

# Annex I – participant profiles

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## Locations

London	13
North of England	14
Wales	2
Scotland	2
East of England	2
South of England	2
Northern Ireland	1
Midlands	1
Unknown location*	2
<b>Total</b>	<b>39</b>

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## Ethnicity

White British	22
White other	2
Black British African	4
Black British Caribbean	2
British Asian	4
Middle Eastern	1
Mixed ethnic background	2
Unknown	2
<b>Total</b>	<b>39</b>

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## SEG (socioeconomic grade)

A	3
B	7
C1	7
C2	9
D	5
E	4
Unknown	4
<b>Total</b>	<b>39</b>

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## Gender

Male	38
Female	1
<b>Total</b>	<b>39</b>

**\*Note:** some interviews took place on voice-only calls where personal details, such as ethnicity, the specifics of location beyond the UK, and SEG were not disclosed to researchers.

*Some of the quotes in this annex may represent views and include language which some might consider offensive and/or derogatory towards women and/or other groups. Additionally, the report discusses some harmful practices that were mentioned by participants. References made by participants to academic research, or terminology used in quotes, may be inaccurate or taken out of context. The annex names a range of public figures and organisations that were mentioned by participants, who hold a wide range of views. Any views shared here are those of the participants and not of Revealing Reality or Ofcom.*

## Jay, 30s

### Background

Jay lives with his wife and children. He and his wife work for the family business, which he owns.

*“I’d say I’m quite a traditional man. Like an old school traditional man, like, my wife works with me, on my business. [And] I prefer her being at home...[because] in my opinion, my wife is the best person to raise my children. We’ve built a relationship together, so obviously I must think that she’s the best person to raise my children. [...] the whole two wages one household thing was a reality for us...but my ideal would be that my business earns enough so [she] doesn’t have to do a load if she doesn’t want to. [...] I do feel like I should provide for my family like my dad did.”*

He is apathetic towards modern politics but considers himself right-wing.

*“I think I’m probably quite conservative, if you wanted to put me in a box. [...] But I’m not really a conservative fan. [...] I think the problem with social media and everything like that is, if I said to anyone outside of this room: ‘I think I’m quite right wing’, the assumption is I’m the extreme of right wing, rather than, you might just think a little bit different to me. [...] Because everyone is looking for a team. In a world that doesn’t really make sense, I think everybody’s looking for belonging.”*

### Interests and online content consumption

Jay likes to read and engages with online content and hearing rounded perspectives on different issues.

*“I’m really into business books and like following businesspeople online. One of the books I’m currently reading is ‘Never Split the Difference’ by Chris Voss, the FBI negotiator. [...] I’ve read most of Jordan Peterson’s stuff. David Goggins – I’ve read both his books, and [engage with] that sort of thing online. Online it’s the same but in social media form. I [engage with] those accounts [...] I try to follow things with a rounded point of view as well.*

*“While I’m working, I use Spotify a lot of the time to listen to the podcasts and that sort of things. One I’ve just listened to was Joe Rogan interviewing Donald Trump. [...] Do you know what, I find him a really interesting man. Doesn’t matter to me...I’m quite...I think as I’ve grown older, I don’t pick sides in anything. I don’t think I’m a fence-sitter. Like I’ve got my own opinion, but...I wouldn’t say I’m a complete Donald Trump fan or a complete Boris Johnson fan or whatever. But I listen to somebody, and I think, even with the most obscure people, they’ve got some valid points or something to take away from them.”*

He discussed following Andrew Tate, acknowledging his controversy but highlighting the positive messages he takes from him, which are ones that align with his personal values.

*“I follow Andrew Tate and all that. But for a dad..., Andrew Tate’s not...I wouldn’t say [he] is in my role model box kind of thing. The Lamborghini, super-villain lifestyle is not for a man that’s turning up to kids’ assemblies if that makes sense.”*

*“Some of the stuff that I’ve seen that I like is, you know, providing for your family, trying to be a strong, healthy man rather than...slobbering around, playing video games and watching Pornhub, really. I resonated with that more than, you know, women can’t drive and all that ridiculous rhetoric... But I understand he’s got to get clicks and views. That’s the problem with all social media.”*

*“I think the problem with the Andrew Tate content is he’s saying, ‘I think women should stay at home and look after the children’. I think so too, but I don’t think it’s a forced issue. I think that’s the best setup for us. What you do in your house is up to you.”*

*“Some of his content is fine, even if it’s not said in the nicest way. Some of his content I find completely ridiculous. What I do worry about, is if you’re an Andrew Tate fan, does that mean you consume all their content and go, I agree with all of it? And that’s my fear. [...] I enjoy the Terrifier [horror film], but it doesn’t mean that I’m going to dress up as a clown and scare people or do anything else... It’s entertainment, regardless of how you look at it.”*

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## Toyin, 30s

### Background

Toyin grew up in quite a conservative, religious household - he still regularly attends church. He moved to the city he lives in for university and has been there ever since.

He works in a senior position, but in his spare time follows football, boxing and MMA, while going to the gym several times a week. He consumes lots of content about fitness and self-improvement.

Toyin currently lives alone but was in what he described as a non-serious relationship at the time of the interview. He described wanting to find someone to settle down with, which has changed his approach to dating.

### Content consumption

He consumes content related to dating, as it is a major focus for him at this stage of his life, and he agrees with much of it based on his own experiences.

*"I listen to Mediocre Tutorials (823k subscribers on YouTube). [...] He's like...I don't want to say red pill because he doesn't describe himself in that way, but he gets lumped into the red pill sort of space. What he usually does...he reviews clips that have gone viral. He does talk a lot about dating and the current issues that men go through, and the problems men have to deal with. [...] He talks a lot about modern day women, and men having to date modern day women. He's basically saying how a lot of modern women have unrealistic expectations in terms of dating now. It's the whole: six figures, six foot, six pack. And saying, as a man, you need to focus on yourself, better yourself and then look for the opposite of these types of women basically."*

*"[Kevin Samuels] (1.88 million subscribers on YouTube) was deemed as like the original, like they call him the Godfather of the red pill sort of movement that was going on. [...] Then as his channel was sort of growing and blown up, he then moved on to women and went on to dating [...] It was all based around women that want high value men. And he was sort of brutally honest in terms of, he would rate the women out of 10 or ask them to rate themselves out of 10. And he would then just break down in terms of, why do you deserve a high value man?"*

However, Toyin was critical of some of the content he engaged with in this space, including of Fresh and Fit (1.56 million subscribers on YouTube), Andrew Tate, and Pearl Davis (1.98 million subscribers on YouTube).

*"With Fresh and Fit they can make some good points in certain situations, and they'll prove certain points in terms of how certain women think. But then on the flip side they go, they go to that extreme where it's like, it's almost seen as, almost to the point where they see women as like objects then they, they shouldn't have a say. [...] Are you just saying that just to get clicks or like do you genuinely believe that?"*

*"I saw a lot of her [Pearl Davis, JustPearlyThings] content. And again, it was she had some points where it was like, I totally agreed with her, but then she had just the really extreme points where I just thought that's just really extreme in that, in that viewpoint that you just put across."*

*"I think he's [Andrew Tate's] a smart individual in the sense that he can express, and he can discuss certain topics, and he'll make some good points outside of women, like I said, but then...he'll then just ruin it with certain extreme views. So like I said, when you deal with someone like that, it's hard to take them seriously because you don't have a perception of who the real version is of that individual."*

### Views on politics, and men and women's roles

Toyin believes in free speech and has moved away from identifying with the political left, which he sees as now going to extremes: *"I've always been: 'Just believe in whatever you want to believe in. As long as you're not harming anyone, it really doesn't bother me. It was just the force feeding of the message. It was like: 'You are going to believe in our ideologies whether you like it or not'."*

He reflected on his more traditional views regarding the roles of men and women: *"So when I say gender roles I'm not talking like 1930s, where I go out to work, they stay in the kitchen and cook. My definition for that is a bit different in that, like, we'll work as a team but, essentially, I want to be the leader of the house. Like in terms of, when we make decisions, the buck stops with me. Like being a leader in that sense."*

## Kaleb, 20s

### Background

Kaleb lives with his sisters and parents, who arrived in the UK before he was born. He is currently working in the family business while looking for an apprenticeship. He has a deep love and respect for his family and is grateful for his upbringing. He described his household as “[A] traditional, conservative household. [Not] conservative like political conservative. I’m talking about, like, just conservative household.” Kaleb converted to Christianity as he felt something was missing in his life.

### Online life

Kaleb mainly sees memes, football, and religious content on his social media, which he says he curated his algorithm for. He also describes enjoying “shock humour” content.

For longer form content, he uses the platforms Rumble and Kik to watch his favourite content creators. He particularly enjoys Nick Fuentes (561.3k followers on X<sup>1</sup>) - described by Wikipedia as an American far-right political pundit, activist, and live streamer, and Jon Zherka (158k subscribers on YouTube), a self-styled controversial comedian and streamer. He also mentioned both of these people appearing on the Fresh and Fit podcast (1.56 million subscribers on YouTube). He admires Myron Gaines, who hosts the podcast. He sees him as loyal and honest.

“[Nick Fuentes is] a very smart person when he speaks. It’s refreshing because normally what you see nowadays online is just random, just consumerism, just talking about stuff that honestly, you’ll forget about after 15 seconds. [...] He also talks about what’s correct and what’s incorrect, Bible wise. He’s very misunderstood in today’s age. [...] When you gain that level of popularity people will take anything out of context and twist it in a way to make you seem like a horrible person.”

“Myron [Fresh and Fit] is very loyal and a very honest person, and I think that might rub people the wrong way. He might be a bit too blunt [...] he’ll let everyone know that what you did was wrong, and you should show some accountability for it.”

“Before I watch a video, before I watch anything, I look into it. Am I going to look at this purely just for fun, just for shits and giggles, or am I going to watch this expecting to gather some information and learn something? And, yeah, I just took it [Fresh and Fit] in. I guess I just took it in stride. I just took it in an entertaining way.”

### Views men and women’s roles

Kaleb holds traditional views of gender roles, which he links to biological and religious reasons.

“I base my opinion on biology and basic psychology too. Men are the bread winner [sic] and women are the nurturers because women are the ones who hold the baby in their body for nine months. It makes more sense for the women to be taking care of the child while the man is going out and providing for the children in the family. Make sure a roof is over their head, and they have food at the table. I feel like it makes sense.”

“If she was making a lot of money, I wouldn’t feel emasculated in any way. If anything, we’re just gonna buy a bigger house and get a nicer car. But, no, I’d like to think I’d be making more money. [...] I don’t know how to explain it because I feel the guy should just be earning more than the girl [...]. I feel like the guy might be less temperamental with spending the money. They might be a bit smarter with how they locate the money and how they spend it, you know?”

“A cornerstone of biblical manhood is humility before God... men should be responsible. They should be responsible for themselves, like all areas of life. That’s what it’s all about.”

<sup>1</sup> Twitter officially rebranded to X in July 2023. “Twitter” is used in this report if participants used the name, or if the reference refers to activity prior to the rebrand.

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## Gary, 30s

### Background

Gary lives alone. He's a Catholic and considers it important to his life, though he considers it a blueprint rather than a strict set of rules.

*"Religion's a big part of my life. I'm Catholic and I go to Mass every Sunday... faith's a big part of my life."*

*"I don't agree with their views on abortion at times. I don't agree with their views on same sex marriage and stuff. But that's my religion and it'll continue to be my religion. But I just, I don't believe everything that they put out."*

He works closely with his local community with a focus on reducing offences.

### Self-improvement

Gary watches lots of self-improvement content and is especially engaged with Chris Williamson (3.45 million subscribers on YouTube), Joe Rogan (19.6 million), and Tony Robbins (2.2 million). He likes their content because *"it's all sort of positive stuff that gets you thinking, you can look at and try and bring it into your own life and it can better yourself."*

Having engaged with prominent content creators in the self-improvement space, Gary was also aware of Andrew Tate and watched some of his content.

*"Some of the stuff I like... he actually said there's nothing better than for a lad, the lads getting together, enjoying themselves, having beers, having the craic. He said that's one of the best things you can experience in life. No, in terms of the complete flip of that and his views on women and how women should be and how they're only there to serve men and that men are superior race and all these kind of things... Do I always agree with everything he says? No. But he sparks an interest in me."*

*"I don't agree with his views on women. 'Women are there to serve men and women shouldn't experience orgasms, that's just primarily for a man'. And yeah, that's the kind of chat that he's coming out."*

*"I've seen some stuff where he says that women are sluts that sleep around, but it's okay for men to do it."*

### Social and political views

Gary is more conservative, supporting Donald Trump as he *"calls a spade a spade"*, but acknowledged he had said some *"pretty horrible things about women too in the past."*

He also holds traditional views on the roles of men and women, with the man taking the role of chief earner, and the woman the primary caregiver.

*"I think a man's always been seen as the breadwinner in the house and the one who earns more. And the woman historically has been seen as the housewife who looks after the kids, keeps a house in order and things like that. I think those are historic views. My views probably don't differ that much from those, to be honest [...] I think both people are of equal value and matter equally in the relationship [...] But I do think there's a role for a man and a woman. I think a woman, or a mother has always been seen as the soft touch where the kids go to if daddy says no type thing. Yeah, that, that's my views on that."*

He also believes the reason women are described as 'sluts' if they sleep around is down to gender-based social dynamics.

*"I always remember somebody saying, you know, women control all of that [sex]. If a man wants to go out and have sex, he won't always have it or find it because he has to approach the woman, build up conversation and things like that. Whereas if a woman wants to go out and have sex without looking for it at night, she will because she'll always find a man, or a man will always approach her."*

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## Liam, 16-19

### Background

Liam lives with his family. Until recently, Liam was spending a large amount of his time outside school gaming, playing to a very high standard. He still games relatively regularly. Liam previously suffered a bereavement in the family. He said it took him a while to grieve and that he wasn't looking after himself.

*"I think I started to, in a way, kind of hate myself. And that's only because I was sitting in here gaming 24/7, eating, gaming, no exercise, no socialising, nothing. And I knew it was happening, but I didn't really care. And this was mainly when my [family member] passed because, you know, I wasn't in the mood to do anything. And then after some time of grief and, bad habits, I realised that it's time to stop. It's time to pick up the pace because this isn't the way anyone should live, really."*

He now spends time going to the gym and finding other ways to 'looksmaxx'. Much of his time spent online focuses on fitness, self-improvement, and 'looksmaxxing' content. He is on several Discord servers focussed on the topic of looksmaxxing.

### Interests and online content consumption

Liam credits seeing self-improvement content on social media for helping him out of a slump, which included content from Andrew Tate.

*"Honestly, you know, I just want to improve myself in all aspects of life. And I think it starts with yourself. [...] Online could have been a factor... Around last year, it was all the Andrew Tate phase, and things like that. And... it was almost impossible to not engage with that kind of content. My For You Page built around it... to the point where I was like, enough is enough. [...] It's time to stop with the laziness. It's time stop just sitting indoors, festering, doing nothing all day. [...] It wasn't just him in general, but like self-improvement."*

*"[Andrew Tate's content] was all inclined about doing health and fitness and things like that and living a kind of rich lifestyle. And the rich part wasn't the bit that I was focused on, it's just a form of almost, wow, look at this guy. He's healthy, he's wealthy, he's kind of respected because of how he's built himself [...] And yeah, I think seeing this kind of content the first time I began to ignore it and not really, like, take it in, but the more it came up on my feed, the harder it was to ignore and the more I realised that it is the truth."*

He later began looking into looksmaxxing to find ways to improve. He joined a number of Discord servers on the topic, where he encountered some more extreme methods and views, but remains critical of what he consumes.

*"I get quite a lot of [looksmaxxing content] on my For You Page as well. A lot of people posting their transformations. It's mainly about prominent features, you know, ideal eyes, ideal jaw, things like that. So people post their transformations of how they got there. [...] A lot of what people are saying... seems very drastic. I've seen a couple where it's like, you actually take a hammer to your face and hit your face to try and train the bone to grow. Things that are very stupid like that."*

*I think it's just improvement in general, you know... It's just something that helps you with looks. Why would you stop at average when you can always excel for the best?"*

*"There's things where it's to a point where it's almost dangerous to your health. That's where I draw the line. I'm not really willing to risk it for something that's that minute, in the grand scheme of things."*

### Content about women

Liam consumed some content that he was critical of, including some of the more controversial aspects of Andrew Tate, as well as dating tips from looksmaxxing.

*"... I think he was a very controversial man. He had his opinions ..."*

*There'll be advice [on looksmaxxing forums], like how do I get my crush? Things like that. You know, I never really indulge in it. I never really look at it, never really read into it. But I see things that'll be like, do you guys think I'm too ugly to approach women?"*

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## Julius, 20s

### Background

Julius lives with his parents and his brother. He grew up in a religious household and spends his free time pursuing musical hobbies or gaming with his friends. In the week prior to the interview, he was not using his phone much, but his screentime in other weeks was between 9 and 11 hours a day.

*"I just scroll and scroll. [...] Do you know the term doom scrolling? Literally I'd be stuck in a spiral just like literally looking at reels, reels, reels...I don't know, it's like mind-numbingly entertaining."*

### The 'Red Pill'

Julius was introduced to the Red Pill theory by his brothers. He agrees with many of the concepts but finds that some of it goes too far.

*"I'd say the underlying theory [behind the red pill] is that women are hypergamous. So, they'll naturally go out and seek a better man. And if there's an option to go for someone who is better than the current offering that they have, they will go out and take it."*

*"[...] I think that's a fact. That is a fact in my honest opinion. It makes no sense to go for a worse person. Obviously worse and better is subjective for everyone. [...] It sounds ridiculous. [...] But I feel like, if [someone] was constantly in their life, and reasonably attainable, then yes."*

*"You hear stuff in the book I just talked about [The Rational Male, by Rollo Tomassi] and it's like, bro, I have no idea what this is talking about. It sounds ridiculous. It's like they're over-analysing something they've just made up."*

*"I actually do believe that this sort of sets the foundation for a lot of the things that you see on, like, the red pill side of things. [...] It all kind of comes across as you trying to be the best person that you can possibly be. I think that's the message that you can take from it. [...] So, if you find that women are naturally hypergamous, you as a man need to be the best version of yourself that you can to attract the type of woman you want and to keep them. I don't think that is too outlandish to say."*

Some of the content he saw surrounding the Red Pill overlapped with looksmaxxing, which he viewed primarily for entertainment.

*"Let's take for example a person from the manosphere, Fit X Fearless (605k subscribers on YouTube). [...] He basically gets people on his stream, willing people, and they ask for advice. Harsh advice. Ultimately, he's basically telling people to get in shape. Better yourself as a person [...] Obviously the people who come on here, it's no holds barred, right? So some people just get absolutely obliterated. They'll just get roasted by him. And obviously you're not really supposed to laugh at someone's expense, but sometimes it's just funny. Sometimes it's just funny to see."*

### Views on women, dating, and relationships

Julius attributes his upbringing and background to some of his values when it comes to dating but does not find anything appealing about traditional gender roles.

*"I'm gonna be entirely real with you when it comes to men and women. Let's say I was to hear a guy's body count<sup>2</sup> and it was 50 plus. I'd still be like, wow, that's insane [in a negative way] ... If I was to hear a woman say the same thing, I'd be like, **wow, that's insane**, bro. If you understand what I'm trying to say, it's like two different realms. It's like, ah, that's crazy. And I don't know. I don't really know why. It's not... Disgusting is definitely not the right term. But it's like. I don't know how to explain it [...] More towards the disgust side."*

*I think as guys, especially me growing up in a religious household, I think we value "purity". Being that sexually active is not something that is looked well upon in our religion and in our culture, to be honest. So, I guess it's sort of wired in*

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<sup>2</sup> 'Body count' refers to the number of sexual partners someone has.



*me. I have friends who literally don't care. But if it was me and if it's my family, the whole promiscuity stuff is kind of looked down upon anyway."*

*"I wouldn't care if the roles were reversed. Like, if I had to stay at home with my own child. I mean, that's my own child, why wouldn't I want to stay at home with the child? If my wife wanted to go to work, that's perfectly fine. If it made sense, though, I mean, if she earned more than me and I earned less, of course I'd want to stay at home. Like, she's literally bringing home more money than I would if I went to work. Why would I not want to stay at home?"*

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## Niko, 16-19

### Background

Niko is currently working towards his exams. He aspires to study at a top university and work in an important job. He lives with his mum, dad, and brother, which he says has shaped how he views family structure:

*“[My arguments] weren’t really developed. They were just what I saw in my own family, and I kind of thought this is how things should be.”*

He grew up Christian but was not practicing at the time. Two years ago, he started seeing religious content on YouTube and began exploring his faith more. He primarily engages with his faith online.

*“I just was watching some regular videos and then I just stumbled upon this YouTube channel (Redeemed Zoomer, 525k subscribers on YouTube). It was talking about Christianity and then it kind of went from there. I went to a few other channels on YouTube and then those led me to some Discord servers, and I think that kind of kickstarted it all.”*

*“I guess most of the impact [on my faith] did come from the Discord communities and what people say on those, the things I read on there and on other different things. I would say most impact came from there. But there was lots of impact as well [from influencers]. Like it was like a stepping stone for me to get into those topics.”*

### Politics and faith

Niko is a religious and social conservative who said he would vote for Reform UK if he were old enough. He emphasised that his political and social positions directly reflect his church’s stances on these issues, opposing abortion, homosexuality, and the ordination of women in the church.

He is critical of liberalism, blaming it for many social problems and the erosion of traditional values and institutions, such as marriage, family, and education. He consumes ‘trad’ content on his X account, which pokes fun at liberal society, and supports a return to traditional models.

*“When those [institutions] are weakened, people are just out of their natural order. This is not how things are supposed to be.”*

### Views on gender, roles, and masculinity

Niko believes men and women are designed by God to have different roles.

*“[The role of women is] to support the family. I would say the family plays an important role, but I wouldn’t limit it to just the family. I would say women can also have important roles in society because I think it’s essential to have women in society... My thing is some roles like firefighters, policemen, miners, even if you just speak from a biology perspective, I would say they’re more suited towards men than women. We’re all equal in value, but we’re in different roles in society.”*

*“I believe in a combination of women and men working together in government because the population is half male, half female, so they should work together to help the population. But on some topics, it’s better to have a man because, biologically, they’re less likely to be emotional about [it]. It’s just different mindsets. So, I think for certain tasks, a woman’s mindset is more suited than a man’s mindset. It’s just how the mind is.”*

*“I would say no [traditional family structures do not restrict women’s freedoms], because I would say that’s exploring women’s nature. I would say it’s developing it. I would say it goes hand in hand with what women are just best at. And I wouldn’t say it’s restrictive in any sense. I think it actually allows them to explore themselves.”*

When asked about online content away from his faith, Niko was critical of people like Andrew Tate.

*“I’m against that Andrew Tate perspective where it’s like, just submissive women and then just like, just crazy, crazy dominant men. I would say that’s not the Christian way to view things. It’s more of a balance.”*

*“I used to watch some videos of him [Tate] but it kind of got annoying because I disagree with him on a lot of things. I just don’t really like things he does. [...] I don’t think it’s a good person to associate yourself with. So, I just watched like a few videos and then I just didn’t look into any of it more.”*

## Dylan

### Background

Dylan previously experienced a period of homelessness following leaving a relationship he described as abusive. He has a child who he is unable to see. Dylan was active at least 4 hours a day on X, Instagram, and TikTok, consuming content he characterised as “misogynistic” and “dark”. He believes some of the content he was consuming on social media contributed to an attempt take his own life.

*“I want to see stuff that’s gonna give me a laugh. Not this stuff that’s like a dark brooding voice talking about suicide, how it’s the best way out... All of these things pushed me towards what I did because I was feeling like all I wanted to do was see my [child].”*

He has taken the decision to delete his social media accounts to protect his mental health, saying he has already seen an improvement to his wellbeing. His screentime on his phone was less than 2 hours a day.

*“I [came] off social media and honestly [there has been] a change in me already. [...] I’m not brooding over things that I can’t change. And I’ve gone from high risk to low risk in such a short amount of time because I’m taking control of what I want to read and what I want to see. I don’t want to be overloaded with negativity.”*

### Past content consumption

Dylan used his social media to share his experiences and to be in touch with his child. He believes that some of the content he saw was misogynistic.

*“It was always like, women are narcissistic, women are evil, women are pigs, Women keep men. And of course, like, she’s keeping my [child] from me. So, I’m seeing all these accounts pop up that go, women do this to keep the child from the dad [...] And that really affected me because those people are saying that and I’m like, yeah, I’m experiencing that. So, it made it more legit because I’m experiencing these things people are talking about.”*

*“When I go on [large social media platform] it was really like attacking women all the time... And it did make me sort of feel, gosh, women hate men, you know, all these things that I was seeing, but it was just such a negative vibe.”*

Dylan felt his experiences resonated with the content he saw online. He recounted two experiences with female police officers that he felt belittled his experience of abuse and which he attributed to the behaviour of all women.

*“At the time, it was linking in with the stuff I was seeing on social media. I’m like, ‘this is what people are saying’. And it really just brought everything together... You know, the stuff that the police officer said to me was absolutely crap, but that’s not the fault of women. That’s the fault of the police. It’s not a gender-based thing.”*

*“I used to notice that stuff all the time, but I stopped. I don’t know if I stopped noticing it or whether it stopped being shown as much, the misogyny, a lot of it started to become entwined in what I was reading, so I didn’t notice it as much. I feel really bad about it, to be honest, because I feel like the more it affected me, the more it would go through my mind, then the more I would go back and scroll through and see stuff. And it’s just not me at all... It’s strange, isn’t it? Because I always thought I was strong minded, but I do think these things, like, seeded in my head a little bit.”*

He saw content relating to MGTOW, and felt it spoke to him during this time.

*“There were a lot of things on TikTok as well where you’d have like a man driving along in his van and then be saying some real shit about how women treat men, and we don’t need women. I don’t think that’s true but, you know, going back... I never wanted to be in a relationship ever again.”*

Once he sought support from people in his life and online, he reflected negatively on the content he was consuming throughout that period but believes that it resonated with him at a difficult time in his life.

*“Breaking away from it [the content], you see it from the outside and, I literally look at it and I think ‘you’re such a dickhead’ for reading and taking those things on board. I didn’t attack anyone or sledge<sup>3</sup> anyone or cause anyone harm,*

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<sup>3</sup> The act, typically used in sporting contexts, of one sports player insulting another during a game, in order to make them angry.

*but it made me think those things. It made me blame women for my situation, which it's not. It's my ex's fault. My ex could be a male, it's not a gender-based thing."*

*"Nobody understood what's going on. The police didn't give a crap. Nobody understood what was going on. But in this place, I was online, actually, people would listen to me and say, yeah, I get you. And that made me feel like, oh, someone's listening."*

## Jacob, 20s

### Background

Jacob has recently finished a postgraduate degree. While he spends upwards of 50 hours a week on screens, he didn't see it as that important to him:

*"There's more to life than it, you know what I mean? I've got other parts of my life I enjoy, like hanging out with my mates, like watching sports, like reading my books. So yeah, I never really end up in the rabbit hole or the echo chamber. When I do, something else pops up before I spent too long."*

### Pickup artistry, looksmaxxing, and the red pill

Jacob joined PUA servers to improve his social skills, as well as looksmaxxing servers for advice on fitness and male grooming.

*"More the social aspect of it [pickup artistry]. Like you may have noticed I've got a very monotone voice. So it was just about kind of dealing with stuff like that. [How you] engage with people. I was mainly in these sales Discords, like sales pitching or whatever... there was never any good resources. And I remember when I was younger someone talked about using something they learned from a pickup artist to get better at engaging with people. So, it was just kind of like a shot in the dark."*

*"I was ill and then I gained loads of weight so that was it. I just wanted gym and nutrition advice. Not really into like, I don't believe in plastic surgery to be honest."*

*"It's because I watch other stuff about like styling your hair or fashion, men's fashion, skincare for men. And it's, you know, kind of the social media pipeline that you hear so much about, where it moves onto that afterwards, after you've interacted with a few of them."*

*"This [Looksmaxxing server] is a bit weird... It's into mewing<sup>4</sup> and whatever... It's just unproven, really. Like it's just pseudoscience."*

Jacob identified with the red pill but expressed some criticism of it.

*"For me, what I've taken from [the red pill] is it's up to yourself to be the best version of yourself that you can, like in all areas, but kind of if you don't treat yourself with respect, you can't expect anyone else to. That's what I'd say. I'm aware a lot of people disagree with that, but that's why."*

*"Some of it I really disagree with but I'm not going to, you know what I mean, throw the baby out with the bath water just because I don't agree with some it. I see some value and nuance."*

### Experience in PUA communities

Jacob emphasised that he uses PUA servers and resources to give him advice and improve his chances with women but was aware of and had witnessed its poor reputation.

*"One of them was a bit weird so I stopped speaking to him. [...] He kept on messaging me at random times, give me what I noticed to be very dodgy advice [...] then he dropped like a gem of a message 'The thing is, women love persistence, but you can't be too persistent because they'll call the police on you. Trust me. That's a lot of hassle.' That's a bit of a red flag to hear from someone."*

*"Most of the people in them are fairly nice and inoffensive, but there's a significant minority who aren't and they are doing a lot of work to drag it down. The reputation, I mean."*

He recognised the difficulty in separating what he wants to get from the community, and the reputation it has – he has not told anyone he knows personally about his involvement with these servers.

*"Like that whole treat her like she's a dog or whatever. I know no woman in my life would stand for that. And the other stuff, like women aren't nasty, there's no us versus them attitude of mind [...] Women are people too, as weird as that sounds to say."*

<sup>4</sup> Mewing is a looksmaxxing technique which claims that if you hold your tongue to the roof of your mouth constantly, while breathing through your nose, you can reshape your face to have a more pronounced jawline. There is no scientific evidence to support this claim.

*“I wouldn’t say it’s a huge part of my life or I’m a huge part of it. It’s kind of like a Google to me. Like ask for some advice, get it, some of it might be really bad, I try and filter through that on my own and then, yeah, move on with my life.”*

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## Theodore, 30s

### Background

Theodore lives in a very rural area and said he was quite isolated.

*"I'm currently unemployed. I just got diagnosed with ADHD, which explains a lot of how my life's turned out. I have a degree, and I spend most of my time online because I'm unemployed. I'm looking for jobs, it's not much, I don't have much money to go out, so I don't have many real-life friends, most of them live far away as well."*

He spends a lot of time online moderating a forum related to men's issues.

*"I got nothing else to do with my time, so I might as well just help clean up the places, I'm spending time in. Right. Like, as far as I'm concerned, I'm just a janitor. Like, I spend time there, might as well tidy up after myself, that kind of stuff."*

*"The reason I got into the men's advocacy stuff is, one, because I'm kind of struggling. I want to blame everything on the world. Another element that really got me keyed into men's advocacy was reading reports and, like, statistics about the rates of intimate partner violence [...] I felt like I was being lied to because there was this narrative that men are always the aggressive agitators in a situation. And I was like, oh, wait a minute, these statistics aren't even close to what I thought the world was working as."*

### Online experiences

Prior to his involvement in male advocacy, Theodore had a transient online experience, spending time in MGTOW and incel communities. He believes that he meets the technical definition of an incel but does not identify with the movement or its cultural context.

*"I was depressed, so I went like a little bit in MGTOW space and went into the incel space [...] I think the algorithm just kind of picked up that I was lonely and started recommending me stuff"*

*"I spent longer in MGTOW because I found the movement itself really fascinating, because there's a difference between the content creator who sticks around in that space and the users who go through the space. Usually, online, you have a content creator, and they have a community built around them. With MGTOW, you had these creators, and then the people moving through. There's a lot of transient people in the MGTOW space."*

*"[A dedicated Incel forum] is a really, really toxic place. Anyone who goes in there and spends time there, it's not surprising they go insane."*

He often engaged with people in these spaces to try and help them.

*"I didn't really like a lot of incels because I found a lot of them really mokey. But I stuck around in the environment because like I think some people in that environment needed someone to talk to and a little bit positive reinforcement. I find helping other people helps my mental state as well. When I was in the incel communities I actually managed to speak like two people off the ledge, metaphorically anyway."*

*"I noticed in the MGTOW community a lot of people are DMing, and they would just fade away."*

### Role as moderator in the manosphere

As a moderator, Theodore wants to "try and create an environment that's inviting to as many different opinions as possible" but has to intervene when he feels it necessary.

*"Something happened and I found it misogynistic. I deleted it from the forum and then I sent them a message. They haven't done it since."*

*"The kind of things I find misogynistic are over generalisations, sweeping statements with an underlying layer of vitriol to the way they're presented."*

Andrew Tate is a banned topic on this forum, and Theodore tries to re-educate people that join who support his views. Tate fans are sometimes banned, which is something Theodore reflected on:

*"When it comes to like banning people, for example, it's like, is it better for them to be here and be around the people here or am I just sending them on to like [a dedicated Incel forum]?"*

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## Ron, 20s

### Background

Ron was raised in a Muslim household and still practises its traditions. He believes his parents plan to arrange a marriage for him.

*“The likelihood is going to be my parents are going to look for someone they want and, yeah, I’ll be left to make the choice.”*

He is now employed after completing university. He likes his job and has good relationships with his co-workers, including female co-workers, one of whom he’s particularly close with.

### Incel communities

He now wants a romantic relationship but reports he is unable to find one, saying he meets the technical and cultural definitions of an incel. Although he is involved in the incel community, he doesn’t think much of other incels.

*“At its core, basically, it’s someone who wants a romantic relationship, but can’t get it. The other terms would be around if you’ve ever had a kiss, if you ever held hands, if you’ve ever had a hug, or if you’re still a virgin. I’ve [posted] about it in the past about meeting most of those definitions.”*

*“I’m definitely part of it, my original account was created to kind of interact with other people that call themselves incels and kind of share stories and stuff like that and share studies.”*

He got involved in incel spaces primarily through X, which he uses around 4 hours a day, and previously Reddit when he was in sixth form. The statistical side of incel culture appealed to him.

*“I guess during college I was looking for maybe closer friends than what I had. And so that takes you towards the Internet friend stuff [...] They would go through why they couldn’t get a relationship... And that obviously brings up stuff about me, you know, what traits don’t work well, what traits aren’t attractive, what traits aren’t gonna get you any matches or stuff like that. You can either lie about it or come to the realisation that your chances are very low.”*

*“I saw some stats about how low Asians were in everything and that brought me to a now banned subreddit called ‘Braincels’. That subreddit got banned and I didn’t really go on stuff like [image-based bulletin board] or the incels forum stuff. I kind of laid low for the whole of my time at university until I went back searching for incel stuff. It kind of draws you back in.”*

Ron described himself as a misanthrope, thinking little of women and men, and identifies with the ‘black pill’ ideology, meaning he doesn’t see much of a way out of his incel beliefs or his chances of meeting a woman.

*“The black pill side of things is more absolutist. There’s less kind of avenues of trying to get out of it. And not only that, but there’s less kind of things you can game the red pill for a lot of the things is about kind of how to use your mannerisms, you know, using pick up artist tricks and status maxing as I said. But I don’t really believe in that. I think, I think attraction is more instant and as a result the black pill is more correct in that it’s more. I mean I love the black pill stuff. It’s based on how you look, which I think is the main thing. I think it’s how you act.”*

### Online content

Ron reflected on content he had posted in various ways, seeing it as informational or as an outlet for him to express his feelings about a number of things, including his opinions on reports of sexual assault.

*“It’s more about shitposting, the thing that’s more about me just [posting] through my feelings for the day.”*

*“I think to kind of contribute to the discussion, you’ll get some really sensationalised stuff that’ll get used by both sides but most of that won’t be connected [...] There’s a middle ground where you’ll see stuff that goes contrary to all the platitudes around relationships that should in a way show them [incels] that the reality is it’s not really for your behaviour because like I said, I think most incels are too inhibited.”*



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## Sam, 20s

### Background

Sam lives alone in the same city in which he has lived his whole life. He has previously been homeless.

*"I couldn't leave [the city where he lives]. It's something to do with me... I had to stay in [the city where he lives] because this is home to me, and this is all I know. [...] I just knew after that I was going to be homeless. I slept rough for a month"*

He has lived with mental health and addiction problems since he was very young. He has learning disabilities and mental health conditions, and has battled with alcohol addiction and drug use, though he is currently in recovery. He is unemployed, with his last job over a decade ago.

### Online life

Sam uses his phone around 5 hours per day, with at least 2 hours spent on Instagram. He also uses YouTube on his iPad, watching lots of shorts as well as longer content. He tries to use his social media for positivity and to support his mental health but reflected on the way content is shown to him.

*"It was start off with something very basic. There'll be self-help stuff that I like, and I'll actually like it [...] It will start off very lighthearted [...] but then you'll get down three or four videos and it'll be like no woman will want you if you're doing this. And then it'll list off a bunch of things you need to do for yourself [...] It's very much a focus on yourself, but in quite a toxic way, shutting people out."*

*"The problem is, once you start liking the good ones, the hashtags are attached to the bad ones. So once you start liking the ones with the hashtags that are like, masculinity, better man, stuff like this, after a while you see the negative ones."*

*"With what I see online and doom scrolling, especially while I was still drinking, I'd be up till 3, 4 in the morning, bottle of vodka in hand, scrolling through this stuff and agreeing with some of it, when actually in a sober frame of mind, I've gone, what a load of shit."*

As well as reflecting on the content he'd consume while drinking, Sam also believed loneliness was a key driver in engaging with self-improvement content.

*"If you're very down and you've got a big strong man on a screen telling you this is how his life is successful, and everything isn't going right for you, you almost look for the guidance that they're providing. But that also boils down to the loneliness, which is why you end up doom scrolling. If you had friends to reach out to, to talk to, you wouldn't be scrolling through these videos, seeing constant clips."*

Sam was familiar with Andrew Tate's content and was a member of his 'University' Telegram channel, although he was inactive on the platform. He reflected on a message he had seen on this channel, and on Andrew Tate more widely.

*"I don't want to be associated with that sort of [thing]."*

*"I don't think what he [Tate] says about women is correct, but I think that's also my upbringing [...] mum worked her absolute arse off to get us throughs school, took time off when hospital appointments, mental health appointments and all that. She bent over backwards and tried to give us a world with as little as we had. And so when I look at these things, I see it as almost from a different standpoint in life. People might think that, but my own personal experiences taught me otherwise."*

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## Ethan, 30s

### Background

Ethan is a dating coach. After graduating from university, he returned home and explored various career paths before becoming a dating coach. He specialises in teaching men, particularly those who are introverted or from technical backgrounds, how to approach women in public.

*"I just help people improve their dating lives and their confidence and social skills... It's all about approaching strangers out in public and having conversations. [...] A lot of guys find that quite challenging... so I'm essentially getting them used to it, getting them comfortable with doing that and just generally improving their social skills as well."*

Ethan's own journey into the world of dating coaching began after university, when he started creating prank videos. He gradually transitioned into pick-up artistry, inspired by online content creators in the space. Seeing a potential career path, he built his own online presence and client base.

*"I started off doing these sort of prank videos... that's how I kind of transitioned into this actually. It was a really fun thing to do... I knew there was a lot more potential to earn more money [with pick-up artistry], but I also thought it was something I could do kind of more sustainably into the future as well."*

### Online content consumption

Ethan is an avid consumer of online content, particularly on YouTube. He follows various creators, including those focused on pranks, pick-up artistry, video games, and social commentary. He is interested in hearing diverse perspectives and critically analysing different viewpoints.

*"I consumed content from an education standpoint, seeing how I could sort of integrate similar stuff to what they were doing into what I was doing, but also purely for entertainment as well."*

He is drawn to content such as videos of people engaging in "auditing," where they test the limits of authority and social norms. He also engages with commentators like Russell Brand (6.83 million subscribers on YouTube), who offer critical perspectives on modern politics and society.

*"It's almost like kind of disagreeing with authority and that kind of thing... challenging people's perspectives and viewpoints, which is always quite interesting."*

Ethan also consumes content from controversial figures like Andrew Tate, but he is selective about the messages he takes away, focusing on those that align with his values of self-improvement and personal responsibility.

*"Some of the content I like [from Andrew Tate] was about providing for your family, trying to be a strong, healthy man... I resonated with that more than the... ridiculous rhetoric."*

He acknowledges that it's important to be discerning and to avoid blindly agreeing with everything a particular content creator says.

*"What I do worry about is if you're an Andrew Tate fan, does that mean you consume all their content and go, I agree with all of it? And that's my fear."*

Overall, Ethan is critical of those who take a manipulative or disrespectful approach to dating, and he emphasises the importance of honesty, integrity, and genuine connection.

*"There was almost a culture of sort of borderline manipulation to get what you wanted... That's where there's a sense of sleaziness, and connotations to sexism, misogyny and stuff like that."*

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## Kahleel, 30s

### Background

Kahleel lives in a flat with his brother. He has held his job for a few years, and outside of work he enjoys online gaming, watching sci-fi, anime and true crime, and martial arts.

### Online life

Kahleel has been on social media for most of his adult life, with Instagram now being the primary platform he uses. He said he originally joined Instagram to look at the profiles of and chat with women, but his use of the service has since diversified as the platform has evolved to serve him more news and podcast content. He also watches content on YouTube, for example "Pop the Balloon," (a YouTube show created by Arlette Amuli, 905k subscribers on YouTube), a dating show similar to "Take Me Out" featuring predominantly Black creators. He's come across content from manosphere creators, but can be a bit sceptical of their content:

*"With the podcast, I feel like Joe Rogan (19.6 million subscribers) and Andrew Tate, for example, the issue I have with those people is that they don't ever show themselves in a relationship. They just speak about it. I can't tell you one of their girlfriend's names."*

He's also seen interview format YouTube shows in the past similar to the Whatever Podcast (4.45m subscribers on YouTube), where the hosts typically interview panels of women about topics related to dating or gender dynamics. He's particularly critical of these:

*But yeah, he doesn't put on any women with any depth of intelligence. That's the only problem with these podcasts. I've yet to see a woman that's actually got enough fire back for him to really argue his point. They're just dumb, I'm sorry this is rude, but these ones they get for their particular show, he gets them on just so he can destroy them."*

Despite this criticism, Kahleel felt that many of the topics covered by these and other manosphere creators around dating culture tackled the topics in ways that resonated with his personal experiences, for example around what he felt were double standards in dating – e.g., that women expect equal pay and equal treatment but still want men to pay on dates and to behave with chivalry.

*"They want to be equal to be like men, but for what, because when I go on a date, I still got to pay. So you're now getting paid the same or more, so what am I paying for? Why won't you pay? It's like, they fought to get the same rights as men. That's fine, but I still have to do everything anyway."*

*"I've booked many girls Ubers home from the nightclub. I didn't even know them, just because they were stranded outside looking like they were going to just end up on a roadside. [...] And, you know, as a guy, it's no big deal. I'd rather make sure that someone's daughter got home safe. But vice versa, a girl wouldn't do it for a guy"*

*"If a man becomes a millionaire, he'll look after his wife. If a woman becomes a millionaire, she won't necessarily look after her husband because that's not something socially she would be doing. And if she was doing that, all the guy's friends would be laughing at him, probably. They'll be like, oh, are you sure you're allowed to go out today because your wife's got your pocket money and whatnot? Which sounds weird, but if it was the other way around, it would be normal."*

## Nathan, 30s

### Background

Nathan lives with his girlfriend and works in shifts. During his time off, his main hobby is playing golf with friends, and he also enjoys socialising, going to the pub, and hosting people at his house.

### Online life

Nathan has been using social media since his school days. He joined Twitter shortly after the platform was established and now spends significant time on various platforms, with an average daily screen time on his phone of around 5 hours – with this being much higher on non-working days, and much lower while he's on shifts. His usage by platform, from most to least, is X, Instagram, Facebook, and LinkedIn.

On X, Nathan primarily follows political content sports and news. He tends to stay on the 'For You' page of recommended content rather than the 'Following' feed, as it gives him "a wide range of stuff." He sporadically posts himself but will more often engage with content through likes or reposts, particularly on topics he feels strongly about.

His feed includes US and UK politics, commentary on current events such as immigration and elections, and news from sources like BBC News and Talk TV. He regularly sees content about Donald Trump and Kamala Harris, often with a critical view of Harris. He also spends time watching "Libs of TikTok," (4.3m followers on X) a conservative account that posts content depicting what they consider liberal extremes.

*[On what he posts] "I'm very anti Kamala Harris, so probably say something along the lines of that."*

Nathan watches Joe Rogan's podcast on Spotify and watches clips from it on YouTube (19.6 million subscribers). He appreciates that Rogan is "quite good at getting them to explain stuff for the average listener." He also watches YouTube content from Jordan Peterson (8.65 million subscribers), Matt Walsh (3.18 million), and Douglas Murray (239k).

Nathan frequently encounters content discussing gender issues and transgender topics. He sees posts about people who regret transitioning and watches content from Matt Walsh (3.2 million YouTube subscribers), who is "very anti kids transitioning." He also comes across videos featuring street interviews where women discuss their dating preferences and financial expectations of potential partners.

*"This sort of video seems to be quite a popular thing that goes around at the minute, tends to be in America. And it's generally a girl saying that she would only go for a man that needs a set amount of wage."*

A lot of the content Nathan is drawn to reflects his wider societal views. He described his political views as centrist but reflects that to someone on the progressive left, he might be described as more right leaning.

Nathan is critical of "wokeness" and concerned about what he sees as diminishing masculinity in society. He feels that traditional family structures and norms have been undermined by progressive mainstream politics.

*"There was a period where being, like, being masculine was suddenly being frowned upon. Like, holding, like, even simple stuff, like holding a door open for a woman was being like... depicted as being like an aggressive male trying to, like, overpower."*

*"My girlfriend always says there's nothing she'd like to be than just be the traditional stay at home, look after the family, the dogs type thing. And she always says feminism has probably ruined that for her."*

Nathan feels strongly that what he describes as "cancel culture" has undermined free speech, and he believes government intervention in social media would be counterproductive.

*"I'm very anti censorship, and as soon as Ofcom and government start saying what you can and can't see on social media, I think that's the wrong direction to go in."*

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## Tyrone, 20s

### Background

Tyrone is in his 20s. He has various income streams from different jobs, but he is now focusing on forging a successful career of his own.

### Online life

Tyrone describes himself as having a limited social media presence, maintaining only Instagram after previously using platforms like X. He made this decision because he feels that social media has "gotten too much" and that "people are sort of not living in the real world anymore." When he was on X, he primarily followed accounts sharing memes, music content, and entertainment.

On Instagram, Tyrone has intentionally curated his feed to avoid certain types of content. He's used filtering tools (the "not interested" button) to screen out fight videos and what he calls "red pill" content:

*"Like they'll have pages that just share like random videos of fights and stuff happening in the streets. And I just wanted to like shut that off... And the Andrew Tate stuff like... that sort of red pill content is pretty popular in there. So I sort of have to filter that out as well because it can get a bit toxic."*

Tyrone felt that he was initially recommended content like that based on his age and gender, but he found that when he avoided engaging with it, it quickly stopped appearing in his feed.

Tyrone reflected a lot on how women were portrayed in the music industry, specifically some of the genres of music he engages with (grime, drill, hip-hop and rap).

*"A lot of it's very overtly sexual... They'll have, you know, the Brazilian butt lifts and, you know, all this plastic surgery and be doled up and wearing these, like, hypersexual outfits."*

He felt that a transactional attitude to sex and relationships was common in the scene – reflected in song lyrics but also in the wider industry gossip and culture.

*"You're famous for basically having someone's kid and then the relationship drama that they'll have, it's all just sort of blasted on online."*

*"It makes dating, and relationships look like a transactional thing... It's all about finding the high value man who has the most money. And then for women, I feel like that's compromising happiness that you may find elsewhere in order to garner resources for yourself."*

He feels that this hasn't shaped his own views as he's reflective of the commercial pressures and incentives at play in the industry and online but does feel it could influence younger or more vulnerable men.

*"For younger men it all sort of subconsciously programs you to look at women through that lens and nothing else."*

Despite these criticisms, Tyrone acknowledges the importance of context and the artist's intent. He distinguishes between commercial music that objectifies women for profit and authentic expression where artists are sharing their personal experiences:

*"If it's an aspect of telling a story, especially a personal story, then you can't really say you can't do that."*

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## Darshan, 40s

### Background

Darshan lives with his wife and child. His wife works full-time, and Darshan said during the week the family is incredibly busy juggling work and school. His main interests include sports, travel, and keeping fit.

### Online life

Darshan uses multiple social media platforms including Facebook, Instagram, YouTube, X, and occasionally TikTok. He estimates he spends five to six hours daily on his devices, though this includes work-related usage. Facebook is his primary platform, where he spends roughly an hour per day browsing content, while he uses X for about 20-30 minutes daily.

His Facebook feed features content related to sports (particularly football), financial advice and property investment. He follows various groups related to his interests including boxing groups, investment groups, and cultural communities. He also watches motivational figures like David Goggins (13 million followers on Instagram) and Tony Robbins (2.2. million subscribers on YouTube).

On X, Darshan primarily follows news outlets, political figures and sports-related accounts. His YouTube consumption focuses on business-related content, sports highlights, and videos for his child. He describes using TikTok more passively, typically only viewing content that others send him rather than actively scrolling the platform.

Darshan explains that his social media usage has evolved over time. He's become more cautious about what he posts:

*"I'm probably a bit mindful now what I would [post] because... you might have said something unintentionally that offended somebody and then next one it's dragged up years later."*

Darshan was also careful to stress that, for him, following an influencer doesn't mean endorsing all their views:

*"Whether it's sports personalities or political personalities, whoever, you might follow them and certain things you might agree with, certain things you might disagree with, but doesn't necessarily mean it's a reflection of your beliefs or your thoughts or your values."*

He's aware of controversial figures like Andrew Tate but maintains distance from content he finds problematic:

*"I would have him at arm's length... I wouldn't bring his name up at a dinner party."*

While he follows motivational figures like David Goggins, he doesn't uncritically accept everything they promote.

Regarding the portrayal of gender roles and masculinity online, Darshan acknowledged historical pressures on women but also expresses concern about overcorrection:

*"We've got to be careful. Can't get to a point where men are scared of, like, being men and even saying, like, the slightest thing in case it causes offence, because then you'll be like, oh, you're in a robotic society."*

## Kelly, 40s

### Background

Kelly lives with her partner and child. She runs a business with her partner and describes her life as busy and outdoors focused. Her current routine revolves around caring for her animals, working at the family business, and supporting her family with their goals.

### Online life

Kelly primarily uses Facebook and Instagram, along with YouTube for podcasts and informational content. She intentionally avoids TikTok because she feels she already has *"too much to look at."* Her social media use intensified during 2020, which she describes as a pivotal year that "evolved" her online experience.

Kelly mainly consumes content on her phone, often while multitasking with daily chores. She prefers short-form content that provides "bullet points" over lengthy videos, making exceptions for longer podcasts like The Joe Rogan Experience (19.6 million subscribers on YouTube) that she can listen to while doing other tasks.

The content she sees on Facebook and Instagram centres around several key themes including alternative health information, criticisms of mainstream media, commentary on gender roles, and what she considers hidden truths about government actions and agendas. She enjoyed content from figures like Jordan Peterson (8.9 million followers on Instagram), Joe Rogan (19.7 million), Candace Owens (5.6 million), and Andrew Tate, and says she is selective about what she takes from each source rather than agreeing with everything they say.

*"I cherry pick what I like about people, what I want to absorb, what I want to look further into"*

Kelly explains that she receives much of her content through trusted friends who send her links to videos and articles that align with her interests, particularly on medical topics, government "agendas," and masculinity / femininity discussions.

Kelly's worldview and engagement with online content was significantly shaped by her experiences during the COVID-19 pandemic, which she describes as an "eye opener" that led her to question government actions, mainstream media, and medical establishments. She expresses strong scepticism toward COVID vaccines, public health measures, and what she perceives as government overreach.

*"I think it evolved when I realised I wasn't the only one who thought the government were an absolute shit show of trying to kill us with a vaccine and lock us down that we didn't need."*<sup>5</sup>

She feels that some societal problems stem from an erosion of traditional gender roles. Kelly expressed concern about what she sees as pressure on women to "do everything" and a loss of masculinity in society:

*"I am quite traditional. I don't want to do blue jobs<sup>6</sup>. I am a nurturer. I'm not a gatherer. I don't want to be a hunter gatherer... We have created a world where women believe they've got to do everything that men do."*

While she appreciates figures like Andrew Tate for promoting masculinity, she feels he *"takes things too far"* in some of his views on women. She values Jordan Peterson's perspectives on gender roles and psychology and feels there's a need for a balance that recognises inherent differences between men and women without going to extremes.

Kelly views many modern problems as stemming from coordinated agendas by elites and governments, frequently referencing "Agenda 2030" and expressing concern about loss of freedoms.<sup>7</sup> She believes mainstream media is engaged in "brainwashing" and that critical perspectives are systematically censored on social media platforms.

<sup>5</sup> As with all vaccinations, there is ongoing [research](#) into the [Covid-19 vaccines](#), their efficacy, and their [potential risks](#).

<sup>6</sup> 'Blue jobs' or 'blue collar jobs' traditionally refer to manual labour, often in manufacturing or construction

<sup>7</sup> The [Agenda 2030](#) for Sustainable Development, adopted by all UN member states in 2015, outlines a comprehensive framework for achieving sustainable development by 2030.

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## Sal, 16-19

### Background

Sal is a student currently living with his family. He is studying at college and wants to be a professional athlete when he's older.

### Online content consumption

Sal spends time online, primarily using his iPhone to access social media platforms such as Instagram, TikTok, and YouTube. He engages with and enjoys keeping up with MMA (mixed martial arts), keeping up with news and events through social media and watching videos of fights and training sessions on YouTube.

He is also interested in personal development and self-improvement, following influencers such as David Goggins (13 million followers on Instagram) who promote mental and physical toughness. He has been motivated by their messages to become more disciplined in his training and studies.

*"I've seen great stuff from him, like mentally challenging himself, physically... You should be mentally strong and all that."*

Sal values his Muslim faith, and views Islam as a religion of peace. He is critical of those who use Islam for fame or to promote harmful ideologies.

*"It means a lot to me. I feel like it's a religion of peace... I like my religion."*

Sal also watches content from Joe Rogan and Joey Diaz (1 million subscribers on YouTube), enjoying their stand-up comedy and discussions on various topics.

*"Joe Rogan...He talks about...martial arts a lot, and then the different kind of story he has."*

### Views on Andrew Tate

Sal has mixed views on Andrew Tate. He agrees with some of Tate's messages about discipline and self-improvement, but he disagrees with his views on women. He is critical of Tate's misogynistic comments and believes that he does not represent true Islamic values.

*"I think it's 70:30. Like 70% bad and 30% good... The 30% is the one [saying] a man should be disciplined, should not carry a knife around and stabbing people. And the 70% [is] about woman, the way he made money, the way he talks about woman and treats woman."*

Sal is selective about the content he consumes from Tate, skipping videos that focus on what he perceives as negative or harmful topics. He believes that it's important to be critical of influencers and to avoid blindly following their views.

*"If I come across videos of Andrew Tate I just skip it... I don't watch, like, any of it because now I find I'm interested, like in MMA and all that, so I'm not interested whatever else he says."*

### Views on women

Sal says he respects women and believes they should be treated well. He is critical of those who disrespect women, including some of his friends who he says disrespect their mothers.

*"Women are really, like, a really important human being, and I really respect them a lot."*

He believes that women should be treated with respect and that it is important to understand their perspectives. He is also critical of those who try to restrict women's choices or impose their own views on them. He spoke about this in relation to some Muslim influencers he has seen online.

*"There's some I don't really trust...They talk about different nonsense...like...that you should not talk to women and all that. You should talk to a woman and understand women. I don't really trust them, so I just stopped, like, following them."*



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## Reza, 16-19

### Background

Reza lives with his parents and siblings and is a practicing Muslim.

### Online content consumption

Reza mainly consumes content on TikTok and Instagram. He prefers educational and comedic content, both secular and Islamic, and actively avoids aggressive or explicit content.

*"I got a phone that I use for social media... So, my main ones are WhatsApp, Snapchat, Instagram and TikTok... A lot of the time it's mostly educational, whether that be secular or Islamic education... I do get a lot of comedy, like stand-up shows and like skits."*

Reza engages with several Islamic creators on Instagram, such as Shaykh Ashiq (146k followers on Instagram) and Muhammad Hijab (836k followers on Instagram), appreciating their educational content and confident presentation style.

*"A lot of them are educational... they'll explain one verse in the Quran or explain why you should be a good person."*

Reza has also seen content from creators like Ali Dawah (1.28 million subscribers on YouTube) and Kevin Samuels (1.88 million subscribers on YouTube), who discuss relationships and gender roles. He finds these insightful but also notes the trend of toxic behaviours in relationships.

*"I think there's been a couple clips that I think Ali Dawah specifically, he speaks a lot about marriage and the roles of men and women in the relationship."*

### Views on Andrew Tate

Reza has seen content from Andrew Tate in the past. He finds some of Tate's advice on self-defence and money interesting but disagrees with his views on women and his tendency to show off his wealth. Reza does not engage with Andrew Tate's content anymore.

*"It's mostly like clips from his podcast or clips of something you'd see...teaching about self-defence and whatnot. [...] He did say, for example, always pick up the cheque, always please pick up your woman or you drop her off home and stuff like that."*

### Views on men and women's roles

Reza believes that men and women are equal but have different roles in relationships and society. He supports traditional gender roles, with men as the primary providers and women focusing on childcare and household duties.

*"In my opinion I would love for me just to work and my wife to stay at home."*

However, he also acknowledges that it is often necessary for both partners to work. In such cases, he believes that the roles should be split, with the man taking on more of the labour-intensive tasks.

*"In this economy that's impossible because you do genuinely need to have two people, two incomes in one household for it to actually function."*

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## Tim, 30s

### Background

Tim runs a Discord server where men's issues are discussed. He identifies with the broader men's rights movement, which he describes as a loosely organised group with no central leader or theorist.

### Online content consumption

Tim primarily engages with online content related to men's rights issues, including fathers' rights, 'Intactivism' (anti-circumcision), and male victims of abuse. He is critical of the way these issues are often ignored or dismissed by mainstream society and media.

He is also critical of certain online communities, such as those labelled as "Men's Lib" or "pickup artist" communities, which he views as either controlled opposition or promoting harmful ideologies. He believes that these groups often misrepresent or attack genuine men's rights activists.

*"They'll say we're incels... They'll say we're also pickup artists. And they'll say we hate women."*

Tim is particularly concerned about the prevalence of false accusations against men and the lack of support for male victims of abuse. He believes that these issues are often exacerbated by societal biases and a lack of empathy for men.

*"The empathy gap... Men get... a lot less empathy than women do."*

Tim has seen some content from Andrew Tate but does not have a strong opinion of him. He believes that Tate's popularity is partly due to the attention he receives from feminists who attack him, which makes him more appealing to young men who feel alienated by feminism.

### Views on women

Tim does not identify as anti-women and has many female friends and family members. He believes that men and women are different but should be treated equally, especially in emergency situations. He criticises the societal expectation that men should always protect women, even at the cost of their own safety.

*"Men are wired to protect women at all costs, at the cost of their own life."*

He is critical of certain feminist ideologies and behaviours, which he views as harmful to both men and women. He believes that these ideologies often promote a victimhood narrative and deny the existence of real issues faced by men.

*"What they're talking about is like an ideological thing and they call pickup artists 'toxic masculinity' and stuff, and they call us toxic masculinity. But we are completely different groups, and we believe completely different things."*

Tim believes that open and honest communication between men and women is essential for addressing gender issues and creating a more just and equitable society.

*"I do think spaces are an important part of it because it's, it's not about Andrew Tate or anything. It's about the space that they occupy."*

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## Richard

### Background

Richard has worked in a few different jobs. Richard was previously falsely led to believe he had fathered a child, which had a huge impact on his life.

*“I wanted this child, by the way. Let me make it clear, this is not me trying to get away. Quite the opposite. I was heartbroken.”*

### Online content consumption

Richard engages with online content related to men's issues, including false accusations, paternity fraud, and broader discussions about gender dynamics. His early exposure to these topics was influenced by personal research. Later, he discovered *Men Going Their Own Way* (MGTOW) and *red pill* content on YouTube. He has engaged with the work of Paul Elam and Rollo Tomassi<sup>8</sup>, and engages with the online content creators Better Bachelor (474k subscribers on YouTube) and Coach Greg Adams (240k subscribers on YouTube).

*“I think the red pill is about seeing how men and women - it's not just about women, people think it is, but it's not - [how men and women] actually are, and mating strategies, and how men and women actually think and interact. Now that was an amazing moment for me. When I read *The Rational Male* and *The Manipulated Man* by Esther Villa, when you see how men and women really are and think and act and why they do it, everything makes sense.”*

Richard believes that the family court system is biased against men, citing examples from his own experience and others. He describes the courts as “gynocentric,” stating that false allegations of domestic abuse are frequently made against men no legal consequences for women.

*“Time after time, judges have ruled that women's allegations of domestic abuse were false. So, in other words she's made it up. Did you know there are no consequences for them if they do that? None.”*

### Views on men and women's roles

Richard holds strong views on relationships and gender dynamics. He describes his decision to avoid relationships as pragmatic rather than emotional:

*“If I got abused by a woman again, I'd have no support off any government agency. If I got married...I'd risk losing half of everything that I've got just on a woman's emotions if she just feels how she feels... I see it as a massive risk with very little reward at the end of it.”*

While he acknowledges that not all women behave in harmful ways, he believes the legal and social systems overwhelmingly favour them.

*“Some men are bad, some women are bad. But when it's a woman, the whole system is like, ‘Oh, we can't go there.’”*

He sees MGTOW as a rational response to the risks associated with modern relationships and believes men should focus on self-improvement rather than pursuing marriage or long-term commitment.

*“I'm more like Coach Greg Adams and Better Bachelor. I'm living my life for me. All my money's mine, I'll choose how to spend it, I'm not going to get married again.”*

Richard does not consider himself a misogynist, saying his choices are not made from hatred.

*“A misogynist would actively seek to discriminate against women because they are women. I don't. I'm choosing not to have a relationship with a woman out of my own free will and choice, not out of hatred for them.”*

Ultimately, Richard believes that societal attitudes and legal frameworks make relationships too high-risk for men, and he has opted out entirely.

*“I just see the game as it is, and the risk is too high with a very, very small chance of reward at the end of it. I just think, nah, sod it.”*

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<sup>8</sup> Paul Elam and Rollo Tomassi are both principally authors rather than content creators.

## Jack, 16-19

### Background

Jack lives at home with his parents. He hopes to become a professional athlete when he's older, and enjoys the discipline involved in being responsible for his own success. He is motivated by the prospect of achieving a luxurious lifestyle and giving back to his parents.

*"I love having something that's difficult... I like being on myself... I aspire for a very luxury lifestyle in the future... I'd like to give back and get my mum and dad the cars they want, the house they want."*

### Online content consumption

Jack mainly uses social media to promote his training and connect with others. He also enjoys watching motivational speeches and clips related to MMA and fitness. He is critical of excessive social media use, believing it can be a distraction.

*"The only reason I use social media mainly... is to promote my stuff... I also think there's a very negative effect on social media because I think it's a massive distraction."*

Jack watches content from various creators who align with his interests in fitness, masculinity, and self-improvement, including the Tate brothers, David Goggins (13 million followers on Instagram), and Eddie Abbew (4 million followers on Instagram). He appreciates their messages about hard work, discipline, and achieving success.

*"I love to watch David Goggins... the Tate brothers, obviously, is a massive one... I love their speeches on TikTok."*

He is a big fan of Andrew and Tristan Tate, and believes they are unfairly treated and viewed by society.

*"I think his message behind what he says, which people think are [sic] controversial, are correct... I think it's been programmed into women especially, who have never even watched an Andrew Tate video or clip. His names just hated. And I think that's part of, you know, the system's manipulation towards society."*

*"I think Andrew Tate should be able to do what he wants. I think he's the top, top peak of being a man. He's worked so hard, he's a millionaire. And I don't see why he wouldn't enjoy himself at that level with, especially with some of the girls that he could get."*

He is also interested in what he describes as "conspiracy theories" and believes a group of elites control the world. He cites the coronavirus pandemic as an example and believes the vaccines

harmful.<sup>9</sup>

### Views on men and women's roles

Jack believes that men and women have different roles in society and relationships. He values traditional masculinity and believes men should be strong, capable providers and protectors. He is critical of what he perceives as the feminisation of men in modern society.

*"I think being a man is being the provider and protector... I think a man should be strong, capable... I think that the system as a whole is trying to demasculinise and feminise men."*

Jack also holds traditional views on relationships, believing men should be the leaders and providers, while women should focus on being good wives and mothers. He is critical of the over-sexualisation of society.

*"I think in a relationship the man is a protector... I think the man is more of a leader... I think how sexualised society is over here right now is massively, it's completely wrong."*

Jack was critical of the behaviour of many women in Britain, and said he would not settle down with a British person as a result.

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<sup>9</sup> As with all vaccinations, there is ongoing [research](#) into the [Covid-19 vaccines](#), their efficacy, and their [potential risks](#).

*“In the UK, especially in my generation right now, girls are constantly going out, drinking, sleeping with guys, I speak to many girls now that don't want to be a mother. They don't really know what they're doing with their lives. And I think, you know, preserving a woman's value in this country is gone. Whereas you look abroad, I don't know, take Saudi Arabia or somewhere like that, for example. Girls mainly over there, they don't drink. They keep themselves very high value, they wait until marriage rather than wasting time and sleeping with lots of guys. They want to be a good wife, a good mother. I just think it's very different. But I don't personally see myself with anyone from the UK right now.”*

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## Mervyn, 30s

### Background

Mervyn's career has been varied, but he has always avoided the 9-to-5. Growing up, Mervyn moved around frequently and attended many different schools.

*"I think it kind of gears you up to not be so attached and to be a little bit more flexible in social circles."*

Mervyn lives independently, describing himself as in a "lovely state of mind" where he is not looking to be tied down to anything that doesn't align with his values.

### Online content consumption

Mervyn primarily uses Instagram, occasionally engaging with Snapchat and TikTok but without much active participation. His Instagram feed is a mix of fitness content, comedy, and relationship discussions.

*"I'd say majority of things is banter, to be honest with you. That's what I love about Instagram."*

He enjoys fitness content, particularly extreme calisthenics, boxing, and martial arts training. He watches figures such as Eddie Abbew (4 million followers on Instagram) for health advice but prefers fitness content from female creators.

*"I don't want to see some ripped sweaty guy every day. If I'm attracted to you and you're intelligent and you're telling me about what I should be doing for myself, that's more motivating."*

Though he doesn't actively seek this content, he acknowledges that social media algorithms push it into his feed. However, he doesn't see it as having much of an effect on him.

*"I don't believe myself to be as easily manipulatable, but I do think that the general population would just kind of succumb. I don't know, I just don't really have much faith in people."*

Mervyn has a wide-ranging taste in music, including rap and drill music. He reflected on the lyrics that are used in some songs about women.

*"Drake has a bar, 'I'd stop calling them bitches, but the bitches love it'...I believe what he's saying is it's more of a societal thing than it is like the women themselves actually complaining about his usage of the derogatory term."*

### Views on men and women's roles

Mervyn describes himself as someone who values independence and personal freedom. He does not align with traditional gender roles and dislikes relationship expectations.

*"I think a lot of women are inherently the same, don't get me wrong. But fundamentally, everyone's different."*

He engages with some red pill content but is critical of figures like Myron Gaines from Fresh & Fit (1.56 million subscribers on YouTube).

*"This man [Gaines], he doesn't like—it's not really that he doesn't like women. It's just like, you just love trapping them. You can't keep bringing, for ease or shortage of understanding, hoes on your platform and then you're gonna try and condemn them for their work... you know exactly what they're on [OnlyFans]<sup>10</sup> before they come on the show, so don't ask them the same 21 questions you've just been given for the past three years and then expect it to be any different."*

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<sup>10</sup> Mervyn was previously discussing OnlyFans.

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## Gavin, 50s

### Background

Gavin works in a 'well-respected' job which he enjoys and has worked for most of his adult life.

Gavin has a long-term partner and adult children. He enjoys keeping fit, going to the gym, and running, describing exercise as something that brings him both structure and enjoyment.

*"Sometimes, you know, just when you do a bit of a gym session you feel just better about yourself."*

### Online content consumption

Gavin is mindful of his phone use, estimating that he spends about an hour to an hour and a quarter a day on it. He primarily uses social media for communication, fitness content, and staying up to date with local events and current affairs. His main platforms are Facebook and Instagram, though he occasionally watches YouTube. He acknowledges that social media algorithms push specific content towards him based on his interests, particularly fitness-related material.

Gavin has engaged with controversial online figures like Andrew Tate, "*absorbing*" discussions around masculinity. He initially found some of Tate's views resonated with him, particularly around fitness, discipline, and self-improvement. However, he has since distanced himself from consuming too much of this type of content, recognising that social media is often "*theatre*" designed to provoke reactions.

*"I used to give a lot of energy to it... quoting what they'd said, absorbing what he said and letting my brain be filled. A lot of it resonates with me, a lot of it I believe to be true, a lot I believe to be for the good... you know, masculinity and training hard."*

He is sceptical of mainstream media narratives and believes there is an agenda behind much of what is reported.

*"You just see the same things pushed all the time. It's all part of a bigger picture, trying to shape the way people think."*

### Views on men and women's roles

Gavin has traditional views on masculinity, valuing strength, discipline, and a provider role. He believes modern society has tried to soften men too much, encouraging them to be overly in touch with their feelings and less physically capable.

*"I wouldn't call it masculinity. I'll just call it modern men that they're trying to get to—I can't see any form of my view of masculinity, you know, they want men to be caring, gentle, you know, really in touch with their feelings. Less physical, all that."*

He sees men's and women's roles as naturally distinct and complementary, with men traditionally being protectors and providers, and women embodying femininity and care.

*"When I was growing up, if I had a problem, I generally go to my mum... And normally, she'd be loving and caring and soft and gentle and all that. My dad was the strong one. That was just the way it was."*

Ultimately, Gavin tries to prioritise his other parts of his life over getting caught up in political and online discourse.

*"Most things, you know, it's all out there to try and get a reaction or something. And as you become just wiser with your energy, you don't give it your energy, you see it and probably laugh, because the game's so obvious."*

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## Callum, 30s

### Background

Callum lives alone and works in a senior position. He has an active personal and social life.

*“I enjoy going to the gym, socialising with friends, trying new places to eat, enjoying a beer every now and then. And yeah, just chilling out and watching something new.”*

Callum has no major commitments, and he values the freedom this gives him. While he acknowledges that life circumstances may change in the future, for now, he enjoys his independence.

### Online content consumption

Callum describes himself as always being on his phone. He primarily uses Instagram and Facebook, with some occasional use of X. He consumes a broad range of media, including podcasts, news, and fitness-related content. He enjoys listening to self-improvement and psychology books, often selecting topics like finance, fitness, and personal growth. He listens to podcasts regularly, citing *Joe Rogan Experience* (19.6 million subscribers on YouTube), *Modern Wisdom* by Chris Williamson (3.45 million subscribers), and *The Huberman Lab* (6.69 million subscribers) as some of his favourites. He appreciates long-form discussions and values different perspectives, even when they come from figures who might be considered controversial.

*“[Chris Williamson] is in to the kind of self-development, kind of psychology and things like that. I think I’ve followed him since that podcast started, so it’s really developed. He has some good guests from different backgrounds like psychologists, bodybuilders... I just love the variety and these kind of ways of thinking and investigating and interrogating ideas.”*

He follows accounts that provide workout tips, food recommendations, and aspirational lifestyle content, including fashion and watches. He is aware of ‘the manosphere’ but has very passively engaged with ‘red pill’ content

*“I try to filter who I follow, so it’s mostly fitness, food, travel, and general self-improvement.”*

*“I’m not that deep into, what is it, the red pill movement? I don’t know [...] red pill is kind of lifting the curtain on the way or the mechanics of things or seeing how the sausage is made.”*

### Views on men and women’s roles

Callum is currently single and actively dating. He describes the modern dating landscape as “wild” and acknowledges the challenges that come with online dating. He is aware of discussions around masculinity and gender dynamics, but he doesn’t engage deeply with the concept. He had come across *red pill* and *manosphere* content but remains critical of certain aspects.

*“Kevin Samuels (1.88 million subscribers on YouTube), his content’s all over... he died a while ago. But he’s notorious for his opinion on women, and men’s role in a relationship have been very, I don’t know if it’s kind of traditional or outdated perhaps.”*

*“I’d say I like some of the stuff he [Andrew Tate] says. His message is about improvement, and you know, he’s very direct with it... just to create attention. Incendiary, perhaps?... I don’t know too much about what he said about women... I know he’s got kind of traditional views... Basically the ‘women should be in the kitchen’ kind of thing. I mean, by that, like old, outdated.”*



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## Alex, 40s

### Background

Alex lives by himself, aside from when his children come to stay with him. He enjoys football and playing computer games in his free time. He is not in full-time employment.

### Online content consumption

Alex spends a significant amount of time online. He primarily uses YouTube, Facebook, and Instagram, accessing them on his phone and other devices.

He enjoys watching videos on a variety of topics, including psychology, religion, what he describes as “conspiracy theories”, and motivational content. He is particularly interested in Jordan Peterson's psychological insights (6.68 million subscribers on YouTube) and Tucker Carlson's commentary (3.82 million subscribers).

*"I do like Jordan Peterson...Tucker Carlson. I like, I like the way that he puts things. For challenging yourself."*

Alex is also drawn to what describes as “conspiracy theories”, particularly those about powerful elites controlling the world. He believes that the coronavirus pandemic was a “mind control game” orchestrated by the government.

*"I think that's disgusting, man... lying to us. Like, I get it. Like some people are gonna die of COVID just like some people will die of flu. But I just think, I. I just think like it was the ultimate...mind control game from the government and the people in charge."*

He gets information from various sources, including online videos, social media, and alternative news outlets.

*"I watch a Muslim guy, he does like the speaker's corner... Mohammad Hijab (836k followers on Instagram)... Well, that's where I found out about Tommy [Robinson] (1.2 million followers on X)...him and Tommy have a little beef."*

Alex has also seen content from Andrew Tate. He has mixed feelings about Tate.

*"For me, Andrew Tate... I don't know how real he is in what he says."*

Alex believes that Tate's popularity is partly due to his willingness to speak openly about controversial topics.

### Views on men and women's roles

Alex believes that men and women have distinct roles in society and is critical of what he perceives as the “feminisation” of men. He believes that this trend is demoralising for men and can lead to relationship problems.

*"I do believe, yeah, that the nation has gone soft... I just feel like now like sexual assault is less of a crime than violence. I feel like if you was on a night out and you punched someone, yeah, you could get more time than if you rape someone."*

He also holds mostly traditional views on gender roles, although thinks in the modern world, some of the more traditional expectations on men are unrealistic.

*"I think, I think now women's expectations of men have gone through the roof... The whole money factor, [I think] it should be equal... You should go to work, they should go to work. It shouldn't be like the male who's bringing the money in and then you've got a trophy wife that just looks good. Or it shouldn't be a woman out there with a bum just living at home."*

He believes that these changing gender roles are having a negative impact on society and relationships.

*"It's changing the whole dynamic. And women now, like, like, don't want, women are more like, don't want to be with a man that don't do certain things."*

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## Ali, 16-19

### Background

Ali lives with his mother, brothers, and sisters. His father does not live with them. He has a part-time job and attends college.

Ali was brought up Muslim and regularly attends his local mosque.

### Online content consumption

Ali is an active social media user, primarily using Snapchat for communication and Instagram and TikTok for promoting his part-time job. He also uses YouTube and Reddit.

He enjoys watching a variety of content, including science videos, funny clips, and "brain rot" videos, which he describes as jokes taken too far. He also watches videos related to self-improvement and gender dynamics.

*"Anything and everything. Like, I'd see science. Science here or I see a racist video here... Or brain rot... It's just... It's where people kind of take a joke too far."*

Ali engages with a variety of content creators, including some who discuss self-improvement and gender roles, such as Andrew Tate. He also watches videos from Islamic creators.

### Views on Andrew Tate

Ali has mixed views on Andrew Tate. He believes that Tate has some good ideas but often expresses them in a controversial or offensive way.

*"I think his approach to women is a bit wrong... I think his approach to women is like, they're just disposable... That's just wrong in itself."*

*"I think Andrew Tate was just trying to show off... what... how he was living and telling people, I'll do this, do that. So, some people took it extreme. They tried living an exact life like them. And he flexes having a lot of girls, and he flexes a lot of violence."*

### Views on men and women's roles

Ali believes that men and women are equal but have different strengths and weaknesses. He supports traditional gender roles to some extent, but also believes that people should be free to choose their own paths in life.

*"I think that everyone should do what they want to do... Obviously with women they'd be better, they'd be kind of better psychologically, they'd be better with the children or whatever."*

He is critical of the trend of women seeking financial independence from men and believes that it can lead to relationship problems.

*"I don't really approach women because I don't really have much money. So, I don't want to kind of ruin what I have right now."*

Ali's views on gender roles are influenced by both his cultural background and his religious beliefs. He believes that Islam teaches respect for both men and women, but that cultural traditions have sometimes led to the oppression of women.

*"I think obviously religion and culture has merged together kind of. So, I think a lot of Muslims will believe that women should be at home, making the guy tea, making sure everything's right, the home, cleaning up, stuff like that. [...] If they want to do that, they can do that. If she thinks that what the religion wants... I'm not going to argue with her point of view... But obviously if a woman comes along and wants to work, that's fine and her point of view. Obviously, I just know that I want to be working and providing too."*

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## Andy, 40s

### Background

Andy had a difficult childhood and preferred not to discuss his current personal or professional life in detail. Andy reported having a very difficult and sometimes unpleasant upbringing.

### Online content consumption

Andy is an active part of an online group that focuses on combating perceived online extremism (typically from those he would describe as 'radical feminists') and promoting men's rights.

He is critical of radical feminist groups and believes they have hijacked online platforms and narratives.

*"We were picking down TERF (trans-exclusionary radical feminist) groups on [a forum], like, they're called 'Pink Pillers'."*

Andy consumes content from a variety of sources, including YouTube channels, blogs, and online forums. He used to identify as "a MGTOW (men going their own way)" but no longer does as he thinks men cannot 'go their own way', they're merely de-selected by women. He is critical of the manosphere as he thought it exploited men, and did not push back enough against feminism.

For example, he viewed one content creator as a 'misandrist' and 'a useful idiot for feminists'.

### Views on men and women

Andy believes that modern narratives around men and women are false. He believes that women drive social dynamics and men sort into hierarchies based on women's perceptions of them.

*"I personally believe that women are actually socially dominant over men and men are actually submissive to women."*

*"Men are only ones who suffer gender discrimination. Not women. Women are, this is statistically true. Women live longer lives than men<sup>11</sup>. Right?... There's never been an oppressed class that outlives the oppressors. Women rule over men. They're their oppressors. Men are oppressed."*

He argued that affirmative action constituted 'economic violence against men', as it excludes them from some job markets.

*"Women don't out compete men in most fields. But what ends up happening. it's not even like equal jobs for women. It ends up getting women more jobs than men. So it's economic violence against men, in my opinion. And it's social. It socially damages men. Unemployed men are socially damaged. And an unemployed man is more likely to kill himself<sup>12</sup> as well. Because it's not just his relationships, it's his friendship networks."*

*"Men need jobs more than women as well, which is very important. People don't want to admit or realise. So women don't provide for low status men, men provide for lower status women. A low status man will struggle to get a relationship or unemployment."*

*"If women didn't sleep with men at all, that would actually be preferable to what women do now. They treat the sexuality like a prize. Make men jump through hoops... They do Pavlovian training with men and their sexuality and for their approval and affection as well. They treat men like dogs with it."*

*"Women are never going to date egalitarian, ever... They're always gonna be hypergamous."*

Andy is extremely critical of feminism, viewing it as a hate movement that promotes false narratives about female oppression.

*"It's not my opinion. Feminists have infiltrated the government. The police are feminist infiltrated. The policies are feminist, from domestic violence, to how accusations of domestic abuse are dealt with."*

*"I don't think feminists should have government jobs. I think feminists should be treated like biker gangs and criminal gangs and outlawed. Okay, I know that's very extreme. That's nowhere near happening. But I want to shift the Overton window. I don't accept feminism."*

<sup>11</sup> [English life expectancies](#) at birth were 78.8 years for males, and 82.8 years for females between 2020 and 2022.

<sup>12</sup> The [ONS have published](#) research that suggest suicide rates among unemployed men (37.1 per 100,000 deaths) are higher than any other level of employment among men (25.8 per 100,000 deaths of men in 'routine occupations'). Comparably, long-term unemployed women have the highest rate of suicide among women (12 per 100,000 deaths.)

*“I think feminism’s a hate movement. It’s got a lot of similarities with anti-Semitism and white nationalism. And a lot of early feminist groups had links to white nationalists, new age cults and eugenics as well.”*

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## Sebastian, 30s

### Background

Sebastian is a dating coach who has been involved in the industry for many years.

### Online content consumption

Sebastian is a content creator, where he shares his insights on dating and relationships. He is critical of the some of the dating coaching industry, which is too focused on manipulation and "quick fixes."

He referenced some of this manipulation as part of the early content creators' output, where there was often a focus on trickery and sleight of hand.

*"They were like magicians turned pickup artists, you could say. So, they understood about deception and sleight of hand. They had this air of mystery and so they played into that. [...] I mean it was a lot of that sort of snake oilery going on. It certainly seemed like that."*

He advocates for a more holistic approach to dating and relationships, one that emphasises personal growth and self-awareness.

*"It's about the changes that this has on your mind and on your life in a sense."*

Sebastian had several reflections on Andrew Tate, who he thought possible had simply never met and normal woman, and *"that he's not necessarily just disingenuous, [but] that he's constructed his own life in a way that precludes him from meeting the average person. I think people shouldn't be too quick to mistake ignorance for malice. [But] absolutely it is both...I absolutely believe he exaggerates everything. And he sort of laughs behind the keyboard, knowing that this is going to kick off the storm and he's going to benefit."*

### Views on women

Sebastian does not express negative views on women. He acknowledges the challenges that men face in the modern dating world, but he does not blame women for these challenges.

*"I think there's a pretty direct correlation between access and engagement with social media, and, from a woman's perspective, let's say the reality or the illusion of limitless options for, you know, rich, successful, you name it. And then for the men who aren't necessarily 'that', having a vastly decreased pool of potential partners."*

Sebastian believes there are some ideas about men and women's preferences in dating that are "uncontroversial", even though they might be less acceptable to say nowadays.

*"But what is, what is very well evidenced of that is you know, ideas like hypergamy, which is essentially men and women selecting for different criteria in partners, where women tend to select across and up the social hierarchy and men tending to date across and down the social hierarchy. And that is pretty, I mean it's controversial of course, but it's also just incredibly well evidenced in the research<sup>13</sup>...It's uncontroversial within sort of evolutionary biology science community."*

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<sup>13</sup> Myriad [studies](#) exist considering the concept of hypergamy, and [whether or not](#) it still persists, particularly in parts of the world where things like access to [education are levelling or have levelled out between the sexes](#).

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## Edward, 20s

### Background

Edward was brought up living in multiple countries, but now lives in the UK.

He describes his social life as limited, having lost friends due to moving and personal conflicts.

*"I don't have a social life...I don't have any friends left."*

### Online content consumption

Edward is engaged with a looksmxing forum, where he participates in discussions and shares his experiences with looksmxing. He believes that looksmxing can have a positive impact on people's lives, but he is critical of the "toxic" elements within the looksmxing community.

*"Just people telling each other to kill themselves and such forth. [...] Because they're too ugly and they should kill themselves because they're too ugly...[It] doesn't seem to be moderated on the forum."*

Edward consumes content from various online platforms, including YouTube, Instagram, and Reddit. He mainly watches gaming videos and avoids content related to looksmxing or dating – subjects he chooses to engage with by looking up research articles and engaging in discussions forums.

*"Mostly gaming videos. Funny Gaming videos... None of the manosphere stuff. No... I just don't feel. I don't feel that they can...bring me any more information than I already know."*

He is interested in the red pill and black pill concepts but does not fully subscribe to either. He believes that people should be critical of online communities and avoid blindly following any particular ideology.

*"Red pill...I don't know what it is entirely. It seems like...an extension of the blue. I believe that red pill, you can change to be anything you like. But black pill says, you know, you're kind of born with a certain hand in life and, you know, you can improve, but there are limits. I think black pill is more accurate. I identify more with black pill but not the toxic side of it I suppose."*

Edward has followed looksmxing methods in the past to try to improve his physical appearance. For example, he purchased HGH (human growth hormone) to try to increase his brow prominence and broaden his clavicle.<sup>14</sup>

When asked about Andrew Tate, who Edward was familiar with, he said he disagrees with his views on women.

*"I don't... I never liked the guy... Bald idiot [laughing]. I'm saying that because it's relevant to Looksmxing. Because he thinks he's made it, he's trying to show that his way of living is the best. But black pillers see that he's bald, he doesn't look that good. He's got some muscles, sure he's tall. But he's not a good example of what is an ideal man."*

*"I'm not sure exactly what he's said [about women], but from the general vibe of him I wouldn't agree with what he's said."*

He also believes that Tate's popularity is due to his wealth and controversial views, rather than any genuine insights he may have.

### Views on men and women

Edward believes that men and women should be treated equally and that women should have the same rights and opportunities as men.

*"I'm for women's rights. [...] You know, voting and stuff like that. I feel like they should be voting, and they should be treated well. And employment. Fair employment, you know. [...] They're humans, just like the rest of us."*

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<sup>14</sup> [Human growth hormone \(HGH\)](#), also known as somatotropin, is a 191 amino acid single-chain polypeptide produced by somatotrophic cells within the anterior pituitary gland. As its name implies, scientists originally found it to be responsible for growth regulation during childhood. Medical advice in the UK tends to state that one should seek the advice of medical [professionals](#) before thinking about using HGH.

Edward is currently single and says he prefers one-night stands to relationships. He believes that relationships can be too much work and can distract him from his goals.

*“I guess I change opinions quite quickly. So, you know, I’m not saying that I’d never get into a relationship, but I’d rather be in a position where I can get the one night stands more. [...] Just based on the experience I had, I dunno. It felt like too much work. And it felt like I had to put too much work into the other person, rather than myself.”*

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## Ollie, 16-19

### Background

Ollie lives with his parents and sisters.

*"I'll definitely say that I come from a privileged background... we're definitely well off... I've lived with both my parents my entire life"*

Ollie had a hard time at school being picked on for his physique, though he stressed it was nothing extreme.

*"I wouldn't, like, really say extreme incidents since nothing was extreme. Obviously, people would, like, pick on me since I was short, I was skinny. But nothing extreme to the point where I was like, I hated myself. Apart from...I used to play football a lot. But ever since I, like, started growing older and in secondary school, since I was a lot smaller than the other players, like, my size was like...it dramatically affected me to the point where I even left my team. I just stopped playing completely."*

### Online content consumption

Ollie spends a lot of time online, preferring that to being outdoors and being active.

*"I'm not very physically fit. [...] Most of the time I'll be inside, playing video games. I'm not very much of an outside goer. Most of the time I'll be playing video games after school and spending my time in online communities."*

He used to consume a lot of "anti-woke" content and was for a while very fond of Andrew Tate.

*"I mean it was quite a while ago. Andrew Tate definitely was someone I heavily admired back then. Such anti-woke content. [...] Me and my friends just thought of him as...someone who should be looked up to. Obviously, he was a rich man, he was in shape, he had a kickboxing career...And he actually sold dreams as well...on his courses. [...] He would also have a lot of misogynistic views...women, including my own mother...and my sister as well...would tell me how bad he was."*

*[...] At the time I would say I wholeheartedly believed what he was saying. [...] But now I couldn't care, honestly...Like if you choose to stay at home, that's your choice, if you wanted to raise kids, that's your choice, but if you want to go to work, that's your choice too."*

He is an active member of various online communities, particularly within the looksmaxxing space. He also spends a lot of time on TikTok.

*"After years of going to the gym, I tried many online businesses. Nothing was working. I tried drop-shipping, I tried affiliate marketing, I tried YouTube automation. [...] And after all this, I was still short...and obviously, since I wasn't getting any results, I just slowly started disassociating myself with the red pill, especially after I found out that these gurus were only out to make money. And I started seeing a lot of black pill content on my For You Page since I think it was linked to, you know, the gym stuff. Black pill creators, they would...post the same things that Wheat Waffles (164k subscribers on YouTube) would post. They would post facial analysis, they would post gym content. This gym content would be criticising the gym. It would say the physique doesn't matter, the only thing that matters is your face. And I really agreed with this, personally. So yeh...and then eventually... I joined looksmaxx.org...and that's when I became fully black pill."*

### Views on men and women

Ollie's views on men and women have evolved. He initially held traditional conservative views but has become more accepting of different lifestyles and values.

*"I'd definitely say I just changed some. And obviously this was a gradual process. This didn't all happen at once."*

He believes men should strive for strength and financial freedom, but he is also more compassionate towards those who are struggling or have different values.

*"I wasn't against them anymore. I didn't view them in a negative way anymore."*



## Joel, age unknown

### Background

Joel lives with his girlfriend. Having built a successful career, he has shifted his focus towards independent content creation. He now dedicates much of his time to discussions on social and political issues around masculinity and feminism.

### Online content

Joel engages with a variety of online media, spending a “80% of my day” either creating content or engaging with people online. His content diet includes podcasts, documentaries, and news sources, but he avoids TikTok, which he dislikes. A lot of his time was spent on Reddit discussions on male advocacy but doesn’t identify with that movement anymore.

*“I was part of the left-wing male advocates Reddit... but I've sort of usurped from it, so I'm not a part of it anymore... But the men's rights, I think they're really nice people. I keep seeing them described as like a terrorist group of incels, misogynistic, or whatever.”*

Joel’s engagement with online discourse and personal experiences with feminism led him to create content. He shares research, statistics, and discussions around issues affecting men and boys, while also exploring broader societal debates.

*“I would talk about things like domestic violence or violence against women, I'd go away, and for the next hour or so, I'd research, and I'd be like, what they're saying just doesn't. It's not. It doesn't add up, but it's just not the complete truth.”*

*“I guess I realised that I don't lose anything by not being a feminist. I can still be pro-choice. I can still be pro-women. I can still support women in my life and lift them up, but I don't want to labour myself this name that in my opinion, in my experience has just been really detrimental to men and boys. And I don't consider myself a men's rights advocate either because I just don't want to be part of this sort of us versus them. I just want to put our information in a way that's accurate.”*

### Views on men and feminism

Joel is particularly concerned with the lack of attention given to men’s issues in areas such as education, domestic violence, and health. He believes that some feminist groups and organisations fail to acknowledge systemic issues affecting men and that conversations about gender equality should include both men’s and women’s struggles.

*“Feminism is not doing good and doing enough for men. And my opinion of feminism was this is about gender equality and if you're not supporting the other half of gender equality, then you're a charlatan.”*

Despite his critical stance, Joel emphasises that his work is not anti-women. He discourages misogynistic rhetoric within his community and challenges those who engage in extreme views. He acknowledges that some individuals misinterpret his work or use his platform to validate more hostile perspectives, but he works to ensure that his discussions remain balanced and fact-driven.

*“I think the vast majority of my following are good, kind people... And I would say the vast majority of my following are healthy, thoughtful, politically diverse, mostly men, but not overwhelmingly men. And I would totally refute anyone that says opposite. I mean, that's not to say there aren't misogynists in there. Of course there are. If I were to fill a room with [amount of followers], there's going to be all sorts of people in that room, so. But is there a disproportionate amount of people in my room? I would say no.”*

Speaking about others in the manosphere - a term he dislikes - Joel believes Andrew Tate is a figure created by a culture that dismisses positive conversations about masculinity.

*“I'm really interested in some of the, I think, quite hostile voices that are talking to boys in school in a way, describe, in a way that's just so over the top and trying to frame them as dysfunctional girls, basically. And that to me is just as damaging. And not only that, but also creates the manosphere. I always think Andrew Tate's massive success is proportionate to our failure. So that's how badly we've done... They see Andrew Tate and he's the only person talking positively about masculinity. But he's doing it in a way that's a gift and they gravitate towards him. That's our failure.”*

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## Anton, 40s

### Background

Anton lives with his wife and children. He is in a senior position in an industry he has worked in for many years. Anton has faced long-term struggles with his mental health. His mental health has been a lifelong issue, but he has found ways to manage it.

Anton is involved in support networks for men. His experiences have made him critical of masculine online content that he has been exposed to.

*“It’s the only thing that’s made a real difference in my life. The only thing. Because you don’t realise there are other guys that are in the same boat as you.”*

### Online content consumption

Anton regularly consumes political content but has grown disillusioned with social media discourse, particularly due to the rise of populism.

*“The people I know in my life that don’t watch the news and don’t consume this stuff, they’re the happiest... Maybe ignorance is bliss.”*

He is active on Facebook and enjoys debating right-wing users in political groups.

*“I do enjoy attacking right-wing people, if I’m honest... It’s guys that basically boil it down to ‘Oh, women belong in the kitchen’. These sorts of people.”*

However, he acknowledges that social media algorithms shape what he sees, as it knows it may provoke a reaction.

*“The algorithm has worked out that if you’re left-leaning, they’re going to show you right-wing things just to basically create engagement.”*

### Views on men and women’s roles

Anton believes that societal changes have led to a backlash from some men, particularly in online spaces.

*“In the last 15 years, there’s been a lot of focus towards that women are performing better than men, which I love. I absolutely agree with... I think men could do pretty much what they wanted, achieve massive success with very little effort... But now they actually have to put the effort in.”*

He is critical of the rise of populism, seeing its appeal rooted in the frustration of men who feel left behind.

*“The average middle-aged man working hard has been forgotten about, and you’ve got the likes of Trump and Farage going, ‘I can see you.’”*

Anton rejects traditional ideas of masculinity, describing them as a holdover from the past.

*“I’ve always found masculinity is a hangover of tribalism... There’s just this inherent animal instinct to be angry and aggressive.”*

His upbringing was shaped by a highly traditional and misogynistic father, which shaped his rejection of those values.

*“I grew up with and still have a very misogynistic father who believed the woman’s place was in the kitchen and kids should obey father no matter what he does wrong. And I’ve never agreed with that.”*

Anton sees masculinity as something that is still deeply tied to societal structures, but he believes progress is being made, even if the backlash remains strong.

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## Bradley, 30s

### Background

Bradley currently works in a job that requires working intense periods away from home, followed by long time off, where he becomes a “housewife”. Before moving into his current job, Bradley had worked in a few different professions.

Bradley is now in a relationship with his partner, though they currently live separately.

### Online content consumption

Bradley is an active consumer of online content, spending significant time on Facebook, X, Instagram, TikTok. While he enjoys engaging in social media, he is sceptical of misinformation and the way content is shared.

*"I do go on Facebook a lot, but I'm also very aware of the misinformation that spreads throughout Facebook. All you've got to do is put a picture of Thomas Shelby behind a quote and people think he's actually said it."*

Bradley often looks further into topics recommended to him on social media by checking comments, Googling them, and going on other platforms.

*"I end up in holes because if I see something that interests me, I'll then check the comments and I'll Google it and then I'll go on TikTok and see if I can find out with it."*

He also consumes content from figures such as Tommy Robinson (1.2 million followers on X) and Joey Barton (2.7 million followers). He enjoys consuming content that challenges mainstream perspectives and also finds himself engaging with what he describes as “conspiracy theories”.

*"I do find controversial things entertaining, like, entertaining may be the wrong word to use. I find them intriguing. I get engrossed by it."*

While Bradley is open to different viewpoints, he is also aware that some of the figures he follows are divisive and that expressing agreement with them can carry social risks.

*"I feel a sense, I won't say shame, but I would be afraid to speak out openly with a group of people who I know about how much I do agree with some of the stuff he [Robinson] says."*

### Views on men and women's roles

Bradley has mixed feelings about Andrew Tate, acknowledging his appeal but distancing himself from his behaviour and views on women.

*"I remember just, I was engrossed by his stuff, just watching it... But I do agree with some of his stuff, not to do with women, but to do with, like, men being men and, you know, earning your money and family values."*

However, Bradley isn't sure how much of Tate's more extreme remarks are his genuine beliefs.

*"I don't know if some of it was just said for this shock, clickbait stuff. But yeah, 10 different rules for him and one rule for the woman, I don't think it's a good look... I reckon in between 30, at least 35% of it he actually believes is true... I think he adds this big shock factor on to make people go like, 'oh, fucking hell, as if he has just said that.'"*

While believing Joey Barton's more inflammatory remarks around women are “satire” or “for clicks”, he believes Barton “can be quite articulate at times”.

*"But the stuff he says about women's football in terms of like 'we should be paid the same', I agree with what Joey Barton says when he breaks it down and you talk about the amount of people who go and watch the men's football, the amount of revenue it actually brings in and when he talks about it being rammed down our throats... I know that there is a stark difference between a female footballer and a male footballer in terms of the physicality and it's just a biological fact."*

## Daniel, 20s

### Background

Daniel is a student who describes himself as “quite reserved” and not very social, being diagnosed with autism when he was younger. Aside from coursework and gym workouts, most of Daniel’s free time is spent online, playing games, and engaging with various forums and discussions.

*"Most of the time I am online. I'd say most time on, say like forums, watching stuff, discussing stuff with people and a lot of that mainly just forums."*

### Online content consumption

Daniel is an active user of online forums, spending time on Discord, X (formerly Twitter), and incel forums, and is attracted to the openness of the discussions in these spaces.

*"I think I'm more open. I prefer, like free speech. That's why I think I gravitate to places like [an image-based bulletin board] and like incel [forums], you can say most of your actual thoughts without being kind of reprimanded for it."*

On incel forums, Daniel appreciates the shared experiences and sense of community among members who feel socially isolated.

*"Everyone there is kind of there because they're socially outcast. So, it's like, okay, finally have people to interact with. And a lot of people describe it as a very comfy place because everyone will agree and they will sympathise with you because these people, because most of us come from a background where it's like no one understands you, no one sympathises for you. But then you're finding people like yourself on here who actually do sympathise with you."*

He has used looksmaxxing techniques to help improve his appearance, including mewing, eye exercises, and dieting, alongside going to the gym regularly himself. Despite these efforts, he is aware he struggles most with self-perception.

*"My problem is mainly how my thought process makes me think I'm still not good enough to try and talk to anyone."*

### Views on women and relationships

Daniel has never been in a romantic relationship and feels that his mindset prevents him from pursuing one. He identifies as a “mentalcel”, meaning his involuntary celibacy is driven by psychological barriers rather than physical ones.

*"The idea that people don't want to be around me has kind of made me avoid them and anytime I might even have a like a spark of attraction to anyone, I kind of kill it myself by saying ‘oh it won't work because people avoid me’."*

Daniel considers himself ‘white pill’, meaning he has formerly been ‘black pill’, but tries to see some hope in his situation.

*"Once you've realised that things are that bad for you, trying anyway, even though you know things are bad for you trying, even though nothing will probably change, and it's kind of like struggling against like fate almost."*

He recognises the online spaces he engages with are hateful towards women, and has held those beliefs himself, but now feels like he understands women more.

*"I feel it comes from a place of just like, oh yeah, if a woman hates me, why shouldn't I hate a woman?... I don't think any of these people just woke up one day and they realised... I'm gonna hate women today."*

*"I was kind of hateful at first, but that was mainly because I feel like they [women] went out of their way to like disrespect me. However, the more I've looked into the psychology of women, I feel like it's the ways they act are more like hardwired into them. I kind of understand them more now after looking for the psychology."*

Daniel discussed the harm of participating in incel communities but also wanted to emphasise its importance to his and other’s identity and wellbeing.

*"My friends say I'm wasted potential because I don't talk to women and stuff like that. But it's because I'm on this website, it's so kind of ingrained into me that I am not attractive, and I have no worth. So, I feel like that's unhealthy. But I feel to people who truly are [incels] - no woman would want to interact with them. I feel it's healthy to have some sort of a community where they can have people who value them or just. And have like some sort of a sense of like friendship or like communion or like brotherhood, something like that."*

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## Chris, 20s

### Background

Chris is a student and is passionate about sport, hoping to work in the industry after graduating. Chris has a girlfriend, who he met while studying.

### Online content consumption

Chris is an active social media user, spending an average of 6.5 hours per day on his phone. His most-used apps are Instagram, TikTok, Snapchat, WhatsApp, and Facebook. He enjoys watching YouTube and listening to podcasts. His content consumption is diverse, ranging from sports and entertainment to discussions on masculinity and self-improvement.

Chris has encountered Andrew Tate's content in the past but does not actively follow him.

*"I mean, obviously not completely specific, but obviously he was always... in my opinion, obviously he was like sexist and I think put women down in sort of in quite a bad... sort of bad way."*

He believes Tate's influence on younger boys is concerning, particularly because of the way masculinity is framed.

*"Obviously a lot of people see him, and he's got a big sort of influence... for these people coming up through school, from sort of year seven to year 10, then obviously they're going to be far more influenced than I am."*

*"I think probably in terms of lads being sort of disrespectful, not treating women with the same respect as what they should be doing. So sort of kids being brought up, thinking that men are superior to women. You can't, as a man, you can't show any emotion. You got to be like this masculine, like, masculine person who doesn't show any weakness."*

Chris is generally interested in self-improvement content, including David Goggins, whom he sees as a positive influence compared to Andrew Tate.

*"What he [Tate] thinks is he's trying to improve men and help men for the better. And I think that's what David Goggins does as well. But he does it in a much sort of a positive way, in my opinion."*

### Views on men and women's roles

Chris rejects traditional, rigid, and stereotypical ideas of masculinity.

*"In terms of being a macho man, I think that's sort of a load of rubbish really. Like men, sort of men more, more than allowed to show emotion... I don't need to sort of see these TikToks and stuff of these big, hench gym lads and that's what a man has to be like. As long as I'm happy with the way that I am and sort of the way I sort of feel and sort of my emotions... I completely disagree with the way that someone like Andrew Tate shows how masculinity should be."*

He credits his girlfriend with changing his perspective on gender issues, particularly around safety and equality.

*"Even like my girlfriend was saying obviously how... she can never really walk down the street and feel completely safe, whereas obviously, as men, we can sort of walk down the street any time of day."*

Chris used to watch the Fresh and Fit podcast (1.56 million subscribers on YouTube) when he was younger, finding it "interesting to listen to" but doesn't anymore, as he feels he "doesn't need dating advice" now he's in a reasonably long-term relationship. He reflected critically on the content he used to watch.

*"I think they probably said a few things that did come across as sexist and maybe not sort of always treating women as equal to men... he's been speaking about, oh, if a man has like a body count of 100, he's like a legend. But if a woman has body count of her 100, she's a massive slag or whatever. And that's the kind of stuff that they used to talk about. And I remember they sort of glorified men sleeping around and stuff, but women, if they did it, it was terrible."*

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## Martin, 40s

### Background

Martin's job takes him all over the UK. He has children who live with their mother due to his work schedule.

### Online content consumption

Martin's introduction to men's rights discussions began following the breakdown of his marriage. Around that time, he watched *The Red Pill* documentary by Cassie Jaye, which had a profound impact on him.

*"It was a knitting together of things that I'd thought through my life, certain things that I'd heard previously."*

He became active in online discussions about men's issues, first engaging on X and later on TikTok, where he regularly posts content.

*"I started making contact with people within the men's rights movement. I decided this is something I both want and need to be a part of."*

Martin watches Jordan Peterson and believes his messaging about self-improvement is misunderstood.

*"The whole tidy your room thing was lost on an awful lot of people. The basic premise being if you can't tidy your room, how on earth do you expect to change the world for the better?"*

### Views on men's rights and masculinity

Martin believes that while expectations for women have evolved, expectations for men have stayed the same, particularly around providing and protecting.

*"What we haven't done is done the same for men. We still expect men to carry on doing the same things they've been doing for millennia... and men who try and step out of those roles are generally shamed or thought of as less than."*

He is critical of feminism, believing it contradictorily blames men for all societal issues.

*"We blame men for absolutely everything. Constantly... but then we're also told women are powerful, women can do anything men can do, but yet they're the eternal victim of society. Which is it?"*

*"Because people think that men already have everything, that is part of the feminist programming. Why do we need to give positive message to young boys when they just have the red carpet rolled out from the birth where women have got to struggle for absolutely everything?"*

Martin is also critical of Andrew Tate, seeing him as harmful to young men.

*"The problem with someone like Tate, he says enough stuff, which you go, yeah, that's right, you got a point. You can almost trust him... but then he's over here, you know, what colour is your Bugatti and all that nonsense that are completely unobtainable to the kid from a council estate... So then that young lad's gonna end up bitter and resentful because he hasn't got the Bugatti and he hasn't got the catwalk model girlfriend and everything else."*

He is concerned about men's mental health, believing that societal attacks on masculinity are contributing to a mental health crisis.

*"You can only take it for so long, he's either gonna snap and hurt someone or more likely snap and hurt himself."*

Ultimately, Martin sees his advocacy for men's rights as his responsibility to future generations.

*"I don't want to leave this world, not at least having tried to straighten things up a bit because we are in a mess right now. Big time."*

Martin reflected on *Men Going Their Own Way* (MGTOW), something he doesn't agree with, but "understands why it exists."

*"They decided, no, fuck this, I'm taking my ball, I'm going over the corner here and I'm not coming back out again. Leave me alone. I'm gonna do my own thing for me and me alone... I understand why they're doing it because they don't want to be damaged. They don't want to be broken anymore than they already are. They don't want to be hurt again. So it's a self-protective measure. I just wish it didn't have to be that way. I wish the system wasn't so completely fucked up that those men had to do that."*

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## Matt, 30s

### Background

Matt is currently in a new relationship that began online. He values maintaining an active social life, with many of his friends based nearby.

### Online content consumption

Matt spends a significant amount of time online, particularly on YouTube, Instagram, and Facebook. He estimates that he watches two to three hours of YouTube per day, often while working. He likes to listen to podcasts, enjoying Andrew Huberman (6.69 million subscribers on YouTube), and Joe Rogan (19.6 million subscribers), who introduced him to figures like Jordan Peterson (6.68 million subscribers) and David Goggins (13 million followers on Instagram), who left a real impression on Matt.

*"I've gone back to that episode of that podcast a few times, just when I've maybe felt a bit down. Need some inspiration. It's good to see someone be like, things are bad, but you can you do it? It's inspiring, I think."*

### Views on men and women's roles

Matt holds traditional views on gender roles, particularly regarding family and providing for a partner.

*"My partner... she wants to have multiple kids in her life. So that's going to be multiple years of pregnancy and time off work... as a man, my job is to be able to provide and facilitate that."*

He is sceptical of narratives that position men as oppressors, believing that gender roles are natural and complementary rather than oppressive.

*"When it comes to the wage gap, my impression is... a man will do what I've done, they'll compete for a job that offers a certain security and lifestyle, even if it isn't necessarily fulfilling... I think that's put on men more and I don't think that's a bad thing. I think that's natural."*

He is critical of Andrew Tate, believing that his content exploits men's insecurities rather than providing useful advice.

*"Andrew Tate's like, you know, towards women, he's like, 'You need to be this alpha male that takes it, like, uses people for what you can get from them.' I think it breeds insecurity in people as much as it tries to, like, on the face of it, provide something to you to address that."*

Matt believes in personal responsibility, aligning with the message of self-improvement figures like Jordan Peterson.

*"If you're feeling lost and you feel like you don't have direction, well, you know, you could start by cleaning your room, then you could start by finding a job, you could start by finding people in your community around you that you could be of service to."*