

Factsheet 3: The manosphere

What is the manosphere?

The manosphere is an umbrella term for a loose network of content creators and online communities targeted at men. Focused on men's interests, these communities claim to help them address the struggles they face – from answering dating and fitness questions to offering advice on self-improvement and tips to achieve success in the modern world. But their answers largely centre around promoting an increasingly narrow and aggressive definition of masculinity frame by a worldview where women, feminism and progress towards gender equality are to blame for these problems.

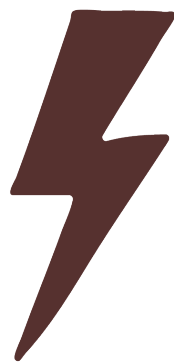
Core uniting beliefs

While not all groups within the manosphere share the same beliefs, many are united in their promotion of misogyny and anti-feminist sentiments. In their thinking, feminism has upset the natural order of things by giving women too much power – resulting in the problems men now face in their personal lives and in contemporary society at large. This is combined with essentialist ideas about men and women and pseudo-scientific interpretations of evolutionary psychology to push regressive ideas about relationships as part of worldview that reaffirms the normative dominance of heterosexuality and the gender binary.

Key groups and common terms

Pick Up Artists:

part of the 'seduction industry', these communities teach their members different techniques to manipulate women into sex.



Men's Rights Activists, or MRAs:

a movement that began in the 1970s and argues that feminism and women's rights have disadvantaged men. They believe society is now 'gynocentric' – meaning dominated by feminine interests.

Involuntary celibates, or incels:

people whose identity are defined by their lack of sexual experience and place the blame on women for purposefully depriving them of this.

Men Going Their Own Way:

a movement that believes society is fundamentally rigged against man and advocates for men to avoid women and sexual or romantic relationships altogether. Some go as far as promoting a complete disengagement from mainstream society.

Red pill ideology, or being redpilled:

refers to learning the 'truth' (as defined by the manosphere) about women, feminism, society and the way it favours women over men.

Hypergamy, or the 80/20 rule:

the belief that women primarily seek out partners of higher social or economic status. In this world, the 'top' 80% of women are looking to only date the 'top' 20% of men – allowing them to control men's access to sex, love and intimacy.

AWALT:

a shorthand to mean 'all women are like that' used to stereotype women.

Femoids, or FHOs:

a derogatory term meaning 'female humanoid organism' used to suggest women are not only lesser than men, but less than human.

How popular is the manosphere?

While most do not believe in the more extreme aspects of the manosphere, many young men and boys are being regularly targeted by and exposed to its ideas. A poll on young men's views of popular manosphere influencer Andrew Tate in Australia found that 92% were familiar with his content, 35% saw him as relatable and 25% agreed that they looked up to him as a role model.¹ Meanwhile, two-thirds of young men surveyed across the UK, US and Australia said they regularly engaged with men and masculinity influencers, with 43% of them finding these influencers motivating.²

Why does it appeal to young men?

Young men and boys can find themselves drawn into the manosphere for a number of different reasons, many of which have nothing to do with believing in its core ideology.

Many are searching for tips on fitness, dating or self-improvement. Others have turned to the internet to find connection and answers to their uncertainties about the world around them. At a time when young men and boys might feel lost, alienated or worried about their place in an increasingly uncertain future, the manosphere can offer them:

- Community and camaraderie at a time where many of them feel isolated;
- Simplistic explanations that help them make sense of the world around them;

¹ The Man Cave 2023, Who is Andrew Tate and why do young men relate to him?

² Movember Institute of Men's Health 2025, Young men's health in a digital world.

- A clear roadmap to ‘becoming a man’ and achieving success in a rapidly changing world.

More than just capitalising on young men and boys’ anxieties, many manosphere influencers are intentionally cultivate these to profit off of them – offering them products and services to ‘solve’ their problems while pushing misogynistic explanations that distract them from looking at the real causes of these problems.

The impact of the manosphere on men and boys

Despite claiming to support self-improvement, the manosphere has been shown to have negative impacts on men’s health and wellbeing:

- Men who actively engage with masculinity influencers report higher levels of worthlessness and nervousness and are less likely to prioritise their mental health.³
- Men who abide by the restrictive gender attitudes promoted by the manosphere are more likely to engage in harmful behaviour like risk-taking and substance abuse and are more prone to depression and suicidal thoughts.⁴

Unsurprisingly, the mainstreaming and normalisation of these misogynistic ideas and narratives are also changing the way young men and boys view social change and progress towards gender equality:

- Younger men today are more likely to hold regressive ideas about gender roles than older men.⁵
- In the US, nearly 60% of men aged 24 to 30 say men have it harder than women in the US today and 47% disagree that “feminism has made America a better place.”⁶
- In Australia, 75% of young men who engaged with masculinity influencers believe women have it easier and 69% believe women use feminism to keep men down.⁷

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The manosphere and gender-based violence

- ♦ Men who abide by the rigid norms of masculinity promoted by the manosphere are more likely to hold violence-supportive attitudes.⁸
- ♦ Children exposed to misogynistic content on social media are five times as likely to view physically hurting another person as acceptable.⁹

³ Movember Institute of Men’s Health 2025.

⁴ Movember Institute of Men’s Health 2025.

⁵ UN Women 2022, The levers of change: gender equality attitudes study 2022.

⁶ Equipundo 2023, State of American Men 2023.

⁷ Movember Institute of Men’s Health 2025.

⁸ The Men’s Project 2024, The Man Box 2024: re-examining what it means to be a man in Australia.

⁹ Equipundo 2024, The manosphere, rewired: understanding masculinities online and pathways for healthy connection.

- ♦ Research into Australian schools reveals a disturbing increase in sexism, sexual harassment and misogyny, with many teachers identifying the influence of manosphere figures on their students' attitudes and behaviours as a factor.¹⁰
- ♦ Nearly one in three female high school students report negative impacts from male peers influenced by the manosphere and one in four feel unsafe at school because of these behaviours. Of these students, 22% reported experiencing physical abuse and 21% reported sexual abuse.¹¹

¹⁰ Wescott, Roberts & Zhao 2023, The problem of anti-feminist 'manfluencer' Andrew Tate in Australian schools: women teachers' experiences of resurgent male supremacy.

¹¹ Tomorrow Woman 2025, Unmasking influence: how the manosphere affects young women.