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MANTRaP

Misogyny online **ANd** **T**he **R**ed **P**ill

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Trigger Warning



Are you sure you want to view this community?

This community is [quarantined](#)

It is dedicated to shocking or highly offensive content.

Are you certain you want to continue?

NO THANK YOU

CONTINUE

Who we are

4 (soon to be 5) researchers interested in:

- gender and identity online
- construction of misogyny and sexism in online contexts
- exploring relevant online data with corpus methods



@VeronikaKoller



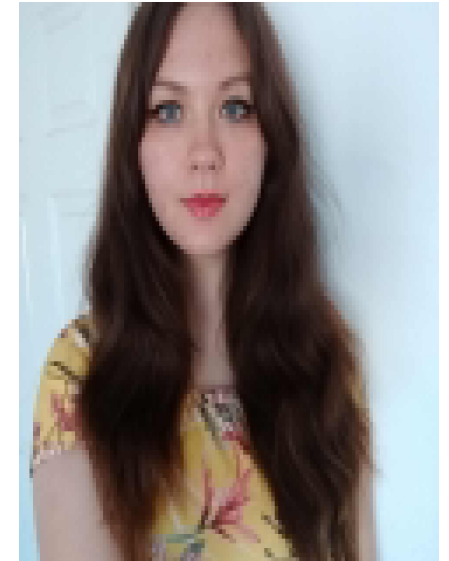
@Mark_McGlashan



@Noun_Fraze



@ALexiconArtist



@jessicuughh

Our research questions

1. How do members of the various groups of the 'manosphere' use language to:
 - a. represent gendered social actors?
 - b. (re)produce misogyny in online spaces?
1. How and where is that discourse mainstreamed?
1. What are the implication for young people's online safety?

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1. What are the implication for young people's online safety?

Previous and current research

Pick up artists

Lawson, R. and McGlashan, M. (2017) 'Discourses of neoliberal masculinity: a corpus-based discourse study of an online 'Pick Up Artist' community'. *LGAS 2017, Nottingham University*.

Incels

Koller, V. & Heritage, F. (2019) 'Incels, in-groups, and ideologies: The representation of gendered social actors in a sexuality- based online community', *Lavender Languages and Linguistics 26*



Online misogyny

Hardaker, C. & McGlashan, M. (2016) "Real men don't hate women": Twitter rape threats and group identity'. *Journal of Pragmatics* 91: 80-93.

MGTOW

Krendel, A. (2019) 'Hypergamy: a woman's inability to love unconditionally like men can love (and dogs)": Masculinity, femininity, and sexuality across the Reddit "manosphere", *Lavender Languages and Linguistics 26*

The Manosphere & The Red Pill

- Lots of research in media & cultural studies, e.g. Feminist Media Studies 2018 [Special issue on Online Misogyny](#)
- Growing body of (linguistic) research, cf. [lavlang26](#) programme
- Need for larger-scale account(s) of the 'Manosphere', recontextualisations of 'red pill philosophy', and discursive practices

Data and Methods

Reddit		
	Words	Threads
Incels (r/braincels)	65,000	50
MGTOW (r/TheRedPill)	70,052	10
Men's Rights (r/TheRedPill)	71,069	15
Red Pill Theory (r/TheRedPill)	73,148	15

Corpus-based Discourse Studies

- Key-keywords (cf. McGlashan & Lawson 2017)
 - Reference corpus: AmE06
 - keyword lists
 - venn
- Appraisal theory (Martin & White 2005)
- social actor representation (van Leeuwen 2013)
- Need for larger-scale account presents us with methodological and data-related issues
 - collecting and working with really big chunks of online data

Key-Keywords

Corpora	Total KKWs	Key-keywords
Incels MGTOW MRA PUA	15	GUYS WANT LOL I'M SEX FUCKING IT'S WOMEN YOU GUY GET GIRLS SHIT YOUR FUCK
Incels MGTOW PUA	3	JUST GIRL YOU'RE
MGTOW MRA PUA	9	MEN POINTS DON'T THINK PILL GOLD ALPHA TRP ETC
Incels MRA	2	DUDE HATE
Incels MGTOW	2	CUCK BEING
Incels PUA	2	RE DONT
MGTOW MRA	4	RAPE WOMAN POINT MGTOW
MRA PUA	3	POST LEVEL BETA
MGTOW PUA	1	YOURSELF

Overall Findings

- Gender is seen in a binary (e.g. there are only *men* and *women*)
- This binary is not always homogeneous (e.g. different types of *men*)
- *Men* and *women* are constructed in opposition to each other
- Men exist on a hierarchy with different characteristics for each level, whereas *women* and *girls*:
 - are innately emotional in comparison to *men*, who are rational and logical
 - have their sexual and relational desires ascribed by the in-group
 - are negatively judged for capacity and propriety
 - are appreciated for positive/negative aesthetics
 - are appreciated for negative significance

Men's Rights: gendered social actors

Female social actors			Male social actors		
Rank	Word	Occurrences	Rank	Word	Occurrences
18	Women	499	22	Men	449
30	Her	330	47	He	244
33	She	321	71	Man	156
95	Woman	107	82	His	127
111	Girls	83	148	Him	60
170	Female	53	158	Male	56
174	Girl	51	172	Guy	52
246	Feminists	37	176	Guys	50
287	Feminist	31	307	Dude	29
315	Wife	29	408	Boys	22
389	Virgin	24	419	Beta	21
420	Bitch	21	502	Victims	18
449	sjw	20	515	Himself	17
520	Mother	17	630	Father	13
594	Girlfriend	14	647	Males	13
596	Herself	14	672	Bro	12
626	Chicks	13	690	Husband	12
704	Pussy	12	724	Alpha	11
746	Feminine	11	765	Patriarchy	11
771	sjws	11			
Total:		1698	Total:		1373

Gendered social actor words in *Men's Rights* which occurred >10 times

- *Women* active and agentive, have a detrimental impact on men and wider society
- *Women* negatively judged for immorality, whereas *girls* appreciated as objects
- *Girls* are given passivated relational/sexual roles
- *Men* neither judged nor appreciated

Men's Rights: examples

Women:

- “People talk about the benefits in terms of not having to put up with the **personality problems of women**, high risk of **divorce** and **alimony**. There are also benefits in **avoiding STDs** and **‘oops’ pregnancies**”

Girl:

- “some sheltered white girl...her opinion doesn't mean shit”

Men as insecure:

- “too **afraid** to say anything about the second class citizen status of males”
- “I'm not scared of chicks, **I'm scared of the men with guns they can summon**”

Pick-Up Artists: gendered social actors

Female social actors		
Rank	Word	Occurrences
18	Her	547
20	She	531
29	Women	421
68	Girl	188
80	Girls	150
102	Woman	105
321	Female	31
352	Bitch	27
392	Lauren	24
637	Mother	13
678	Herself	12
685	Plates	12
706	Bitches	11
725	Girlfriend	11
Total:		2083

Male social actors		
Rank	Word	Occurrences
61	He	208
74	Men	164
81	Man	148
107	Guy	103
122	Him	87
123	His	87
129	Alpha	82
131	Guys	81
175	Beta	71
221	Male	44
343	Boyfriend	28
366	Betas	25
409	Chad	22
510	Dude	17
594	Bro	14
606	Males	14
632	Himself	13
720	Father	11
Total:		1219

- *Women and girls* as potential dating/sexual partners
- *Women and girls* appreciated for positive and negative aesthetics
- *Men* appreciated for positive aesthetics

Pick-Up Artists: examples

- *Women* actively **sleeping with** men, **rejecting** men, and issuing “**shit tests**”
 - “Will you buy me a drink?”
 - “What do you do for work?”
- Appreciation of aesthetics:
 - “**ugly** women” who should “keep their body fat down”
 - *Girls* rated on the “**Hot Babe**” scale
 - *Men* as “**buffed, rich, alpha**”
- Psuedo-scientific arguments to justify **heteronormative** and **competitive** masculinity
 - “[t]here is **extremely good evidence** that that shape of the penis is designed to scoop out and remove the semen of another man”
 - “[women] **want** to be ravaged and dominated by a man with frame [sic]”

MGTOW: gendered social actors

Female social actors			Male social actors		
Rank	Word	Occurrences	Rank	Word	Occurrences
17	Women	600	35	Men	321
33	She	328	79	Man	147
38	Her	316	94	Guys	126
77	Woman	155	156	Guy	71
93	Girls	129	209	Male	47
124	Girl	88	245	Alpha	38
128	Pussy	84	268	Cuck	35
241	Female	39	303	Beta	31
248	Strippers	38	342	Betas	26
314	Chicks	29	379	Dude	23
331	Wife	28	522	Monk	16
369	Chick	24	562	Alphas	14
411	Bitches	21	568	Cucks	14
430	Stripper	20	583	<u>mgtows</u>	14
438	Bitch	19	590	Rapists	14
465	Herself	19	619	Masculine	13
514	Hamster	16	640	Chad	12
548	Feminists	15	707	Himself	11
586	Mother	14	731	Virgin	11
647	Females	12	Total:		984
731	Victim	11			
Total:		2005			

Gendered social actor words in MGTOW which occurred >10 times

- *Women* negatively judged for propriety, and negatively appreciated for significance
- *Girls* as sexual objects and risk
- *Men* never passivated nor appreciated
- *Men* judged for positive capacity

MGTOW: examples

- *Women and girls:*
 - “MGTOW men complain that women are **disloyal and immoral**, and many are angry that their wives have abandoned them, and you advocate encouraging **their whorish behaviour**”
 - “women are **not important enough** to change something in my life”
 - “we should **jail the girl** too and **have her serve the same trial as the rapist**, the rapist got punished in the end but the girl too. This will **ensure that girls don't want to get raped** and as such **will not compel or allow men to rape them** aside from ensuring that the girl gets justice for encouraging rape”
- *Men and guys:*
 - “Isaac newton prided himself in having spent his life **celibate** and yet he's inarguably one of the most accomplished men of all time”
 - “They'll even get pregnant by **Chad** and have a **guy like you** to provide and raise the kid for them”

Incels: gendered social actors

Male social actors			Female Social Actors		
Rank	Word	Occurrences	Rank	Word	Occurrences
49	He	185	25	She	298
82	Men	116	31	Women	263
87	Guys	110	44	Her	194
94	Man	104	88	Girl	109
95	Chad	102	127	Woman	71
109	Guy	87	128	Girls	71
116	Him	80	145	She's	63
158	Bro	59	193	Female	48
172	Dude	52	261	<u>Roastie</u>	34
201	Male	45	273	Bitch	33
226	He's	39	324	<u>Foids</u>	27
236	Cuck	37	428	Females	19
330	Chads	26	466	Feminist	18
389	Brother	22	515	Gf	15
404	<u>Manlet</u>	21	535	Girlfriends	15
447	Cucks	18	551	<u>Foid</u>	14
483	Masculine	17	570	Whore	14
509	Boy	16	575	Wife	14
615	Dudes	13	591	Roasties	14
618	Faggot	13	629	Whores	13
624	Males	13	715	Slut	11
TOTAL		1175			1358

Table 1: Words for Gendered Social Actors Which Occur ≥ 10 Times in the Corpus

Similar number of lexical tokens for male and female social actors

But there do appear to be differences at a lexical level

Derogatory terms not as frequent as expected:

16.68% for male and 17.75% for female social actors

but only in terms of lexical semantics

Less evaluation for *she*, *women* than for *he*, *men*

Incels: examples

- *Men* and *he* mostly appraised as lacking capacity (33.3%) and propriety (8.3%) - but can be ascribed and/or refer to high-status men
 - “Men can and do get raped by women”
 - “Foids consider white men abusers”
 - “he got the job due to being Jewish and having connections”
 - “He also took part in other criminal activities”
- *Women* mostly appraised for having capacity (14%) and lacking aesthetics (8%)
 - “Women have the upper hand”
 - “Women in their 30’s who are starting to get saggy”
- *She* mostly appraised for lacking capacity and propriety (10% each)
 - “She can’t force him to get hard”
 - “She is not entitled to your money”

Preliminary conclusions

Women: fear of, attraction to, emancipation from

- negatively judged for propriety (Men's Rights, MGTOW, 'she' for Incels)
- constructed as active, judged as capable but detrimental (Men's Rights, Incels)
- appreciated for looks and sexual attractiveness (Pick-Up Artists, Incels)
- deemed insignificant (MGTOW)

Girls: superiority over, attraction to, fear of

- passive, objectified, lack capacity (Men's Rights, MGTOW, 'she' for Incels)
- appreciated for looks and sexual attractiveness (Pick-Up Artists)
- represent a risk (MGTOW)

Men:

- not evaluated (Men's Rights)
- appreciated for good looks (Pick-Up Artists)
- active, capable (MGTOW) or lacking capacity (Incels)

Future work and applications

How and where is manosphere discourse mainstreamed?

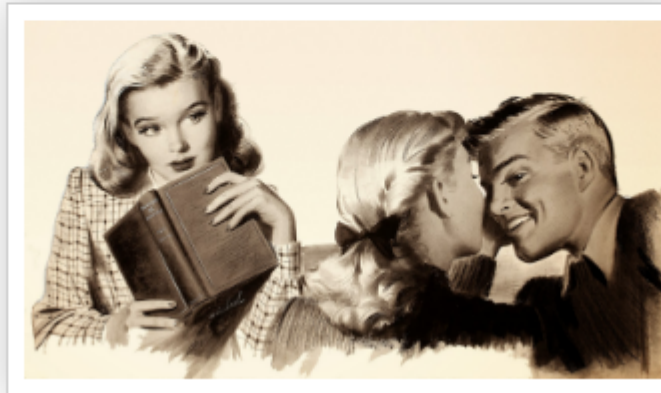


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The Red Pill Primer For Boys

By popular demand, the agents of the Red Pill Society have assembled an easy-to-understand guide to the Red Pill praxeology for teenage boys and men who are intrigued by Red Pill concepts and practices.

These are in Google Presentation format, presented free of charge for the betterment of young men everywhere.



<http://theredpillroom.blogspot.com>

“from the cradle to the grave, men are getting a raw deal. ... Feminists are now amongst the most obnoxious bigots.”

(Dominic Raab, MP and Tory leadership contender, 2011),



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Questions, comments,
suggestions?

