



One Page Brief

Understanding the 'Manosphere'

The Manosphere is an umbrella term for a collection of overlapping online communities characterised by varying degrees of misogyny, resentment toward women, and a focus on "men's rights" or "traditional" masculinity.

- **INCELS (Involuntary Celibates):** Communities of men who feel unable to find romantic or sexual partners despite desiring them. This group is often associated with the "red pill/blue pill" ideology, believing their predicament is due to genetic factors and a rigged social system.
- **MRA's (Men's Rights Activists):** Groups that ostensibly focus on legal and social issues affecting men, such as family law or male suicide. However, they frequently pivot into aggressive anti-feminist rhetoric, claiming men are the "oppressed" gender in modern society.
- **Pick Up Artists (PUAs):** Individuals who promote "game" or psychological manipulation techniques to coerce women into sexual encounters. They view social interactions as transactional and often dehumanising.
- **"Alpha Males" / Influencers:** Often popularised by figures like Andrew Tate, this group promotes a hyper-masculine, wealth-obsessed lifestyle. They teach that men must dominate women and others to achieve "Alpha" status.
- **MGTOW (Men Going Their Own Way):** Men who advocate for total separation from women, often refusing to date or marry. They view any relationship with women as a legal and emotional risk to men.

Engagement with the manosphere is dangerous because it uses **algorithmic grooming** to radicalise children, gradually shifting them from harmless "self-improvement" content to ideologies that normalise misogyny, sexual entitlement, and the dehumanisation of women. For young people, this exposure distorts their understanding of healthy relationships and consent, often leading to real-world behavioural issues, social isolation, and a profound "disclosure gap" where they retreat into extremist online echo chambers instead of seeking support from trusted adults.

Counter-Narratives & Tools

Moray's local response emphasises shifting the focus from "quick fixes" to the hard work of emotional literacy.

- **Challenging the "Truth":** Counter-narratives highlight the ideological inconsistencies within these groups. For example, challenging the Incel belief that "looks are everything" by emphasising the value of social skills, hygiene, and projected values in real-world relationships.
- **Exposing Hypocrisy:** Highlighting the hypocrisy of leaders who exploit vulnerable young men for financial gain while failing to live up to the "Alpha" standards they preach.
- **Promoting Healthy Masculinities:** Utilising toolkits like "[Imagine a Man](#)" or "[Growing Up & Masculinities: A Space to Be!](#)" to provide young men with positive outlets for their identity.
- **Alternative Role Models:** Shifting focus toward "Anti-Andrew Tates" - public figures like Ben Hurst, Paddy "the Baddy" Pimblett, or Traver Boehm, who model vulnerability, empathy, and emotional strength.
- **The "CRAP" Motivation:** A plan to analyse and dismantle harmful content by questioning the source, motivation, and underlying bias.

What this means for Practitioners

Practitioners should be alert to the use of prejudicial jokes, tropes, and dehumanising language, as these are often the "gateway" to more violent or sexualised online behaviours. The goal is to move children from "Quick Fixes" toward a genuine ability to process emotions and build healthy, equal relationships. We must also recognise the impact on female-dominated workforces; as young people adopt manosphere rhetoric, female practitioners increasingly face targeted harassment and 'gendered insubordination,' which undermines safety for everyone.

Agency specific queries can be directed to your child protection representative:

Education: Susanne Campbell & Hazel Sly

Social Work: Lizette Van Zyl

Police: Caroline Gray

Health: Joanna McAulay

Or email mcpc@moray.gov.uk with your questions and feedback.

