



**Ministry of Environment  
and Food of Denmark**  
Department

# Mapping the “manosphere”

**Nordic research project in 2020**

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- 1. Motivation for initiating projects**
- 2. Introduction to the "manosphere"**
- 3. Project outline**

# Why?

- **Continuation of the The Nordic Council of Ministers' focus on hate-speech, sexism and harassment online**
- **Response to online backlash against gender equality**
- **Cases of misogynist terrorism**

# What is the manosphere?

**Internet fora communities (on 4chan, reddit and more) where men meet in opposition to feminism and gender equality.**

## **Common sentiments**

- **Anti-feminism**
- **Gender-essentialism**

## **Characteristics**

- **Framing gender equality as a zero sum game**
- **Perpetuating gender stereotypes**
- **Legitimizing violence against women**
- **Sexist hate speech**
- **Trolling (false flag operations)**

# Communities

A variety of communities including:

- **Men's Rights Activists (MRA's)**
  - Gender equality as a zero sum game – with (white) men as the losers
- **Incels (involuntary celibats)**
  - Sex as a right – celibacy as oppression (reverse rape)
- **Men going there own way (MGTOWs)**
  - Isolation as the only solution

# What we already know

## Findings by US researchers on Reddit's manosphere

- **Misogynist rhetoric has been increasing in frequency and violence, especially since 2016.**
- **Change from focusing on issues like male mental health or a perceived bias against men in family law to feelings of deprivation (like being “kissless” or “involuntarily celibate”) or oppression.**
- **Misogynist language and violent language tend to occur together and that posters expressing violent misogyny often authored posts expressing violent racism or homophobia as well.**

# Goals of the research

- **Map tendencies of counter-reactions to gender equality in online for a with a Nordic focus – including links between extreme communities and mainstream online culture.**
- **Provide recommendations for prevention of radicalization and anti-gender equality sentiments.**

# Project outline

- 1. A study of internet arenas in which young men come together to oppose gender equality leading to radicalization, mobilization of hate speech, sexual harassment, political extremism and violence.**
- 2. A conference/seminar for relevant youth professionals and decision makers to discuss the results of the study and the suggestions for future activities.**
- 3. Initiatives/activities to address the issue, including for example raising awareness amongst professionals in order to prevent radicalization of marginalized youth.**



# Timeline

<b>Research</b>	<b>January-August 2020</b>
<b>Publication of report</b>	<b>September 2020</b>
<b>Conference</b>	<b>November 2020</b>
<b>Launch of follow-up activities</b>	<b>2021</b>

**Questions, reactions, perspectives?**

