





R/REDPILLWOMEN WHAT IS GOING ON HERE?

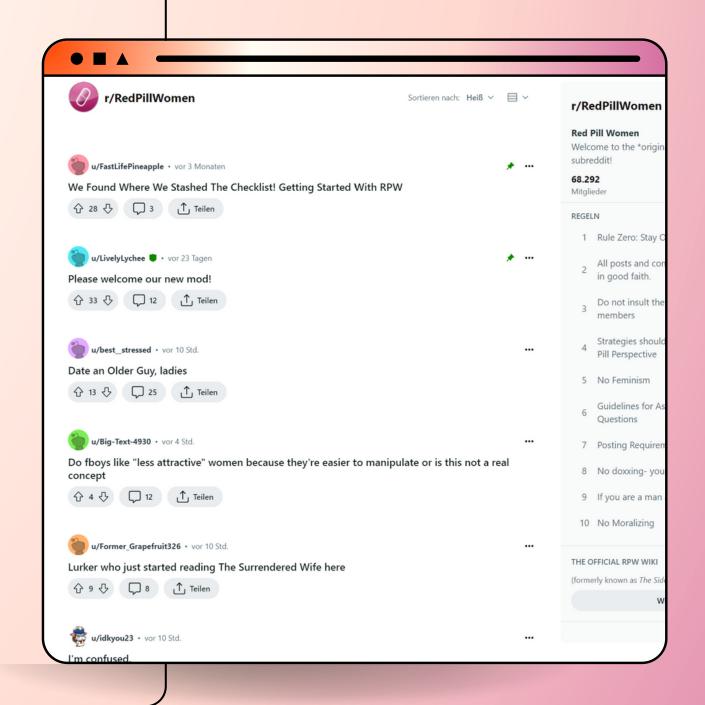
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OVERVIEW

- Who are r/RedPillWomen?
- Research questions
- Methods & Findings
- Summary











WHO ARE R/REDPILLWOMEN?

Redpilling

- Refers to the movie The Matrix from 1999 (Schullenberger, 2021)
- Red pill reveals the harsh truth about the reality vs. blue pill that brings you back to an illusion
 of the reality (Schullenberger, 2021)
- Since then far-right ideologies use this phrase to describe 'the awareness that women are privileged in our society' (r/RedPillWomen)

Tradwives

- Promote 'traditional' way of life, but for them, it is a choice -> empowerment (Proctor, 2022)
- Link to alt-right and or white nationalists, but not every tradwife identifies as an anti-feminist or white nationalist (Proctor, 2022)











文A Übersetzen

Date an Older Guy, ladies

I hope this post is read in good faith, as I'm not trying to put anyone down here. But I have noticed a trend that young twenty-something women like myself (23f) are having so many struggles when they try to find a man who is also a young twenty-something.

The young guys seem to have problems with these: 1.) being steadfast in their values 2.) commitment in relationships (especially pertaining to issues like waiting for marriage, or starting a marriage/family) 3.) protecting and providing

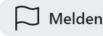
Am I alone here in thinking that older guys are better at these traits? My fiancé is 31, which I realize might be a big age gap for most people. But even guys who are in their late twenties seem to have it more figured out. So I guess my question could also be; would a lot of our problems with dating be solved if we just dated the older guys?

*Disclaimer: I know there are exceptions to this, please post something productive if you want to disprove my point. *Disclaimer no.2: I realize that women also have a role to play in dating disasters, I might make a post about that as well in the future

















STATE OF RESEARCH

Gender roles and ideologies

- Rise of the so-called "manosphere" and Incel communities online with violent effects offline (e.g., Agius et al., 2020; Bratich & Banet-Weiser, 2019; Byerley, 2020; Chang, 2022; del Campo, 2022; Halpin et al., 2023; Lindner, 2022; O'Donnell, 2021; Regehr, 2022; Tranchese & Sugiura, 2021; Vallerga & Zurbriggen, 2022; Van Valkenburgh, 2021; Waśniewska, 2020)
- Strict gender roles and (internalized) misogyny have been identified as key traits of extremist ideologies such as the far-right and religiously motivated beliefs (e.g., Brown et al., 2020; Díaz & Valji, 2019; Gentry, 2020; Hudson & Hodgson, 2022; Johnston & True, 2019; Meiering et al., 2020; Rahner, 2020; Rottweiler et al., 2021; UNDP, 2021)
- Increasing interest in the question of how women are radicalized but so far barely empirical research

(e.g., Askanius, 2022; Bjork-James, 2020; Farucci, 2022; Leidig, 2021; Love, 2020; Mattheis, 2018; Rösch, 2023; Stern, 2022; Zahay, 2022)









STATE OF RESEARCH

Computational approaches

- Attempts to automatically detect misogyny (Frenda et al., 2019; Pamungkas et al., 2020; Shushkevich & Cardiff, 2019; Strathern & Pfeffer, 2022; Zeinert et al., 2021) and extremism (Aldera et al., 2021; Scrivens, 2021; Scrivens et al., 2018) in textual content
- Risk assessment of Incel communities based on lexicons (Chan, 2022), and automatic profiling techniques (Jaki et al. 2019)
- Exploratory analyses of problematic communities like 4chan or The Red Pill using hate speech dictionaries (Hine et al., 2016) or topic modelling (Mountford, 2018)









RESEARCH GAPS

Empirical exploration of specifically women's communities and their views

Using computational methodology with a social science approach









RESEARCH QUESTIONS

RQ: How do users of r/RedPillWomen communicate?

RQ1: What is the specific language used within the community?

RQ2: How are gender and gender roles discussed?

RQ3: What are common topics?

RQ4: How have the topics changed over time?

RQ5: What kind of topics are successful?

RQ6: How are the topics evaluated in the comment section?









DATA

Data collection

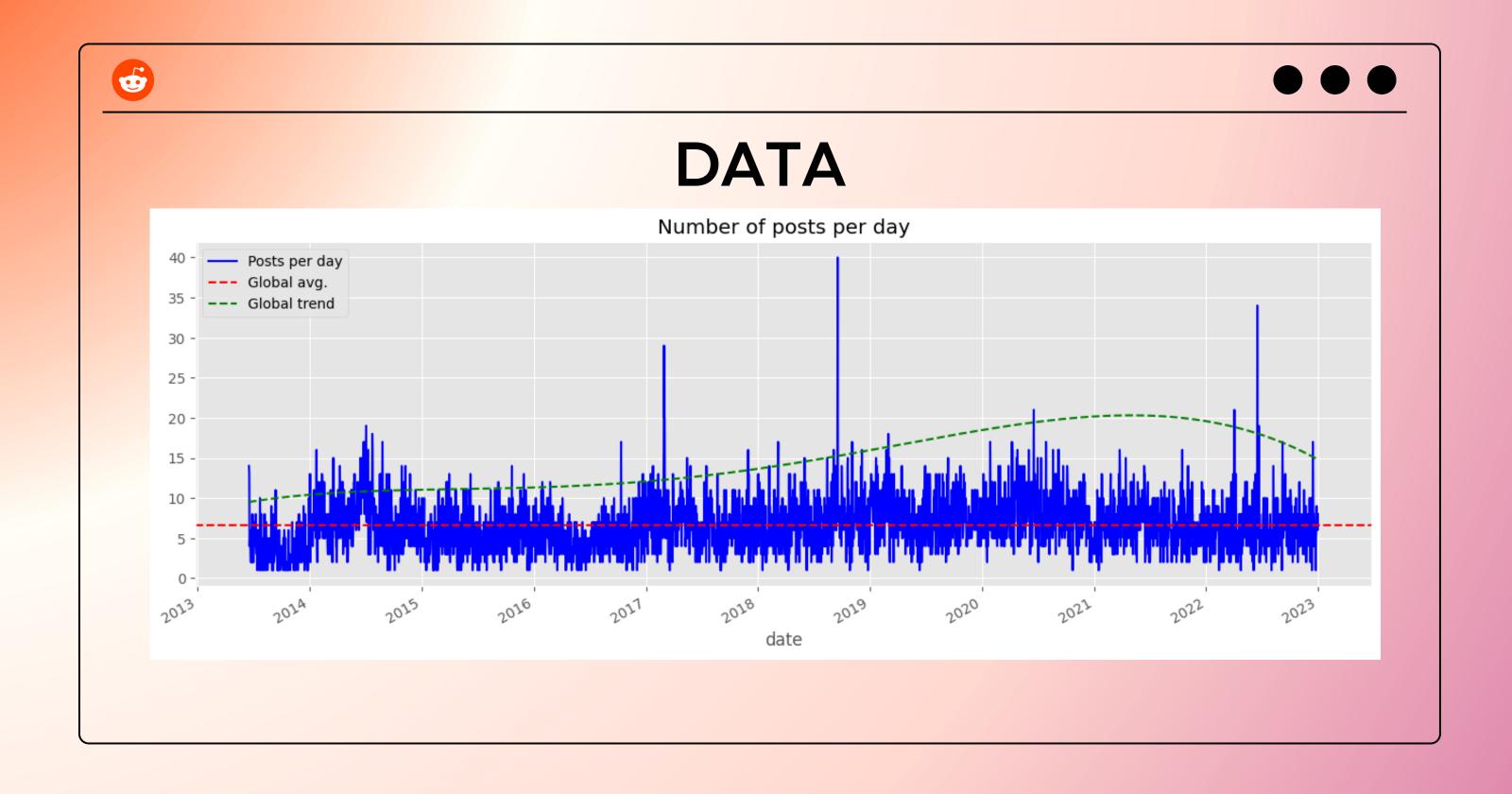
- Automated data retrieval was not possible (API, Scraping)
- Pushshift data dump from 2005-2022 (thanks Julian)
- 230k comments and 22k posts over 9.5 years (subreddit was founded 2013)

Data filtering

- 'removed' or 'deleted' posts & comments
- remove top and bottom 5% of post based on length to reduce size and have more homogenous data -> 10k posts
- comments have been merged with topics (comments for deleted posts are discarded) ->
 126k comments

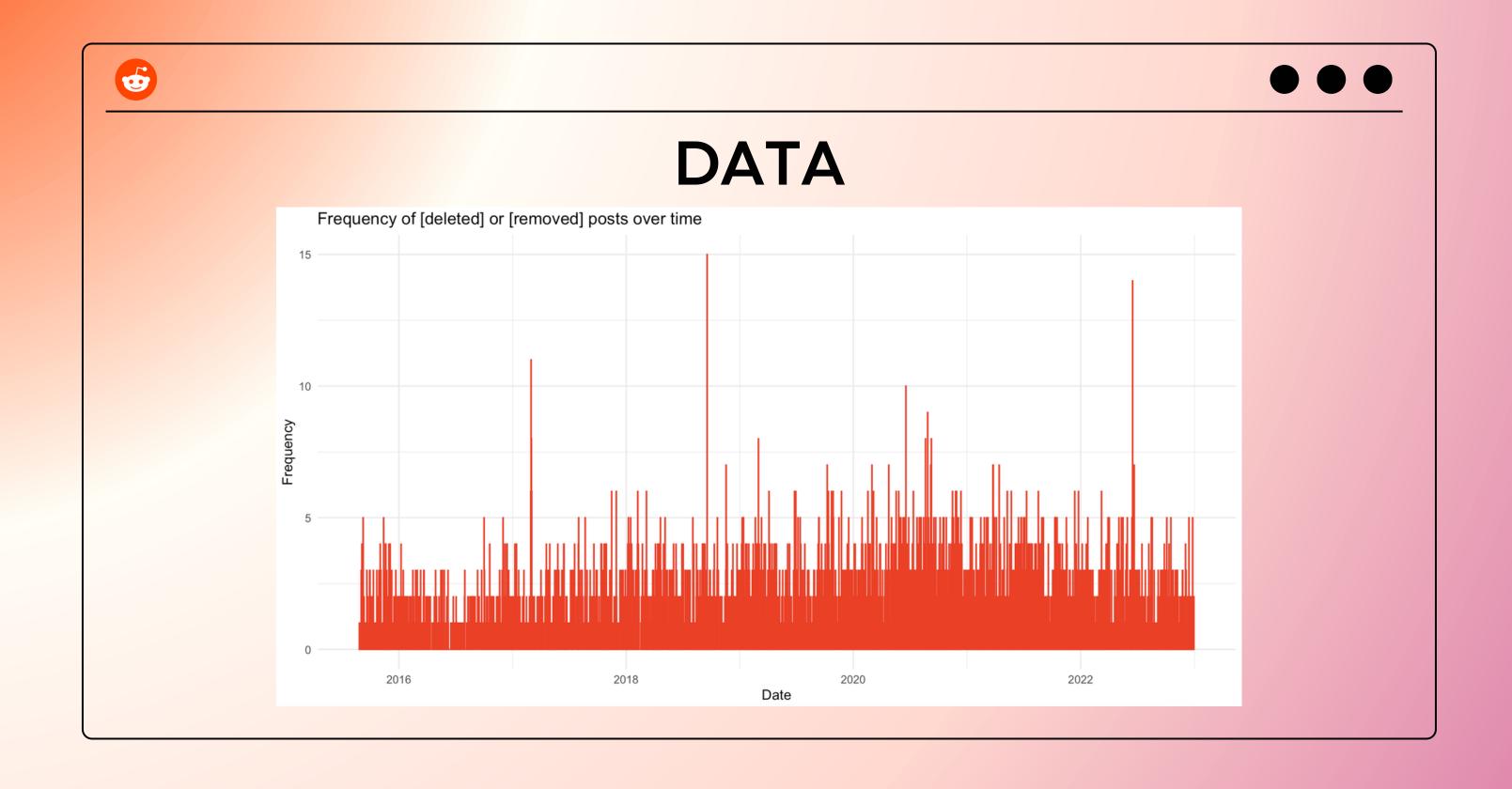






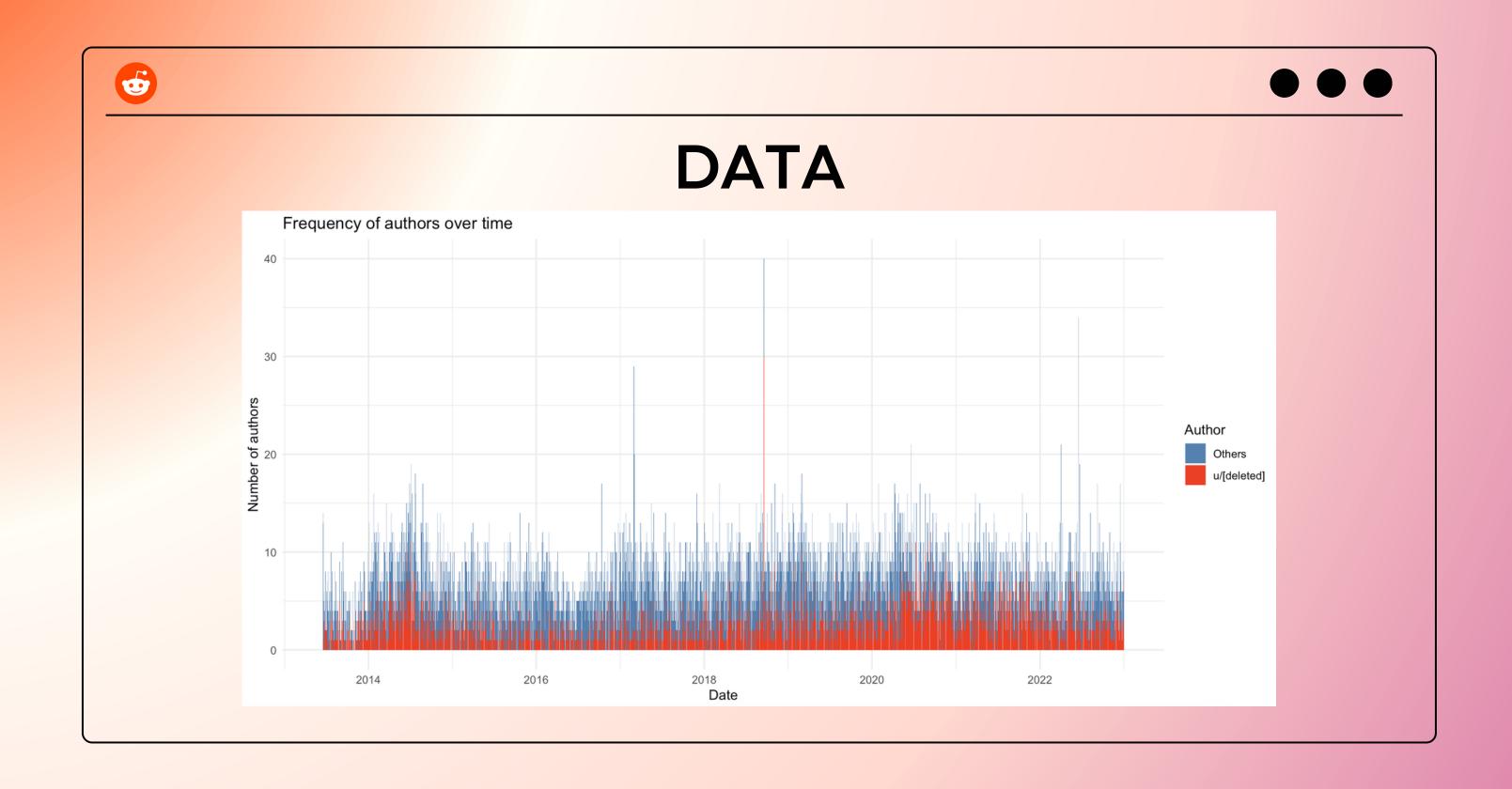






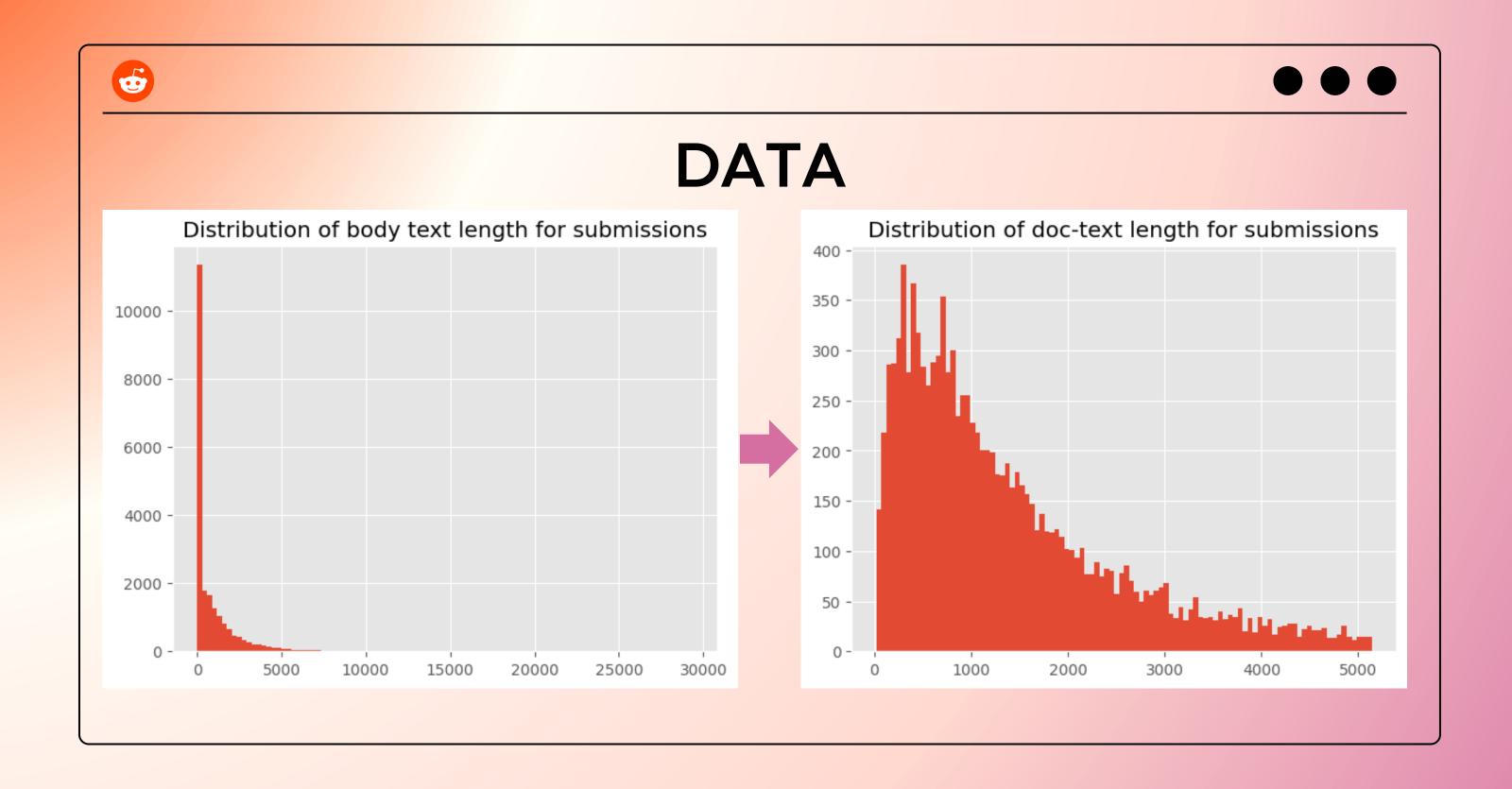
















METHOD RQ1

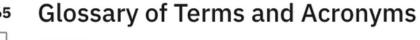
- Simple bag of words approach to post texts
- Subreddit glossary as dictionary for frequency analysis (64 terms)
- Time series of top 10 most used terms

RQ1: What is the specific language used within the community?



Gepostet von u/RedPillWomen RPW Writing Team vor 5 Jahren



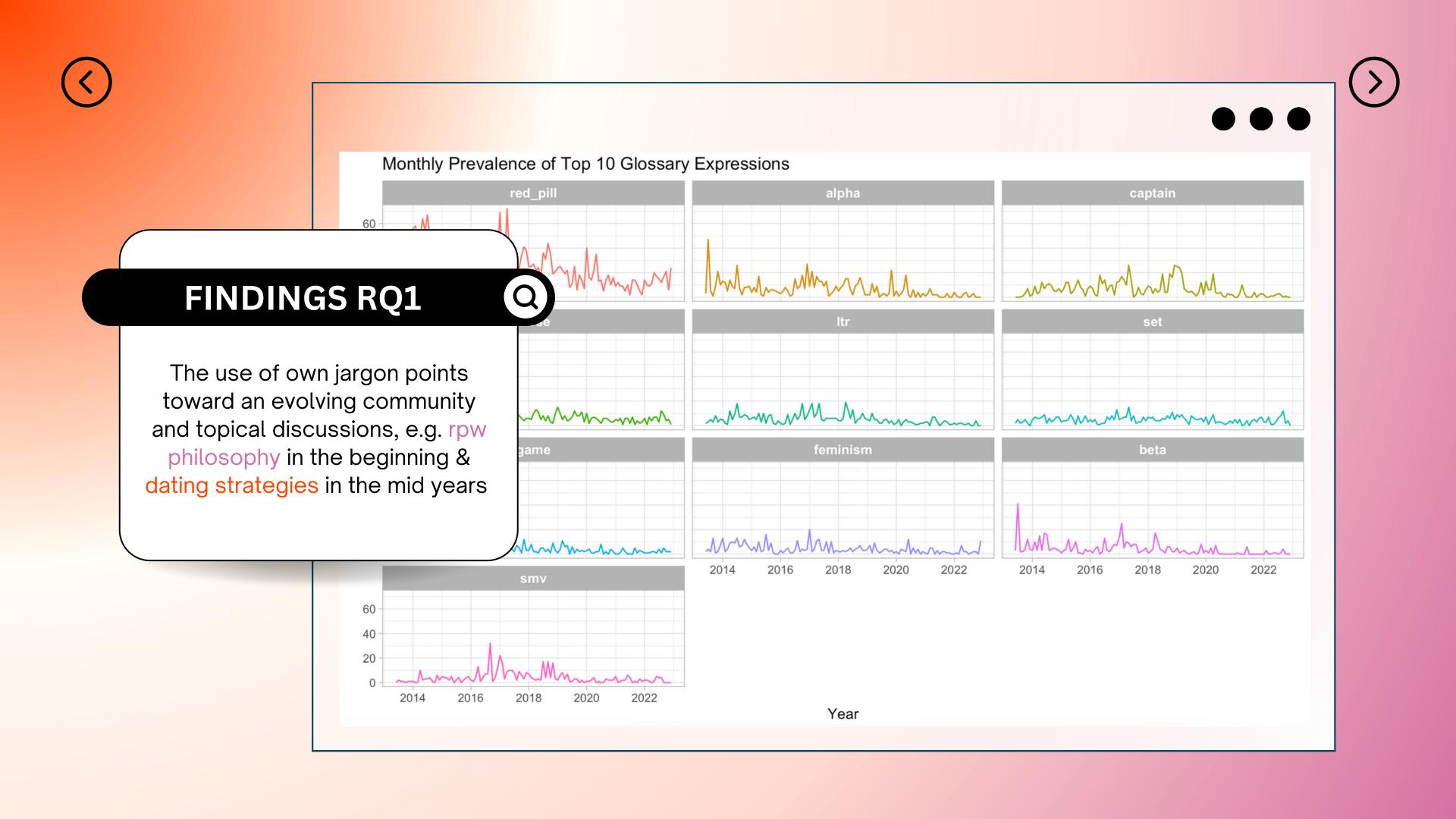




This is a list of all the terms and acronyms used here. If you have suggestions for any more additions, leave a comment.

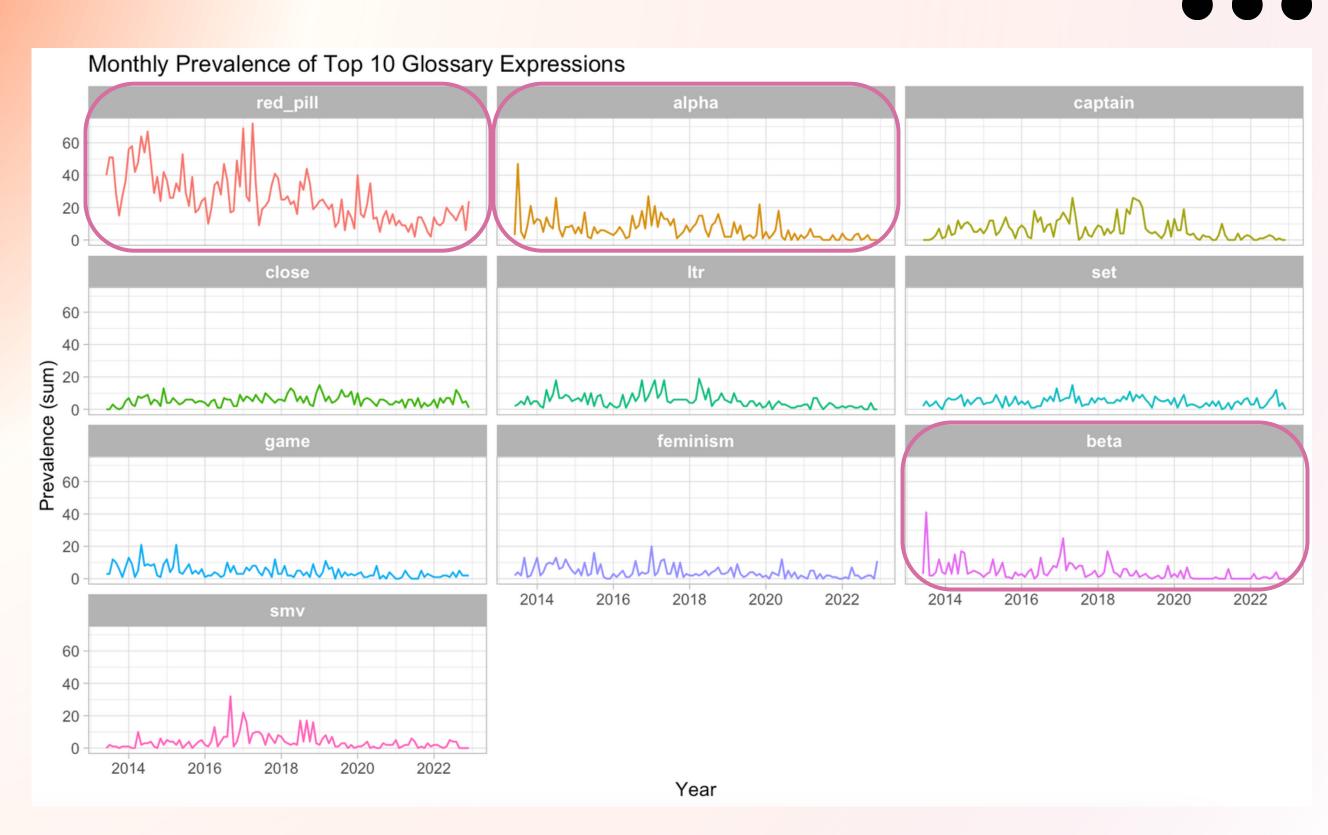
Terms:

- **Alpha** Socially dominant. Somebody who displays high value, or traits that are sexually attractive to women. Alpha can refer to a man who exhibits alpha behaviors (more alpha tendencies than beta), but usually used to describe individual behaviors themselves.
- Alpha Widow A woman (typically but not necessarily post-wall) who has been abandoned by an Alpha male. No matter how great her new man is, she will perceive him as failing to meet the standard of the alpha she was previously associated with. Due to hypergamy, a woman cannot date backwards, once she gets say, a male 8, she cannot date below a male 8 and be happy with him. If she does, she is just using said man for resources (BB) and doesn't really love him. Essentially, a damaged woman accustomed to a tier of man she can no longer attract. See "Postwall" and "Hypergamy."
- AMOG Alpha Male Of Group.
- AF/BB Alpha Fucks/Beta Bucks.



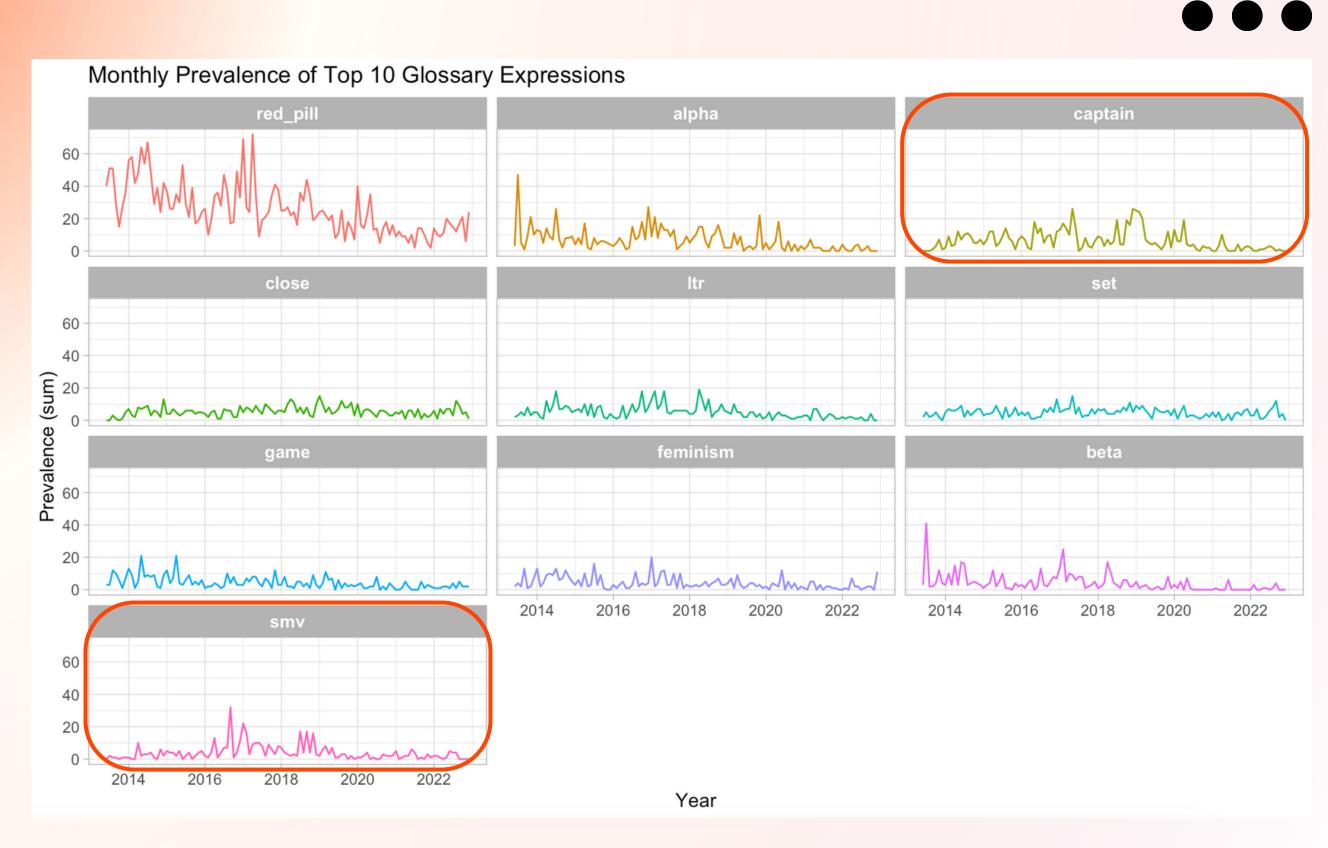












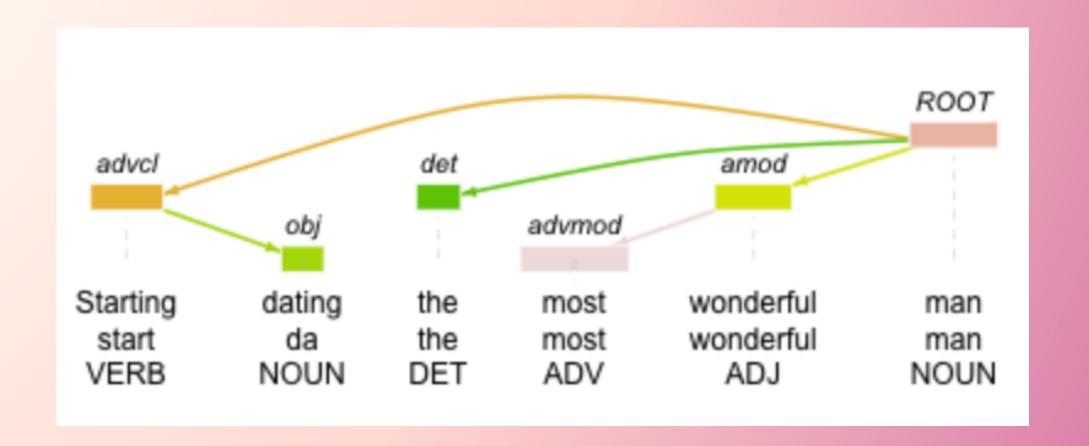




METHOD RQ2

- Dependency parsing of the post texts
- Extraction of adjectives (tag: amod)
 used to describe men and women
- Analysis of top 40 most used adjectives
- Analysis of context using KWIC

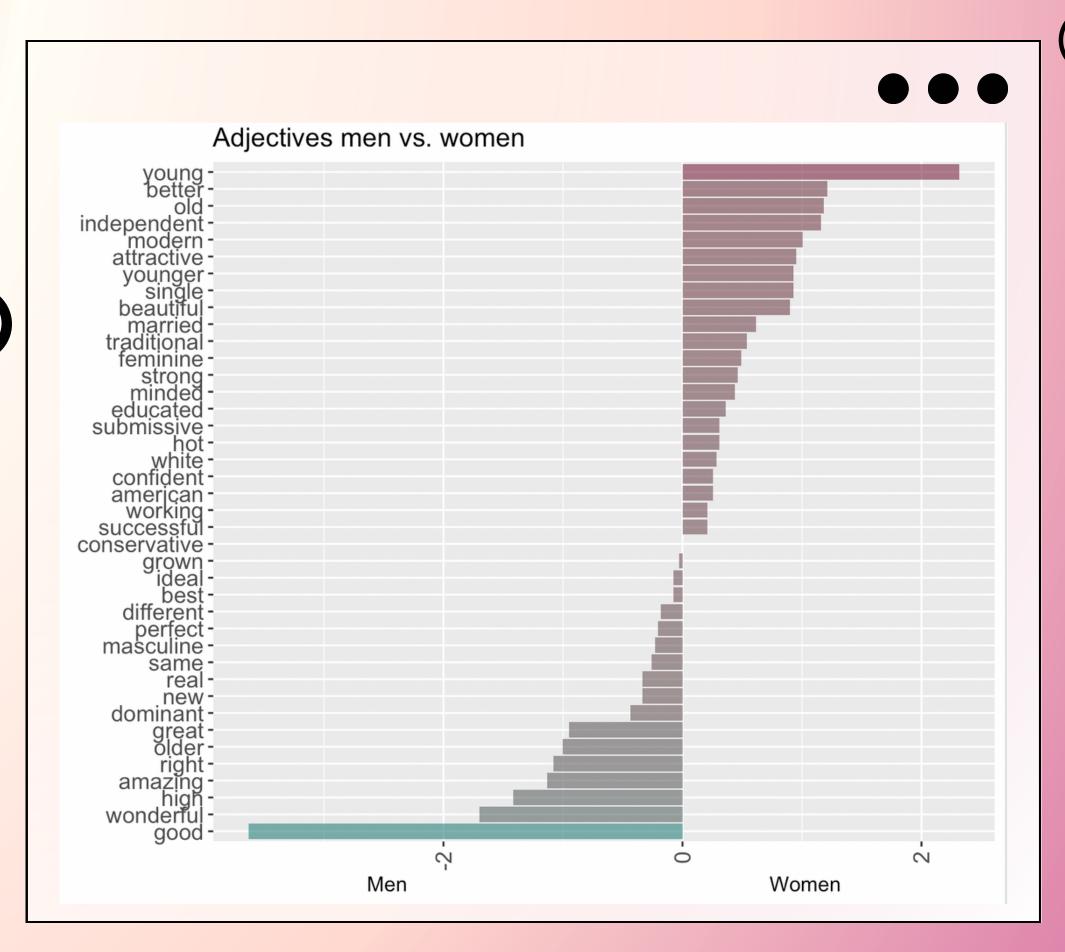
RQ2: How are gender and gender roles discussed?





FINDINGS RQ2

Clear distinction between genders: men are represented as dominant and right, women - as attractive, hot and submissive.
But what about independent and strong woman? -> KWIC







FINDINGS RQ2

Independence is mostly discussed as a wrong way of living and associated with the 'before-RedPill' time. However, not all forum members are satisfied with this point of view...

Hi there, I've just learned about Red Pill, and thanks to it. I finally realized and understand what I really want, which I thought it was an **independent woman** who doesn't need a man in her life, but I was wrong and I really need a man in my life and I want to be a housewife.

You can climb the corporate ladder as a single, independent woman, and think you're happy, and you will be for a few years, but you'll probably end up alone, or in an unfulfilling relationship, and you'll be miserable.

RP philosophy feels a bit hopeless to me... In my readings over at TRP I have learned that I will not mature anymore, nor am I capable of loving a man in a meaningful way... While parts of TRP seem all logical and intelligent, most seems to point to my worthlessness as a single, **independent woman**. Honestly if I were to internalize all that TRP states about women, I would likely kill myself.

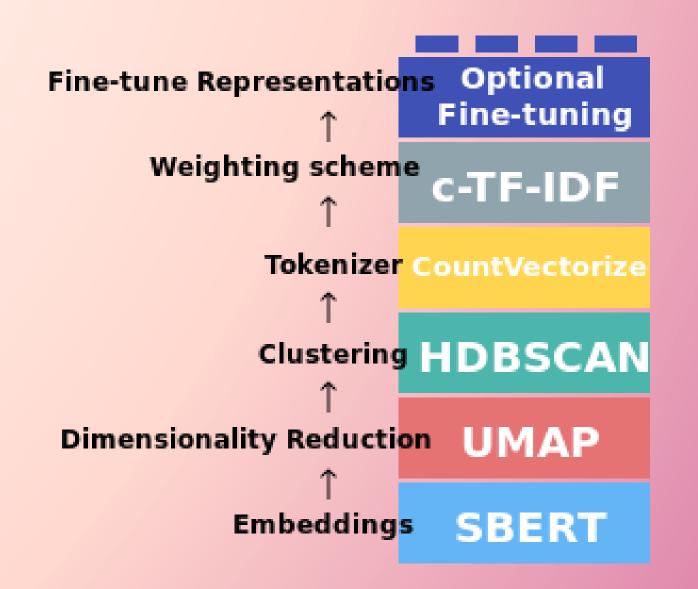




METHOD RQ3

- Topic modeling employing STM and BERT-based modeling
- Both yield similar results
- BERTopic: uses SentenceTransformer embeddings,
 UMAP and clustering to identify topics

RQ3: What are common topics?

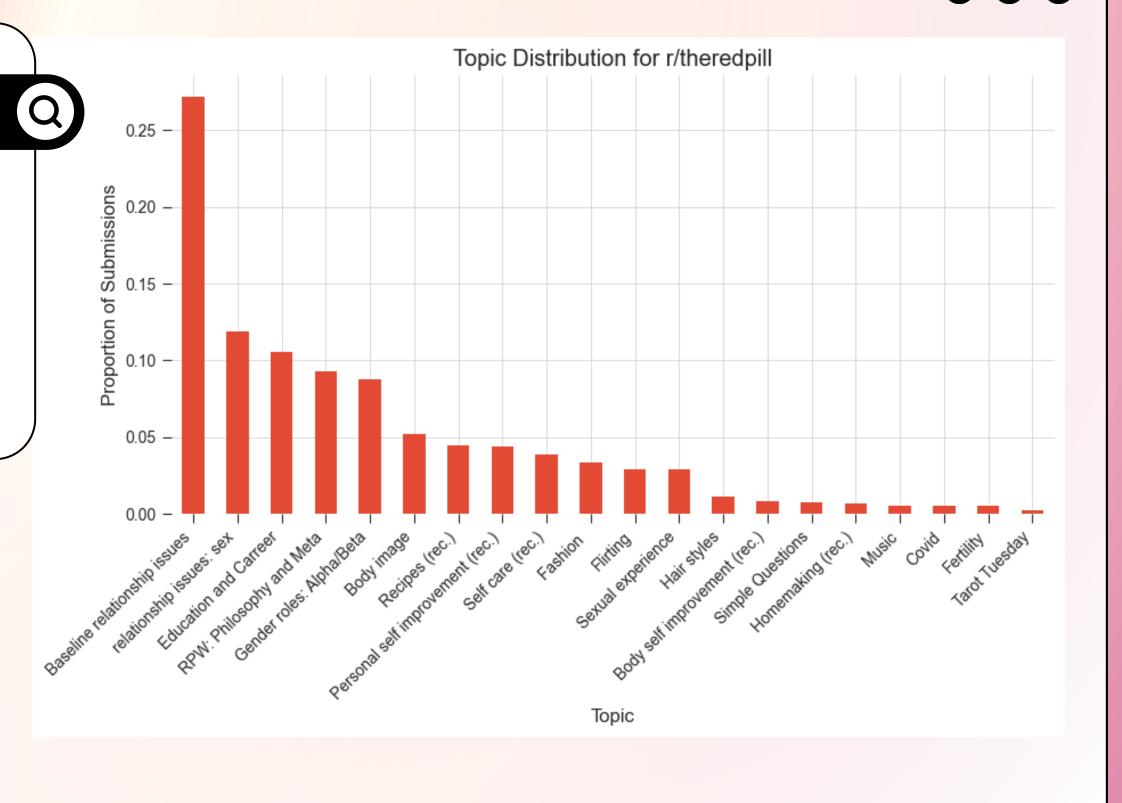




FINDINGS RQ3

The general topic is obv. relationships. All the other topics all related to this common theme.

We can identify 5 major topics and a lot smaller ones.







FINDINGS RQ4

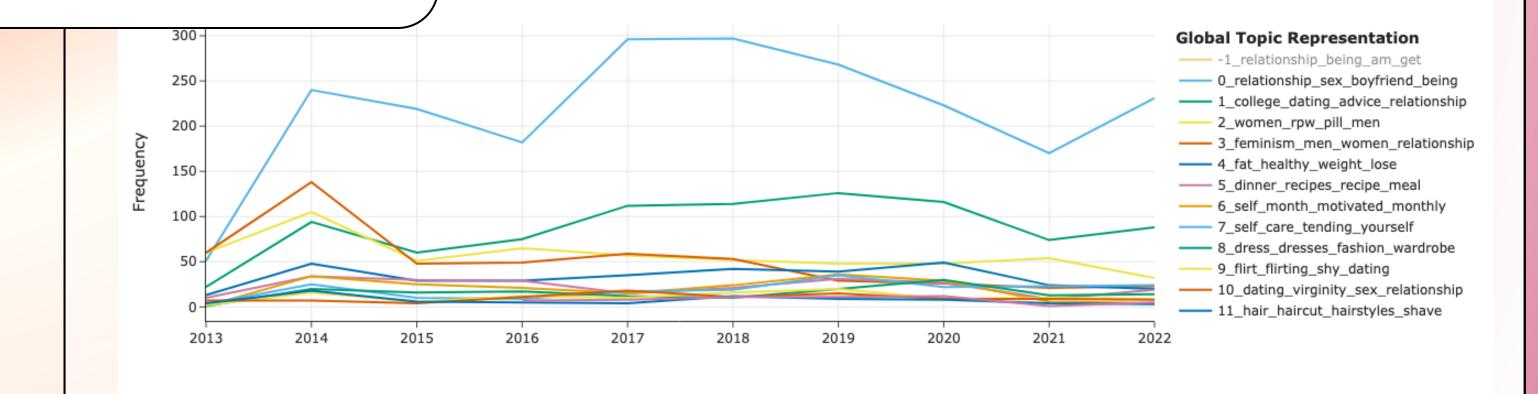
Topics are relatively steady, with some small changes.

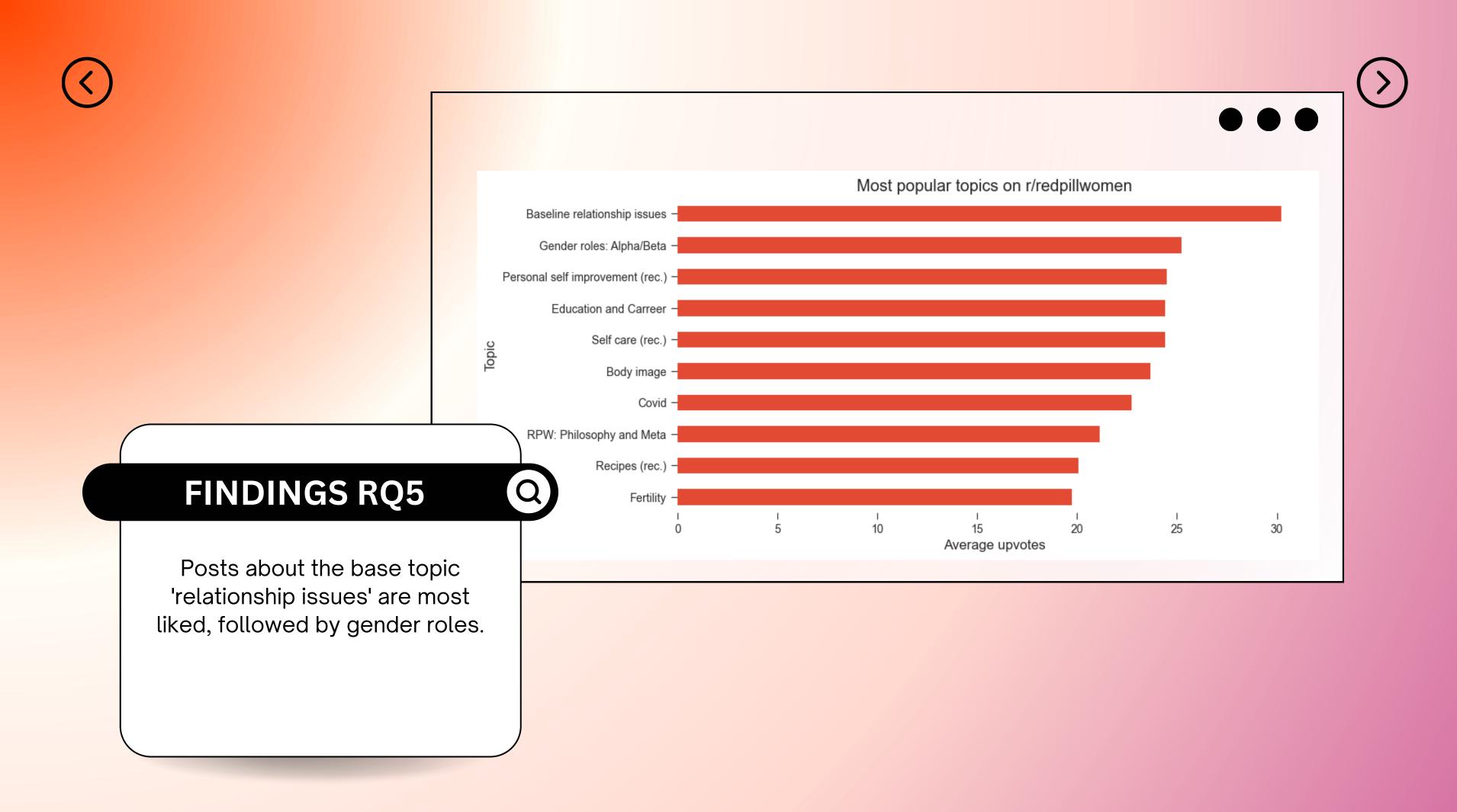
















METHOD RQ6

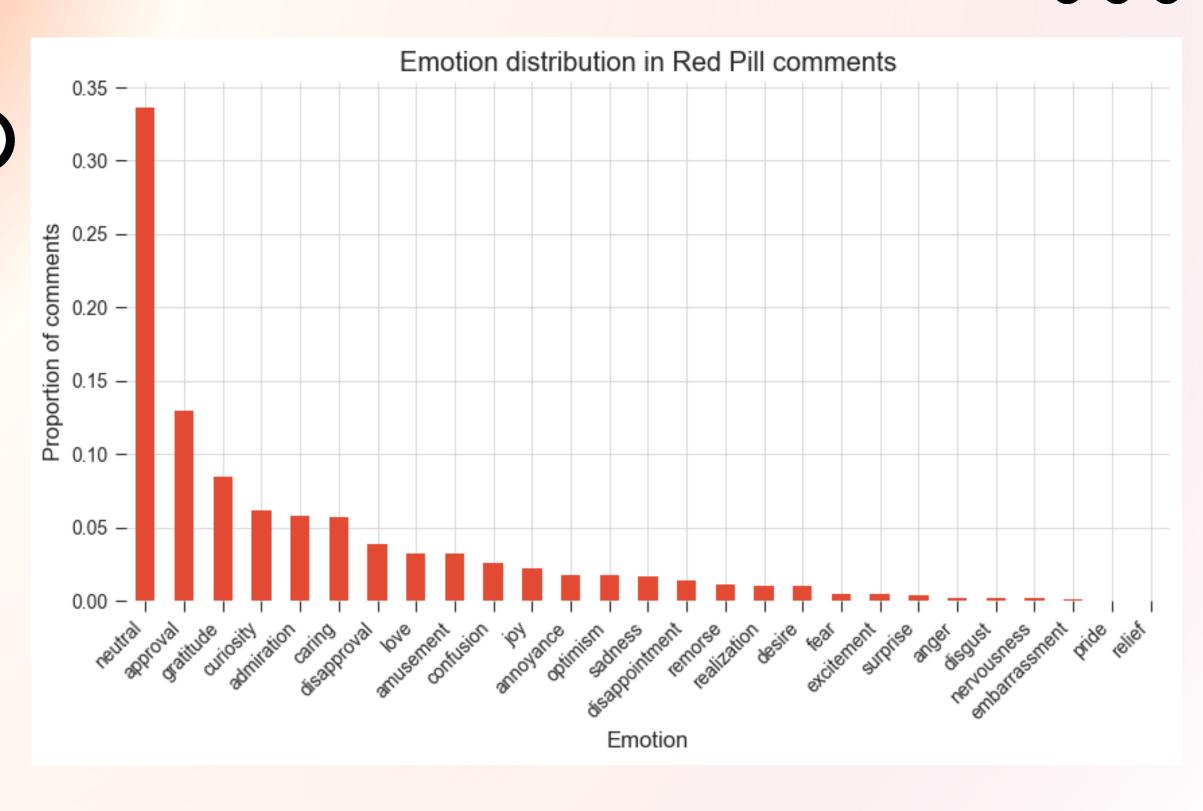
- Employed 'twitter-roberta-base-sentiment-latest' from cardiffnlp
- a very recent model trained on twitter data
- distinction between 'positive', 'neutral', 'negative'
- The covid-cases are rising --> 'negative'
- roberta-base-go_emotions by SamLowe was used for emotion classification
- trained on reddit data with 28 labels

RQ6: How are the topics evaluated in the comment section?



FINDINGS RQ6

Most comments are associated with positive emotions, following the neutral comments.











SUMMARY

- r/redpillwomen use their own jargon to discuss relationship issues, dating strategies, ... (RQ1)
- Women and men are described in different ways, assigning traditional roles (RQ2)
- The most important topics for the subreddit are general relationship issues and sex related questions (RQ3)
- General very consistent topic proportions over time (RQ4)
- Posts discussing general relationship topics, gender roles (alpha/beta) and personal improvement are most likely to be upvoted (RQ5)
- The community evaluates covid, fertility topics mostly negative, music and selfimprovement topics mostly positive (RQ6)









LIMITATIONS

RQ1: Dictionary approach

Polysemy of terms, e.g., "close", "set"

RQ2: Dependency parsing

- Only adjectives (amod)
- context matters e.g., independent

RQs3, 4, 5&6: BERT

- Ambiguity of up-/downvotes: really a popularity measure? Upvote ratio might work better
- BERTopic: A lot can be adjusted, by using different representation model, adjusting the clustering parameters, ...









WHAT NOW?

NLP as a tool to research hard to reach communities?

re: Permission to post a survey form:

subreddit-Nachricht über /r/RedPillWomen [M] gesendet um vor 1 Tag

Hi there, thanks for reaching out. Unfortunately we do not allow surveys of our community.

Permalink Löschen Melden Subreddit Blockieren Als Ungelesen Markieren Antworten

What can the results tell us from a social science perspective?

- First overview of language and topics discussed within the community
- Some idea of how gender and gender roles are viewed









WHAT NOW?

Open questions:

- What drives women to be members of this community?
- -> if interviews are not possible, maybe analysis on account level & their post history could help
 - How do r/redpillwomen and their views differ from the men in the red pill community and other mainstream groups?
- -> compare results to existing literature
- What kind of gender roles are promoted?
- -> manual content analysis to capture homogeneity









THANK YOU!

GITHUB.COM/MISTERXY89/REDPILLWOMEN



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