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Social Movement Communication

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:**

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:** This attitude is reflective of societal discomfort with a “strong” woman. By opposing capable women, Tate contributes to marginalization of women in leadership and authoritative roles, both in media and in real life. Such sentiments reinforce harmful stereotypes that women are inherently weaker or less competent than men, lading to discrimination in workplaces, politics, and other areas where female representation is crucial. “The Strong Female Character trope often shows us the ‘underlying deficit of respect. The character stats with, which she’s then required to overcome by whatever desperate over-the-top, cartoonish means to hand’ – just bring herself up to the man’s level” (Gonzales). This aligns with how society expects women to be over-the-top to be equal to men, never equal on base level. This aligns with states dismissal of strong female portrayals, reinforcing gender stereotypes.

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

Tate’s language often reduces women to an object standpoint, part 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:** Tate refers back to women as possessions and status symbols, implying their primary value is physical attractiveness and sexuality. This objectifies women, reducing them to commodities meant to enhance social standing rather then recognizing them as the individuals they are

**Reflection on Women's Issues:** Objectification of women creates a culture that is tied solely to their physical appearance and use to men. The mindset is pervasive in media, often referred to as the “male gaze”, where women are objects for pleasure. This leads to issues like the pay gap, were women’s contributions are undervalued and increases incidents of sexual harassment and exploitation. By reinforcing these narratives, it undermines women’s autonomy.

1. **Encouraging Gender Stereotypes**

He reinforces rigid and outdated gender roles, mirroring societal pressures that limit women's opportunities.

**Statement:** "You want to mess with me, you think I'm a girl and you mess with me, you're going to learn something."

**Sentiment Score:** {'neg': 0.215, 'neu': 0.452, 'pos': 0.032, 'compound': -0.7003}

**Analysis:** Tate implies that being compared to a girl is insulting, and a sign of weakness. By positioning femininity as something undesirable or inferior, he reinforces stereotypes that women are less capable or strong than men. This is harmful for femininity being making masculinity a symbol of strength and dominance.

**Reflection on Women’s Issues:** This upholds rigid gender roles confining women to a limited societal expectation. By denying women competence, it discourages them from pursuing activities dominated by men, like leadership, STEM, or athletics. This perpetuates systemic barriers women face in achieving equality and reinforces the notion that they are less capable. Women must challenge these stereotypes to create an inclusive society where everyone is free to pursue their interests and talents.

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**: While promoting hard work is generally positive, framing women as dependents brings the statement to a negative light. This suggests women’s primary function is to be cared for by men, a negative representation of motherhood.

**Reflection on Women's Issues**: This limits women’s perceived roles, undermining capabilities and aspirations. By promoting the idea that men should be the sole providers, it discourages women from pursing their own careers. This creates economic disparities and power imbalances in society at large. Influencing young audiences with such gendered expectations hinders progress towards equality.

Overall data:

Average Negative Score: 0.23049056603773577

Average Neutral Score: 0.7350943396226414

Average Positive Score: 0.034471698113207536

Average Compound Score: -0.5692735849056604

A graph showing different colored squares

Description automatically generated

**Discussion:**

Andrew Tate’s rhetoric and promotion of toxic masculinity undermines the fundamental feminist principles and milestones achieved by women’s movements through history. “Traditional masculinity is characterized by instrumental personality traits such as aggression, self-affirmation, social dominance, and a lack of consideration for others” (Malonda-Vidal et. al). His endorsement of aggression and dominance over women conflicts with feminist efforts to dismantle the patriarch. For instance, his statement about being “more misogynistic” towards women reveals gender subjugation. This contradicts the goals of the Seneca Falls Convention, where figures like Lucy Stone call for equal opportunities and rights, emphasizing that women should not be confined to passive of submissive roles (Stone).

Additionally, Tate’s critique of strong female character, as seen in his remarks against women portrayed as capable of beating up men, oppose the advances of Second Wave feminism. In fighting for equality in representation and dismantling gender stereotypes, women’s right are to be seen as powerful autonomy. By resisting these portrayals, Tate demeans progress but creates a negative mindset, confining women to traditional roles.

His objectification of women serve to undercut the advances that women fought to see women beyond their physical appearance or utility. Hooks, argued for a society in which women are appreciated as full beings with depth and agency (hooks). Tate’s depiction of women as rewards or status symbols, hinder the vision and maintains culture where women’s wroth is tied to their sexuality.

Tate’s influence is not just negative, it actively counteracts the strides made by historical and contemporary feminist errors.

**Concluding remarks and shortcomings:**

The code I used to create these findings do have substantial shortcomings, and my research should not be taken at face statistical value (his words are definitely shocking and terrible to women, I will not deny that). This code relies on VADER sentiment analysis which his designed for short texts and is limited in effectiveness on longer speeches. This may not accurately capture the sentiment of complex sentences, and words like “bad” or “strong” may have differing connotations depending on the context. The threshold of (< -0.2) may fail to differentiate between sarcasm, irony, or context-specific term usage. There is no getting around this for now, as text can only deliver so much information. For example, one of the negative sentences pulled was “no”. This is likely at fault of YouTube’s transcription service and decreases the average negativity of his comments. Its flawed but gives an overall representation of the data. With fine tuning this could be a great metric to understand just how bad Tate’s speeches are.

Further, I only use 5 speeches / videos. This reduces the statistical power and generalizes findings to this dataset only. The dataset will not fully capture Tate’s rhetoric and increases risk of skewed results. With some of the speeches being particularly aggressive, the average score with reflect that and likely underestimate the overall sentiment towards women.

*Overall, this was a super fun small project I made, because I really dislike Andrew Tate and he annoys me. I hope you enjoyed it, and the code I used will be supplied below with documentation if interested.*

<https://github.com/lukewaehner/textsentiment>

Malonda-Vidal E, Samper-García P, Llorca-Mestre A, Muñoz-Navarro R, Mestre-Escrivá V. Traditional Masculinity and Aggression in Adolescence: Its Relationship with Emotional Processes. Int J Environ Res Public Health. 2021 Sep 17;18(18):9802. doi: 10.3390/ijerph18189802. PMID: 34574731; PMCID: PMC8469901.

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