

Alpha male and beta male, or simply put alpha and beta, are pseudoscientific terms for men derived from the designation for alpha and beta animals in ethology. They may also be used with other genders, such as women, or additionally use other letters of the Greek alphabet (such as omega). The popularization of these terms to describe humans has been widely criticized by scientists.[1][2]

Both terms have been frequently used in internet memes.[3] The term beta is used as a pejorative self-identifier among members of the manosphere, particularly incels, who do not believe they are assertive or traditionally masculine, and feel overlooked by women.[4][5] It is also used to negatively describe other men who are not deemed to be assertive, particularly with women.[3][6]