of refuge for me; there was a sense of familiarity and belonging with the kind of old-school masculinity they were offering during a very unfamiliar and turbulent time. During the early lockdowns, things took a turn — I lost my girlfriend, my business went under, and I was alone in a flat in London, feeling pretty isolated. In the midst of all that chaos, I had a realization that forgiveness, especially towards my parents, was key to my own healing. It was a pivotal moment that led me to reconnect with my dad and steer away from old patterns.

**DH:** How do you inspire a similar transformation for the young men and boys you work with who might not experience a transformative crisis moment but still need to initiate the healing process?

**Will:** Our approach focuses on planting seeds and initiating conversations. I don't go into schools to tell the boys how to live. In fact I say 'I get it' I've been in your shoes. 'I'm one of you'. And from this place we can actually have a conversation where the boys feel invited in and like they can speak their mind. This is where the transformative dialogue can happen. We don't expect an immediate shift in school culture. Transforming school culture takes time and concerted effort, as Laura Bates has outlined. For certain boys though, the message we deliver resonates, and we encourage them to seek support, whether through therapy, mentoring, joining supportive groups, or engaging in activities that foster emotional processing. While the impact may not be immediate, we emphasize the importance of cultivating a supportive environment for personal growth within the existing cultural framework. Ultimately, we offer the boys an alternative for anyone that wants to start the process of stepping outside the man box so they don't have to go down the same path I did.

# Our Team and Credits

## Authors

Kaitlyn Tierney | CEO & Co-Founder  
Courtney Cano | COO & Co-Founder  
Astrid Askenberger | Senior Researcher & Co-Founder  
Alanna Olken | Head of Partnerships  
Clara Broekaert | Research Fellow  
Spencer Paik | Research Fellow  
Sean Kitson | Researcher  
Jill Jacobs | Lumi, Duke University  
Eric Martinez | Lumi, Duke University

## Editors

Jason Blazakis | Middlebury Institute of International Studies  
Ashleigh Bowers | Eradicate Hate  
Pasha Dashtgard | American University, Polarization & Extremism Research & Innovation Lab (PERIL)  
JJ West | American University, PERIL  
Ryan Greer | Bedrock  
Laia Corxet Solé | IMSISS (International Master in Security, Intelligence, and Strategic Studies)

## Report Design

Donna Roggi | Art Director

We'd love to hear from you.  
Tell us what you learned in this report and how we can  
improve our research for future reports.

