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SOCM

Circumlectio 2

In class we talked about our shared hate for Andrew Tate, and I fully believe in the harm he instills within young men growing up in an increasingly digital world. Because of his only recent upcoming, there is obviously no research to back up the effects of his speeches on his audience. The obvious route? Make my own data. I compiled transcripts of different speeches in which he speaks upon women’s shortcomings and how men need to adopt “sigma” and hypermasculine traits to bring back real masculinity.

Obviously overly controversial, for many good reasons, the internet personality and former kickboxer Andrew Tate has rocketed to the limelight through his speeches and social media presence that often promotes hypermasculinity. Tate’s rhetoric not only perpetuates a harmful gender stereotype that is likely to combat what women worked so hard for over centuries but undermines the progress that modern day feminism has achieved.

I used sentiment analysis and natural language processing to get a feel for how overtly negative his statements and videos are, a fun approach that was both challenging and rewarding. Let’s take a look:

**Findings:**

A few notes before I discuss my findings mostly factor in the unreliability of YouTube’s transcription service, and natural language processing in a small bubble. Tate’s speeches are generally taken out of a larger context and the sentiment may be overtly negative, as we will discuss, because the chosen text data is clipped from larger postings they may be skewed in the opposite favor. Further, natural language processing (NLP), is likely to restructure the findings based on the pre-trained models I applied. Without fine tuning, and further work my data should be taken with more than a grain of salt.

Nevertheless, this is what I accomplished:

**Data**:

To preface, sentiment scores take a wide variety of factors and look back at a large scope of data. ‘Neg’ refers to the inherent negativity of the statement, ‘Neu’ the neutrality and ‘pos’ the positivity of the statement. The compound if the normalized weighted composite score combining the negativity, neutrality, and positivity scores into a single value. The single valued scores are based from 0 to 1, and compound is from -1 to 1, with -1 being more negative.

1. **Promotion of Toxic Masculinity:**

Tate encourages extreme expressions of masculinity, pushing for dominance and aggression, which contribute to societal norms that overall harm women today.

**Statement**: “You need to be more misogynistic this women just spilled my coffee…”

**Sentiment Score**: {'neg': 0.137, 'neu': 0.863, 'pos': 0.0, 'compound': -0.5423}

**Analysis**: Andrew Tate’s responds to a trivial incident – a woman spilling his coffee – by advocating for increased misogyny. This reaction not only overstates a minor mistake, but it overly hostile towards women. By suggesting misogyny is the appropriate response against a mistake that anyone could make, but in this case a woman, reinforces toxic masculinity norms that glorify aggression, dominance and subjugation of women.

**Reflection**: This shows a broader issue where women’s minor mistakes are blown out of proportion with disproportionate anger or aggression. Such reaction contribute to the culture of fear and intimidation where women may feel unsafe or hesitant to participate fully in various aspects of everyday life. This normalizes mistreating women, pushing their vulnerability to unjustified hostility. Its quite obvious how wronging this is.

1. **Undermining Feminism and Gender Equality:**

He often belittles the feminist movement and opposes efforts toward gender equality, reflecting societal resistance to women’s rights.

**Statement:** "I'm tired of seeing chicks beat up men I'm tired of seeing it"

**Sentiment Score:** {'neg': 0.345, 'neu': 0.655, 'pos': 0.0, 'compound': -0.7003}

**Analysis:** Tate expresses frustration with portrayals of strong female characters defeating male counterparts. By dismissing these representations as undesirable, he undermines efforts to promote gender equality and empowerment in media. His derogatory use of the term "chicks" further diminishes respect for women and reinforces sexist language.

**Reflection on Women's Issues:** Such sentiments contribute to the marginalization of women in leadership in authoritative roles, both in media and real life. It reflects a societal discomfort with women displaying strength.

1. **Objectification and Devaluation of Women:**

Tate’s language often reduces women to an object standpoint, par t of the widespread issues of objectification. This is especially seen in cinema with the male gaze and portraying women as sexual objects for men’s enjoyment.

**Statement:** "All my beautiful women will no longer sleep with me..."

**Sentiment Score:** {'neg': 0.155, 'neu': 0.743, 'pos': 0.102, 'compound': -0.4603}

**Analysis:** Referring to women as rewards or status symbols objectifies them.

**Reflection on Women's Issues:** Objectification contributes to a culture where women's value is tied to their physical appearance or utility to men. This mindset leads to issues like gender pay gaps, sexual harassment, and limited opportunities for women to be valued for their skills and intelligence.

1. **Encouraging Gender Stereotypes**

He reinforces rigid and outdated gender roles, mirroring societal pressures that limit women's opportunities.

**Statement:** “i'm tired of seeing chicks be up, men i'm tired of seeing it”

**Sentiment Score:** {'neg': 0.345, 'neu': 0.655, 'pos': 0.0, 'compound': -0.7003}

**Analysis:** What a wild statement. Putting women into a position where they shouldn’t amount to anything and men should do everything in a traditional relationship.

**Reflection on Women’s Issues:**

1. **Influence on Young Audiences**

His messages reach and potentially influence impressionable young men, impacting societal attitudes toward women.

**Statement**: "Should young men aspire to work very hard... provide for the women close to them"

**Sentiment Score**: {'neg': 0.097, 'neu': 0.841, 'pos': 0.062, 'compound': -0.7481}

**Analysis**: Framing women's role as dependents reinforces traditional gender roles.

**Reflection on Women's Issues**: This limits women's perceived roles to being reliant on men, undermining their independence and capabilities. It affects women's opportunities for self-sufficiency and equal participation in society.