Manosphere Terminology

alpha male

In the manosphere: this is a male who has a lot of sex, makes money via social media, and sits on top of the male hierarchy.

beta male

A male who has no sex, is less physically gifted, lacks overall confidence; weak and unsuccessful.

black pill

Nihilistic world view among incels that one's romantic prospects are biologically determined; that inferior men have no chance of ever having sexual relationships with women.

body count

In the manosphere, body count refers to the number of sexual partners a person has had. It most often implies that a high body count is good for men, but bad for women.

chad

The archetype of an alpha male: a muscular, sexually successful man. The opposite of incel or beta male. Similar to another term for a hypermasculine man, a buff. Often depicted in memes and used in racist contexts

cope

Used to suggest someone "deal with it" or "cry about it". An example of a common word taking on a negaitive connotation in certain contexts.

cracked/cracking

Used to refer to having sex while avoiding censors on digital platforms. In the manosphere, it sometimes refers to nonconsensual sex, suggesting that men do the cracking and women get cracked.

cuck

An insult that implies a man is weak or feminized; suggests a man has been sexually humiliated.

false allegations myth

The idea that women's claims of sexual assault are often fabricated.

femoid/foid/FHO

"Female humanoid organism" is an insulting term meant to suggest women are not only less than men, but less than human.

Manosphere Terminology

feminist agenda

In the manosphere, the term is in reference to a conspiracy theory that feminists control media, education, and politics to oppress men.

frame

Emotional control and dominance over women; popular concept in red pill communties.

gooner/gooning

Online community dedicated to compulsive/excessive masturbation. Has moved mainstream by filming themselves committing sexual harassment (Dallar Stores) by doing this action in public.

gymcel

Subset of the incel movement that promotes bodybuilding to attract women and overcome celibacy.

gynocentrism

The claim that society is dominated by women's interests.

hamster

Derogatory metaphor describing women as irrational.

hyperagency

The idea that women possess excessive social or sexual power in society and over men.

hypergamy

Taken from animal biology and inaccurately applied to women, hypergamy is the concept of "mating upwards". Some incels believe women are hypergamous and therefore will always seek relationships with men of higher status than themselves, or than the men they are currently with.

incel (involuntary celibate)

"involuntary celibate". A person who believes that men are entitled to sex and that women purposefully deprive them of it; a core manosphere ideology. Extremist incel culture promotes rape and assault and brings together other ideologies, including racism and homophobia. Incels have been linked to acts of mass violence.

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looksmaxxing

Attempting to increase sexual attractiveness, including through exercise and surgery. Looksmaxxing communities often subject men and boy's photos to brutal comments.

male supremacism

Ideology asserting men's superiority over women; extremist misogyny.

manosphere

A loose network of communities that claim to address men's struggles – dating, fitness or fatherhood, for example – but often promote harmful advice and attitudes

matrix

Also called "The Blue Pill World", this refers to society, which in some manosphere ideologies is seen as oppressive to men and overly feminist. Manosphere influencers claim to help men and boys escape the Matrix and break out of this oppressive society or system.

misandry

The hatred, dislike, or mistrust of men; sex based prejudice or bias directed against males; serving as the counterpoint to misogyny (the hatred of women).

MRA

(Men's Rights Activists)

Individuals and the broader umbrella term for a main manosphere ideology that often takes an academic tone to claim that feminism and women's rights – to vote, to education, to leadership positions – have disadvantaged men. This claim that society is leaving men behind predates the manosphere.

MGTOW

men going their own way

Movement that suggests society is rigged against men – and that it is best to avoid women, and even mainstream society, altogether.

mewing

An example of a medically unproven exercise promoted as a type of looksmaxxing, in this case with the intention of building a more defined jawline.

mogging

Derived from "alpha male of the group" (AMOG); used in looksmaxxing forums to describe someone who is superior and makes others seem inferior.

normie

A “normal” person outside of the manosphere community; considered ignorant or conformist.

patriarchy denialism

The belief that men are the oppressed gender and that patriarchy does not exist.

pick-up artist (PUA)

Refers to individuals within a core manosphere ideology that teaches members how to coerce women into sex, as if a game, and mocks the idea of sexual consent.

rape pill

The rape pill is used exclusively amongst a subset of the Incel community (“rapecels”) that believe male-female sexual relations should always be decided by the man and that therefore female consent is not necessary.

reverse discrimination

The claim that feminism and gender equality efforts unfairly disadvantage men; similiar to the claim that society is misandrist or prejudiced against men.

(N)awalt

“Not all women are like that”. Ascribing negative stereotypes to women; denying their individuality. Used to suggest women are all vapid, insincere, sexually promiscuous, driven by emotion. Also used to claim men are everything women are not (moral, rational, intelligent, loyal, honorable, individualistic).

rage bait

Online content deliberately designed to be frustrating, provocative or offensive in order to increase traffic and engagement.

red pill/blue pill

Red pill ideology, or to "be redpilled," means to wake up to a reality that the world favors women over men. In reference to the movie The Matrix, it suggests that people who disagree have taken the blue pill. See also black pill.

red pill rage/blue pill rage

The feelings of anger and resentment that set in upon “waking up” to manosphere ideologies and injustices against men.

sigma male

The lone wolf archetype who embodies independence and dominance.

simp

An insult targeting men viewed as excessively kind, deferential or supportive of women.

sexual market value
(SMV)

Ranking of individuals' worth based on their attractiveness in terms of physical appearance and status.

soy boy/soya boy

A derogatory label for men seen as effeminate or progressive.

stacy

An idealized, highly attractive woman that is considered unattainable. The female counterpart to Chad. See also Becky and Chad.

thot/THOT/thottie

"That ho over there;" used to label a woman as promiscuous.

unalive

Used in reference to death, including murder or suicide, to get around content guidelines on digital platforms.

wagecuck/corporate slave

A slur mocking men with conventional jobs; used to glorify alpha independence or entrepreneurship.

white knighting

A disparaging term for men who defend women's rights or oppose misogyny.

Citations

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theconversation.com
unwomen.org