



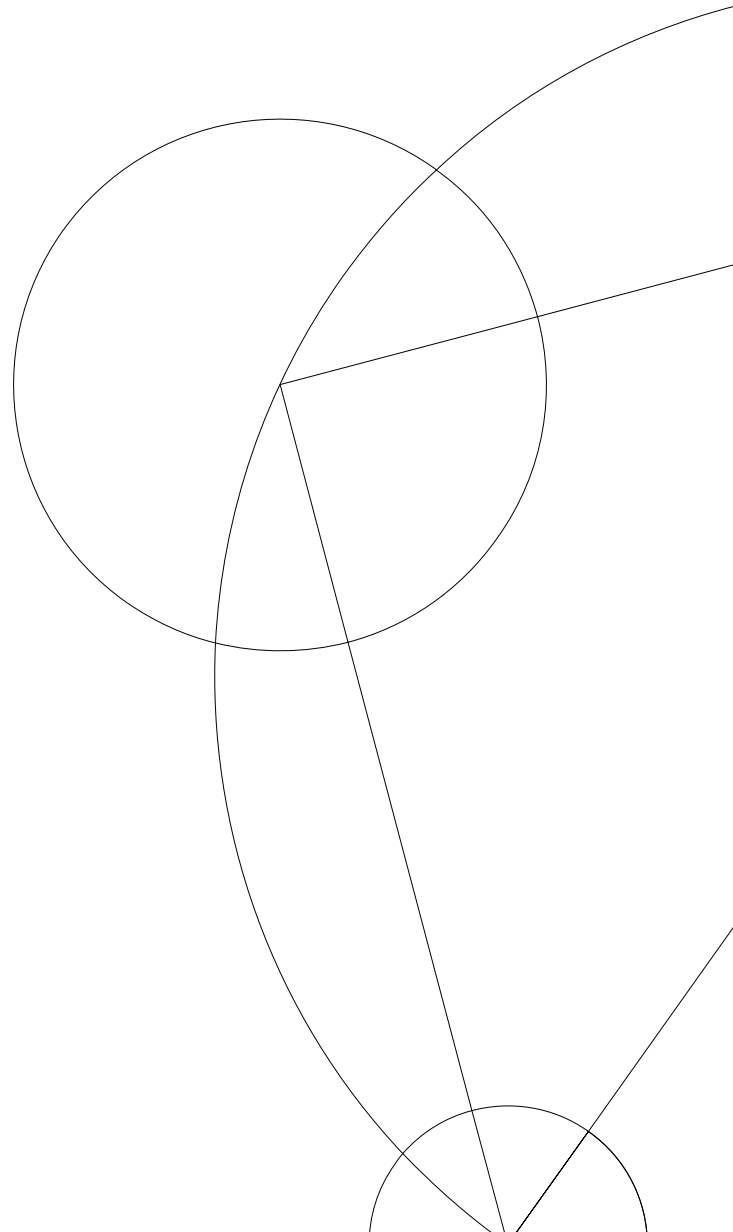
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1 Introduction [64]

In recent years, the growth of the manosphere has become a topic of global concern particularly due to its increasing influence on boys and young men. Masculinity content now attract engagement from about two-thirds of young men online Fisher et al. (2025), while United Nations A/79/500 Report United Nations (2024) mentions that younger men are more likely than older generations to adopt conservative views and oppose gender equality, with many believing that the promotion of women's rights discriminates against men. Additionally, other large-scale surveys further suggest that a significant share of boys are exposed to misogynistic content online, often without actively seeking it The Independent (2024). As Professor P.Petridis observes (Kathimerini, 2024), manosphere discourse is increasingly present in mainstream pop culture, shaping narratives in music, entertainment, finance, and fitness spheres. Recently, public interest in the topic has grown due to the broader success of the Netflix globally streamed series Adolescence (2025), which dramatizes the ideological reach of the manosphere and its impact on teenage boys The Independent (2024).

The manosphere is an umbrella term for a collection of websites, social media accounts, digital communities centred on masculinity and its crisis in contemporary society. These platforms often express oppositional views or hostility toward women, feminism and gender equality (Bujalka et al., 2022; Barnes and Karim, 2025). This space has emerged as the dominant arena for expressing ideological and political claims about male disadvantage in Western societies (Ging, 2019). Discussions typically focus on providing advice, commentary, and guidance on masculinity, and discuss challenges men face in the modern era (Bujalka et al., 2022).

Scholars have noted that the manosphere is deeply influenced by neoliberal logic, which promotes market-based reasoning in all areas of life (Bujdei-Tebeica, 2023). Many of these groups adopt a self-help narrative structure, encouraging men to reclaim status and power through personal development, particularly in the areas such as sexual and financial success (Ging, 2019; Khurana, 2023). Manospheric rhetoric reflects this neoliberal subjectivation of men, encouraging them to embrace entrepreneurial mindsets, personal branding and self-optimization as strategies to survive and thrive in a hostile

world (Bujdei-Tebeica, 2023; Khurana, 2023). This rhetoric remains influential because it provides simple explanations and scapegoats for complex socioeconomic anxieties thereby consolidating a form of populist masculinity that blends economic representation with cultural backlash (Bujdei-Tebeica, 2023).

As Barnes and Karim (2025) observe that manosphere websites began to proliferate in the mid-2000s, with a significant spike between 2012 and 2013. In addition, Google trends data indicate a rising interest in terms such as “Red pill” and “alpha male”, especially during periods marked by socio-economic pressures (post financial crisis recovery, heightened political polarization 2015-2018, pandemic 2020). Additionally, a renewed interest has also been observed post 2023 (Google Trends, 2025). As individuals face downward mobility, wage stagnation, housing insecurity, and increasing social isolation, many turn to online spaces where these manospheric narratives resonate, offering clarity, identity and a sense of control amid instability (Bujalka et al., 2022).

2 Red-pill Philosophy & FORUMS.RED [18]

TRP philosophy is rooted in an antifeminist viewpoint that combines traditional gender assumptions with biological and economic explanations of heterosexual relationships. The term “red pill” is taken from the film *The Matrix* (1999), where taking the red pill represents an awakening to a hidden and unsettling reality. In the red pill discourse, this signifies the realization of “true” female nature and gender dynamics, while those who choose the “blue pill” are seen as naïve or deluded participants in a system rigged against them (Van Valkenburgh, 2021).

At its core, red pill ideology assumes that women possess innate biological advantages that allow them to dominate men in the “sexual marketplace.” This view is often justified through selective appeals to evolutionary psychology (EP), which community members use to rationalize claims about hypergamy (the drive to “trade up” in partner status) and the dual mating strategy. According to this framework, women seek dominant, genetically superior men (“alphas”) for reproduction, while relying on emotionally stable, less dominant men (“betas”) for support—summarized in the community’s slogan: “alpha fucks, beta bucks” (Van Valkenburgh, 2021; Gangestad and Simpson, 2000; Buss and

Schmitt, 1993).

The community’s foundational resources, originally hosted in the Reddit “sidebar”, draw heavily on sociobiology, deductive reasoning, and even neoclassical economics to explain sexual behaviour. Gender relations are thus governed by supply and demand, with women believed to hold more power due to their perceived control over access to sex. This perspective positions romantic life as a competitive and transactional marketplace in which only high-status men succeed, aligning closely with neoliberal logics of competition, optimization, and individual responsibility (Van Valkenburgh, 2021).

Crucially, this ideology goes beyond biological determinism and functions as a practical guide for navigating gender dynamics, a kind of red pill praxis. At its core, the community’s main role is to offer guidance, advice, and commentary on contemporary gender-related issues. Specifically, men are encouraged to cultivate “alpha” traits through self-discipline, physical fitness, emotional stoicism, and financial independence. This guidance often extends to *field reports*, where men describe their interactions with women while applying strategies recommended by the community, and then discuss the outcomes in forums for feedback and evaluation. The goal is not just to understand female behaviour, but to manipulate it strategically, so masculinity in this context is not inherited but constructed through performance (Van Valkenburgh, 2021). This need for performance promotes self-optimization, which is deeply connected to neoliberal ideals. Although some members express frustration with the transactional nature of modern relationships, they generally accept it as a given.

The red pill community originally developed on the subreddit r/TheRedPill but migrated to Forums.red after Reddit quarantined the subreddit in 2018 due to rising concerns over hateful and misogynistic content (Chandrasekharan et al., 2022). Functioning as a safe haven for the community, the new forum retained the original Reddit structure—including its well-known “sidebar”—and preserved the movement’s core ideological content. Additionally, scholars consider it a site of ideological production that uses scientific-sounding language to legitimize and naturalize hegemonic masculinity (Van Valkenburgh, 2021).

3 Theory & Literature Review [64]

3.1 Neoliberal Ideology & Market-Based Reasoning in Masculinity Discourse

The Red-pill discourse constructs masculinity through ideas rooted in neoliberal ideology and economic rationality. Scholars argue that it serves as a form of cultural rationality that extends market-based reasoning into private, emotional and sexual life (O'Neill, 2018; Van Valkenburgh, 2019). Within this ideological framework, values such as individualism, quantification, optimization and competition come to define not just financial success but also identity, intimacy, and self-worth. Core neoliberalism economic assumptions, in particular, the logic of supply and demand, rational choice, and commodification, serve as models through which men in the manosphere interpret gender relations and sexual dynamics (O'Neill, 2018; Van Valkenburgh, 2019).

Specifically, Van Valkenburgh (2021) conceptualizes it as a "sexual marketplace", where men and women are "buyers" and "sellers" of sex, attractiveness, or relational stability. For instance, in the Red-pill communities the concept of sexual market value (SMV) is a key metric for evaluating both self and others. A man's worth is measured through physical appearance, income, dominance and seduction skills, while women's value is assessed based on markers such as attractiveness, virginity and youth. In this context masculinity, becomes a project of self-optimization, where men are expected to constantly improve various aspects of their appearance, financial status, dating skills etc. (Maloney et al., 2024).

The convergence of economic language and gender identity is not accidental, it reveals how ideals of hegemonic masculinity align with neoliberal imperatives of autonomy, control, and productivity (Ging, 2019; Maloney et al., 2024). Given the manosphere's continuity with earlier anti-feminist discourse and its response to perceived loss of male status, red-pill ideology reconfigures masculinity as strategic market-based adaptation to socioeconomic pressures (Ging, 2019; Van Valkenburgh, 2019; Beckert, 2020). In this vision, we argue that male identity is reframed as a competitive project of survival and self-optimization in a world of scarcity of "high-value" women and men, where social,

financial and sexual success is governed by competition, rankings, and perceived market worth.

3.2 Existing Research and Gaps

Van Valkenburgh (2021) conducted a qualitative media analysis of "r/TheRedPill's" documents, showing how evolutionary psychology and economic theory are combined to frame seduction strategies. Drawing on ethnographic research with Pick-Up Artists ¹, O'Neill (2018) found that neoliberal values of self-optimization, individualism, and quantification shape contemporary masculine selfhood. Ging (2019) used critical discourse analysis to trace how red-pill ideology consolidates around narratives of male loss status, positioning feminism and progressive politics as existential threats to traditional masculinity. Extending this work, Maloney et al. (2024) employed a mixed-methods approach, combining topic modelling with qualitative thematic analysis to examine Reddit communities like r/Stoicism, linking manosphere discourse to neoliberal "hustle culture" and performance-based masculinity.

Across these studies, the manosphere is consistently framed as a digital arena where economic rationalities, evolutionary narratives, and anti-feminist sentiment converge to reconfigure male identity. However, most existing research ² relies on static or fixed texts (Reddit forum sidebars) without capturing discourse over time. Additionally, much of this work centers on seduction or dating strategies, often overlooking the role of financial discourse in shaping masculinity. Moreover a few studies integrate qualitative immersion with computational methods. Our contribution lies in bridging the macroscopic discourse of neoliberalism and market-based reasoning with the microscopic, everyday discussions of self-improvement, financial behaviour and sexual strategy. Using a mixed-methods design that combines netnography, computer-assisted content analysis (CACA), BERT-based topic modelling, and classification techniques, we ground computational insights in immersive, inductively-driven analysis. This approach goes beyond Van Valkenburgh (2021)'s close textual readings and Maloney et al. (2024)'s thematic work by placing financial discourse alongside sexual strategy, showing that both function as foundational

¹Reddit online community of men who focused on seduction and sexual success <https://www.reddit.com/r/PickUpArtist/>

²Valkenburgh (2018), O'Neil (2018), Ging (2019), Maloney (2024)

pillars of neoliberal masculinity.

3.3 Contributions, Study Rationale & Research Questions [17, 18, 44, 64]

This study adopts a critical theoretical lens to examine how discourse on "forums.red" shapes masculine identity through financial behaviour and sexual strategy. Specifically, it explores how neoliberalism logic and market-based reasoning are internalized and articulated at the level of everyday discourse about self-improvement, financial behaviour, and sexual strategy.

Guided by our mixed-methods approach, we address the following qualitative and quantitative research questions:

- How does Red Pill discourse on forums.red frame masculine identity through discussions of finance, sexual strategy, and self-improvement?
- How are key themes distributed and interrelated within the discourse of the Red Pill community?

4 Research Design [17, 44]

4.1 Research Design [44]

In our research we have deployed a sequential exploratory design defined as: "The sequential strategy involves a first phase of qualitative data collection and analysis, followed by a second phase of quantitative data collection and analysis that builds on the results of the first qualitative phase" (Creswell, 2009) The strength of this research design lies in the emphasis placed on the qualitative phase relative to the quantitative. By having the qualitative phase as a preliminary, we were able to develop a deeper understanding of the community through netnographic immersion, providing a stronger contextual foundation for the subsequent quantitative analysis (Creswell, 2009)[p.195]. We adopted an inductive approach in the qualitative phase, allowing our analytical framework to emerge gradually

through immersion (Creswell, 2009)[p.80]. This was done to minimize the influence of our preconceptions on the development of quantifiable instruments in the quantitative phase. Grounding the quantitative stage in the insights gained from qualitative analysis enabled us to better identify what would be meaningful to measure. Ultimately, to strengthen our construct validity to give more meaningful results to the quantitative part and aid in the interpretation of our results.

Our research design integrates methodologies from multiple approaches, to create a hybrid framework fitted to our project. By letting us inspire of Mixed Methods–Grounded Theory (MM–GT) framework (Howell Smith et al., 2020), which similarly emphasizes the integration of inductively derived qualitative findings with quantitative validation. Our inductive approach used the framework of thematic analysis, which offers a systematic approach to build categories grounded in qualitative data. Naeem et al. (2023). This methodological integration strengthens our overall design by using the advantages of each approach.

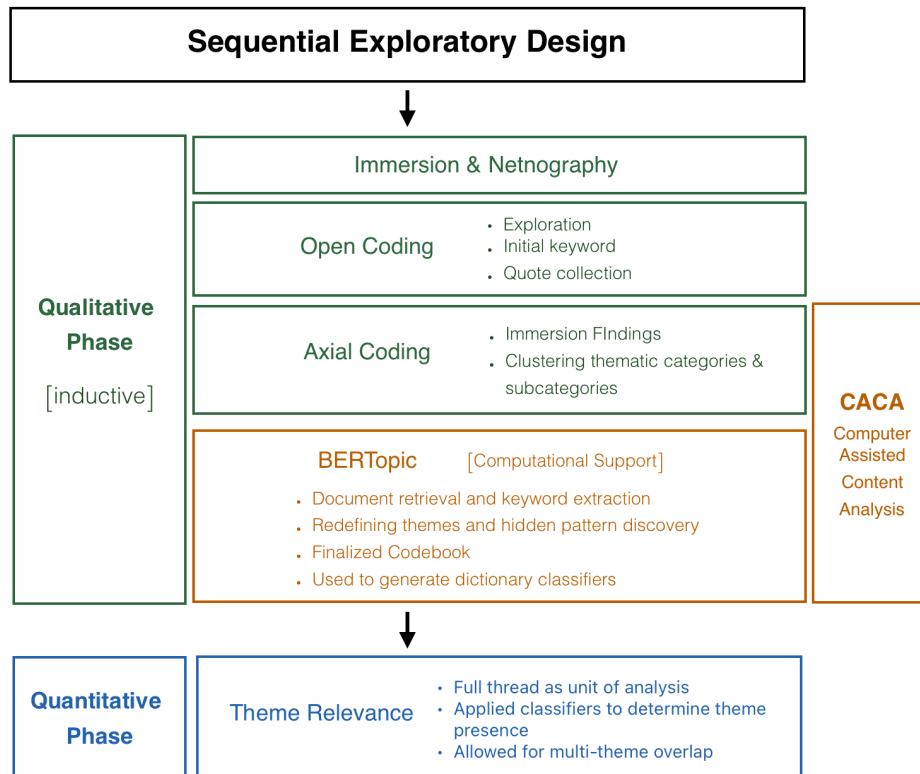


Figure 1: Research Design

4.2 Netnography Exploration [17]

In the early phase of our qualitative analysis, we adopted the Kozinets (2006)[p.3] netnography approach -an immersive method adapted from ethnography- focusing on getting familiar with the community and exploring key themes in its discussion to gain an in-depth and contextual understanding of the Red Pill community on forums.red. Instead of collecting data immediately, in this exploratory case, we engaged with the forum as participant-observers, reading posts across subforums, and we used the search bar to navigate the forum as well to identify common narratives, rhetorical styles, and recurring tensions.

To support this immersion, we developed an immersion journal, where we recorded the titles, links, themes, and contradictions in selected threads. Posts were selected using a snowball sampling (Parker and Scott, 2019) technique: we began with prominent or thematically rich posts related to finance surfaced through browsing and then related threads. This allowed us to explore discourse threads in line with how users themselves navigate the forum.

The process mirrors the first step of the thematic analysis as outlined by Naeem et al. (2023): familiarization with the data and selection of quotations. However, instead of starting from a full dataset, our immersion journal served as a scouting tool, helping us to develop an initial forum’s discourse orientation. It helped us identify recurring patterns and develop an initial understanding of how masculinity is framed within the community. It also allowed us to capture the emotional tone of the posts and how values like dominance, discipline, and attractiveness are constructed and moralized. These early insights helped guide the development of our initial categories, which were later refined using the BERTopic model. In this way, the immersion journal served both as a preparatory tool and analytical foundation for our mixed-method approach.

5 Data Collection [18, 44, 64]

5.1 Data Source: FORUMS.RED

Forums.red emerged as a continuation of the red pill community platform on the subreddit of r/TheRedPill. The migration of the users is due to the platform being quarantined in 2018, as a way to address the growth of hateful content on the site. Chandrasekharan et al. (2022). This migration makes forums.red a strong entry point for accessing the red pill community discourse. Being one of the most prominent platforms for the red pill discourse, it has acted as a kind of safe-haven for the community’s ideas to exist. With the platform having a history of high activity, we do see a current downturn in the website’s traffic.

To evaluate our data source we are using Kozinets (2019) five criteria for selecting a netnographic field site. Through reflecting on the criterias relevance, activity, inter-activity, diversity and richness (Kozinets, 2019)[8]. Evaluating upon these criteria have allowed us to reflect on our chosen data sites compatibility as an area of research, for our topic of the manosphere.

The site presents itself as a relevant data site with forums.red becoming a dominant community for the red pill community, after the quarantining of Reddit. This traffic indicates a high activity with a regular high volume of members visiting the sites as seen on our graph. The site is designed as a forum for discussion amongst its members, making it highly interactive, where the nuances and ideas of our interest can emerge through the user interactions. This interactivity between the members gives a diversity to the data, where in contrast to the discussion being dominated by a single voice, it allows for different thoughts among the community to appear. Giving a variance in perspectives of the different members of the red pill community. Providing richness to the data, with the forum’s design, users engage in extended, reflective writing, resulting in a data source rich in nuance and variation in the ideas and discourses expressed within the community. The interplay between these qualities as well as its longitudinal stability which enabled acquisition of sample through a broad temporal dimension, have defined our choice of this as a data site (Carlsen et al., 2024).

5.2 Data Collection

To collect the data, we employed the platform sorting mechanism, particularly the "What's Hot" page, sorted by new posts and filtered by "all-time" time frame. This approach allowed us to collect data from a topic-restricted, semi-bounded population (Rafail, 2018). This means that while the forum's content is already restricted by its red-pill ideological framing, we did not limit it by user identity; thus posts and comments by any user could appear in our dataset (Carlsen et al., 2024). Importantly, our approach aligns with the logic of trawling, defined as the systematic collection of already-published online content (Whiting and Pritchard, 2021). In practice, this meant scraping six years of historical forum content rather than tracking real-time user behaviour beginning from the start of the project forward.

A concern during our sampling, has been the influence of the platform's algorithms influencing our access to content. With their approach to content visibility and recommendation influencing the collectability of the data. In our case, we lacked access to "forums.red's" internal recommendation algorithm and could not verify how threads are prioritized on the "What's Hot" page. However, we hypothesize that the ranking is likely influenced by posts views and scores (i.e. ratio of upvotes to downvotes). Nevertheless, using the "What's hot" page enabled to capture what is common in digital media research: content that is widely viewed and significant for the platform (Sui and Sui, 2022). In parallel, by sorting posts by "new", we ensured a more temporarily distributed dataset.

The final dataset was scraped using a custom python web-scraping script. It includes thread titles, posts, comments and their metadata such as timestamps, number of views, posts and comments score (upvotes and downvotes). This resulted in a thread-level dataset consisting of 9,901 threads and 35,996 rows from 2019 to 2025. After cleaning and deduplication, we structured the dataset into fields including: thread ID, user ID, thread title, post text, comments text, flair, timestamp, views, and score. Timestamps originally expressed in relative terms (e.g., "1 day ago," "1 week ago," etc.), were processed and standardized as absolute counts of days to facilitate longitudinal analysis.

Regarding the research ethics, the dataset was derived from publicly accessible pages on "forums.red", where content is available to anyone, including researchers. We acknowl-

edge that the informed consent from the users was not feasible, but argue that users posting in public forums do so with reasonable expectation that their content viewed or used by third parties, particularly given the absence of visible terms-of-service restrictions on the site (Salganik, 2017; Adams, 2022). To protect user anonymity, we have removed all usernames and identifying details from all quoted material and retained only comment IDs. Importantly, we did not collect data from private subforums or locked threads, thereby respecting basic norms of consent and minimizing intrusion into user privacy (Salganik, 2017).

6 Methods [17, 18, 44, 64]

6.1 Qualitative Methods [17, 44]

Our qualitative phase employed computer-assisted content analysis (CACA) to deepen our understanding of the community’s discourses, following Blok et al. (2022). After constructing our initial categories from immersion in the datasite, we used BERTopic to identify contextually salient vocabulary and reveal latent thematic structures. While this deviates slightly from Blok et al. (2022) use of Word2Vec for keyword discovery, both approaches use word embeddings to identify semantic relationships, which are then reviewed manually by researchers.

BERTopic combines transformer-based word embeddings with clustering algorithms to discover consistent themes within a corpus of text Grootendorst (2022). In our study, BERTopic served dual function: supporting and shaping our preliminary themes while surfacing previously unrecognized patterns and keywords. We examined BERTopic clusters for compatibility with our initial categories, retrieved documents from potentially relevant topics for close reading, and collected keywords from the BERTopic output relevant to our categories. This approach expanded our interpretive scope while keeping computational insights grounded in ethnographic understanding.

Before modeling, the dataset was cleaned by removing deleted or removed posts and comments, stripping any HTML artifacts from scraping, and discarding any entries shorter than 10 words. This threshold was chosen to filter out low information

content and ensure that the model was trained on semantically meaningful text. After preprocessing, the corpus comprised 436,408 posts and comments. To decrease runtime and identify more stable, interpretable clusters we adjusted the hierarchical density-based spatial clustering model (HDBSCAN) within BERTopic to a minimum cluster size of 100. The final model generated 407 distinct topics, in addition to the outlier topic -1, which contained 226,348 documents.

We observed that one of our pre-identified themes, *Masculine Approaches to Money*, was not clearly represented in the BERTopic output. Our other three themes appeared across multiple thematically related clusters, which classified our themes with varying degrees of success. Due to the partial misalignment between our predefined themes and the BERTopic output, we developed a keyword dictionary classifier, grounded in the BERTopic output and our immersion, to identify the themes more precisely across the corpus.

6.2 Quantitative Method [18, 64]

To examine the prevalence and popularity of our topics, we translated our qualitative findings into a numerical format by developing a keyword dictionary classifier, following Blok et al. (2022). This allowed automatic labelling of documents and quantification of theme distributions throughout our dataset. Keyword lists were constructed through immersion and the output of the BERTopic analysis. For each candidate keyword, we retrieved documents from the corpus, assessed them using our coding scheme, and discarded terms that did not reliably retrieve relevant content. This iterative process resulted in a curated keyword list for each topic.

The keyword dictionary classifier was validated by retrieving 30 documents from each topic and using the coding schemes to assess the precision. In the case of *Masculine Approaches to Money*, we were unsuccessful in identifying consistent keywords for the topic, and therefore decided to exclude this topic from our quantitative analysis. As shown in Appendix [A.1] Figure 3, the validation process yielded precision scores of 73.3 percent for both *Masculinity Guidance and Resistance to Financially Motivated Attraction*, and 83.3 percent for *Market Logic of Sexual Worth*.

To estimate the prevalence of the remaining three topics within the forum, we applied the classifier to entire discussion threads, treating each thread, defined as a post and its comments, as a single unit of analysis. A topic was considered present in a thread if any part of the post or its comments contained one of the words from the associated keyword set. This approach reflects the probability that a topic would be encountered by a reader engaging with any given full discussion on the what’s hot page, rather than analyzing posts or comments in isolation. Threads could be associated with multiple themes, or none at all, allowing us to observe thematic overlap.

6.3 Analytical design [17, 44]

Based on our research design, we take advantage of the structure of the thematic analysis as a roadmap to ground ourselves in the data. This approach is particularly well suited for identifying and reporting patterns in qualitative data, to be interpreted and built into meaningful analytical perspectives (Naeem et al., 2023). To better align thematic analysis with our mixed-methods framework, we reinterpreted its six-step structure into three sequential phases. Each phase helped us progressively build a deeper understanding of the Red Pill community, with insights from our qualitative immersion informing the later stages of our computational analysis. By integrating CACA into the process, we were able to develop an analytical perspective grounded in the data. Grounding our analysis in our immersion also helped us to mitigate being led by our misconceptions in our analysis of the community’s discourse. In doing so, it provided crucial contextual understanding for the quantitative phase of our study (Naeem et al., 2023). As Well as giving us important contextual knowledge for our quantitative analysis.

The **first phase** was exploration, which involved familiarizing ourselves with the data, with subsequent selection of meaningful keywords and quotes that encapsulated recurring themes and patterns (Naeem et al., 2023). These steps served as an open coding practice, rooted in our entries in our immersion journal. This phase has given us a more intuitive grasp of the community’s socio-linguistic culture, as well as insight into the nuances of its discourse and ideas. We have organized these findings into a list of keywords and quotes that represent the various themes and viewpoints present within the community.

In the **second phase**, we moved to structuring meaning. At this point, we focused our coding efforts and grouped initial observations into broader thematic clusters using axial coding. This process helped us in gain key insights into core ideas of the community, and allows for the development of more abstract ways to categorize the community (Naeem et al., 2023). However, this early stage of analysis was employed independently of BERT, allowing us to explore angles we might have missed by using computational methods.

The **third phase** centered on refining our themes using computational tools, particularly BERTopic. This step of the analysis is the further conceptualisation of the themes through the keywords and social patterns from the data. (Naeem et al., 2023) (p.202) In this phase, we used the topic clusters provided by BERT to improve and refine our previous themes. By withdrawing keywords found by BERT, we could both confirm some of our initial categories, as well as expand our understanding of them. In addition to using document retrieval using our new keywords, we could, in a focused manner, deepen our understanding of the emerging categories. We then finalised our codebook through a synthesis of our findings, aided by drawing on insights from the literature. This provided us with more robust categories, serving as our qualitative analysis. Giving insight into the characteristics of the discourse of the forum.

The **final step** in the thematic process -the development of a conceptual model- served as a bridge to our quantitative analysis. It involved shaping the model in a way that is compatible with the analysis of the collected data (Naeem et al., 2023) (p, 202). We developed keyword dictionaries for each codebook topic, combining insights from our immersion fieldwork with keywords identified through BERTopic modeling. As an output of this phase, these dictionaries served as seed terms for our classifiers, allowing us to conduct quantitative analysis while maintaining the insights strengthened by the insights from our qualitative work. This step ultimately connects and answers both our research questions: the qualitative RQ is addressed through the methodological synthesis of findings from immersion, CACA, and relevant literature into a codebook that captures central discourses within the community. This, in turn, supports the quantitative analysis by translating qualitative insights into theme-based categorization.

7 Analysis [17, 18, 44, 64]

7.1 Preliminary Qualitative Findings [17, 44]

Based on our preliminary qualitative findings from our immersion journal and supported by literature, prior to introducing CACA or BERTopic, we identified two overarching categories redefined with subcategories. These categories served as an initial framework for understanding the forum’s discourse. They were developed through thematic reading of forum posts and deductively supported by relevant academic literature.

The first of the central categories identified is *economic self-realization*, which captures how financial behaviour is connected to masculine identity within the forum. As noted by (Bujalka et al., 2022)[p.7], “one of the enduring aspects of the Manosphere is a fascination with the entrepreneurial: with being one’s own boss, taking control of one’s life, and making wise financial and relationship decisions”. Within this category, we observed two dominant subthemes. First, *economic conservatism*, which focuses on frugality, long-term planning, and saving, treats wealth as an end in itself, a symbol of self-control, maturity, and masculine discipline. This perspective is reflected in posts that promote minimalism or encourage investment strategies. Second, *entrepreneurship*, which links with financial success, to masculine ideals such as dominance, independence, and framing business as a path to status and attraction. Posts regarding financial advice are used as a pathway to empowerment and male attractiveness.

The second of the main categories identified is *sexual strategy*, showing how users construct masculinity through the pursuit of sexual access and relational control. As noted by (Vallerga and Zurbriggen, 2022), hegemonic masculinity within the manosphere emphasizes dominance, physical strength, and financial power as means to improve one’s sexual and social standing. These themes were central to many posts, where sexual access was framed as a competitive goal, tied to a man’s value and ability to perform certain traits. This category splits into two subthemes. First, *money as a sexual strategy*, which positions wealth as a means of increasing desirability and leverage in dating, reinforcing a transactional view of relationships. Users describe paying on the first date or providing financial stability to improve desirability, reinforcing a transactional view of dating in

which material provisioning is a way to access to women. Second, *self-improvement as a sexual strategy* emphasizes physical development, discipline, and mindset as tools for raising one’s sexual market value, portraying masculinity as a performance to be optimized. Conversations linking gym routines or grooming show how masculinity is seen as something that must be optimized.

Combined, these categories show that masculinity in the Red Pill Forum is framed as a competitive project that requires strategic action in both financial and sexual spheres. These preliminary qualitative insights laid the conceptual groundwork for our computational analysis and guided the refinement of our final categories.

7.2 Final Qualitative Findings: Discourse Categories [17, 18, 44, 64]

7.2.1 Category 1: Masculine Approaches to Money (Hustler vs. Hedge) [44]

The category of *masculine approaches to finance* is strongly tied to our preliminary categories on economic self-realisation. This categories describes the part of the forum discussion, which ties masculinity ideals to financial strategies. Where the method of achieving financial success, extends itself into a discussion about masculinity. The “hustler” and the “hedge”, embodies two different discourses co-existing and at times clashing on the forum. Our differentiation between these approaches is defined on their contrasting relation to risk and associated masculine ideals: the hustler embraces high-risk ventures tied to dominance and aggression, while the hedge adopts risk-averse planning aligned with stoic discipline and long-term control.

During our validation using the BERT output, it revealed: while stoicism, entrepreneurship, and money-making strategies clearly emerged as distinct topics, the algorithm failed to separate hustler and hedge approaches into discrete categories. This aligns with our immersion findings, which revealed that these characteristics were consistently integrated into broader masculinity discourse rather than treated as separate economic topics. Further affirmed in literature from Van Valkenburgh (2021) observations on that Red Pill discourse fundamentally interweaves liberal market logic with masculine identity construction.

These blurred boundary between masculinity ideas and approaches to finances, reflects an important characteristic of the forum discourse. Where the pursuit of high risk-ventures or disciplined saving, don't exist as independent subjects. But is a part of an underlying project of masculine self-optimisation. With the posts on the forum being around a variety of subjects. It is common to see posts related to stock advice, to talking about entrepreneurship, to the sharing of ideas from stoicism. This category provides an analytical perspective, examining the connection between finance and masculine identity, as well as links between other subjects and finance. In doing so, it demonstrates how these concepts exist within a broader network of interconnected ideas.

7.2.2 Category 2: Masculinity Guidance [17]

The making of the *Masculinity Guidance* category was inspired by recurring patterns from our immersion journal, where users consistently sought and offered advice to improve themselves. As it also showed in our preliminary analysis with sexual strategy and sexual realisation, it was apparent that the seeking out of improvements is a driving factor for the community. Our BERTopic analysis confirmed the prevalence and significance of this discourse, with clusters related to weightlifting, stoicism, and dating advice ranking among the most prominent topics of discussion. as well noted by the literature of Van Valkenburgh's (2021), *Masculinity guidance* should therefore be understood as the core reason behind these community discussions. It explains why topics like stocks, training, and dating are discussed here. because users are seeking guidance on how to approach these issues as a self-help help strategy tied to ideas of masculinity.

This category signifies our insight into what we see as the broader purpose of the community, seeking *masculinity guidance*. This broad analytical perspective allows us to contextualize themes such as finance, dating, and stoicism, part of a masculine-centric discourse on self-improvement and personal strategy. Where neoliberal logics operate as the encompassing framework, the root from which answers to such questions emerge. This categorisation provides us with a strong analytical frame, providing context to understand the communities discourse.

7.2.3 Category 3: Market Logic of Sexual Worth [64]

The *Market Logic of Sexual Worth* category was developed through a refinement of the *sexual strategy* theme discovered during the immersion journal phase. While the initial category focused on physical and financial self-improvement aimed at increasing sexual success, the BERT analysis revealed a more pervasive and systemic discourse: a persistent framing of gendered worth in explicitly market-based terms. The BERT-generated clusters showed recurring patterns of numeric valuation, rankings, and hierarchical constructions of sexual desirability. Quantifying language (10/10, top 20%, low SMV, league, market value) frequently co-occur across discussions on gender, dating apps, and physical appearance. These were often articulated through terms like sexual market value (SMV), masculine market value (MMV), alpha/beta, top 20%, and rating systems such as “10s, 8s etc.” and “average man”. Within these discourses, individual worth of men is treated as quantifiable and subject to strategic optimization, whether through bodybuilding, developing dating “game,” avoiding so-called “beta habits” like porn, or by avoiding women deemed devalued due to high “body count.” Conversely, women are assigned high value when they are described as virgins, physically attractive, not present on dating apps, or not single mothers. Relationships are repeatedly described as transactions, with both men and women positioned as commodities or competitors in a zero-sum sexual marketplace.

7.2.4 Category 4: Resistance to Financially Motivated Attraction [18]

The theme of *Resistance to Financially Motivated Attraction*, reflects one of the core beliefs of TRP: men should attract women through traits like charisma, social status and physical dominance. The creation of this category is grounded in our initial immersion, where we found the community often describes women as deploying a “dual mating strategy”—seeking “alphas” for short-term attraction and “betas” for long-term stability. With BERTopic helping uncover a related subtheme: single mothers are frequently depicted as opportunistic, having pursued “alphas” in their youth before seeking “betas” for financial support. This way of thinking aligns with the parts of literature, where relationships are often framed within market logic. Showing the complex relation surrounding dating, and relationship within the discourse.

This theme helps to give an analytical setting for the at times contradicting ideas within TRP ideology: Where financial success is viewed as a marker of masculine achievement, while its direct use in dating is stigmatized. The discourse therefore navigates a balance, between encouraging men to accumulate wealth and status, while warning against allowing women to subdue them to a provisioning role. This views the transactional view TRP discourse has on relationships. Where emotional financial and physical attributes, becomes a resource for attraction, which should be guarded against exploitation. This underlying idea is prominent within the broader discussion and is often embedded within the dichotomy of “alphas” and “betas”.

7.3 Quantitative Findings [18, 64]

This section examines how the Red Pill community organizes its discourse around three central thematic categories: *masculinity guidance*, *Market Logic of Sexual Worth*, and *resistance to financially motivated attraction*. Drawing on a large-scale discussions corpus from forums.red, we use a dictionary-based classification method to map the prevalence and overlap of these themes. This enables us to analyse how neoliberal and market-based reasoning manifests in discourse patterns in scale.

Specifically, out of 12317 total discussions (threads), 8881 were classified (72%) into one or more of three analytical categories. As shown in Appendix [A.2] Figure 4, *Masculinity Guidance* is by far the most prevalent theme, appearing in 66% of all discussions and 92% of the classified subset. *Market Logic of Sexual Worth* in 30% of all discussions, and *resistance to financially motivated attraction* in 15%. This distribution supports our qualitative observation that *Masculinity Guidance* operates as a discursive foundation, in particular an anchoring framework through which ideas are presented. Its ubiquity aligns with Van Valkenburgh (2019), who argues that red-pill masculinity is centrally organized around advice, self-improvement, and identity formation under pressures. Also, masculinity advice is one of the main functions of such communities and forums as seen also by definition of manosphere (Bujalka et al., 2022).

To assess how these themes interrelate we plotted, their co-occurrence using a three-set Venn diagram 2. The diagram reveals significant thematic overlap. Notably, 880 dis-

cussions contain all three themes, indicating that users often discuss masculinity, market logic and financial strategy together rather than in isolation. The most frequent thematic pairing is between *Masculinity guidance* and *Market Logic of Sexual Worth*, appearing 2056 in discussions. In these cases the discourse of sexual market value and male market value or other quantifying language is used to motivate self-improvement, discipline, fitness, wealth accumulation, dating strategy, and status improvement reinforcing neoliberal ideals of competition, optimization and self-investment in men’s main desire of how to have access to more women sexual capital in a sexual market place. Another substantial overlap (605 threads) combines *Masculinity Guidance with Resistance to Financially Motivated Attraction*, where financial prudence is framed as masculine virtue. In this discourse, users reject the role of ”beta provider” and consider financial prudence with intelligence, good strategy and strength. On the other hand, *Market Logic of Sexual Worth* paired with *Resistance to Financially Motivated Attraction* is a small discussion(44) but analytically significant because its shows the transactional interpretation of romantic relationships, where relationships are framed as a risky economic exchange, and women are viewed as opportunistic actors leveraging men’s resources.

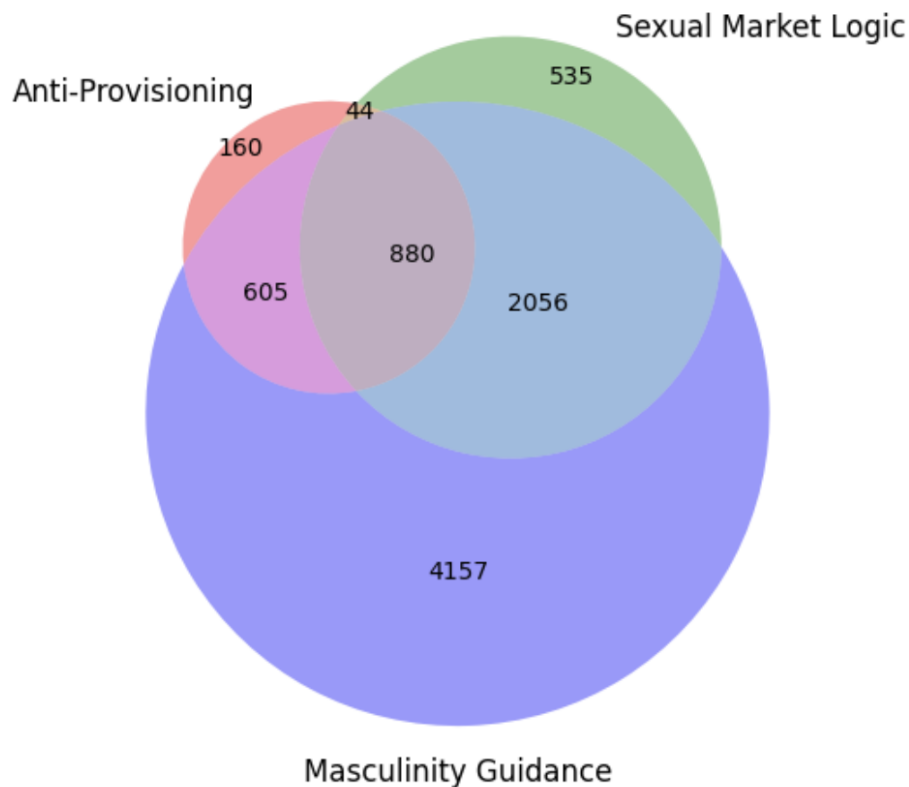


Figure 2: Three-set Venn diagram: Prevalence & Co-occurrence of Categories

To sum up, the quantitative findings presented here support the broader claim that Red-pill discourse constructs masculinity as a competitive, strategic response to contemporary challenges and failure of premises of neoliberalism (cite here). Our results empirically confirm what scholar such as Van Valkenburgh (2021) and Maloney et al. (2024) have described regarding red-pill masculinity shaped the value of economic rationality (individualism, performance, self optimization) extend into intimate and emotional domains. For example, by positioning men as agents in sexual marketplace, users are encouraged to "invest" in themselves while avoiding forms of provisioning that offer no "return", thereby aligning masculine virtue with market logic. This convergence of gender identity and economic language reflect what scholars have discussed as how macroscopic ideology of neoliberalism values and market-based reasoning internalized and articulated at the level of microscopic discourse of every day life.

8 Discussion [44, 64]

To understand the prevalent themes in our microscopic discussions: *Masculinity Guidance*, *Market Logic of Sexual Worth*, *resistance to financially motivated attraction* and *Masculine Approaches to Money*, we situated them within a broader macroscopic discourse. We interpret these as responses to ontological insecurity caused by the destabilization of masculine identity under socioeconomic pressures. Within red pill discourse, this insecurity is navigated through a neoliberal framework grounded in individualism, competition, and self-optimization. Masculinity is reframed as market-oriented project, increasingly threatened by women's autonomy and participation in economic life (Beckert, 2020). As a result, men feel economically, socially, and sexually displaced by a system that no longer rewards their traditionally assumed roles.

Central to this worldview is the sexual marketplace discourse which interprets gender relations as transactional exchanges. It provides men with a vocabulary to rationalize their struggles with intimacy, identity and self-worth. This logic is further legitimized through selective appeals to evolutionary psychology, that portray women inherently opportunistic and holding the greater power in sexual exchanges (Van Valkenburgh, 2021). As (Garlick, 2023) argues, neoliberal culture channels male vulnerability into aspirational

forms of elite masculinity, where hegemonic ideals are measured through status, performance, and accumulation.

Digitization intensifies these insecurities by reshaping traditional gender dynamics through social media and dating apps, amplifying personal uncertainties and increasing the competition men face (Holmes, 2005; Reed, 2018). This leads to further scapegoating of women, who are perceived as primary beneficiaries of this digital sexual economy.

The manosphere thus navigates this neoliberal uncertainty through a sexual market framework, aligning masculinity with transactional rationality and competition. This logic echoes Hayek's claim that both biological and cultural evolutions are inherently competitive processes, further intertwining masculinity and market logic. In this context, money and sexual success, become currencies through which men attempt to reassert control and battle existential anxiety (Garlick, 2023). Hegemonic masculinity, functions as a stabilizing promise within neoliberalism offering affective security and imagined status amid widespread feelings of dispossession.

Understanding how this market logic is articulated at the discursive level requires close attention not only to what is said, but how it is said. It is essential to recognize that neoliberal logics are deeply embedded within the language itself. We found it crucial to develop our analytical perspective through immersive engagement with the community, allowing the embedded meanings of words and concepts to emerge organically. This process was central to our methodological approach, in which findings were organized into broader thematic categories.

Through this immersion, it became apparent that the dominant logic within the discourse was one of optimization. This was evident from our preliminary coding, which sought to group content into themes based on competing rationalities regarding personal finance and sexual strategy with personal optimisation being the common ground. As we refined our categories through CACA, one key theme that emerged was masculine approach to money, which revealed divergent masculine models on finance: some users favour risk-taking ("Hustler"), while others prefer careful planning ("Hedge"). Despite these contrasts, both perspectives reinforced the same underlying beliefs about sexual competition and the ranking of individuals by perceived value. This findings aligns with Van Valkenburgh (2019, 2021) acknowledgment that "Masculinity isn't just expressed

— it’s optimized through market logic”, describing how neoliberal rationality has come to colonize intimacy into entrepreneurial projects and relationships into strategic investments.

These insights suggest promising directions for future research to further investigate the entanglement of market logic and manosphere discourse.

9 Limitations & Alternative approaches [17, 44]

With our findings being limited to a single platform, they might not reflect the full spectrum of the Red Pill discourse, generating platform bias in our conclusions. As Creswell (2009)[p.25-26] notes, when studying complex social phenomena through limited data sources, researchers must acknowledge that the incompleteness of the data may constrain the conclusions to the given data. The broader manosphere discourse spans multiple platforms, such as Reddit, YouTube, and TikTok, where influencers like Andrew Tateas, well takes a key role in shaping the community’s ideas (Bujalka et al., 2022). As an alternative approach, could be use a cross-platform approach to compare how Red Pill narratives vary across different sites and media formats, enabling a more comprehensive understanding of how ideology is shaped by platform-specific cultures and capabilities.

Demographic distortion can be listed as a limitation due to discussions on forums.red often focuses on long-term relationships, stoicism, and career advice, which may reflect an older, more stability-oriented user base. As a result, the discourse captured may not be representative of younger manosphere audiences from TikTok or Instagram. To capture generational variations in discourse, future research could focus be target younger-oriented platforms and examine how masculinity is discussed differently across age groups and digital platforms.

In addition, our findings may be affected by an interpretative bias in methodology. With our classifier being derived from our qualitative codebook, it creates an inherent bias. As the quantitative analysis becomes predetermined by our initial qualitative interpretation. While this grounding establishes strong construct validity, it also hinders finding alternative patterns an independent quantitative analysis might have revealed. As

an alternative approach, using supervising methods, like specialized word embeddings and topic modeling, may expose overlooked or marginalized discourses that escape structured coding approaches.

Another constraint relates to methodological integration. Misalignment between the results of CACA and BERTopic sometimes created tensions. While the construction of the categories were guided through our understanding of the data, we do run the risk of discarding potentially valuable insight when meet with misalignment between the two methods' outputs. This runs the risk of creating an analytical mismatch between the methods. An alternative approach could be fine-tuning BERTopic embeddings to better capture the forum's unique language patterns. As word embeddings represent words as numeric vectors based on how they appear in the context, this could have allowed us to better capture key relationships and meanings like "alpha" or "provider" and how they are used in the community. This method could have improved the identification of clusters and potentially allowed for the combination of these clusters to be used as classifiers, instead of the simpler approach of using keyword dictionaries.

A further limitation is the lack of ethnographic depth. While the immersion informed our analysis, we did not conduct interviews or go in-depth into ethnographic research to gain deeper insight into users' motivations, life experiences, or self-understanding beyond their written posts. An alternative approach would add interviews or ethnography by talking to users or spending more time "inside" the forum could give deeper insight into their personal views, motivations, or their own interpretation of their own posts.

Finally, a lack of multimodal analysis could be mentioned as another limitation. Forums. Red is a text-based forum, which limits our understanding of how Red Pill discourse circulates through images, humor, and affective expression. To avoid this, incorporating multimodality content like memes or videos from posts that carry strong messages could reveal how the categories we shaped are used to promote Red Pill beliefs through non-textual forms.

10 Conclusion [17, 18, 44, 64]

Our analysis of forums.red shows how red pill discourse functions as a space where masculine identity is continuously shaped, negotiated and optimized through discussions of finance, self-improvement, and sexual strategy. The forum serves as a venue for users to seek and exchange masculinity guidance, which acts as a self-improvement strategy grounded in neoliberal rationality. This insight informed the development of our discourse categories: *Masculine Approaches to Money (Hustler vs. Hedge)*, *Masculinity Guidance*, *Market Logic of Sexual Worth*, and *Resistance to Financially Motivated Attraction*. These categories demonstrate how masculine identity is expressed through themes that frame gender relations in terms of competition, value, and transactional worth.

Both our qualitative and quantitative findings reinforce the centrality of *Masculinity Guidance* as the forum’s core function. This theme pervades discussions and is frequently intertwined with market logic and resistance to being reduced to the role of financial provider. Finance and sexual strategy emerge as central axes of identity formation, with traits such as stoicism and dominance embedded in financial discourse. Simultaneously, the forums position gender relations as a competitive game, an interpretation reinforced by the selective adoption of evolutionary psychology, which portrays women as strategic beneficiaries who hold disproportionate power in the “sexual market.”

Within this discourse, individual self-worth is continuously assessed and optimized through market-oriented lens, encompassing identity, intimacy, and status. Neoliberal ideals of individualism, competition, and self-optimization are internalized as tools for navigating ontological insecurity amid shifting socioeconomic conditions. Ultimately, the forum promotes a vision of masculinity that aligns with market rationality, while portraying women as opportunistic actors within a competitive sexual market thereby reinforcing both the ideological and emotional logic of the red-pill worldview.

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A Quantitative Results Tables

A.1 Precision Results Table

Table: Precision Results

Category	Validation Score
Masculinity Guidance	73.3%
Market Logic & Sex Worth	83.3%
Resistance to Financially Motivated Attraction	73.3%

Figure 3: Precision results by classifier

A.2 Classification Results Table

Table: Classification Results

Category	N	% of all discussions (N=12317)	% of classified discussions (N=8881)
Masculinity Guidance	8171	66%	92%
Market Logic & Sex Worth	3755	30%	42%
Resistance to Financially Motivated Attraction	1796	15%	20%
Unclassified	3436	28%	—
Total Discussions	12317	100%	—
Total Classified	8881	—	100%

Figure 4: Classification results by theme

A.3 Keyword classifier lists Table

Table: Keyword classifier lists

Theme	Keywords
Market Logic of Sexual Worth	smv, sexual market value, high value, /10, low value, top 10, top 20, top 15, top 30, 2s, 3s, 4s, 5s, 6s, 7s, 8s, 9s, 10s, his league, her league, your league, out of 10, out of ten
Masculinity Guidance	self-improvement, self improvement, dating, status, fitness, grooming, frame, alpha, discipline, mission, shit test
Resistance to Financially Motivated Attraction	beta bucks, provisioning, beta bux, beta buxx, gold digger, golddigger, betabux, betabuxx, provision, provider, sugar daddy, sugardaddy, prenup, child support, alimony, anchor baby

B Codebook

B.1 Masculine Approaches to Money (Hustler vs. Hedge)

Brief Definition: The entanglement of masculinity ideas with financial approach.

- **Hustler:** A risk willing approach to finance, with a masculinity ideal build on ideas of dominance and entrepreneurship

- **Hedge:** A risk averse approach to money, with a masculinity ideal build on more stoic values and long term planning

Full Definition: A significant portion of the forum is dedicated to self-improvement, often framed through broader masculinity ideals prevalent in the manosphere. Within this context, we observed the emergence of distinct masculinity-informed approaches to money, captured in the dichotomy of Hustler vs. Hedge. This category reflects the deep entanglement of masculine identity with financial strategies across the forum. It also encompasses the contrasting attitudes toward risk and success, each tied to differing masculine ideals, where entrepreneurial risk-taking is valorized in one discourse, stoic prudence is upheld in another.

When to use:

- When financial discussions are explicitly tied to masculine identity, status-seeking, or life strategy.
- When users describe their economic behavior with reference to self-worth, attractiveness, or moral discipline
- When risk preference is moralized or valorized in relation to male role expectations.

When NOT to use:

- For purely technical or economic discussions with no link to gender, identity, or values.
- For generic investment talk without an underlying narrative of masculinity or self-realization.
- If no clear risk posture is present, or if both Hustler and Hedge elements are equally present and not contrasted.

Examples:

Hustler: "Now I noticed how many things I can do while I'm alone, I may even start up some IT business one day[...]I pushed myself to learn IT. But now I see my possibilities and value free time more. I also strongly believe with time I may create business instead of just working for someone else"

Hedge: "Here's the catch 22: You get a free Associate's, then transfer to a 4-year state

university, which you have to pay for[...]I suggest you think more about trade school, where you can learn a skill that will make you 6-figures and you'll never be out of a job.

General Masculine Approach to Money: "Recognize that you are a precious commodity[...] Challenge yourself to sell your benefits[...]Your CV is your value".

B.2 Masculinity Guidance

Brief Definition: The strategic shaping of one's body, mind, and behavior in pursuit of masculine status and social/sexual value.

Full Definition: A large share of the forum centers on the idea of becoming a "better man." Masculinity Guidance captures how this project is framed as a market-driven, performance-based pursuit, where men strive to optimize themselves (physically, mentally, and socially) in order to gain power, status, and access to women.

Self-improvement here reflects not just practice, but ideology about masculinity. The community sees these practices as strategies to compete with other men, often linking them to ideas from self-help culture and evolutionary psychology. A man should be desirable and in control to succeed.

This category includes advice, routines, and reflective posts that portray masculinity as something that can be built, trained, and evaluated. Crucially, it also captures how behaviors and traits are ranked through alpha/beta labelling. These labels don't just describe, they tell men how they should act. They serve as shorthand for the community's collective understanding of the ideal man, shaping what is encouraged, ridiculed, or rejected.

In short, Masculinity Guidance encompasses both the performance of self-improvement and the ideology behind it: a shared blueprint of what men should be expected to become, and what they should avoid becoming.

When to use:

- When users are sharing advice or routines about fitness, grooming, dating, or mental strength
- When self-improvement is framed in terms of status, sexual value, or being alpha

- When masculinity is actively constructed through daily behaviors or discipline
- When users moralize or critique certain behaviors as masculine or weak

When NOT to use:

- When the post is primarily blaming women or society without reflecting on the self
- When there is no reference to improvement, growth, or performance
- When the tone is ideological or resentful rather than reflective or strategic
- When content is about external critique more than internal self-discipline

Examples:

“The whole point and idea I got from the red pill is: look hot, tough as fuck, ready to kill every chance you have in life and be stoic. Style is a way that showcases your inner game, ideas, projection, not for validation, for self-confidence[...]In the end, I’m here to help my self improve. But I’m also here to help other men who need and want help to self-improve and become a better version of themselves, but don’t know how.”

“A few months into my RP journey I learned how to fix my appearance. I built a new, smaller wardrobe from scratch[...]I read by myself and followed basically none of the advice [my wife] had bothered me with for years. Now she no longer buys me clothes unless I ask.”

“Tailor your long sleeve button downs[...]Show the body you’re building in the gym. Your clothing is a reflection of you, and you have high standards.”

B.3 Market Logic of Sexual Worth

Brief Definition: Assigning value to men and women based on appearance, status, and behavior in a system that treats dating and sex as competition.

Full Definition: “Market logic of sexual worth” refers to the discourse in which gendered worth is constructed through the logic of market rationality. Men and women are framed as actors in a sexual marketplace, where value is determined by appearance, status, and behavior. Both masculinity and femininity are subject to quantification, with worth

derived from attributes such as physical appearance (e.g., “hot,” “ugly,” “fat”), sexual history (e.g., “virgin,” “high body count”), positioning (e.g., “top 20%,” “alpha,” “beta”), and behavioral strategies (e.g., “Tinder game,” “getting laid,” “avoiding soyboy habits”). Within this framework dating, sex, and relationships are conceptualised as competitive exchanges governed by scarcity, ranking, and self-optimization.

When to use:

- When posts refer to SMV, MMV, or ranking individuals by numeric attractiveness (e.g., “8s-10s,” “average men,” “fuckable”)
- When value is quantified or expressed hierarchically, often with market or gaming metaphors (e.g., “Tinder as a video game,” “prime piece of pussy”, “alpha/beta”, “SMV precedes MMV in the dating game”)
- When sexual or romantic success is described as a function of scarce resources, status climbing, or competitive exclusion (eg. “making that woman thinking she has no better option”, “top 20% of men”, “ virgins snatched up by real successful men”)
- When discourses use transactional logic to describe relationships, sex, or dating (e.g., “they feel that a 10/10 guy is out of their league for LTR”, “you can pay for pussy”, “until they realize they have to choose a man based on MMV”)

When NOT to use:

- When discourse on gender or dating does not involve rankings, competition, or quantified valuation
- When sexual or romantic narratives are emotional, interpersonal, or moral

Examples:

”The average girl goes for their own SMV + 1 or SMV + 2. So 7/10 girls will prefer 8/10 and 9/10 guys as they feel that a 10/10 guy is out of their league for LTR”

”SMV precedes MMV in the dating game. They will pass up countless high MMV men and usually screen them out for higher SMV men and then try to get high SMV men

to develop more MMV qualities (taking the tiger/alpha) until they realize they have to choose a man based on MMV (or face spinsterhood) Of course it is but because they HAVE to settle”

”I like the 8s-10s. You eventually need game with all women if you are talking LTRs”

B.4 Resistance to Financially Motivated Attraction

Brief Definition: Disdain for the role of the man as a financial provider in relationships with women. This is seen as a “beta” or “blue pill”, or in other words a weak relationship strategy for the man.

Full Definition: “Resistance to financially motivated attraction” refers to discourse where the male provider role is criticised and seen as giving into female exploitation of men. The community’s emphasis on self-help and guidance aims to distance men from this role in gender relations and move towards an approach that promotes personal development, and strategic sexual behavior modeled on the traits associated with high-status, non-investing “alpha” males. This discourse encourages men to reject traditional provisioning roles in favour of self-serving, competitive positioning within the sexual marketplace.

When to use: When providing for a woman is discussed in a negative way. Such as when men are said to be relegated to a provider role or described as beta.

When NOT to use: When providing for a woman is discussed in a neutral way, such as when this is described as a matter of fact or attributed to biology without explicit criticism.

Examples:

”I would only go to a fancy restaurant with a woman if it were a special occasion or special anniversary of sorts and it wouldn’t do it often unless I wanted to. It can be a status display to go to such places but it should be a status display not a provisioning display. That’s the difference between an alpha bux and a beta bux. Still, she should EARN that. No fancy dates until sex, and good sex and affection and respect at that, at the minimum.”

”Being a provider just makes you another paycheck to her. You want love? Stop trying to impress with money.”

”My jumping off point is her saying she’s not looking for any handouts. I mean, what am even I supposed to do with all this excess money I’ve built up by not having a wife and kids if not find someone else’s ex-wife and kids upon whom to blow it all?”

C AI Statement

ChatGPT by OpenAI was employed to support the proofreading process by offering suggestions, correcting grammatical and syntactic errors, and overall structure of the file through recommended formatting.