

Manosfæren & The Real World

Digital Kultur

NIFR 2023



Agenda

Digital Kultur

- Project A-Z: The Real World & Positive Masculinity Challenge
- Vejledning med alle grupper
 - Status
 - Projektplan

Relevans for Digital Kultur

Manosfæren

 **Greta Thunberg** 
@GretaThunberg

yes, please do enlighten me. email me at smalldickenergv@getalife.com

 **Andrew Tate**   @Cobratate · 27 Dec 2022
Hello @GretaThunberg

I have 33 cars.

My Bugatti has a w16 8.0L quad turbo.

My TWO Ferrari 812 competizione have 6.5L v12s.

This is just the start.

Please provide your email address so I can send a complete list of my car collection and their respective enormous emissions.



12:07 pm · 28 Dec 2022 · **317.2M** Views

Opmærksomhed & content

Some were banned, such as [/r/incels](#) (banned in 2017), its successor [/r/braincels](#) (banned in 2018), and [/r/MGTOW](#) (banned in August 2021); other subreddits such as [/r/TheRedPill](#) have been "quarantined", meaning that a warning is displayed to users about the content of the subreddit and users must sign in before they're ...

 Wikipedia
<https://en.wikipedia.org/wiki/Manosphere>

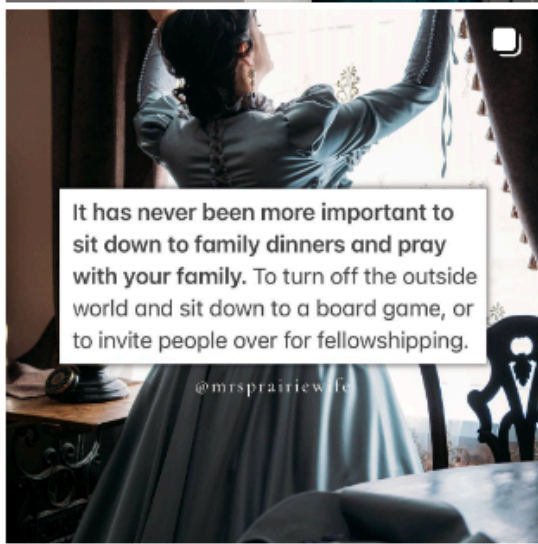
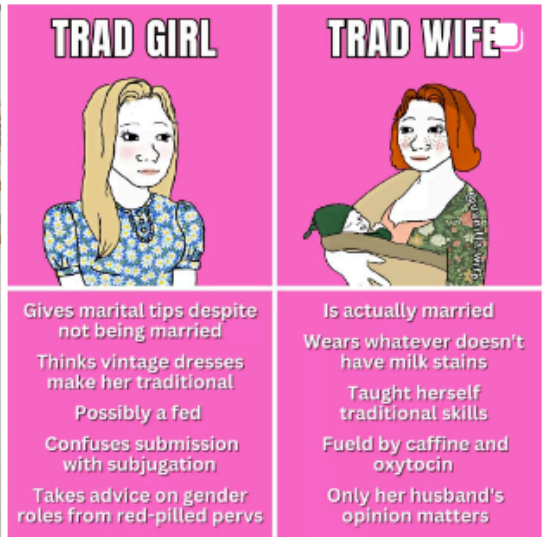
[Manosphere - Wikipedia](#)



#tradwife
55,883 posts

Kønsroller

Top Posts



Kontroverser

Relevans for Digital Kultur

Manosfæren

A judge has found that a deadly 2020 attack on a Toronto massage parlour was an act of terror inspired by the incel movement, Canadian media report.

It marks the first time an incel-related incident has been deemed a terror offence in Canada, prosecutors say.

Incel is an online subculture focused on members' perceived inability to find romantic or sexual partners.

The killer pleaded guilty to murder in 2022 and is now awaiting sentencing.

The man, who can not be named due to his age at the time of the attack, had said he had been inspired by an incel - short for "involuntarily celibate"-attacker who drove a van into a crowd in Toronto in 2018, according to broadcaster CBC.

The killer, now 20, was 17 years old at the time of the attack.

Retten i Aalborg har netop fældet dom i en sag, hvor en 27-årig mand er blevet fundet skyldigt i forsøg på manddrab efter at have planlagt masseskyderier på flere skoler og institutioner.

Det er kommet frem, at manden i en årrække har været særdeles aktiv på internetfora for såkaldte incels – mænd i ufrivilligt cølibat, der nærer en voldsom vrede mod kvinder, fordi de ikke kan få sex.

Incel-miljøet tiltrak sig for første gang offentlighedens opmærksomhed, da den 22-årige amerikaner Elliot Rodger i 2014 dræbte seks mennesker og sårede 14 ved et masseskyderi på University of California, før han begik selvmord. Senere har både Sverige og Canada oplevet samme type angreb.



Relevans for Digital Kultur

Motivation

Google

positive masculinity challenge

Images

Videos

Pdf

News

Books

Maps

Flights

Finance

About 7.770.000 results (0,35 seconds)

Resonance Global

https://www.resonanceglobal.com › blog › how-to-pro...

3 Ways to Promote Positive Masculinity

18 May 2022 — 3 Ways to Promote **Positive Masculinity** · 1. Understand the Context and Power Dynamics in the Local Community · 2. Convert Male Decision Makers ...

People also ask

What are examples of positive masculinity?

What is positive masculinity?

How do you practice positive masculinity?

What are the 4 types of masculinity?

Feedback

World Vision Canada

https://www.worldvision.ca › stories › gender-equality

Learning positive masculinity: A guide for men everywhere

14 Jun 2023 — Consequently, constructs of **masculinity** must be **challenged** for women and girls to live fully and to see real and lasting improvements in health ...

LinkedIn

https://www.linkedin.com › pulse › positive-masculinity-...

Positive Masculinity: The Importance of Choosing Healthy ...

18 Apr 2023 — By embracing **positive masculinity**, boys and young men can create healthier, more positive relationships with others and with themselves. They ...

Back to chat

The Real World Learning Center

WELCOME - START HERE!

What should you study in TRW?

TATE ANSWERS QUESTIONS

Life Lessons from Tate

LIFE LESSONS FROM LUC

Audio Lectures from Luc on Life, Mindset & Success

POSITIVE MASCULINITY CHALLENGE

Get rid of dopamine vices and turbocharge your mentality

UPCOMING UPDATES SCHEDULE

A calendar of upcoming updates to The Real World

Positive Masculinity Challenge

The Challenge

1 Positive Masculinity Challenge

**My unmatched perspicacity, coupled with my sheer indefatigability, makes me ...

COMPLETED

2 Challenge FAQ

*Frequently Asked Questions regarding the challenge: * _*Can I keep using Social...

COMPLETED

Data-site Initiation

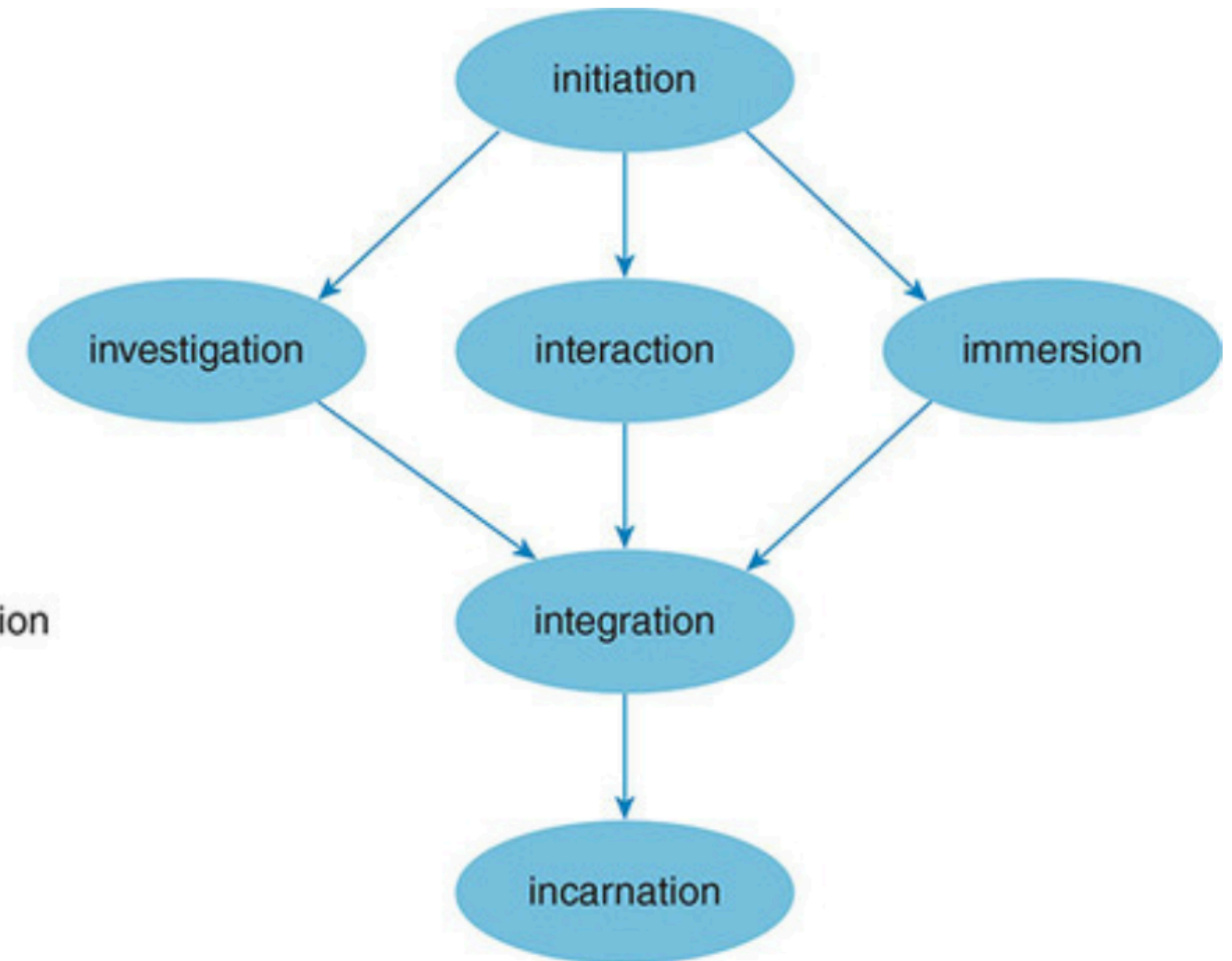
<https://www.therlworld.com/>

Research
Focus
Operations

Data
Collection
Operations

Data Analysis
and Interpretation
Operations

Research
Presentation
Operations



Initiation

The Real World

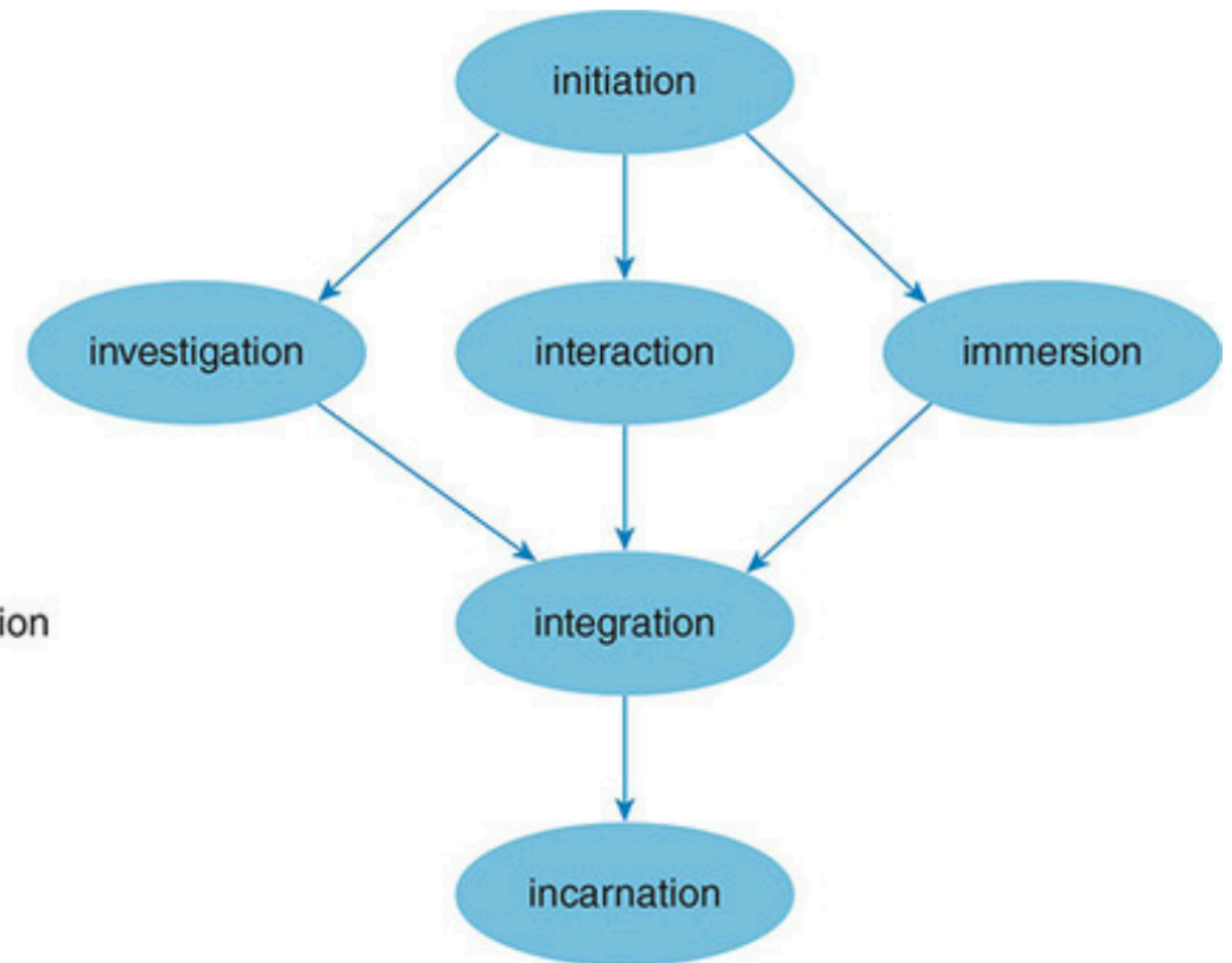
- Investigatory direction
- “Does the research investigate a particular online site or phenomenon”
- Many possible topics
- Ethical consideration

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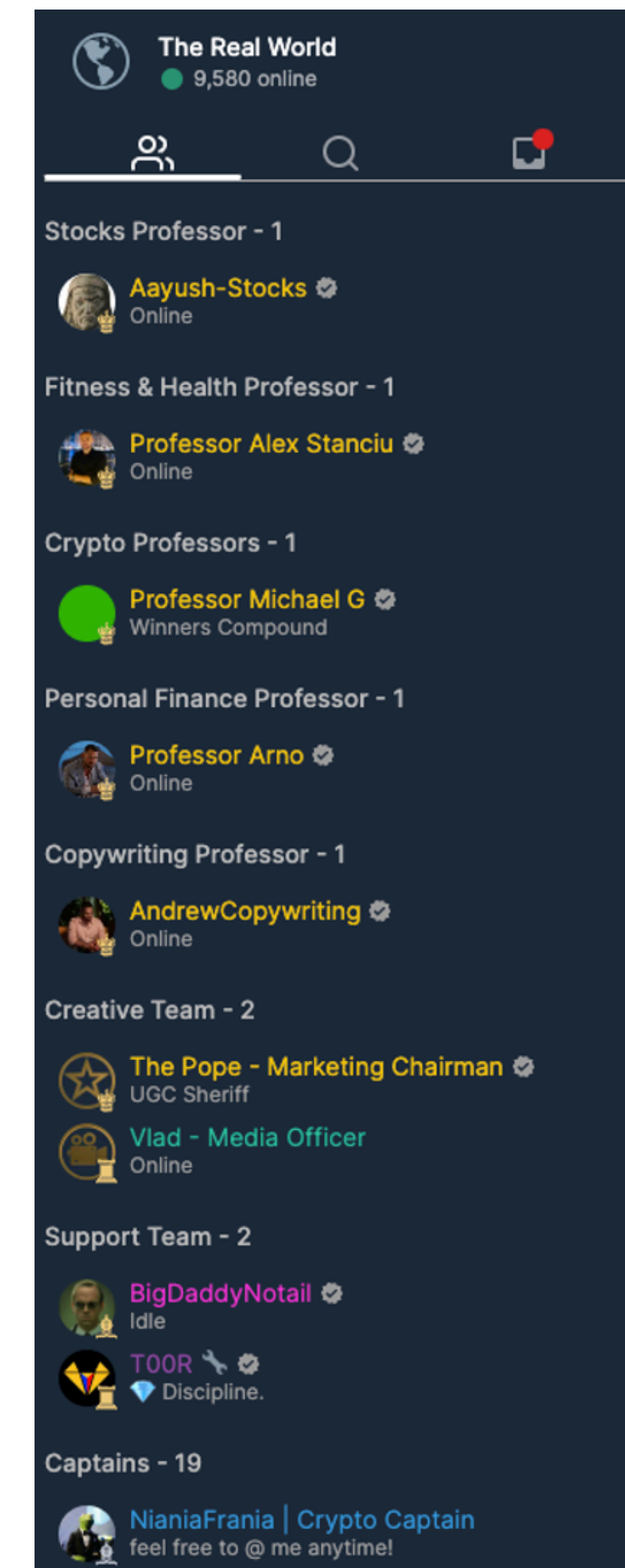


Hvilke koncepter, normer og værdier tillægges ideen om den positive maskulinitet blandt deltagerne i online interessefælleskabet "Positive Masculinity Challenge" og hvordan stemmer dette overens med begrebets øvrige fortolkninger?

Initiation

The Real World

- Medlemskab i The Real World
- Subscribed til Andrew Tate content (investigation)
 - Netværk af andre aktører, med tilsyneladende samme værdier, normer, praksis
- Afgrænsning:
 - Platformen & ét kursus
- Teoretisk belæg: Manosfæren



Teoretisk belæg

Manosfæren

RESEARCH-ARTICLE



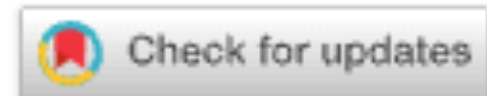
Exploring Misogyny across the Manosphere in Reddit

Authors: [Tracie Farrell](#), [Miriam Fernandez](#), [Jakub Novotny](#), [Harith Alani](#) [Authors Info & Claims](#)

WebSci '19: Proceedings of the 10th ACM Conference on Web Science • June 2019 • Pages 87–96

• <https://doi.org/10.1145/3292522.3326045>

Published: 26 June 2019 [Publication History](#)



57 3,106



<https://dl.acm.org/doi/pdf/10.1145/3292522.3326045>

Introduction

Exploring misogyny across the manosphere in Reddit

- Validity: ACM conference on web science, 57 citations
- From the abstract:
 - “A shift in language of some men’s rights activists in the manosphere from traditional subjects of family law or mental health and towards more sexually explicit, violent, racist and homophobic language”
- “Opened” the subject in the project

**Minimum 2 tekster til
jeres projekt**

																				Category of Misogyny			Num terms	Examples	
																				Belittling			58	femoid, titties, stupid cow	
																				Flipping the narrative			7	beta, normie, men’s rights	
																				Homophobia			126	dyke, fistfucker, faggot	
																				Hostility			303	bitch, cunt, whore	
																				Patriarchy			8	alpha male, subjugate, suppress	
																				Physical Violence			73	hit, punch, choke	
																				Racism			670	nigger, raghead, pikey	
																				Sexual Violence			22	rape, sodomise, gangbang	
																				Stoicism			33	blackpill, cuck, hypergamy	

Table 3: Misogynistic content across categories and communities. N=Number of posts. P=Percentage of posts

Community	N.Users	Misogyny		Belittling		FlippingNarr		Homophobia		Hostility		Patriarchy		P. Violence		Racism		S. Violence		Stoicism	
		N	P	N	P	N	P	N	P	N	P	N	P	N	P	N	P	N	P	N	P
MGTOW	93596	33879	36.2%	14339	15.32%	9627	10.29%	1606	1.72%	25541	27.29%	1112	1.19%	16522	17.65%	9243	9.88%	8273	8.84%	9507	10.16%
badwomensanatomy	69076	19798	28.66%	8702	12.6%	310	0.45%	208	0.3%	11616	16.82%	115	0.17%	6433	9.31%	4379	6.34%	1982	2.87%	1536	2.22%
IncelsWithoutHate	5198	2205	42.42%	786	15.12%	330	6.35%	71	1.37%	1334	25.66%	40	0.77%	829	15.95%	439	8.45%	248	4.77%	1316	25.32%
IncelTears	56273	22867	40.64%	6725	11.95%	2058	3.66%	674	1.2%	13952	24.79%	284	0.5%	7861	13.97%	4340	7.71%	4821	8.57%	11615	20.64%
IncelsInAction	1642	496	30.21%	94	5.72%	9	0.55%	7	0.43%	236	14.37%	1	0.06%	98	5.97%	46	2.8%	57	3.47%	237	14.43%
Braincels	55516	22968	41.37%	8658	15.6%	5042	9.08%	2620	4.72%	16089	28.98%	681	1.23%	8599	15.49%	6652	11.98%	3554	6.4%	13899	25.04%
TruFemcels	7727	2680	34.68%	1017	13.16%	294	3.8%	59	0.76%	1506	19.49%	48	0.62%	879	11.38%	688	8.9%	174	2.25%	1305	16.89%

Table 4: Misogynistic users across categories and communities. N=Number of users. P=Percentage of users

Belittling		FlippingNarr		Homophobia		Hostility		Patriarchy		P. Violence		Racism		S. Violence		Stoicism	
word	freq	word	freq	word	freq	word	freq	word	freq	word	freq	word	freq	word	freq	word	freq
female	121549	mgtow	38862	faggot	7453	hate	89389	suppress	1188	hit	37142	black	49552	rape	58396	incel	111373
dumb	31312	beta	33450	fag	1856	bitch	54609	betabuxx	1023	kill	29006	bigger	15545	cock carousel	3750	chad	36081
roastie	9143	normie	16975	fags	1407	pussy	47869	omega	786	cut	21888	nigga	3575	pound	2703	cuck	31482
boobs	8354	mra	424	homo	1278	hurt	26440	subjugate	300	force	17740	nigger	1030	conquer	1543	cope	26169
failure	7952	overthrow	368	dyke	879	cunt	24150	oblige	255	attack	12061	niggas	1006	incest	1378	blackpill	13621

Table 5: Most used misogynistic terms across communities

Teoretisk belæg

Alphas, Betas & Incels

- Red Pill philosophy
- Men's right activism: / Men's movement
- Pro / Antifeminism factions
- “This study suggests that more attention needs to be paid to the **online context**, not only because it offers evidence of a widespread and particularly malicious antifeminist men's “movement”...”



Women's nature is procreation oriented because it is their bodies that carry the wombs to gestate and deliver the next generation . . . In this paradigm of things, there is no incentive for the women to actually give a damn about the well-being of the man/men providing for her; in fact, it is in her best interest to not be attached to a single man in particular, but keep monkey branching to a stronger, better provider.

Genetic
determinism

Bringing red pill to the masses isn't going to fix society because every man can't be the "alpha" and just like feminists can't force men to be attracted to tattooed hambeasts with rainbow hair, TRP can't force women to be attracted to omegas and beta orbiters. TRP is about dealing with what *is*, not what we wish it was.¹⁶

Red-pill logic

Teoretisk belæg

Digesting the Red Pill: Masculinity and Neoliberalism in the Manosphere

- Reddit forum: r/TRP
- “[d]iscussion of sexual strategy in a culture increasingly lacking a positive identity for men.”
- “This article undertakes the first known qualitative study focusing on The Red Pill, an online forum wherein heterosexual men attempt to improve their seduction skills by discussing evolutionary psychology and economic theories.”

Manosphere

Opsummering

- Opsamlingsbegreb af forskellige tilstødende fællesskaber med fællestræk
- Mandlige kønsrolle diskuteret
- Fælles referenceramme: Pille-logik, alfa/beta-mænd, gamergate
- Hieraki & network: MGTOW, Pick-up artists, mens-rights activists
- Defineret af bl.a.: tilstedeværende misogyni, diskussion af mænds rettigheder, strategier, læringsfællesskaber, mandens hegemoniske traditionelle kønsrolle, antifeminisme
- Ytrede forestillinger om kvinder:
 - Remember, women are children: mentally behaviourally, and evolutionary. They are not like us. They don't think like us or have the same deep sense of personal responsibility.

Positive Masculinity Challenge

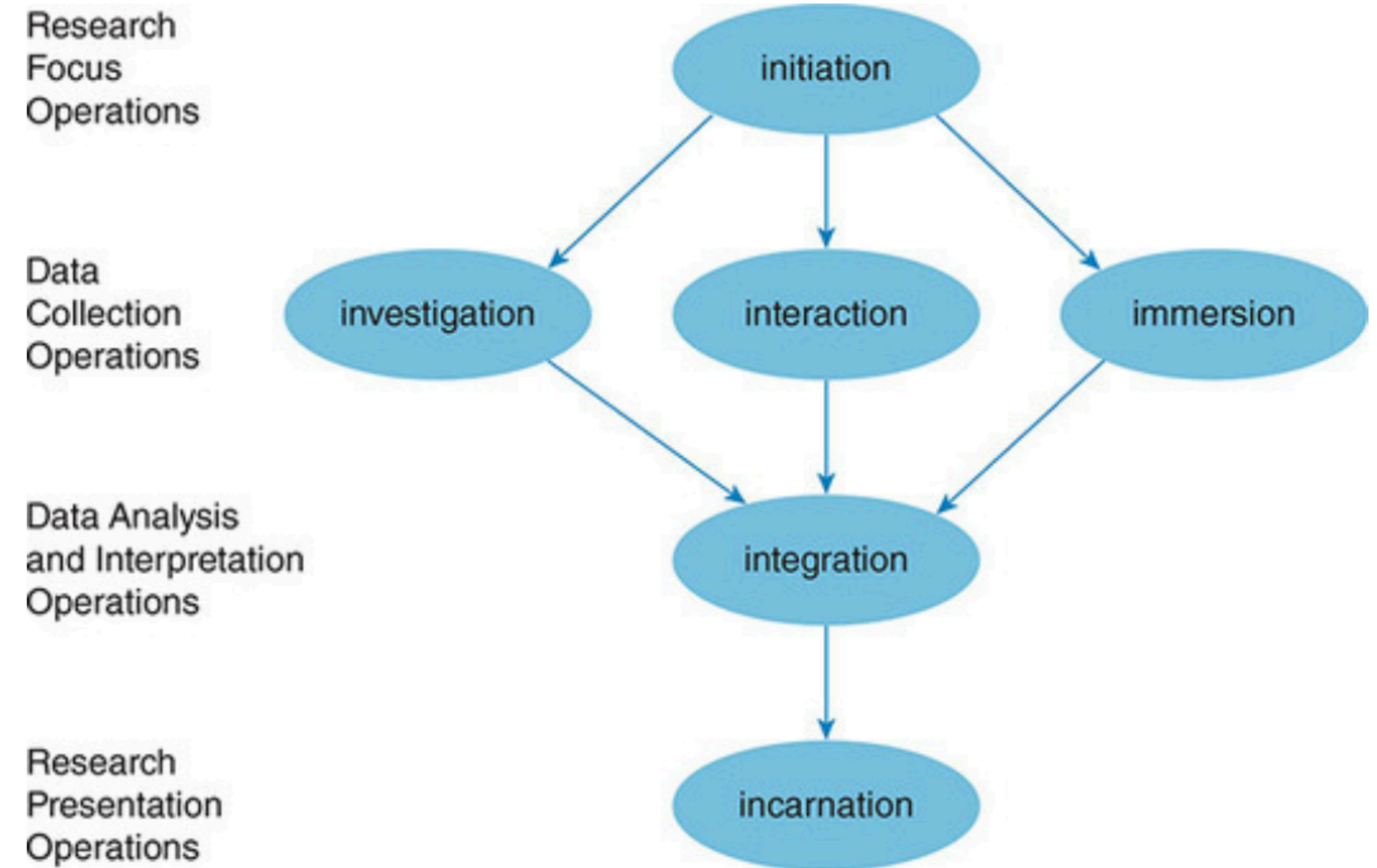
Synlige regelsatte fællesskabsnormer (Delt Praksis)

- 4 Kanaler
 - Et sæt regler
 - Interessefællesskab
 - Sociale formationer: Affektive alliancer, ad-hoc offentlighed, fangruppe, læringsfællesskab
 - Livsstilsindhold
 - Nofap-kultur
- Ingen pornografi.
 - Ingen sociale medier medmindre det benyttes til forretning.
 - Ingen onani eller onanirelateret praksis.
 - Daglig fysisk aktivitet.
 - Bestemmelse af et TRW-relateret mål, der skal kunne måles på indtjening.
 - Daglig post i TRW kanalen. (Bilag A.2)

Immersion

Data collection operation

- Finally, netnographic immersion enacts data collection and indexing strategies. These ensure that large amounts of data are examined and noted in research notes that are called entries into an immersion journal.
- The quality of the data is emphasized rather than the quantity.



Investigation & Immersion

Data collection operation

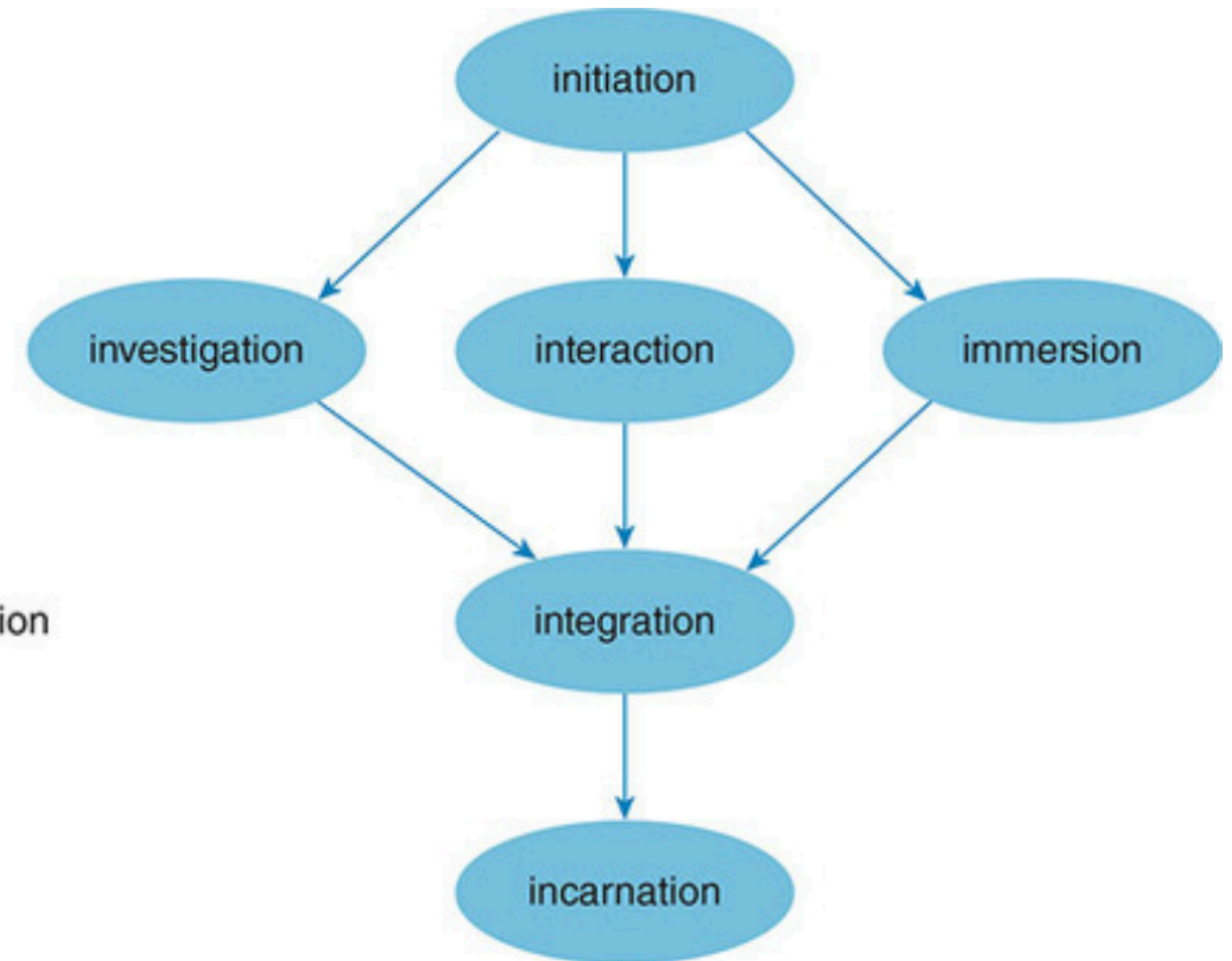
- Er interaction nødvendig i jeres projekt? Kan det lade sig gøre ifht tidsgrænsen?
- Investigation: Finde data-sites (kilder)
- Immersion: Finding 'deep' data & data collection

Research
Focus
Operations

Data
Collection
Operations

Data Analysis
and Interpretation
Operations

Research
Presentation
Operations



Integration

Data collection operation

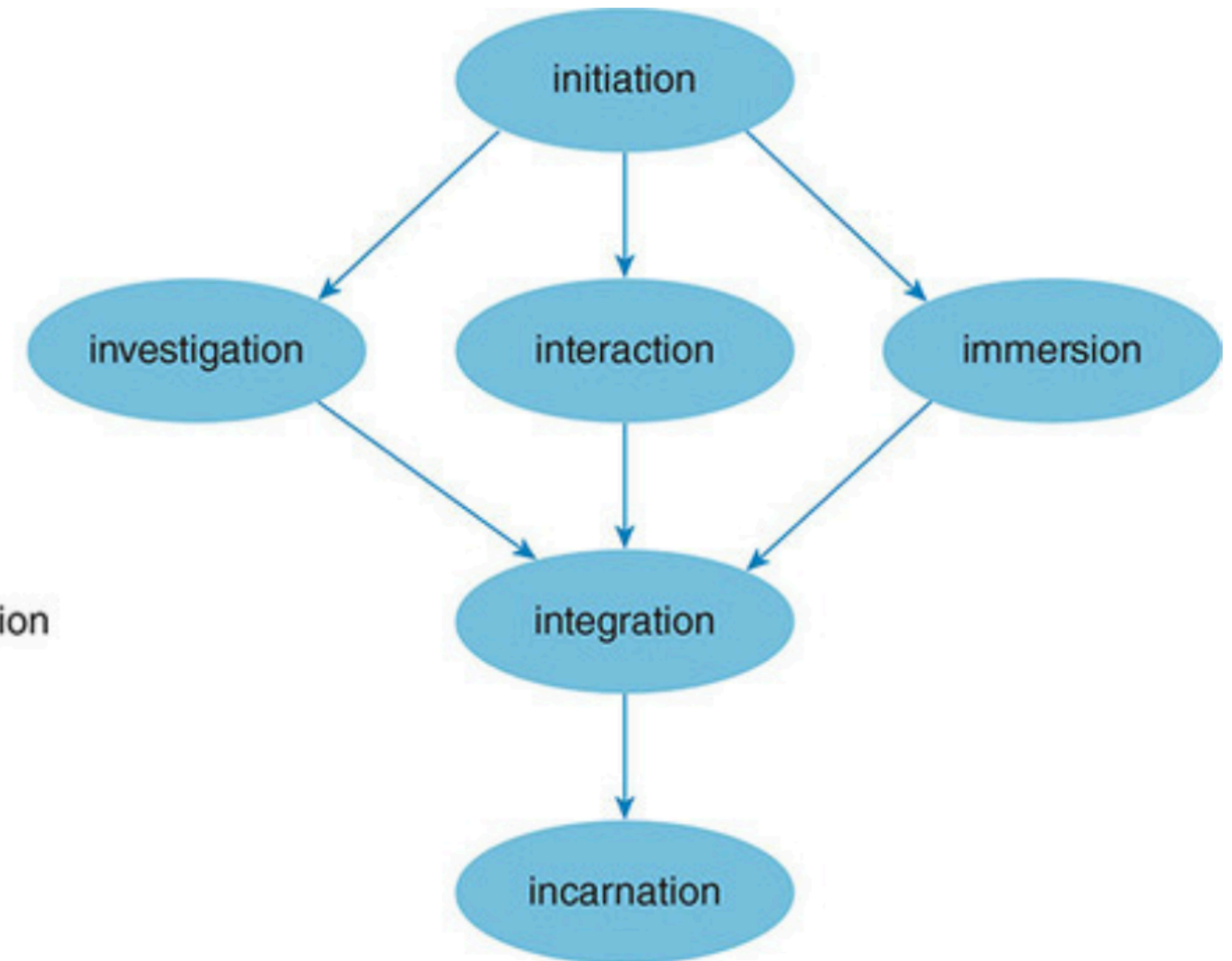
- Data analysis
- Interpretations
- Data collection ceases (or slows down)
- Decoding, translating, cross-translating between cultural understandings
- Translating new words, terminologies, and expressions, avatar bodies, photos

Research
Focus
Operations

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Collection
Operations

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and Interpretation
Operations

Research
Presentation
Operations



Integration

Data analysis

- Decoding of the channels & content in the positive masculinity challenge:
 - PM Challenge Chat
 - Hall of Shame
 - Daily Motivation
 - Daily Check-in
- Web-scraping
- Positive psychology positive masculinity paradigm

	I will. Keep me in your prayers bro
	I need to get my self out of this mess, I always build up momentum and it gets shot down because I don't refrain from these desires
Last Tuesday at 12:15 PM	

The Real World

Analyse

- Det misogyne indhold fyldte mindre end først antaget
- Religiøse gloser, indhold og normer fyldte meget i diskussionerne: Haram, læse koranen eller bibelen
- Anti-pornografisk retorik
- Selvhad & selvnedsettelse
- Opmuntring og hjælp > Ressourcedeling

The Real World

Besvares problemformuleringen?

Hvilke koncepter, normer og værdier tillægges ideen om den positive maskulinitet blandt deltagerne i online interessefælleskabet "Positive Masculinity Challenge" og hvordan stemmer dette overens med begrebets øvrige fortolkninger?

Besvares problemformuleringen?

Hvilke koncepter, normer og værdier tillægges positiv maskulinitet?

- Induktiv kodning
- Hyppigst fremkommende temaer N = 800
 - Religiøs begrænsning af “syndige” handlinger -> Religiøs tilknytning
 - Afholdelse fra fristelser herunder særligt porno & onani
 - Opmuntring og hjælp -> At motivere andre deltagere
 - Accept af skamfuldhed og selvbebrejdelse

Besvares problemformuleringen?

Hvordan stemmer dette overens med begrebets øvrige fortolkninger?

- Komparativt med Positive psychology positive masculinity paradigm
- Repræsentant for den “konventionelle” eller psykologisk definerede positive maskulinitet
- Få eller ingen fællesnævner - Lav tilknytning

Status og vejledningsforberedelse

45 Minutter

- Jeres gruppes ansvar at vejledningen bliver konstruktiv
- Hvor er vi i processen?
- Hvordan kan vi drage paralleller til netnografisk metode?
- Hvad er det næste vi skal?
 - Teoretisk belæg?
 - Empiri?
- Har vi en tidsplan?