



MANOSPHERE RED-PILL COMMUNITY

FORUMS.RED Discourse Study

Asteriou S., Koustrup C., Mussis M., Olafsson B.

UCPH, Master in Social Data Science

Digital Methods, 16 June 2025

UNIVERSITY OF COPENHAGEN



Red Pill philosophy | FORUMS.RED

Manosphere is a growing digital ecosystem influencing young men through masculinity-focused content

"Red Pill" = awakening to "harsh truths" about female nature and male disadvantage

FORUMS.RED became the main hub post-Reddit ban, blending advice, ideology, and strategic self-help

Neoliberal logic

individualism
competition
optimization

Masculinity

A market-driven project

Men must "invest" in
themselves to gain value

- Emotional life is colonized by performance logic
- Builds on evolutionary psychology to legitimize gender hierarchies

Contributions & Research Questions

Qualitative RQ

How does Red Pill discourse on forums.red frame masculine identity through discussions of finance, sexual strategy, and self-improvement?

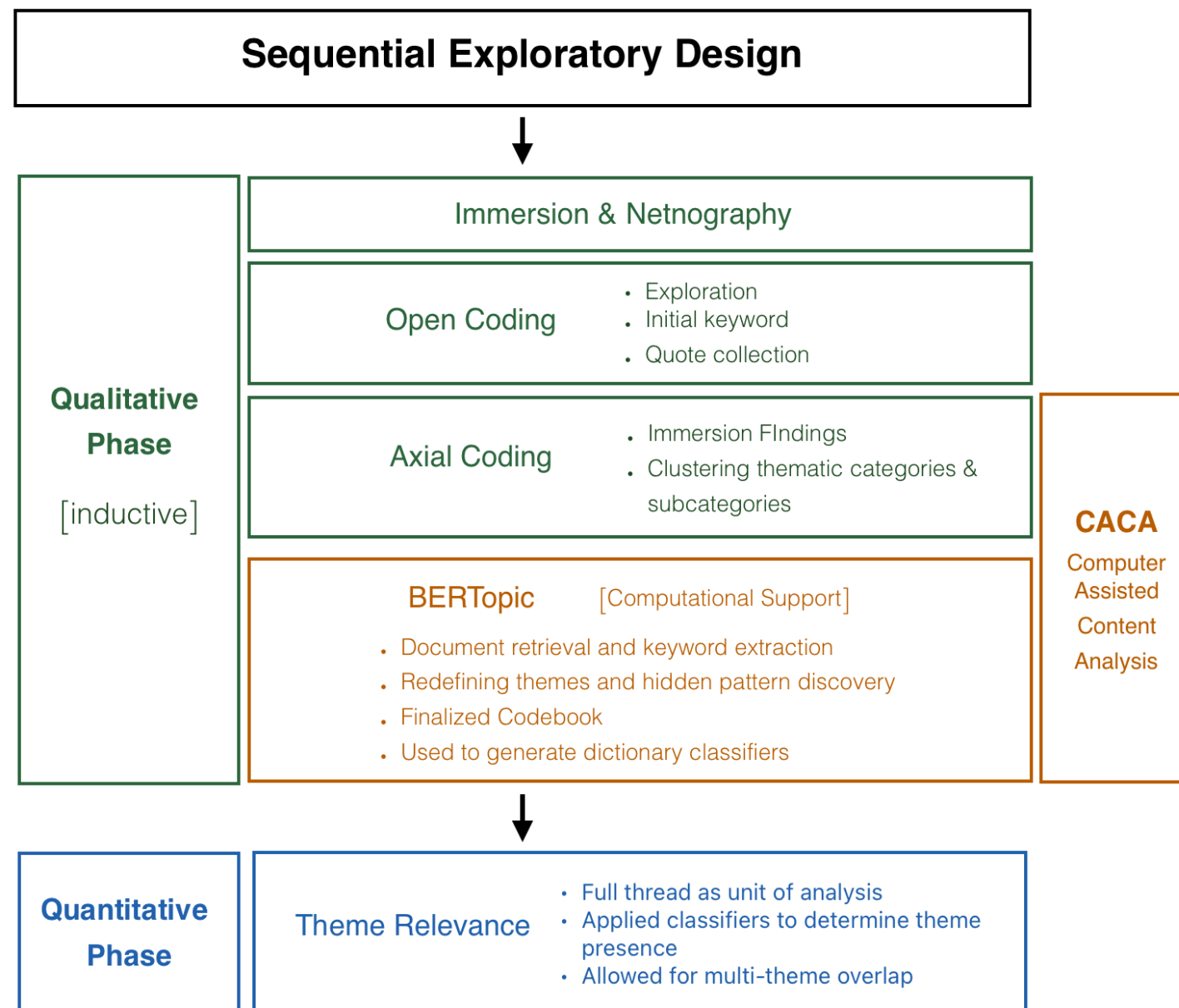
Quantitative RQ

How are key themes distributed and interrelated within the discourse of the Red Pill community?

- ✓ Bridge macro-level theory (neoliberalism, market logic) with micro-level discourse (threads on FORUMS.RED)
- ✓ Analyze how financial behavior and sexual strategy shape masculine identity
- ✓ Highlight how financial discourse, not just dating, is central to Red Pill masculinity

Research Design

- ✓ hybrid framework fitted to our project
- ✓ stronger contextual foundation
- ✓ inductive approach in the qualitative phase
- ✓ integration of inductively derived qualitative findings with quantitative validation



Qualitative Analytical Findings (1)

Masculine Approaches to Money (Hustler vs. Hedge)

The entanglement of masculinity ideas with financial approach

Hustler = dominance, entrepreneurship
Hedge = stoicism, long-term planning

"I also strongly believe with time I may create business instead of just working for someone else"

Masculinity Guidance

The strategic shaping of one's body, mind, and behaviour in pursuit of masculine status and social/sexual value

**self-improvement, dating,
status, fitness, grooming, frame, alpha,
discipline, mission, shit test**

"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."

Qualitative Analytical Findings (2)

Market Logic of Sexual Worth

Assigning value to men and women based on appearance, status, and behaviour in a system that treats dating and sex as competition

**sexual market value, high value,
low value, top 20, 8s, 9s, 10s, your league,
out of 10**

"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"

Resistance to Financially Motivated Attraction

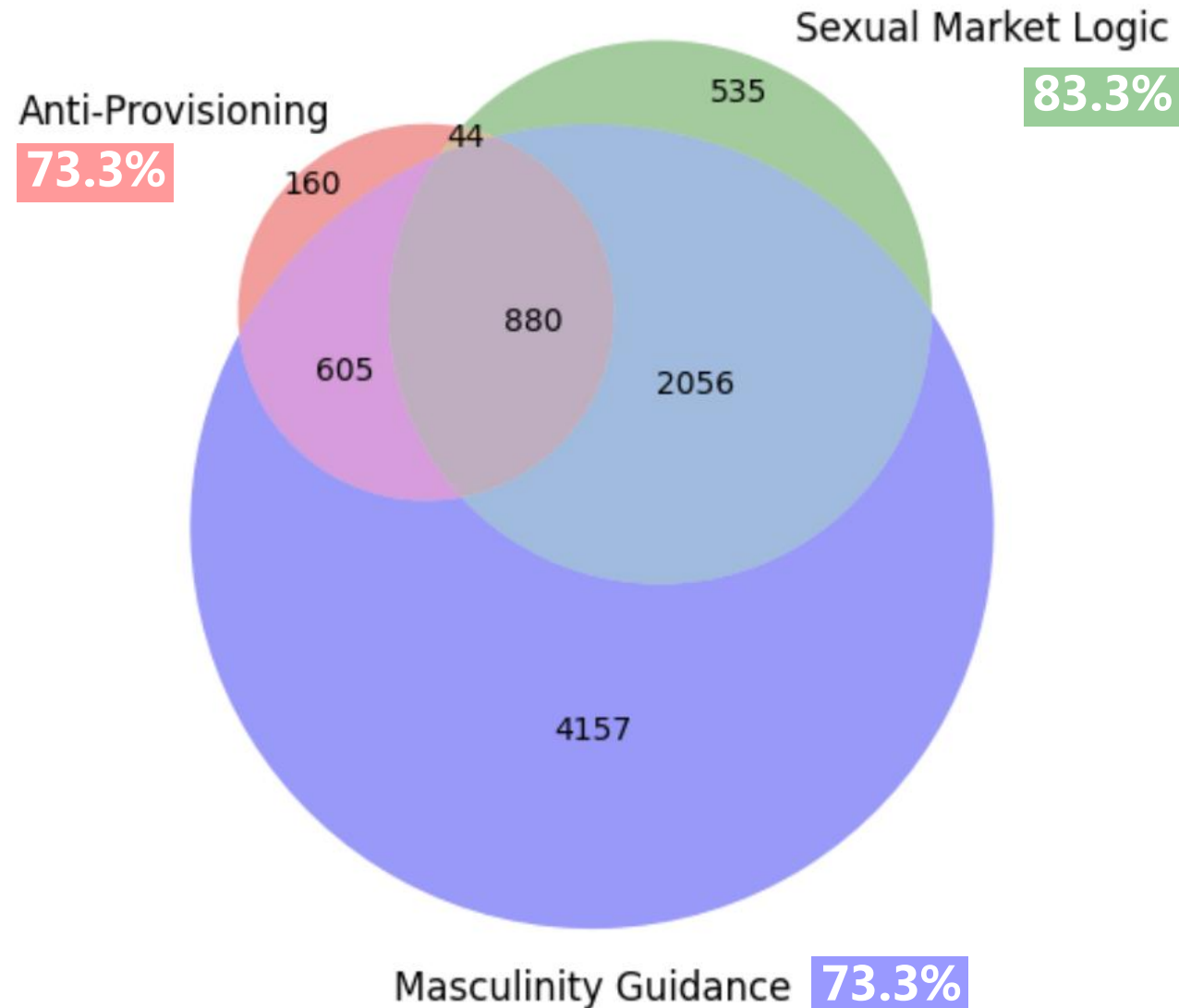
Disdain for the role of the man as a financial provider in relationships with women.

**beta bucks, provisioning, gold digger, provider,
sugar daddy, prenup, child support, alimony,
anchor baby**

"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"

Quantitative Analytical Findings

Three-set Venn diagram: Prevalence & Co-occurrence of Categories & Precision Results



Conclusions

| | | |
|---|--|---|
| 1 | Masculinity = Market Logic | Masculine identity on FORUMS.RED is framed as a competitive project of self-optimization, shaped by neoliberal values like performance, control, and productivity |
| 2 | Finance & Sexual Strategy Intertwined | Financial success and sexual access are both treated as strategic assets tools to enhance masculine status and value in the sexual marketplace |
| 3 | Masculinity Guidance is central | The dominant discourse is self-help oriented, offering men tactical advice to improve fitness, wealth, and dating, framed as survival in a competitive world |
| 4 | Women as Economic Agents | Gender relations are often seen as transactional, with women depicted as leveraging men's resources, fueling suspicion and resistance to financial vulnerability |
| 5 | Ontological Insecurity | Struggles are reframed as strategic problems, where market logic provides clarity, control, and a sense of regained power |
| 6 | Neoliberal logic is embedded in language | Meanings emerge not just from <i>what</i> is said, but <i>how</i> it's said, through metaphors, rankings, and strategic tone |

THANK YOU for your attention!

Asteriou S., Koustrup C., Mussis S., Olafsson B.