

# Understanding the Manosphere



## Key Message

The Manosphere is not just an online trend. It is linked to misogyny, radicalisation, and domestic abuse. Early education and open conversations are key to safeguarding young people.

## What is the Manosphere?

The manosphere is not one website or group. It is a network of online communities, influencers, forums and social media spaces that promote misogyny, anti-feminist ideas, and harmful beliefs about gender roles.

These communities exist across platforms such as YouTube, TikTok, Discord, Reddit, gaming platforms and podcasts.

They often target boys and young men, offering advice on dating, masculinity, success and relationships - but frequently promote control, entitlement and hostility towards women.

## Who is in the Manosphere?

The manosphere is often split into four main groups:

1. **Incels (Involuntary Celibates)** - Men who believe they cannot find romantic or sexual partners and blame women for this. Some communities promote resentment, entitlement to women's bodies and hatred towards women.
2. **Men's Rights Activists (MRAs)** - Groups who believe men are discriminated against, especially in family courts and relationships. Some use this to justify hostility towards women and deny violence against women and girls.
3. **Pick-Up Artists** - Influencers or "dating coaches" who teach men how to manipulate women into relationships or sex. They often describe relationships as a game of control and power.
4. **MGTOW (Men Going Their Own Way)** - Groups who believe society is biased towards women and men should avoid relationships with women completely.

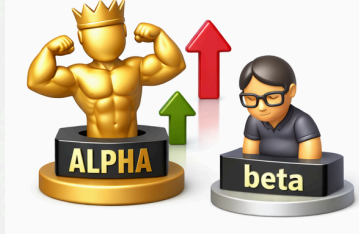
## Core Beliefs of the Manosphere

Despite different groups, many share the same ideas:



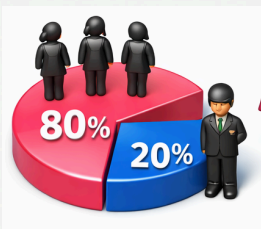
### The "Red Pill"

The belief that feminism has given women too much power and that men are now the oppressed group.



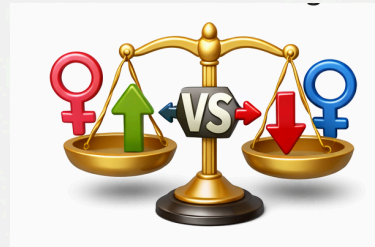
### Alpha vs Beta Males

Men are told they must become dominant "alpha males" and avoid being weak "beta males".



### The 80/20 Rule

The belief that 80% of women want only 20% of men, encouraging resentment and competition.



### Zero-Sum Thinking

The belief that women gaining rights means men lose rights.

## Why Does It Appeal to Young People?

The manosphere often attracts boys and young men who:

- Feel lonely or isolated
- Struggle with confidence or relationships
- Feel rejected or unsuccessful
- Want money, success, status or relationships
- Are influenced by online influencers and algorithms

It often offers:

- A sense of belonging
- Someone to blame
- Simple answers to complex problems
- Role models showing wealth, power and control



## Red Flags:

### Manosphere Influence

- Talking about "alpha males" or the "red pill"
- Saying feminism has ruined society
- Saying men are oppressed
- Blaming women for men's problems
- Talking about the "80/20 rule"
- Increasing anger towards women or girls
- Viewing relationships as power or control
- Watching misogynistic influencers
- Becoming secretive about online activity
- Spending long periods on forums, Discord or gaming chats



## Supporting Young People

**Talk early** - Discuss healthy relationships, respect and equality.

**Challenge harmful language** - Do not ignore misogynistic jokes or comments.

**Teach media literacy** - Help young people understand algorithms and online influence.

**Provide positive male role models** - Promote healthy masculinity and emotional expression.

**Create safe spaces to talk** - Many boys involved feel lonely, rejected or insecure.

**Report harmful content** - Use platform reporting tools where appropriate.