

# In youtube\_extraction\_english\_51.json :

**Title:** Sexism in Modern Advertising

- Table 1: Summary of the results per comment;
- [Table 2](#): Summary of the results per sociolinguistic variable;

Table 1: Summary of the results per comment

Comment	KeyWords	Sociolinguistic variables (Hiper - Hipo)	Hate Speech Frequency	Hate Speech Fre-quency(%)
This is an accurate portrayal of men. You should look at media from the 1950’s, they all mock womanhood and motherhood with subordination and inferiority. It was <b>common</b> to portray a woman’s housework as easy and useless compared to a man’s office job. And wives were depicted as being stupid and mindless in comparison to their husbands. Women’s place in the family was portrayed as being in servitude to their husbands, they were given all of the manual labor in the home and work caring for kids while the husband came home to reap the rewards and perks of his wife’s labor. For some reason, it was only his castle and it was only his kids and husbands were entitled the right to make all of the family decisions in a way that benefitted his whims. A woman’s mind was never valued, she was just the maid in the family. It looks like men whin and complain when they see it done to them in media, but they had no problem when it was done to women. I see many men act in the ways this video describes. This is especially true in fundamentalist Christian homes where a wife is to eat up and worship even her husband’s farts.	Common	Social Class - Working class	1/209	0.478

The latest advert I've seen is the most hypocritically sexist ad so far. It's a Jean Paul Gaultier perfume/aftershave ad. The sexist bit comes at the very end where the <b>woman</b> grabs the man's arse. Women never shut the fuck up about <b>sexual</b> harassment even if a man simply smiles at her, so how do you think this advert would go if the mad grabbed the <b>woman</b> by the arse? There's no point in complaining to the ASA Advertising Standards Authority, who are directly responsible for this blatant <b>sexism/sexual</b> assault since they repeatedly refuse to ban <b>sexism</b> against men. The ASA are not fit for purpose and it's time they went elsewhere to fail.	Sexism, Sexual, Woman	Gender - General	4/114	3.509
Considering the <b>sexism</b> toward women for several millennia, I'm ok with this.	Sexism	Gender - General	1/13	7.692
Who gives a fuck if they make these <b>dumb</b> ads, men built and run the world so these have no effect on us also they still show the women cooking, shopping and cleaning hahaha.	Dumb	Physical Identity - Physical (and Mental) Impairments	1/34	2.941
Btw, those same women with whom I worked in advertising ALSO made fun of the ONE <b>chubby woman</b> in our office. It was managed by women, yet they discriminated against anyone <b>chubby</b> , unattractive, or who wasn't trendy in attire. I was also sexually harassed by one female boss (even if I had been single I was turned off by her personality creeped out by the abuse of power). After declining to go to her house at night twice, she became hostile till I quit.	Chubby, Woman	Gender - General, Physical Identity - Physical Features	3/84	3.571
Honestly, while I think <b>sexism</b> is very wrong in the real world, these commercials are rather funny and have a sense of humor to them. You don't have to be offended by everything you see on TV. If you don't like it, look the other way. But lots of people find this type of humor funny. Like I said, I'm the real world, this is wrong and will never be right. But all these are are stereotypical ads and it's all just for humor, something we've seemed to have lost in recent years.	Sexism	Gender - General	1/93	1.075
I hate seeing <b>sexism</b> to men in adverts. Feminism is about equality between women and men, not to be sexist to men.	Sexism	Gender - General	1/22	4.545
this is bcuz <b>gay</b> men, cucked men and educated feminst women run marketing departments.	Gay	Sexual Identity - General, Sexual Identity - Male homosexuality	2/14	14.286

THIS VIDEO CLEARLY SAID <b>SEXISM</b> IN THE TITLE. NOT <b>SEXISM</b> AGAINST WOMEN. STOP ACTING LIKE IT'S A FUCKING MIRACLE WOMEN CAN BE FUCKING SEXIST TOO. JUST LIKE <b>BLACK</b> PEOPLE CAN BE <b>RACIST</b> .	Black, Racist, Sexism	Ethnicity - Black, Ethnicity - General, Gender - General	4/32	12.5
how is this sexist.....well what I am thinking is that you are either a female or a guy <b>ho</b> was raised to think men can be manipulated a lot no offence.	Ho	Gender - Female sexuality	1/31	3.226
Thane Mac dude this doesn't attack or discriminate men in a extreme ways. There is <b>sexism</b> against men but right here it's not treating men unfairly because they are men. Don't pull any <b>gender</b> roles, exceptions and stuff like that that's what a bad feminist would do. I simply don't see how this is sexist. So explain the video not how a bad feminist would explain this if the roles were switched.	Gender, Sexism	Gender - General	2/72	2.778
Yea it's <b>sexism</b> towards men unfortunately.	Sexism	Gender - General	1/6	16.667
you missed the cream cheese ad where the <b>woman</b> was using a man as a foot stool by the pool	Woman	Gender - General	1/20	5.0
This is bullshit making <b>woman</b> look like they're fucking perfect while men are inconsiderate. We are all equal and need to realize it	Woman	Gender - General	1/23	4.348
trust me....women get depressed about these ads and tropes to. none of us want to think men are <b>dumb</b> useless titilated man children like Homer Simpson. <b>sexism</b> is -women in the kitchen - men being <b>dumb</b> and lazy. sexist to both genders. hence feminism. I realized how funny it was that many anti feminists and feminists use these sorts of examples to explain <b>gender</b> stereotypes. maybe we're all on the same team! how bout we make ads that don't stereotype either <b>gender</b> ....and media...and games. how great would that be?	Dumb, Gender, Sexism	Gender - General, Physical Identity - Physical (and Mental) Impairments	5/89	5.618
Malaika Naku Pendu hm...it's hard finding people like you too, <b>sexism</b> does hurt both genders, we are fighting for the same thing here, equality, right?	Sexism	Gender - General	1/25	4.0
Deal with it. You guys made <b>woman</b> suffer for so many years now eat your karma.	Woman	Gender - General	1/16	6.25

Flowers <b>Red</b> fuck u	Red	Ideological and Political Identity - General, Ethnicity - Native- American	2/4	50.0
they make men look like a bunch of <b>fat</b> lazy idiots who don't know how to function, and then it goes and shows that women are just absolutely perfect.	Fat	Physical Identity - Physical Features	1/29	3.448
no you are a <b>feminazi</b> pig	Feminazi	Gender - Female intelligence	1/6	16.667
damn, where'd ya get that burn? A five year <b>old</b> girl?	Old	Age - Over 65s	1/11	9.091
+TheLyricsGuy - Oh, you mean like reversed <b>sexism</b> ?	Sexism	Gender - General	1/8	12.5
Nocturnal Recluse <b>Sexism</b> is <b>sexism</b> .	Sexism	Gender - General	2/5	40.0
+TheLyricsGuy + Maybe. But <b>sexism</b> doesn't bother me when it comes from the ladies. I find it humorous, if anything.	Sexism	Gender - General	1/20	5.0
the above video and countless other cases of "modern day feminism" are exactly the reasons I will never consider myself a feminist. If it is <b>gender</b> equality we all want, then we have to hold up all sexes by the same standards; Because the above video is sexist against men. Let's mention the draft while we're at it; if all men in America ( I can't speak for other countries) have to sign up for the draft when they turn 18, and we want <b>gender</b> equality, then shouldn't women have to sign up for the draft too?	Gender	Gender - General	2/97	2.062
no a <b>woman</b> is the thing that obeys the (MAN) A <b>WOMAN</b> SHOULD BE CLEANING COOKING AND MAKING ME HAPPY A <b>WOMAN</b> SHOULD NOT HAVE A SAY AND SHOULD NOT VOTE LIKE A <b>WOMAN</b> .	Woman	Gender - General	4/35	11.429
Could you imagine if a commercial came out with a man doing that to a <b>woman</b> ?	Woman	Gender - General	1/16	6.25

(An advertiser's job is to sell shit to stupid people. So when you see a commercial that makes men out to be <b>dumb</b> and women to be smart, they're basically just calling women stupid and catering more to their emotions more than trying to point out how good or useful their product might actually be) LOL	Dumb	Physical Identity - Physical (and Mental) Impairments	1/56	1.786
This made me realise that <b>sexism</b> affects men to not just woman	Sexism, Woman	Gender - General	2/12	16.667
Next up: you'll figure out that people of colour can be <b>racist</b> too.	Racist	Ethnicity - General	1/13	7.692
Now the imagine the <b>gender</b> role reversed and we have feminists whining around.	Gender	Gender - General	1/13	7.692
Where is <b>sexism</b> ?	Sexism	Gender - General	1/3	33.333
It's reverse <b>sexism</b> you goddamn dumb-bass.	Sexism	Gender - General	1/6	16.667
No it's not 'reverse <b>sexism</b> '. It's just <b>sexism</b> . There's no such thing as 'reverse <b>sexism</b> '.	Sexism	Gender - General	1/15	6.667
Dive Dodge no such thing as reverse <b>sexism</b> . <b>Misandry</b> is <b>sexism</b> .Just like <b>black</b> supremacists are racists, not reverse-racists. That implies a "proper" or "normal" <b>racism</b> that is being reversed and is somehow different, maybe even "justified" where it's really the same thing and absolutely no better. (a lot of SJWs will use "reverse-" like that, it's a form of thought control. Orwell had a lot to say on the matter of language shaping culture)	Black, Misandry, Racism, Sexism	Ethnicity - Black, Ethnicity - General, Gender - General	5/75	6.667
Dumb	Dumb	Physical Identity - Physical (and Mental) Impairments	1/1	100.0

i'm sorry i'll say i enjoy some of these ads. probably because they make me relax, as a <b>woman</b> . the same way some men like misogynistic stuff.i don't think these ads are correct and i wouldn't support them being made, but it's comforting watching :( because it's rare to see women in control and not insulted. that's what relaxes me, i think, not the fact that men are disrespected. i wouldn't have even noticed that until i read the comments.i think the same happens when the majority of guys are oblivious to feminist issues, because they don't realize the problems that exist until some one points them out.	Woman	Gender - General	1/110	0.909
HarmlessCriterz i don't mean to offend you, but I believe we're actually saying the same thing. My mentality evolved in time the same way you described.Being a female, I first started to notice <b>sexism</b> against women (not necessarily because it was pointed out by the media, but i started feeling it). And now i'm at the point where i notice <b>sexism</b> is also directed against males.I think that both forms of discrimination should be spoken against and brought awareness about. I don't think one is better than the other. Because I felt <b>sexism</b> myself, I'm not thinking "yeah, you guys should also have a hard time to see what it's like", but instead I know that it's unpleasant to see yourself represented as stupid and worthless and I genuinely wish this happened less, both to women and men.	Sexism	Gender - General	3/140	2.143
TamataruKoI see independent normal women rarely represented.There are no normal people in advertising. That is not how advertising works.And why is everyone so <b>crazy</b> about 'representation'? That is some stupid shit right there. 'I want normal people like me represented in fiction boohoo!'.But it's not fiction then anymore, is it dear? It's normal life. And who wants to see that?	Crazy	Physical Identity - Physical (and Mental) Impairments	1/64	1.562
Yeah, because the media is FULL of <b>sexism</b> against women.	Sexism	Gender - General	1/10	10.0
the media IS full of <b>sexism</b> towards women & I do not support Hillary for president.It doesn't mean that women should be given something just because they're women, but they should have equal chances to profess their ability, same as men, without being mocked or intimidated.	Sexism	Gender - General	1/47	2.128
perliva ok, i think our arguments no longer have a <b>common</b> basis. but we probably agree <b>sexism</b> towards males or females is... well, bad. we sorted that out:))	Common, Sexism	Gender - General, Social Class - Working class	2/28	7.143

TamataruKo I'd say chauvinism is bad. <b>Sexism</b> is <b>nothing</b> else than recognize that men and women are not the same. As discrimination is by definition 'to differentiate'. Not inherently immoral either.	Nothing, Sexism	Age - Youngsters, Gender - General	2/31	6.452
perliva <b>Sexism</b> is actually something else. Look it up.	Sexism	Gender - General	1/9	11.111
how the hell dose watching that relax you. <b>dumb</b> ass	Dumb	Physical Identity - Physical (and Mental) Impairments	1/10	10.0
Rachet87 I'd say, that one <b>gender</b> has been liberated. Can you guess which?	Gender	Gender - General	1/13	7.692
Smidget Pulse Most men do it, too. We shut up and get on with building civilizations. That's what we are told to do, that is what we do.Women nag and complain to get resources. That is how they evolved. The <b>woman</b> who executed their nagging best got selected by evolution.	Woman	Gender - General	1/51	1.961
Nastu Dragneel That sort of thinking got us men into this mess in the first place. <b>Sexism</b> begets <b>sexism</b> . You can't fight <b>misandry</b> with <b>misogyny</b> .	Misandry, Misogyny, Sexism	Gender - General	4/25	16.0
(Men know they're not idiots, and it doesn't really matter what women think. All they're doing is catering to women's emotions to push a product. It's pretty smart. In a way, one could consider it more insulting to women because advertisers are basically saying they can't sell women products by pointing out how useful or practical they are, they have to make it look as if they're the only ones who can properly handle these items. It's like saying, "Hey lady, you're so <b>dumb</b> , we're going to sell you this shit by telling you that everyone else is too <b>dumb</b> to use it.") LOL	Dumb	Physical Identity - Physical (and Mental) Impairments	2/104	1.923
world wide that's the point it's just showing how we have misandric ads but <b>nobody</b> gives a shit	Nobody	Age - Youngsters	1/18	5.556
Most of the ads are sexist to men. They say m n are lazy , and <b>dumb</b> people who only care for themselves. Feminist will never see how the media hurts males.	Dumb	Physical Identity - Physical (and Mental) Impairments	1/32	3.125

+Jacob Jeralds I don't know why you're assuming feminists had anything to do with these ad campaigns. It's just a <b>weird</b> assumption to make.	Weird	Physical Identity - Physical (and Mental) Impairments	1/24	4.167
Jacob JeraldsI don't know enough about sport to comment on it. I don't know what you're getting at with the girls in the Middle East vs. ads. You know, oppression is not a competition so I believe all areas of inequality are important to discuss. What's strange about you mentioning that is you're the one complaining about how bad men have it because of ads whilst complaining that people are mentioning ads instead of oppressed females in the Middle East.Also, why should I mention Justin Bieber? As a feminist, I mainly focus on women's issues. I'm not OK with the fact that Justin B's nudes were leaked but I'm not really sure what you're getting at. The reason sexualised males aren't talked about as much by feminists or people who understand <b>sexual</b> objectification is that a man can be half naked without it defining his entire <b>gender</b> as <b>sexual</b> objects. We have an existing power imbalance in our society where men can be <b>sexual</b> and that doesn't reduce his other accomplishments. When a <b>woman</b> is sexualised, she suddenly becomes a slut. Her status is removed from accomplished human being to "slut." That's why more people talk about the harms of over sexualised women in the media.	Gender, Sexual, Woman	Gender - General	5/208	2.404
1) If a women attacks a man they can't defend themselves because it's a women.2) People think it's impossible for females to rape men, because of feminist.3) It's OK for a women not to have a job, but he man is a lazy pig if he don't have a job. Did you know people was crying about a <b>sex</b> toy. They said it makes women sexualized. I guess you agree with that, even if females have a big didlo.	Sex	Gender - General	1/81	1.235
(All they're doing is catering to women's emotions to push a product. It's pretty smart. In a way, one could consider it more insulting to women because advertisers are basically saying they can't sell women products by pointing out how useful or practical they are, they have to make it look as if they're the only ones who can properly handle these items. It's like saying, "Hey lady, you're so <b>dumb</b> , we're going to sell you this shit by telling you that everyone else is too <b>dumb</b> to use it. Now come buy our shit.") LOL	Dumb	Physical Identity - Physical (and Mental) Impairments	2/96	2.083
Potterhead2082001 "it's so easy, even a man can do it!" not sexist? If there had been a commercial for a tool that can repair cars and they had said "it's so easy, even a <b>woman</b> can do it!" there would have been a storm...	Woman	Gender - General	1/44	2.273



Linnywoo How do you know there would have been a storm? If there was a commercial that did in fact say "even women can do it" people would say it's not sexist just like I just did. If a <b>woman</b> says "this is sexist" then she is immediately called a <b>feminazi</b> . If a man however says "this is sexist" Then he is immediately right and gets 10000 likes.	Feminazi, Woman	Gender - Female intelligence, Gender - General	2/68	2.941
+ <b>Red</b> Pill Brotherhood Saying that women are way more sexist than men IS sexist.	Red	Ideological and Political Identity - General, Ethnicity - Native-American	2/14	14.286
<b>Red</b> Pill Brotherhood Wow. Ok. And where do I lack logic? I literally just pointed out YOUR hypocrisy.	Red	Ideological and Political Identity - General, Ethnicity - Native-American	2/18	11.111
You didn't have to show me all your Wikipedia search findings. I am aware that men are oppressed in this country. Most sane people are. You know <b>nothing</b> about me. I actually care about men's rights as well as women's. But then again, idiots like you just like to play the victim and <b>lump</b> all women, and all of society together, just to try to make people believe their points. Making generalizations like that, and then complaining about being affected by <b>sexism</b> does make you a hypocrite	Lump, Nothing, Sexism	Age - Youngsters, Gender - General, Physical Identity - Physical Features	3/87	3.448
Cara McMahon All these commercial had one thing in <b>common</b> , they send the message "all men are stupid". The last commercial had a <b>woman</b> doing all the job (because she is smart) and the guys are just leeching of her (because they are stupid).	Common, Woman	Gender - General, Social Class - Working class	2/44	4.545

U know what, I'm going to start a radical masculinist group, stamp the sentence "gender equality" all over it and start hating women for no reason but "they're stupid pigs" and let's see how they react...	Gender, PIGS	Gender - General, Nationality - Southern European	2/36	5.556
Thenizeena really nigga	Nigga	Ethnicity - Black	1/3	33.333
anytime anything is mentioned about <b>sexism</b> regarding women someone always comments 'but what about men?' are you joking? Why is it that it's women having to fight for equal rights but all anyone cares about is 'how it affects men' and 'it happens to men as well' so annoying	Sexism	Gender - General	1/49	2.041
arizonared2000 I'm talking about the world as a whole. Why do women have to do ANYTHING for men, what do we owe you? yes it's equal rights for both genders, so was the civil rights movement, equal rights for blacks and whites, are you gonna say 'what did the blacks do for the whites?' Men are classed as the superior <b>sex</b> , men don't have to fight for equal rights, women do all over the world, not just your part of the western world, there are parts of the world where women are still classed as inferior.	Sex	Gender - General	1/96	1.042
MyHuggy123 We are talking about the western world, don't change the subject, no one is objecting to the fact that women in some countries are oppressed, but in the USA, Canada, and most European nations? Fuck no, men are way worse off. So go fight for those women in Somalia and stop complaining about "Man spreading" or the mythical "Patriarchy".	Patriarchy	Gender - General	1/60	1.667
MyHuggy123 "Men are classified as the superior <b>sex</b> " who is doing this classification?	Sex	Gender - General	1/13	7.692
Lol what do you owe us? Who produces milk for the baby? Who is less emotionally stable? Who has a brain about 20 smaller? Who gets pregnant? Who begins as an egg awaiting for a male to start life? Don't you get you're inferior, <b>woman</b> , if you cannot cook nor raise children nor do basic domestic work, you are useless? Consider this: who bathed you, fed you, gave birth to you? That was your mother, stubborn bitch!	Woman	Gender - General	1/77	1.299

MyHuggy123 oi vey, some of these arguments against you were pathetic and sexist. The comparison you made about the civil rights movement and feminism is true. However I'd compare you more to the radical movements, I think the <b>black</b> panther was one, rather than the movement as a whole.As for the inferiority vs superiority argument. I think you have misunderstood something about human biology. Simply put, evolution has selected the stronger males and the more passive females because it promotes survival better when there is specialization. Hence why men were superior to women long ago, hence why social norms exist. While I agree that social norms need to be understood. I don't think disbelieving in the biological difference is a good thing. While men are superior in biology, women have more power in social standards and pull in government. Simple proof is that even though men can be victims of domestic abuse, women simply can say that it is sexist to let them have a domestic abuse shelter and <b>poof</b> , there goes their chances.The societal norms have them men are supposed to protect women and never harm them, however women are not held to that norm. In fact men are ridiculed for following the norms and not protecting himself against an abusive girlfriend or wife.Feminists say they are for equality, but when they will deny male victims some sense of security, you're either left wonder how the hell that is equality or you're a bigot. Now I'd respectfully like to pass the microphone to anyone who'd either like to defend my statement or criticize it because unlike feminists, my pain and suffering doesn't hold me back and actually makes me stronger and more independent.as a last note, feminists saying that everything is against women is making them feel weaker than they are and, in fact, making them inferior to men just so some can make profits off of these women's dependency.	Black, Poof	Ethnicity - Black, Sexual Identity - Male homosexuality	2/325	0.615
MyHuggy123 you do realize these classifications are a bi product of humanity's natural progression and collectively most men and women live and work in equally shitty worlds. As a <b>black</b> guy i don't view my <b>race</b> as inferior even though some class it that i <b>lump</b> all religions genders races and orientations into the 99 whove been fucked over by the political and executive class....its not men its some asshole in a suit behind a desk at koch industries or any other large corp where he takes home 90 whilst benefiting from 5000 employees	Black, Lump, Race	Ethnicity - Black, Ethnicity - General, Physical Identity - Physical Features	3/94	3.191

<p>MyHuggy123 OK if a lot of feminists actually want EQUAL they would be fighting to make it where when <b>woman</b> have to sign up for selective service just like men and try for <b>woman</b> to get the same prison sentences as men but I never see that. You always hear about breast cancer and spreading awareness but prostate which effects similar numbers but instead of females it effects males and compared to breast cancer to coverage is a very very small amount. Also I see these so called feminists wanting equality mentioning the pay gap which is only because <b>woman</b> and men go into different fields and like 93 of on site deaths are by men cause women tend to not wanna work dangerous jobs. Also the male suicide rate is much higher than females and I think its because there is more pressure on men that is overlooked. The whole grow up and be a man and not cry where as its OK for women to do it which is a big reason why the rates are so different. I want real equality both sides and although I only mentioned the male negatives its because it severely overshadowed by female negatives and lot of times females that believe they are so oppressed just because they have a few problems and wanna censor everything. In equality you either have it all or its not equality. Also domestic violence ignored for males compared to females and there is victim blaming on both sides but I can bet on average males abused would be treated poorly by society more commonly than females and not given support live females would be given and also in rape. I think a lot of women in USA actually are so convinced they have it worse its considered factual now without mentioning negative sides of being a man how divorce courts favors women suicide men way more likely to get killed also to kill. Maybe since men have to go through more shit and put up with more and if they cry or try to say the have had enough a lot of times will be told "grow up and be a man" and could have negative effects on a lot of people. <b>Nobody</b> would take mans problems as seriously as females based on the past. How often do you see or hear about male rights groups compared to female ones on TV or discussing female problems as much as males? Violence on men is brushed aside where as female violence harbors hate towards the violator in a lot of people.</p>	Nobody, Woman	Age - Youngsters, Gender - General	4/434	0.922
<p>Because it's sexist to make <b>sexism</b> exclusively about women.</p>	Sexism	Gender - General	1/9	11.111

MyHuggy123 'It's hard to argue with a smart person, but it's damn near impossible to argue with a <b>dumb</b> person'-some random <b>nigga</b> on the internetI seriously don't get your logic right now. Do you think men don't have feelings? The reason we fight for our rights is because we're being oppressed. Modern 3rd wave feminism isn't for equality, it's for <b>woman</b> to be better then men. Like the amazons or something like that from Greek myths.	Dumb, Nigga, Woman	Ethnicity - Black, Gender - General, Physical Identity - Physical (and Mental) Impairments	3/78	3.846
MyHuggy123 Why the hell are u on this video?! Piss tf off! (Coming from a <b>WOMAN</b> by the way bitch.)	Woman	Gender - General	1/20	5.0
Yeah. Men are intricately connected with women. Don't mothers care about their sons anymore? Don't wives care about their husbands? Don't daughters care about their fathers?? I guess all men can go fuck themselves, including baby boys. This is where <b>misandry</b> comes from.	Misandry	Gender - General	1/43	2.326
you <b>dumb dumb!</b> It's PROPAGANDA, its not about equality. they're not fighting for equality! Everything is already equal. its about female supremacy. You just dont get it. Your mind has been so poisoned its sad....Get your head out of your ass	Dumb	Physical Identity - Physical (and Mental) Impairments	1/41	2.439
Yes this are sexist. They display the same exact standards that feminist say are sexist but aimed towards men. So now because men are the stereotype <b>sexism</b> doesn't exist?It's the same logic that defined rape by the fbi. It excluded men as victims for over 80 years, aka til 2013. Does that mean men count be raped? No.The only sexist and rape culture is the culture that deems it ok. And in the USA <b>sexism</b> , rape and so on are deemed ok if men are on the receiving end. Meaning women support the rape culture and they support <b>sexism</b> .	Sexism	Gender - General	3/101	2.97
So basically what you're saying is because men "couldn't be raped" means that women support <b>sexism</b> ?	Sexism	Gender - General	1/16	6.25
Sorry, I don't think that's very logical. There is a reason behind that- as of now about 80 of rapists are male. Back then it was even bigger. So when you get 1 <b>woman</b> out of 200 rape trials the odds are kinda in her favor, yes. But now we recognized men can be raped and feminists that are actually acting like feminists (not some whiny little bitches) are trying to stop it.	Woman	Gender - General	1/73	1.37

Hannah Kirkman And?90 of abortions are done by women by their own accord by no means of rape. Does that mean all women are baby killers?90+ Of divorces that ended because of cheating are done so because the wife cheats.99 of all cases that involve a man raising someone elses kid unknowingly are caused 100 by a <b>woman</b> KNOWINGLY. And 80 of women when questioned about doing so would say YES and lie to the man and have him raise that kid.The Majority of Care giving murders are done by nurses,aka women. A Profession that many women get away with murder constantly and can go their hole lives and never get caught.The majority of children who die in the home id in the hands of the mother. Aka in the case of Casey Anthony	Woman	Gender - General	1/139	0.719
1) Yeah. Women get abortions. But consider pregnancy. Of course YOU don't even fucking take that in consideration because you're a guy and you don't have to worry about that. Pregnancy is a 9 month period of hormones, puking, cravings, and back and stomach pain- all to have an 80 of your vagina ripping and a 11 chance of the child not making it. Some women don't want to go through that. 2) What are you even talking about. 57 of divorces were cause by the man having an affair on the <b>woman</b> . I know because I actually took the time to go through some sources instead of just spouting out lies to try and win an argument. 3) I can't take anything you say seriously. I imagine you are either A) some hormonal teenage sexist or B) some crusty <b>old</b> man living in the basement of his parents home. Judging by your profile anyway.	Old, Woman	Age - Over 65s, Gender - General	2/155	1.29
+Hannah K Oh you poor thing! xD Listen, honey, you really don't have it as bad as you think just because you are a <b>woman</b> .	Woman	Gender - General	1/25	4.0
No, almost none of these involve <b>sexism</b> , the only really sexist part was " so easy, even a man could do it"	Sexism	Gender - General	1/22	4.545
so...you mean that the fact that in some of these men are potrayed as lazy , <b>sex</b> hungry animals is not sexist at all?	Sex	Gender - General	1/24	4.167
Omg all I want is a <b>gender</b> equality world! Is that to much to ask!	Gender	Gender - General	1/15	6.667
I am a feminist and I think there should be more rules to protect men in advertising. Like women they are objectified, stereotyped and made fun of. It's about time the feminist act helped men too. It is true women suffer from <b>sexism</b> but so do males, we should help all the genders to be equal, not just one.	Sexism	Gender - General	1/59	1.695

Your welcome, though actually I think most feminist views are like mine, unfortunately the <b>crazy</b> ones are heard more or are louder. About ninety percent of feminists I know think like this as well, recognising that though <b>sexism</b> towards women is strong, that does not make men exempt to discrimination. In fact half of the meetings of our school feminist club focuses on male matters, we've now made it aloud for boys to take part in more 'femenin' clubs, such as the knitting club which, due to our groups encouragement, now has equal numbers of boys and girls.	Crazy, Sexism	Gender - General, Physical Identity - Physical (and Mental) Impairments	2/98	2.041
LPS Hypocrisykat The thing is, the <b>crazy</b> feminists or feminazi's are the ones who are at the political helm of the feminist movement. They are the ones lobbying for draconian laws being passed, while the rest of you say "not all feminists are like that." and keep pushing the narrative. It's time real feminists either fight back against the feminazi's or just drop them completely and become an equalarian. Today's feminism is brainwashing and indoctrinating men and women from when they start kindergarten.	Crazy	Physical Identity - Physical (and Mental) Impairments	1/83	1.205
I agree that more feminist should stand up. However I being much below the voting <b>age</b> and not living in America find that hard to do, however I don't claim that what they do is ok, In fact I consider them more femenzis rather than feminists, and think what they do is wrong and should be stopped. However in my own area, and in my school, I constantly push for equality for both males and female.	Age	Age - General	1/76	1.316
LPS Hypocrisykat The media objectifies everything. Until we address the psychological manipulation that <b>engineers</b> our consumer culture, -isms will be perpetuated, because they are being "proven" to sell these products. People need to make the choice to boycott products that are sold in offensive ways and let companies know why you don't want to buy their products.	Engineers	Nationality - General	1/57	1.754
There is much more <b>woman</b> offended in commercials.. Way more than a man!	Woman	Gender - General	1/13	7.692
LPS Hypocrisykat Feminism is that: If <b>woman</b> punches man. Man punch back that is "equality" for feminist but feminism just wants more power to women like Hitler wanted so FEMINISM IS CANCER	Woman	Gender - General	1/32	3.125
This is why I don't like men. In the morning I wake up knowing that I'll not only have to shower but I'll have to put makeup on and do my hair or I'll be considered sloppy, lazy, or even gross. While my male counterpart can shower, comb his hair, maybe shave and he'll be considered... <b>nothing</b> because <b>nobody</b> gives a shit as long as the man is clean.	Nobody, Nothing	Age - Youngsters	2/68	2.941

Tianna CrawfordTianna, I understand your frustration at all the <b>sexism</b> and prejudice we face but being angry and sexist towards men isn't going to help anything. Yes women face more prejudice but men deal with it, too. Feminism isn't just about women's rights, it's men's rights too. Feminism is equality for EVERYONE. So please don't go continuing to spread the hate by being prejudiced against all men for the actions of only some.	Sexism	Gender - General	1/74	1.351
Pera Medina I was agreeing with you until you said "Women face more prejudice" you really don't, we all have certain problems, for example men experience false rape accusations and <b>nobody</b> believes them, men don't have access to domestic abuse centres, if a <b>woman</b> hits a man <b>nobody</b> cares and if a man hits back everybody goes <b>crazy</b> and steps in, they don't even see the hypocrisy, saying women have more prejudice against them is ignorant, because we don't talk about problems the male <b>gender</b> face, here's one, if a <b>woman</b> abuses us we can't do anything about it, here's another, if we get raped by a <b>woman</b> she will get away with it	Crazy, Gender, Nobody, Woman	Age - Youngsters, Gender - General, Physical Identity - Physical (and Mental) Impairments	7/114	6.14



<p>G4nst4Ch33se Men do face prejudice and a lack of resources for rape and abuse, that's true and it desperately needs to be addressed. I understand why men typically aren't allowed into women's shelter, however because many abusers will pretend to be victims so they can harm their partners all over again. As for accusations of rape not believed (either victim, abuser, or innocent) that happens to women, too, and more often. It's a statistical fact that women are raped more often than men and that most don't report it because they know they either won't be believed or will be told they brought it on themselves. Trust me, I know this first hand from my own experience that women are rarely believed about <b>sexual</b> assault. That fact doesn't lessen the suffering of men, however. Rather than pointing fingers why don't you organize a shelter or support network for abused/assaulted men?My statement still stands that women are more persecuted, though. 1 in every 6 women are sexually assaulted and they occur literally every 2 minutes. Women are paid only 78 cents for every dollar a man makes. If, that is, they are hired in the first place since men of equal education and experience are twice as likely to be hired. Women are also treated more as <b>sexual</b> objects and taught that our entire self worth is tied up in how attractive we are to others. Advertisements, media, and society bombard us about how ugly we are, how we are getting older, and that we need to struggle to match ourselves to models of beauty that are unattainable. Women in comics and video games for example are either an object stolen from their owner, an object to be used, or an object of decoration. Ditto in movies. Need I go on? I have a <b>freak</b> ton more evidence. But that still shouldn't be the point. Feminism is about equality for EVERYONE. Women are on the shorter end of the stick but that doesn't mean men shouldn't get help too. How about you help us rather than demonizing women? I don't blame men as a whole for wrongs I've suffered, so why do you blame women?</p>	Freak, Sexual	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/365	0.822
<p>Pera Medina NO, false rape accusations don't happen to women more, that's bullshit and you knle it, women who do rape don't even get punished for it, they get a slap on the hand! And you think lying about a <b>woman</b> raping you will work? All a <b>woman</b> has to do is yell rape and he's off to jail</p>	Woman	Gender - General	2/59	3.39

Okay - time for people to argue.Think about King Henry the VIII. He wanted a son because he wanted to carry on a family. The reason he did not want to have a daughter was that a daughter can actually destroy a family. If every family only had a daughter and she gets married, it's the end of that family's journey. She will lose the family's name and possibly not even care about what she's done. Its not sexist. It's also why some families have only children, as sons. If they are lucky enough to get a son, he will be able to carry on the family's name.Now about the whole rape conversation in the reply section.It's true. Sometimes when a man gets raped the people always say,"SHE'S A <b>WOMAN</b> ! SHE CANNOT RAPE MEN, AND WHY?" One little word of a <b>woman</b> and he's off to court, and probably to end up in prison to his death of one of the other inmates.The thing is that society treats them as "precious" things. The war, for instance. Sending off innocent men to their end, while the <b>woman</b> has a cup of tea. Bill Cosby incident, he was famous, he gets away with it sometimes. But if she was lying,they do that in two seconds. "OFF TO JAIL, COSBY!" Sometimes it happens.Divorce situations:The <b>woman</b> breaks up with the man over HER result. Going out with another man is unreasonable.The <b>woman</b> then takes the money of the man - that's why some of my friends are incredibly rich - the <b>woman</b> just marries - starts getting dodgy with someone else - Off with the man's money it goes! Men should get a defence, we have fought in the war for you - we practically saved your planet - what do you do? Disrespect us, BRILLIANT!*That was sarcastic*	Woman	Gender - General	6/311	1.929
Hotdog Project Your <b>misogyny</b> , paranoia, and skewed view of history are bordering on trolling so I'made gonna just wrap this up now. If that's how you really view women then you need to see a psychologist because that level of paranoia that women are out to get all men is sad and a sign you need help. Also, stop whining about how women are ruining everything and get out there and do something to help victimized men. Complaining about the mean <b>old</b> bullies on YouTube has never solved anything. Grow up.	Misogyny, Old	Age - Over 65s, Gender - General	2/91	2.198
Pera Medina He stated about how men have it hard to, especially about war, and how people hate on our <b>gender</b> .That's not misogynistic, saying "all women are evil" is misogynistic	Gender	Gender - General	1/31	3.226
Pera Medina Shouldn't it been called equalism then? If what you say is true than calling it feminism makes it sound like you're only focusing on a single <b>gender</b> .	Gender	Gender - General	1/29	3.448

Women aren't necessarily "overpowering men". Advertisements and stuff like that these days portray men as lazy, <b>dim</b> witted, etc to portray women as nagging shrews. It's not the fact that one <b>gender</b> is overpowering another, it's a fact that both genders are treated unfairly through media in order to portray the other <b>gender</b> as something negative or that they can't be perfect with out whatever is in the advertisement.	Dim, Gender	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/69	4.348
xioalingirlOh god how I hate the brainless overly sexy <b>bimbo</b> in the media. They've started using it on both sexes, now, though it's still more prevalent to use women.Yesterday here on youtube I saw a stupid commercial where an exhausted man was pulled over by a female cop with her cleavage hanging out of her too tight uniform top, her spine bent so it was in the guys face constantly. She was complaining that because he hadn't fixed the station internet, the sheriff turned his need for <b>sexual</b> stimulation (porn) her way and wouldn't stop fondling her. She was just annoyed and wanted it to stop but neither viewed it as a big deal that she was being sexually assaulted at work by a person of authority. It was just expected that since the sheriff didn't have the internet to act out his <b>sexual</b> desires on that she was the natural new target. She had no real purpose or personality outside of being a <b>sex</b> object in the commercial. Utterly disgusting.	Bimbo, Sex, Sexual	Gender - Female intelligence, Gender - General	4/173	2.312
G4nst4Ch33seHow is it not true that women are more portrayed as <b>sex</b> objects? That is a well known fact. Men are being more and more objectified but it's still done more to women. I'm not trying to downplay the harmful effect on men, I'm just stating a fact.	Sex	Gender - General	1/49	2.041
arizonared2000 Are you even a <b>woman</b> ? I seriously doubt it. Thank you so much for telling us women how people react to us. I don't know how we'd survive it weren't for men explaining how to be a <b>woman</b> .I only wear lip gloss from day to day because I don't like to wear a full face of makeup. The flack I get for it never ends. "oh you should wear more makeup, you'd look so pretty", "I wish you'd dress up more, You'd look so nice" (this I get even if I'm dressed to the nines, they just want me in more makeup), "You know, make up would cover up those dark circles", etc etc etc. It never fucking ends. So don't tell me there isn't pressure on a <b>woman</b> to dress and act certain ways.	Woman	Gender - General	3/137	2.19
Tianna Crawford That's a false sense of jealousy then, because being a man isn't any easier than being a <b>woman</b> .Anyway, most men prefer natural, you can wear what you want.	Woman	Gender - General	1/31	3.226

Pera Medina Not true, it happens to men and <b>woman</b> just as much, and in different ways, you just don't notice it as much when it happens to a man.For example, in one advert a group of women molest a young man, now imagine if it was a group of men molesting a <b>woman</b> ? Yeah, both as bad	Woman	Gender - General	2/59	3.39
Pera Medina The pay gap difference is because guys take less time off and prefer to work in different fields and work longer hours. Yes females way less on average than males but not cause of discrimination which the people pumping out the stats knows a lot of people will assume and become fueled by it. Would you want the data to be equal meaning somebody with 2 years experience a female in an office job make \$2 more an hour than a male with 4 years experience in the same position just to even the stats? The stats will never be equal because people on average expect the man to pay the bigger bills. Men and women prefer different job types and that leads to the pay gap. Too many people misinterpret it as "Oh a male and female in the exact same position exact same experience that lift the exact same amount and work the exact same hours call in the exact same amount and work the exactly same the <b>woman</b> will make way less which is untrue. Its a fact <b>woman</b> make less on average but its misinterpreted most of the time and the people who get the data I'm sure are very much aware on how its not a good way to show any proof since its only state wide averages or overall averages and not exact similar workers doing the same thing same experience same determination being compared.	Woman	Gender - General	2/243	0.823
YouTumultThere is <b>nothing</b> wrong with wanting to be an actress or a model. What? Should all women just stop being in television, movies, magazines, and the music industry? Or is the more sane option just have the industry stop being sexist?	Nothing	Age - Youngsters	1/42	2.381
Matthew bissonette well how men act around <b>woman</b> an when there not around can vary massively. As a college student I have noticed that more work is effectively produced in the absence of <b>woman</b> and ro a higher quality	Woman	Gender - General	2/39	5.128
There is so much <b>sexism</b> against men as well as against females but men don't make as much fuss as women do.	Sexism	Gender - General	1/22	4.545
I see <b>sexism</b> for both genders in these.But yea... <b>sexism</b> is generally a stupid thing.	Sexism	Gender - General	2/14	14.286
MGTOW <b>Black Knight</b> Because <b>sexism</b> against women does not exist.	Black, Sexism	Ethnicity - Black, Gender - General	2/10	20.0
Ever heard of a taste of your own medicine? I think female on male <b>sexism</b> will teach empathy.	Sexism	Gender - General	1/18	5.556

Tianna Crawford So if you want your 'payback' that mean you can no longer complain about male to female <b>sexism</b> , as you're 'making it even'.And in case you forgot, the men and males walking and living among this earth today did not cause the <b>sexism</b> of the past. So why punish us? We didn't do anything. Granted there are those random sexist guys, but it goes both ways. Why punish us all for the actions of something we had no control over. Are you going to arrest the French now for creating the French empire w Napoleon? No, because that would just be stupid. So why teach empathy to an already empathetic group?Even if there is <b>sexism</b> in the world (no mater which way it goes), that means we haven't learn't our lesson. So that 'payback' you want, is just backwards (and so is <b>sexism</b> ).	Sexism	Gender - General	4/147	2.721
Tianna Crawford That would make everything worse. "An eye for an eye leaves everyone <b>blind</b> ." Being sexist towards men only makes you as bad as those who are sexist towards women, and even worse due to the fact that you're you're acting out of spite.	Blind	Physical Identity - Physical (and Mental) Impairments	1/45	2.222
Is <b>sexism</b> wrong? Yes. Are some women sexist towards men? Yes, absolutely. Are there a lot of commercials that are sexist against men? Again, yes. Are men just as sexually objectified and mistreated as women due their <b>gender</b> ? No way. That said, when you see someone pointing out <b>sexism</b> against women, don't get offended and try to justify it by saying women are sexist, too. Don't EVER accept <b>sexism</b> . Whether it's against men or women <b>sexism</b> and objectification is wrong. Don't get defensive, get angry that it exists AT ALL.	Gender, Sexism	Gender - General	5/90	5.556
Samuel NewlingIt's only impossible so long as people say it is. If you decide there's no point in trying because it's doomed to fail, you've doomed it for sure.Religion shouldn't be used as an excuse to oppress people. <b>Gay, lesbian</b> , trans, bi, Jewish, Muslim, men, women, all of these groups, and more, have been oppressed under the excuse of religion. Just because a tradition of prejudice was started due to the culture at the time doesn't mean it has to remain unchanged.Cultures are constantly evolving people's perceptions of each other and their religion. We don't let people in the U.S. beat their wives and children anymore just because the bible says it's okay because that's wrong. Why should any other religion/culture be held to a different standard?	Gay, Lesbian	Sexual Identity - Female homosexuality, Sexual Identity - General, Sexual Identity - Male homosexuality	3/130	2.308

ECA The bible is actually pretty bad towards women. If a <b>woman</b> sleeps with someone not her husband she is to be stoned to death. If she interferes in a fight to the death between two men by trying to save her husband she is to have her hand cut off, if her husband dies and he has unmarried brothers she has no choice but to marry one and let him impregnate her, If a man rapes her he is to either marry her or pay a dowry, daughters can be sold into marriage or forced to marry the men they work for, if you conquer a people in battle it's okay to rape the women and slaughter the children so long as you do it in the name of god. She is also not allowed to speak in church, teach, or argue with her husband or he has the right to put her in her place. A few times in the bible women are raped to death (sometimes also dismembered) to send a message.As for children, if God asks you're supposed to knife your kid to death on an alter, daughters can be sold or won through conquest or reward, daughters are given up to be raped to death to save the hides of men several times. God himself killed thousands of male children in Exodus, He also killed all of Job's children in a debt with the devil that Job would still remain faithful.	Woman	Gender - General	1/247	0.405
That's what really pisses me off. Feminists invaded and closed down every men only establishments, then have the nerve to open women only establishments and think <b>nothing</b> of it. Now they want, women only restaurants, bars, and hell they even have women only subway cars, taxi's etc. But, if men tried that, feminists would be up in arms, just like them attacking mens rights groups from discussing their issues. Feminists are so full of double standards it's pathetic.	Nothing	Age - Youngsters	1/78	1.282
Pera Medina Why do you speak of things you know <b>nothing</b> of?	Nothing	Age - Youngsters	1/12	8.333
arizonared2000 skyangelnaruto Yeah, obviously it's me that spouting nonsense and unsubstantiated claims. Right. How could I be so <b>blind</b> ? /sarcasm. I'm out of here. You people are so determined to be the victim that you are refusing to open your eyes to a very real problem and that's just sad.	Blind	Physical Identity - Physical (and Mental) Impairments	1/50	2.0
skyangelnaruto Probably <b>nothing</b> to be frank. I believe I was shitfaced drunk when I made my last comment directed to you.	Nothing	Age - Youngsters	1/21	4.762
This is <b>nothing</b> compared to that ad where two women take a guy's clothes	Nothing	Age - Youngsters	2/14	14.286
how does that associates with <b>sexism</b> for both genders?	Sexism	Gender - General	1/9	11.111

Lol at all the men crying in the comments.... Reverse <b>sexism</b> and misandary do not exist.	Sexism	Gender - General	1/16	6.25
You're right, "Reverse <b>Sexism</b> " doesn't exist!You know what else doesn't exist? The <b>Patriarchy</b> .Except, <b>Misandry</b> DOES exist! AND it is a form of <b>Sexism</b> ! And it's just as bad as <b>Misogyny</b> .Have a nice day.	Misandry, Misogyny, Patriarchy, Sexism	Gender - General	5/36	13.889
exxtremity <b>Sexism</b> : Discrimination of <b>Gender</b> . <b>Sexism</b> happens to both men and women, and honestly, I don't approve of <b>Sexism</b> at all.	Gender, Sexism	Gender - General	3/21	14.286
then how the heck do you explain the fact that in these adds there was <b>misandry</b> ?And sexims exists for both genders.Not only women.We mught get the most <b>sexism</b> but doesn't mean men do not get some to.	Misandry, Sexism	Gender - General	2/38	5.263
No, they're not. Adverts are designed to engage the audience. If that audience is primarily female (which it usually is) then the people these adverts are catered towards are primarily female. This means that their sales go up when they show <b>misandry</b> .	Misandry	Gender - General	1/42	2.381
John you forgot the mention of all victims of <b>witch</b> hunt just look how many guys are in the "victim list".	Witch	Gender - Female age and physical appearance	1/21	4.762
This wasnt about <b>sexism</b> towards just men, its about <b>sexism</b> towards women too.	Sexism	Gender - General	2/13	15.385

Of course they can. A lot of the time, though, it's not because they are men. There isn't much correlation between the two if you think about it... And I feel like obviously the people making these adverts are trying to make women in general feel like they have some power but they are going about it the wrong way. In turn it's both misogynistic and misandric; stating that the <b>woman's</b> job is to cook, clean and serve, whilst the mans is to order and recieve. I mean why do you think most chefs happen to be male even though people always tell women to 'get back to the kitchen'. It's because people think a <b>woman's</b> role in life is to be submissive and serve. Standard fucked up <b>gender</b> roles really. It's kinda funny though how people don't care that the world is run on male, white and straight bias ect, and they pick out these few ads that are most likely scripted and directed and approved by men in theFirst place, considering the majority of the worlds media businesses and any others are made up from and run by men. If you look deeper into why these ads were thought of in ther first place, and if you literally put a <b>woman</b> in any scenario be it working in a business or being a government official, the <b>woman</b> will be treated am seen differently. People don't even realise that they do it either, and sometimes even I don't until I think to myself 'if this person were male, would I be judging them the same way?'. I mean If you just look at how Hillary Clinton is being portrayed and attacked... She may not be a good president, an that's okay to say that, but most of the arguments I've heard about her are based on the fact that she has a vagina, and not a penis...	Gender, Woman	Gender - General	3/319	0.94
I was joking. But dont blame shit on white men. Thats <b>racist</b> .	Racist	Ethnicity - General	1/12	8.333
MathDude1995 thought about the history and I think white men are well the <b>racist</b> ones and fuck shit up....sometimes	Racist	Ethnicity - General	1/19	5.263
GUYS FEMINISM IS ABOUT DISMANTALING THE <b>PATRIARCHY</b> WHICH INCLUDES <b>SEXISM</b> TOWARDS MEN! Get yo facts right	Patriarchy, Sexism	Gender - General	2/16	12.5
Not really, a true feminist wants EQUALITY. A <b>woman</b> who wants power over men, is called a SEXIST.	Woman	Gender - General	1/18	5.556
"so easy a man can do it" what if we reversed that... the feminists would go <b>crazy</b> ...	Crazy	Physical Identity - Physical (and Mental) Impairments	1/17	5.882



well the joke is based off of <b>sexism</b> , usually the women do the cooking and cleaning. and it isn't easy. so for a man to do what a women is portrayed to always do is rare and they like a baby learning to walk wouldn't do it so it's harder, thus the advertisement is saying it's so easy a man could do it.	Sexism	Gender - General	1/63	1.587
Imagine an electronics commercial where the cabling of a television is color-coded and they say: "So easy a <b>woman</b> can do it..." what would you reckon the feminists would shout?	Woman	Gender - General	1/30	3.333
Tesseract I went <b>crazy</b> the way it was. <b>Sexism</b> sucks for everyone. <b>Gender</b> roles suck for everyone. But the amount of times I've heard 'so easy a <b>woman</b> can do it' are much higher. Doesn't mean I don't care about men, come on now.	Crazy, Gender, Sexism, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	4/44	9.091
Chloe King Yea, <b>sexism</b> towards women is so much more looked at and shoved in our face, while <b>sexism</b> towards men is ignored. He or she is just trying to show the hypocrisy, contradictions, and double standards that we see towards A lot feminist.	Sexism	Gender - General	2/44	4.545
Ella Rowland thats the problem with feminism, its extremely bias.male and female body objectification is different, women body shown as decoration and you recognize this type of objectification but ignore all the male objectification then they are portrayed as tools for women, workhorse for society ,meat for cannons or good for <b>nothing</b> idiots.	Nothing	Age - Youngsters	1/53	1.887
Actually, for decades there has been commercials with "so easy a <b>woman</b> could do it", these commercials are simply a satire response to all the sexist commercials against women.	Woman	Gender - General	1/29	3.448
Nerdy Birdy <b>nothing</b> stressful in cleaning your own house, its not like you will be fired for doing a bad job, or replaced by someone who do work better.	Nothing	Age - Youngsters	1/29	3.448
Nerdy BirdyLet's start making excuses for <b>sexism</b> against women too.	Sexism	Gender - General	1/11	9.091
So easy a <b>woman</b> can do it there.....	Woman	Gender - General	1/8	12.5
The original was "so easy a <b>woman</b> can do it." So, this is the reverse.	Woman	Gender - General	1/15	6.667
We used to reverse that in all 1950's media. Even newspapers used to advertise products by saying, "It's so easy, even a <b>woman</b> could do it!"	Woman	Gender - General	1/26	3.846

Mr Crabs' garbage bin I know this is 5 years <b>old</b> but I wanted to comment on this; it's sexist both ways male and female saying 'so easy a man/women can do it' ( not all feminists are <b>crazy</b> men haters just want equal rights for everyone male or female)	Crazy, Old	Age - Over 65s, Physical Identity - Physical (and Mental) Impairments	2/50	4.0
what you did there is called a code purple shame tactic, usually used by feminists. it's where you lie about someone just so you can make them feel bad. pretty <b>common</b> it's almost not effective. I don't really need a <b>woman</b> to complete my life love is complicated anyway and if you read my previous outrage above you'd know why i hate relationships. doesn't mean i hate women just don't wanna deal with them.	Common, Woman	Gender - General, Social Class - Working class	2/74	2.703
I think it's time to come out of the closet kiddo. If you're trying THIS HARD to rid the need of women, then you've got some <b>weird</b> repressed anger. I don't blame you though....you probably sit on your ass all day playing video games and/or your mom hates you. Live by your lonesome self and do your research on men, since you seem to be so fond of them, while we all have careers and get married and live happily. :)) in the end, you have no friends.	Weird	Physical Identity - Physical (and Mental) Impairments	1/88	1.136
Today it looks like there is more <b>sexism</b> towards males than females.	Sexism	Gender - General	1/12	8.333
That was the point. It's sexist to both really, by putting women (in most commercials) in the "housewife" position and the man in the " <b>dumb</b> as a rock husband" position. Most of these were the <b>dumb</b> -husband one. <b>Sexism</b> does exist against men but it does against women too. Its important to see both sides and stand up against both, not just one or the other.	Dumb, Sexism	Gender - General, Physical Identity - Physical (and Mental) Impairments	2/65	3.077
you're kinda not getting the point.. see it like this...society is like a mold..interests is what shapes people, hobbies, tastes in music, movies, and what happens if more than half the population likes the same thing? main stream interests are what people like, even politics and ways of thinking about <b>gender</b> , it's not our fault, the <b>gender</b> issue is like a tradition passed by the <b>old</b> , you have to treat them with care because they're delicate and shit, and I'm not liking it.	Gender, Old	Age - Over 65s, Gender - General	3/83	3.614

they could have but the past is brutal, if a <b>woman</b> TRIED they would have been injured. do you THINK it's a good idea to make a man vs <b>woman</b> war? it's not even a contest, men are born leaders, if you looked at nature the male lion is the leader, alot of animals are male dominated....oooh patriarchy	Patriarchy, Woman	Gender - General	3/58	5.172
yeah i know men have emotional problems, they grew up to hold in their emotions because you'll be called girly when you express it too much, and you hold it in so much you burst, but thats what the internet is for :) that way I can spill out my thoughts, and thx :) I don't mind being made fun of, I have the tolerance of a statue, from all the <b>mental</b> training i had all these years, tolerating everyone's shit.	Mental	Physical Identity - Physical (and Mental) Impairments	1/81	1.235
sure why not? it might be better then always paying for your girl's food on dates, and being used as the vent for her emotional shit. bring me the <b>gay</b> application if you would PLEASE! lol. I might as well be Asexual because love is complicated anyway.	Gay	Sexual Identity - General, Sexual Identity - Male homosexuality	2/47	4.255
What do I mean? I mean, look up the definition. You will find that feminism is wanting equal rights. What makes people like you believe that this is wrong is society messing it up, and making feminists out to be man-haters. The prejudice or <b>sexism</b> against men has its own name, it's called 'misandry'. So next time you want to complain about these so called man-haters, do not use the term 'feminists'. They are misandrists. Feminism is NOT about men vs women, or women wanting more rights than men.	Sexism	Gender - General	1/89	1.124
Saying "feminism is about equality" is like saying "Nazism is about the perfect <b>race</b> ". And what do you mean by "look up the definition" hey, the dictionaries and encyclopedias once said that atheism is a religion, that doesn't make it true.	Race	Ethnicity - General	1/41	2.439
MEN ARE NOT STUPID YOU <b>DUMB</b> ADD FUCKS.	Dumb	Physical Identity - Physical (and Mental) Impairments	1/8	12.5
He's completely incapable of understanding any of what you just said. He bases his research off 18 YouTube videos of people talking about <b>misandry</b> .	Misandry	Gender - General	1/24	4.167
The women who have been degraded chose to be with the men who degraded them. <b>Woman</b> logic. The men who have degraded women chose to be with weak, vulnerable women because they, themselves, are cowards. Man logic.	Woman	Gender - General	1/37	2.703

Instead of stopping <b>sexism</b> , you just change it?Feminist logic right there ladies and gentlemen.	Sexism	Gender - General	1/15	6.667
No, I'm not talking about irritable male syndrome, I am talking about the the FSH and LH hormones (seen both in men and women) fluctuating during a period of a month. And yes, men's emotional state can also be provoked 'by force': stress, fatigue, hormonal imbalances...By the way, I'm a <b>woman</b> , and I can tell you that I don't loose my shit when 'the time of the month' knocks on the door. Some women are more prone to the premenstrual SYNDROME than others.	Woman	Gender - General	1/84	1.19
I'm going to say this and end it: Treat people how you want to be treated. Not all women are "cunts" and whether you believe it or not, they have contributed to our society. You shouldn't put a loved one's safety or thoughts before yours just because she's a <b>woman</b> . You should do it because you care about that person.	Woman	Gender - General	1/60	1.667
yeah but I bet you didn't grow up to be programmed into a generic person, I let girls hit me when I accidentally upset them, put their safety or thoughts before mine, when they say so then it's final, ladies first. then I stopped doing all that white knight crap, and just stare at how ugly mainstream society is, be it <b>race</b> , religion, politics, or double standards with genders. and i'm not saying i hate all women just the spoiled ones who swim in their treatment and immunity.	Race	Ethnicity - General	1/88	1.136
Just because you had a bad childhood with them, doesn't mean that every <b>woman</b> or girl is out to get you by putting you down. I was abused by a guy when I was younger. It doesn't mean I grew up with a vendetta towards all men. You shouldn't hit anyone, just because they say something. And no one should hit you unless they want to be hit back (that should apply towards both genders). You are a human. But just remember – women are humans too. Don't walk on them like you were walked on.	Woman	Gender - General	1/96	1.042
I had a bad childhood with them, they seemed like they got everything, can do anything and get let off clean like it's <b>nothing</b> , I got bullied by some girls just teasing me because i didn't know much english, and when I got mad I hit them like I would hit a boy who teases me, but then I get the "boys don't hit girls" I grew up knowing to be kind to females till I watched this youtuber that made me remember my male pride, I was a human not a <b>red</b> carpet for girls to walk on.	Nothing, Red	Ideological and Political Identity - General, Age - Youngsters, Ethnicity - Native-American	3/99	3.03

not really. nothingprovokes our emotions by force. if you're talking about irritable male syndrome. then eh. if it's called a syndrome then it doesn't happen often. you should notice that alot of commercials are putting men down, it's just one of those things that are hardly noticed cuz not alot care about <b>misandry</b> . I remember this guy on youtube who made 18 parts of his series about misandric commercials, if it has 18 parts then you know thats a shit load of <b>misandry</b> . search Theignoredgender	Misandry	Gender - General	2/85	2.353
Technically, men also have a hormonal cycle, so your argument is invalid. That being said, <b>mental</b> ability is not a question of <b>gender</b> but education.As for the ads, these are orientated towards women so obviously they put men down. On the other hand, if you watch cars advertising, women are seen as objects. We shouldn't start a <b>gender</b> war here, but rather a war against advertising people who take all of us for complete idiots.	Gender, Mental	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/76	3.947
It's not that women lack the level of intelligence needed to make these items; it just that they have faced many hurdles in receiving credit for their ideas. *Note that they only got the right to vote in the US in last 90 or so years.*And if you want to talk technology, a <b>woman</b> invented the compiler, which translates English commands into computer code. Computers wouldn't have been possible without it. Also.. they made chocolate chip cookies. <b>Nothing</b> can top THAT.	Nothing, Woman	Age - Youngsters, Gender - General	2/82	2.439
not really, the men are actually protecting women, females staying in the house..ever thought of that as an act of protection? men are fighting in wars while you cunts were doing tamer jobs. and when times grew brighter women were allowed out and even had gentlemen opening doors and doing nice things. and then the time where women are working and getting everything they want isn't enough apparently. and don't you spew <b>patriarchy</b> , you wouldn't even have a computer to say that if it werent for men	Patriarchy	Gender - General	1/87	1.149
Tool for fixing a broken engine, so easy, a <b>woman</b> ca do it!!	Woman	Gender - General	1/13	7.692
Well, I'd call it karma, considering we were the "better" <b>sex</b> for god knows how long. Doesn't make it right, eye for an eye, tooth for a tooth will leave us all <b>blind</b> and toothless you know. But putting that into perspective, it's still a valid point.	Blind, Sex	Gender - General, Physical Identity - Physical (and Mental) Impairments	2/47	4.255

Probably why the video is called <b>sexism</b> in modern advertising, rather than <b>misandry</b> in modern advertising. Most of the time, the same comparison can be made for sexist portrayals across the board, and that's because we insist on defining <b>gender</b> as anything other than biological.	Gender, Misandry, Sexism	Gender - General	3/45	6.667
In truth it's sexist against both men and the women themselves. Don't women find it degrading that commercials like these assume that they certainly know everything about domestic related problems as if they have <b>nothing</b> better (like a job) to do? Also, does anyone really believe that most men are dull enough that they cannot solve such problems by themselves?	Nothing	Age - Youngsters	1/60	1.667
Imagine hearing this on TV.... So easy a <b>woman</b> can do it. I would love to see how that turns out	Woman	Gender - General	1/21	4.762
I love how you are trying to use proper grammar, but yet you still failed at spelling the right form of "You're". Must be a misguided 15 yr <b>old</b> tricked into thinking all men are rapist, sad.	Old	Age - Over 65s	1/37	2.703
Mad <b>feminazi</b> is mad.	Feminazi	Gender - Female intelligence	1/4	25.0
Either you're stupid or a troll... I don't see how you could think that women hating themselves is our fault. Please take your misguided <b>feminazi</b> rampage somewhere else and try to stay off of youtube while on ur period.	Feminazi	Gender - Female intelligence	1/39	2.564
So, in the <b>old</b> daya they were sexist towards women and now were sexist towards men? Wow really turning it around guys	Old	Age - Over 65s	1/22	4.545
This is so rampant in our culture today...the " <b>dumb</b> incompetent dad, boyfriend, man, etc". It makes me sick. All hell would break loose if advertising started being the other way around. This was actually my <b>senior</b> thesis "Reverse <b>Sexism</b> ". If you start digging a little deeper and doing some research you will be astounded. You might not like what you find.	Dumb, Senior, Sexism	Age - Over 65s, Gender - General, Physical Identity - Physical (and Mental) Impairments	3/61	4.918

this sort of bullshit wouldnt bother me as much (on the <b>sexism</b> level, they're really just stupid, ineffective ads) If they did this sort of thing with women to. It's like, axe commercials show women as sex-crazed idiots who literally crash planes in backyards to get near something as trivial as a scent on a man, but so do women's clothing commercials, any commercial that has men literally running their cars into brick walls because they can't stop staring at a latex clad bombshell.	Sexism	Gender - General	1/84	1.19
first of all idiot ..you dont know what i look like, second of all...it takes a real weak man to even think about hitting a <b>woman</b> ...thirdly youre wrong ..i would hurt you so bad just for being a sick fuck...do ont reply to me any further i dont consort with sociopaths...you need some serious help and counseling..you are mentally unstable , disrespectful, and have no respect for anyone...you must be very lonely	Woman	Gender - General	1/72	1.389
do you NOT see how society is objectifying women—are you <b>blind</b> ? its everywhere ..it needs to stop, girls are becoming bulimic and hating their bodies and have no self esteem...which leads to <b>sexual</b> dysfunction in girls..inhibitions and less desire to have <b>sex</b> ...is that good for men or women ?	Blind, Sex, Sexual	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/49	6.122
clearly this is true just watch tv or go to a movie...chances are there will be scantily clad women valued only by appearance...please men wake up..start treating women as people not <b>sex</b> toys...if youre not part of the solution , youre part of the problem	Sex	Gender - General	1/45	2.222
is it only offending you because theyre are a few that are sexist to men—do you know what we women deal with on a daily basis? were BOMBARDED with it..please try to understand..i hate <b>sexism</b> regardless of whether it is hurting men or women...but there is massive objectification towards women and it is harmful to a womens psyche , and yeah to men too because it changes the way they veiw women—dont backlash at me please i get too much of that from men when i bring this up..just understand	Sexism	Gender - General	1/90	1.111
i guess this is showing <b>sexism</b> to females and males.	Sexism	Gender - General	1/10	10.0
MNeilGri Im not sure this ”debate” can go any further if you are unsure why a government site regarding employment and <b>gender</b> should be trusted yet your source in an mra website. You disregarded the 3 figures because they are seen on feminist websites so I am free to disregard your mra site as well. I’m not sure why you’d want to look into the labour stats website just to dismiss it but if you do just search <b>gender</b> advertising employment.	Gender	Gender - General	2/81	2.469

krissy4nik Care to provide me something I can actually Google for (or other search engine that's free), to point me in the right direction and narrow the search to something more reasonable than all of the Australian Bureau of Statistics? Additionally, Google "Australia abandons its children to abuse   A Voice for Men" and answer me why Australian government statistics regarding <b>gender</b> should be trusted?	Gender	Gender - General	1/65	1.538
krissy4nik What is sexist is a largely subjective determination. What may offend your delicate sensibilities (and thus be deemed sexist) may not offend others. So to claim that some ads, when viewed through a patriarchal victim lens of a person looking to be offended, is evidence that a network doesn't care about being sexist (against women) is dishonest. Furthermore, to claim it is the CEO specifically, and not employees (that can be women) responsible for approving ads is <b>crazy</b> .	Crazy	Physical Identity - Physical (and Mental) Impairments	1/79	1.266
MNeilGri As you said if content directly conflicts with network values it will not be aired that is my point clearly <b>sexism</b> (as seen in these ads) does not conflict with network values meaning they are partially to blame.	Sexism	Gender - General	1/39	2.564
krissy4nik Any evidence to prove these ad's are made by men? As an animator (check my channel), I can assure you, the advertising industry is not one of the male dominated industries. Men may do a lot of the production (filming, editing, CG), but they don't dominate the writing and idea's/direction within advertising. Mad Men is a drauma TV show, and a period piece, you can't rely on that to build your modern worldview. And which <b>gender</b> runs the networks is irrelevant to the point	Gender	Gender - General	1/85	1.176
ROTCemail why does everything have to be about women? that's the problem with you women,somebody shows that women cheat your responds is "men cheat too" somebody shows <b>sexism</b> against men your responds "there's alot of <b>sexism</b> against women too you know	Sexism	Gender - General	2/41	4.878
eskimospy77 I agree that this is absolutely sexist against men but it is also sexist against women. Men cop the negative stereotypes about stupidity whilst women are still in the role of domestic servitude. I agree that men absolutely should be fighting <b>sexism</b> both genders should be fighting all forms of <b>sexism</b> . The issue though is that these ads are often produced by men(and shown on networks run by men) to appeal to what they think will convince women to buy their products.	Sexism	Gender - General	2/83	2.41
ROTCemail Yes, but the <b>sexism</b> against men is much too acceptable to the public eye. We self-respecting men aren't going to take it sitting down anymore and there will be no giving in. We men have just as much right to fight <b>sexism</b> against us as women have against them.	Sexism	Gender - General	2/50	4.0



There's also alot of <b>sexism</b> against women too you know	Sexism	Gender - General	1/10	10.0
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**Table 2: Summary of the results per sociolinguistic variable**

<b>Sociolinguistic variables (Hiper - Hipo)</b>	<b>KeyWords</b>	<b>Number of occurrences</b>	<b>Frequency</b>	<b>Frequency(%)</b>
Social Class - Working class	Common	4	4/21935	0.02
Gender - General	Sexual, Sexism, Woman, Gender, Misandry, Misogyny, Sex, Patriarchy	222	222/21935	1.01
Physical Identity - Physical (and Mental) Impairments	Dumb, Crazy, Weird, Freak, Dim, Blind, Mental	34	34/21935	0.16
Physical Identity - Physical Features	Chubby, Fat, Lump	4	4/21935	0.02
Sexual Identity - General	Gay	3	3/21935	0.01
Sexual Identity - Male homosexuality	Gay, Poof	4	4/21935	0.02
Ethnicity - General	Racist, Racism, Race	8	8/21935	0.04
Ethnicity - Black	Black, Nigga	7	7/21935	0.03
Gender - Female sexuality	Ho	1	1/21935	0.0
Ethnicity - Native-American	Red	4	4/21935	0.02
Ideological and Political Identity - General	Red	4	4/21935	0.02
Gender - Female intelligence	Feminazi, Bimbo	5	5/21935	0.02
Age - Over 65s	Old, Senior	8	8/21935	0.04
Age - Youngsters	Nothing, Nobody	19	19/21935	0.09
Nationality - Southern European	PIGS	1	1/21935	0.0
Age - General	Age	1	1/21935	0.0
Nationality - General	Engineers	1	1/21935	0.0
Sexual Identity - Female homosexuality	Lesbian	1	1/21935	0.0
Gender - Female age and physical appearance	Witch	1	1/21935	0.0

### Result analysis:

- Taking into account the words that were detected, we can reach the conclusion these comments are associated with : : Social Class - Working class;Gender - General;Physical Identity -

Physical (and Mental) Impairments;Physical Identity - Physical Features;Sexual Identity - General;Sexual Identity - Male homosexuality;Ethnicity - General;Ethnicity - Black;Gender - Female sexuality;Ethnicity - Native-American; Ideological and Political Identity - General;Gender - Female intelligence;Age - Over 65s;Age - Youngsters;Nationality - Southern European;Age - General;Nationality - General;Sexual Identity - Female homosexuality;Gender - Female age and physical appearance;

- The percentage of hate speech related words is 1.5136.
- Considering that the variable **Gender - General** has the most occurrences in the post, we can interpret that this is the predominant hate speech.
- Overall there were 333/577 occurrences of hate speech related comments.