INCELS AND THE RED PILL: PREVENTING THE GROWTH OF ONLINE MISOGYNY

by

Evie Starr

A capstone thesis submitted to the faculty of
The University of North Carolina at Charlotte
in partial fulfillment of the requirements
for the University Honors Program

Charlotte

2023

Approved by:

_____

Dr. Melinda Adnot

_____

Dr. Lisa Walker

_____

Dr. Pilar Zuber

ABSTRACT

EVIE STARR. Incels and The Red Pill: Preventing the Growth of Online Misogyny

In an increasingly digital world, the problem of radicalization and online extremism has become more relevant than ever before. One such example is the networked misogyny of the manosphere and its associated subgroups. One of these groups is made up of individuals known as incels, who view the world through the lens of a philosophy called The Red Pill (TRP). Frustrated at their lack of romantic success with women, men in this group feel an intense hatred toward all women and self-loathing due to the perceived flaws that have led to their isolation. In more recent events, these emotions have proven to be dangerous not only to the men who feel them, but to the objects of their anger. Several incidents of mass violence can be traced back to individuals associated with incel groups and with the views presented by TRP.

Surprisingly, despite public health and law enforcement acknowledgement of the danger of violent misogyny, there is currently a lack of effective legislative effort or government intervention to address the issue. There is also a surprising lack of public awareness, leaving vulnerable groups at risk of radicalization to a movement they may not even be aware exists.

Recent research has identified the average age range of incels to be 18-25, putting teen boys at a particularly high risk of exposure to misogynistic messaging in online spaces and identifying a potential target of intervention. Parents play a key role in shaping the worldview of their children, as well as establishing ideas of gender and masculine norms. Educating parents about the dangers of incel and TRP groups and giving them the resources to address these issues could potentially help protect boys from joining incel groups before they are ever exposed to the ideology. The goal of this online toolkit is to bridge this gap in the knowledge of parents so that they are better equipped to protect their children from incel and TRP messaging.

ACKNOWLEDGMENTS

I would like to express my gratitude to my committee members and all the feedback and support they provided throughout the course of the capstone process. I am also grateful for the resources provided by the University of North Carolina at Charlotte as I gathered information in the research process. I would also like to thank the parents who offered their perspective on the issue and helped me identify what they needed the most from a toolkit. Finally, I would like to thank my roommate for their advice and feedback on the design elements of the website and physical media.

TABLE OF CONTENTS

CHAPTER 1: LITERATURE REVIEW

Background 1

Impacts on the In-Group 2

Role of the Internet 3

Risk Factors 4

Process of Indoctrination 5

Existing Research 6

Potential Interventions 7

The Public Health Perspective 9

CHAPTER 2: TOOLKIT 12

REFERENCES 16

APPENDIX A: Toolkit Design 22

APPENDIX B: Physical Media 29

CHAPTER 1: LITERATURE REVIEW

Background

In the past 5-10 years, extremist violence, particularly that which is carried out by lone actors, has seen a global increase (Ebbrecht, 2022). A large amount of the research targeting the root causes of terrorism and extremist groups has focused on religious and political violence, especially that which is carried out by lone-actor members of extremist groups (Ebbrecht, 2022; Leistedt, 2016). Though this research has undeniable value, it often lacks information on internet-based hate groups, despite several incidents of mass violence carried out by individuals with ties to such groups (Sugiura, 2021). Interest is growing, however, in one particular internet subculture that has proven to be an underestimated threat. This subculture, known as the manosphere, is itself a network of many different subgroups, though perhaps the most well-known include pickup artists, men's rights activists, and incels (Han & Yin, 2022; Vallerga & Zurbriggen, 2022). It is possible to write an individual research paper on each of these groups but the community of interest for this review, which is particularly harmful in its rhetoric and membership, is incels and the often accompanying ideology known as The Red Pill(TRP).

The term incel is a shortening of “involuntary celibate” and at its simplest definition is used to describe men who are unsuccessful at participating in romantic and sexual relationships with women, despite desiring them (Preston et al., 2021). Being involuntarily celibate by itself is not the problem. Rather it is when someone who is self-described as an incel adopts and abides by TRP, which characterizes men as the victims of feminism and women as the oppressors of men (Dickel & Evolvi, 2022), that problems arise. In the world of TRP, society is divided into a hierarchy divided by gender and sexual prowess, where women owe men their bodies and

sexuality, and any denial is an act of evil or an attempt by women to gain control over men (Broyd et al., 2022; Van Valkenburgh, 2021). This ideology, in combination with the resentment present in incels who believe they are being denied what they deserve by women, has been connected to multiple acts of misogyny-motivated mass violence (Sugiura, 2021).

Instances of lone-actor mass violence have been linked to incel groups across the internet such as the California Isla Vista shooting in 2014, the Oregon Umpqua Community College shooting in 2015, and the Canada Toronto van attacks in 2018 (Segiura, 2021). Experts across multiple fields have been working to understand what draws people to TRP and why some choose to act out and others do not, but because research is new, there is disagreement between different fields, particularly between some experts within sociology and psychology. Some sociologists believe the primary source of risk to be social structures and cultural behaviors or norms (O'Malley et al., 2022) while some psychologists believe the root cause is found in mental health problems and their prevalence within incel communities (Bhui & Jones, 2017), but any effective solutions to the problem will likely address a combination of the two (Bhavsar et al. 2020).

Impacts on the In-Group

Though the largest source of concern motivating research into incels is incidences of mass-and-individual gender-based violence, there is merit in recognizing the impact of the normalization of misogyny by and within these communities both online and offline (Sugiura, 2021). Evidence continues to support the argument that hegemonic masculinity and patriarchal thinking do not just harm women, but also the men who adhere to their guidelines (Stahl et al., 2022). The pressures of attempting to live up to the impossible expectations of traditional masculinity and the resulting shame of not meeting them can have a long-term negative impact

on men who hold a patriarchal worldview, much like that which is pushed by TRP (Jones et al., 2020).

Mental health issues such as depression and social anxiety have a significant prevalence among those who identify as incels and are hypothesized to either result from or be exacerbated by the narratives pushed by those in the community (Broyd et al., 2022; Scotto di Carlo, 2022). The constant pressure to meet TRP expectations of masculinity and the recurring disappointment of failing leads many incels to adopt a specific branch of TRP known as the Black Pill, where they accept this failure and give up hope of finding a successful relationship with women (Preston et al., 2021; Sugiura, 2021). This hopelessness is often accompanied by self-detrimental talk and hyperfocus on appearance, sometimes with frequent suicidal ideation that is met with reinforcement of these feelings by other community members (Scotto di Carlo, 2022). Even if incels are not actively harming or harassing women, they are being dangerously misled by their fellow incels and by the echo chamber that many spend so much time in (Van Valkenburgh, 2021).

Role of the Internet

Lone-actor mass violence carried out by those with ties to the manosphere and incel communities is rare but their attitudes toward feminism and women, in general, are becoming all too common in online circles (Sugiura, 2021). Outside of incel messageboards, general internet culture makes indoctrination and the normalization of misogyny simpler and more insidious than offline, particularly due to the frequent use of dark humor, trolling, and sarcasm (Jones et al., 2020). As discussed by Sugiura (2021), because so much of the communication on the internet is through the use of memes and humor it is easy to excuse hateful messaging as trolling or joking. This dismissal allows both for the unmoderated spread of harmful ideologies and for the societal

normalization of them (Jones et al., 2020). Dismissal of incels and the manosphere as a whole as a solely online phenomenon is easy, but in the current digital age, what happens online often has consequences offline, as evidenced by the rise of lone-actor mass violence and misogynist messaging (Tomkinson et al., 2020).

Risk Factors

Loneliness and social alienation are generally accepted to be the biggest driving factors of manosphere membership (Vallerga & Zurbriggen, 2022), with social withdrawal appearing to act in a positive feedback loop which drives further negative mentalities and behaviors. Social withdrawal often begins as an adaptive behavior, often in connection with certain conditions such as depression and social anxiety, which are commonly claimed disorders by participants in incel messageboards (Ike et al., 2020). However, this social withdrawal can easily become maladaptive, often intensifying preexisting mental or emotional problems, which then drive further withdrawal and so the cycle continues (Ike et al., 2020). Many incels describe intense feelings of loneliness and social rejection, and a need to engage with other people, and then express frustration and hurt when they cannot bring themselves to interact with people offline or are rejected further (Nicovic et al., 2021). This is true not just for gender-based hate groups but for radicalization in general, where personal pain or humiliation drives a search for life meaning, meaning that is offered by many extremist groups (Bhui & Jones, 2017; Nicovic et al., 2021; Vallerga & Zurbriggen, 2022).

Another key factor that increases susceptibility to radicalization is a need for power that is perceived to be deserved but not currently possessed (Rottweiler & Gill, 2022). For incels, this power is in the form of superiority over women who are seen to have slighted group members or behaved in some other unacceptable way. The social hierarchy provided by TRP tells incels that

they, as men, are entitled to this superiority and that if they do not claim it then they have failed in their role and thus failed as men (Hopton & Langer, 2022). TRP allows them to be both the victims of the evils of feminism and the naturally dominant members of society (Van Valkenburgh, 2021). It offers incels the opportunity to validate their pain and connect with other men who have shared experiences as well as the ability to vent their frustrations with a society that they see as having abandoned them (Stahl et al., 2022). However, though community support is generally considered a positive influence, the issue with many online communities is that they trap people in echo chambers, where radicalization and extremism can be the natural results (Baele et al., 2021; Trott et al., 2022).

Process of Indoctrination

For individuals who are socially isolated the internet provides an opportunity to seek out a community of people who share similar experiences and who can offer support that may not be available offline (Trott et al., 2022). However, though the understanding offered by a community of individuals with shared experiences is generally positive, it is not long before anyone joining incel messageboards is exposed to the gendered ideology that defines the group (Sugiura, 2021). Whether or not the individual initially agrees with the rampant misogyny present in incel groups, the structure of these sites, and of the internet, in general, make the indoctrination process quick and simple. The use of commenting and likes or dislikes allows for near-instantaneous feedback on any post and quickly establishes for newcomers what is accepted in the community and what is not (Masur et al., 2021). The more time that a person spends in these groups, the more that correct behavior is reinforced and incorrect behavior is punished, over time altering the way that the individual thinks and behaves until their online presence matches that of other group members (Masur et al., 2021). This is how a teenage boy who is frustrated at his lack of success

with dating can quickly go from someone with natural feelings of loneliness or humiliation to a fully indoctrinated incel who feels intense hatred for women and other men who are successful with them (Ging, 2019).

Once a person is fully involved with the community, frequent interactions with the same ideas and reinforcement of negative stereotypes lead to further devaluation and dehumanization of women, thus building more resentment when incels continue to be unsuccessful with them (Scotto di Carlo, 2022). Eventually, some group members may decide they have had enough and choose to act out. For most, the worst they will do is cyberstalk or harass a woman online, but for a small number of incels acting out means getting physical revenge for perceived injustices (Ging, 2019; O'Malley et al., 2022). Unfortunately, some who have done this in the past have been raised to an almost saint-like status, serving to reinforce the idea that violence experienced by women is deserved and encouraging further attacks in the future by others who wish to reach the same status (Baele et al., 2021; O'Malley et al., 2022).

Existing Research

Though new research into incels and the manosphere exists, the information has gaps and any effective public policy to aid in prevention efforts is either missing or lacking (Tomkinson et al., 2020). Because research is new, experts disagree on what the right steps moving forward are as well as what the target of any interventions should be, but it is likely that the true root cause is a combination of different risk factors such as preexisting mental illness or disconnection from school and peers (Mendelson et al., 2018). Some researchers, such as Bhui & Jones (2017), posit that mental health problems predispose individuals to radicalization and membership in extremist groups, and thus it is mental health that needs to be addressed in order to reduce extremist violence. Multiple studies have shown connections between depression, social anxiety, and

entitlement linked to narcissistic tendencies and susceptibility to radicalization, particularly in groups such as incels where social rejection is often an inciting incident for many members (Broyd et al., 2022; Ellis et al., 2021). However, as opponents to this perspective point out, there are many individuals who share these struggles with mental health or personality disorders and the majority of them never join hate groups or engage in violence (O'Malley et al., 2022). They propose that the most likely driving factors for teen boys and young men to seek out or join the incel community are societal. Boys who are socialized to believe in patriarchy and traditional or hegemonic masculinity are more likely to feel like they have failed when they are rejected by women or do not measure up against the impossible standards of masculinity (Stahl et al., 2022). Some data even suggests that exposure to violent media in young children can play a role in violent behavior at an older age (Brown & Hamilton-Grachritsis, 2005), though it is important to note that this research is older and as such it would be beneficial to study these links more in-depth. Within the field of public health, there is a push for the classification of violence itself as a public health problem worthy of government intervention (Bhavsar et al., 2020; David-Ferdon et al., 2016; Tomkinson et al., 2020) which, if recognized, could lead to further research and the establishment of effective policy for dealing with online hate groups.

Potential Interventions

A useful piece of information for preventing violence resulting from an incel worldview is perhaps the average age of membership which ranges between 18-25 years old (O'Malley et al., 2022). This age range is representative of those who are already participating members of incel communities, which suggests that the risk factors for joining the manosphere and incel groups are present before individuals reach this age (Sugiura, 2021). This may provide a window of time to take preventative action (Tomkinson et al., 2020), rather than attempting to

deradicalize incels for whom TRP ideology is already deeply entrenched (Sugiura, 2021). Treatment plans are worth developing but because TRP drastically alters how a person views the world, it takes a very long time to undo, and the mentality may not ever fully go away (Leistedt, 2016; Sugiura, 2021). Intervening before an individual is ever exposed to the manosphere and TRP could provide them with the tools to think critically about the information presented and the support system to address their feelings in a healthy manner rather than seeking this support online (Stahl et al., 2022).

One suggestion is the incorporation of discussions about gender and feminism into lesson plans or school curricula. Previous studies have highlighted the benefits of interventions based in school settings for reducing antisocial behaviors, along with family-targeted interventions (MacArthur et al., 2018). School is a place not just of academic importance, but also a source of social and emotional education, so providing boys the opportunity to develop skills such as critical thinking, media literacy, and healthy emotional expression before they reach the age where they will face romantic or sexual rejection could be a valuable opportunity (Durlak et al., 2011). Allowing boys to have these discussions in safe places where they can voice their opinions and struggles can serve to give them a new perspective and a better understanding of the harms of misogyny (Stahl et al., 2022). It is also important to change societal expectations of masculinity and gender norms so that boys and young men do not feel entitled to a relationship with a woman or like they have failed when they are rejected (Broyd et al., 2022).

Along with changing the expectations surrounding relationships, it is imperative that changes be made surrounding discussions about men's victimization inside and outside of relationships. Men and boys need to be able to voice their experiences with interpersonal violence without judgment, which will not only serve to support mental health but also

potentially prevent them from seeking the support they need from manosphere groups (Venäläinen, 2022). These kinds of changes will be the most effective if they are happening before boys grow up and reach the age of risk and if they are consistently reinforced. This means not just having one discussion about misogyny and masculinity, but incorporating it into everyday attitudes and breaking down barriers that prevent healthy conversation and emotional expression (Stahl et al., 2022). Current and future research should seek to address these gaps, and advise governments on effective policies in order to prevent further harm.

The Public Health Perspective

Though there are no active large-scale interventions for addressing the problem of incels and TRP, there are many examples of interventions targeting behavioral and social issues that can be used to inform any next steps, such as the high school suicide prevention toolkit from the Substance Abuse and Mental Health Services Administration (2012). There are also many interventions designed with the intent of addressing more traditional health concerns such as communicable diseases that can be used as examples, though they may have different foci and approaches than a socially or behaviorally-focused intervention (Besnier et al., 2021). However, one method of intervention that can be effective in addressing both physical illness and social issues is the use of a toolkit (Davis et al., 2017). Toolkits are used by public health professionals to provide a collection of resources, relevant information, best practice advice, and sometimes training protocol for addressing a specific public health problem (Davis et al., 2017). They allow for specialization depending on the intended audience, prevention strategy, and the problem at hand, which makes them useful for involving whatever parties are relevant for addressing the public health problem at hand (Davis et al., 2017). For example, a toolkit designed to help medical professionals prepare for the burden of an incoming pandemic will look different from a

toolkit designed to train public school staff to address the problem of student suicides. They can not only focus on different problems, but they also use different language, focus on different types of information, offer different methods of training, and provide different approaches for intervening, all specialized for the problem at hand and the intended audience for the toolkit (Davis et al., 2017). This versatility makes toolkits an extremely useful tool for addressing a public health problem where information centralization and sharing are the goals.

One key source of advice for building a toolkit addressing a social issue is the affected group. Though evidence-based, peer-reviewed research should be the main source of information for any intervention, it is important to get the perspective of individuals who have firsthand experience with the issue (Lobban et al., 2011). Incels will know better than any outside group what it is like to be an incel and what drove them to adopt TRP. Experts can investigate and build a knowledge base of different risk factors and protective factors, but this knowledge will be most useful if it draws from the experiences of those who are actively affected by the mentalities and practices of incels (Lobban et al., 2011; Sugiura, 2021). They may not be able to provide useful advice for treatment or deradicalization, but they can describe the process of adopting TRP and why they were drawn to these groups (Sugiura, 2021). This information can then be used to identify potential risk and protective factors and to direct the focus of an intervention.

Interviews with incels and analyses of incel messageboards have helped to identify key information such as the average age range of membership and common mental health struggles of incels (Sugiura, 2021; O'Malley et al., 2022). Knowing this allows for the design of a parent-focused toolkit that emphasizes education and emotional support to address the underlying issues that are common within incel circles before boys are exposed to TRP and to the incel subculture. A successful parent-based toolkit will use language that is appropriate for a general audience

rather than those in academia and will address any gaps in the relevant knowledge. There must also be a mixture of formal and informal resources available so that parents can read peer-reviewed literature but can also access reputable resources that will be more familiar to them (Lobban et al., 2011). Perhaps the most important element of a successful parent-focused toolkit is the accessibility of the information. For the toolkit to be effective it must be free to access, easy to find, and simple to use (Davis et al., 2017). Though toolkits designed for public health or medical professionals can still be effective despite being harder to find, parents are not going to be familiar with the process of accessing or even locating these kinds of resources so it is essential that a toolkit designed for parents be disseminated with their background in mind.

CHAPTER 2: TOOLKIT

Design Process

The toolkit was designed with the intention of providing information and access to resources to the parents of teen boys so that they have the support and knowledge necessary to intervene before primary exposure. It was decided that an online toolkit would likely provide the most widespread access, and that a website would easily provide a central location that users could utilize to direct themselves to the content they need. Designing the toolkit this way allows users to tailor it to their own experiences and individual needs rather than relying on a one-size-fits-all model that risks leaving out a portion of the intended audience.

Layout Description

The site is laid out as simplistically as possible, in order to make it as accessible as possible to a general audience of parents from multiple backgrounds. Color scheme was another important design factor which allowed for a consistent theme across different mediums and helped direct the attention to important points and section headers. All effort was made to guarantee readability between different formats, so that the site is usable on both mobile and desktop devices. However, any future designs should seek to improve this, likely utilizing a coding language rather than a website builder, so that there is more creative control.

The Home page, shown in Figure A1, is the first page seen upon navigating to the website. There is an introductory banner in red, which serves to provide a brief explanation of the issue. This is followed by a section which describes the topic in more detail and explains the purpose of the site. The final section of the home page is a list of several incidents of violence tied to incels and violent misogyny, along with their location on a map. All of these are linked to news stories or articles describing the events so that users can learn more. An important detail to

note was the intentional focus on the victims of each incident rather than the perpetrators. Not only would it be insensitive to direct attention to the individuals who carried out the attacks rather than those impacted by them, but there is a concerning trend within incel groups where those who carry out attacks like these are seen as heroes which may motivate future violence.

Following the brief introduction provided by the Home page, the How to Use This Site page provides an explanation of how to best utilize the toolkit. As shown in Figure A2, the page is less content-dense and consists solely of an embedded video walkthrough of the site and a block of text describing the video. This was included to aid in the accessibility of the site and to help minimize any feelings of being overwhelmed. Toolkits focus on providing information which can be overstimulating, especially to those who are not familiar with their use. The video walkthrough explains the purpose of the site, the contents, and how to best use it so that users can tailor their experience to their individual needs. Emphasis was placed on accessibility, so the video has both audio and captions to aid in this effort.

The next page, shown in Figure A3 and Figure A4, is the Background page. This page is dedicated to providing the bulk of background information on the topic of incels, TRP, and the manosphere, which means it is more information-dense than other pages on the site. In order to reduce the effort on the part of the user, this page has a table of contents underneath the page description banner, allowing users to skip to the relevant sections they are looking for. The first section covers the history and base motivations of incels, followed by a section breaking down the worldview presented by TRP. The next two sections are dedicated to identifying key groups, figures, and websites within the manosphere as a whole. This is extremely important for parents because it allows them to know what they should look out for if they are concerned about their child. They can recognize names and URLs in the search history of their child's device, which

may allow them to intervene while the child is still testing out the waters. The final section on the Background page is dedicated to the literature review provided in this document. The purpose of providing the literature review is to maintain transparency and provide a more thorough look into the topic for users who choose to read it. It is important that parents know where the information provided on the site comes from so that they know it is trustworthy. Many users may not be familiar with literature reviews so there is a brief description above the document explaining the purpose of including it.

The next page, depicted in Figure A5, is the Key Terms and Definitions page. This page is one of the more crucial inclusions on the site. Incels and other manosphere groups use vocabulary that can be very confusing to anyone without previous exposure, which means that parents may not notice their child is at risk even if they are using some of the key terms in front of them. Knowing the vocabulary used within these circles empowers parents to better understand the widespread nature of the problem and allows them to realize earlier when their child starts to pick up vocabulary and behavior from incel groups. Terms are divided based on the context of use, with a section dedicated to the vocabulary used throughout the toolkit and within scholarly sources. There is a consistent format used for the presentation of the terminology, which is outlined at the top of the page for ease of understanding. As with all other pages, there is a red descriptive banner at the top which explains the content and purpose of the page.

The final page of the site is the Helpful Resources page, shown in Figure A6. This is another key section of the toolkit, which serves as a collection of different resources for users to access based on the purpose of their visit. The top banner of this page in red explains the content and purpose of the page, and is followed by several drop-down sections, each with an individual

description. The top section contains informal content such as books, videos, and blogs, all of which can be accessed by any user. Though all information is reliable, it uses more informal language and comes in a variety of formats so that parents from multiple backgrounds can have access to information presented in a form that best suits them. The next section is dedicated to helping users find their representatives or track active legislation so that they can play an active role in affecting change on the issue of incels. There is a link to every official state legislative website, along with sites for all territorial and tribal leaders or governments, so that parents from every region of the United States knows who to contact if they wish to speak out. The following section contains the reference list for the literature review along with a citation guide so that parents who may be unfamiliar with citation formatting know what they are looking at. There is a disclaimer explaining that not all content is free to access, but it is important for the purpose of transparency to provide all content used in the process of designing the toolkit. The next section contains links to institutional resources such as mental health or public health organizations so that parents know where they can go if they feel they need help or that their child needs help. This section is intended to help remove barriers to accessing care for parents to support them as they work to protect their child. The final section of the page provides printable content for users to download, print, or disseminate as they choose. The printable content, depicted in Figure B1-B4, serves to start conversations between users and their social network, and to spread the word on the issue.

REFERENCES

Baele, S. J., Brace, L., & Coan, T. G. (2021). From “incel” to “saint”: analyzing the violent worldview behind the 2018 toronto attack. Terrorism and Political Violence, 33(8), 1667–1691. https://doi.org/10.1080/09546553.2019.1638256

Besnier, E., Thomson, K., Stonkute, D., Mohammad, T., Akhter, N., Todd, A., Rom Jensen, M., Kilvik, A., & Bambra, C. (2021). Which public health interventions are effective in reducing morbidity, mortality and health inequalities from infectious diseases amongst children in low- and middle-income countries (LMICs): An umbrella review. *PLoS ONE*, 16(6), e0251905. http://dx.doi.org/10.1371/journal.pone.0251905

Bhavsar, V., Bhugra, D., & Persaud, A. (2020). Public policy, mental health and a public health approach to violence. International Journal of Social Psychiatry, 66(7), 629–632. https://doi.org/10.1177/0020764020915236

Bhui, K., & Jones, E. (2017). The challenge of radicalisation: a public health approach to understanding and intervention. Psychoanalytic Psychotherapy, 31(4), 401–410. https://doi.org/10.1080/02668734.2017.1354908

Browne, K., & Hamilton-Giachritsis, C. (2005). The influence of violent media on children and adolescents: a public-health approach. The Lancet (British Edition), 365(9460), 702–710. https://doi.org/10.1016/S0140-6736(05)70938-7

Broyd, J., Boniface, L., Parsons, D., Murphy, D., & Hafferty, J. D. (2022). Incels, violence and mental disorder: a narrative review with recommendations for best practice in risk assessment and clinical intervention. BJPsych Advances, 1–11. https://doi.org/10.1192/bja.2022.15

CDC. (2022). *The public health approach to violence prevention*[Infographic]. https://www.cdc.gov/violenceprevention/about/publichealthapproach.html

David-Ferdon, C., Vivolo-Kantor, A. M., Dahlberg, L. L., Marshall, K. J., Rainford, N. & Hall, J. E. (2016). A comprehensive technical package for the prevention of youth violence and associated risk behaviors. *National Center for Injury Prevention and Control*. https://www.cdc.gov/violenceprevention/pdf/yv-technicalpackage.pdf

Davis, M. M., Howk, S., Spurlock, M., McGinnis, P. B., Cohen, D. J., & Fagnan, L. J. (2017). A qualitative study of clinic and community member perspectives on intervention toolkits: "unless the toolkit is used it won't help solve the problem". *BMC Health Services Research*, 17(1). http://dx.doi.org/10.1186/s12913-017-2413-y

Dickel, V., & Evolvi, G. (2022). “Victims of feminism”: exploring networked misogyny and #MeToo in the manosphere. Feminist Media Studies, ahead-of-print(ahead-of-print), 1–17. https://doi.org/10.1080/14680777.2022.2029925

Durlak, J. A., Weissberg, R. P., Dymnicki, A. B., Taylor, R. D., & Schellinger, K. B. (2011). The impact of enhancing students’ social and emotional learning: a meta-analysis of school-based universal interventions. Child Development, 82(1), 405–432. https://doi.org/10.1111/j.1467-8624.2010.01564.x

Ebbrecht, C. K. (2022). Systematic review: Risk factors and mechanisms of radicalization in lone-actor grievance-fueled violence. Nordic Psychology, ahead-of-print(ahead-of-print), 1–35. https://doi.org/10.1080/19012276.2022.2074524

Ellis, B. H., Miller, A. B., Sideridis, G., Frounfelker, R., Miconi, D., Abdi, S., Aw-Osman, F., & Rousseau, C. (2021). Risk and protective factors associated with support of violent

radicalization: variations by geographic location. International Journal of Public Health, 66, 617053–617053. https://doi.org/10.3389/ijph.2021.617053

Ging, D. (2019). Alphas, betas, and incels: theorizing the masculinities of the manosphere. Men and Masculinities, 22(4), 638–657. https://doi.org/10.1177/1097184X17706401

Gotell, L., & Dutton, E. (2016). Sexual violence in the "manosphere": antifeminist men's rights discourses on rape. International Journal for Crime, Justice and Social Democracy, 5(2), 65–80. https://doi.org/10.5204/ijcjsd.v5i2.310

Han, X., & Yin, C. (2022). Mapping the manosphere: categorization of reactionary masculinity discourses in digital environment. Feminist Media Studies, ahead-of-print(ahead-of-print), 1–18. https://doi.org/10.1080/14680777.2021.1998185

Hopton, K., & Langer, S. (2022). "Kick the XX out of your life": an analysis of the manosphere's discursive constructions of gender on Twitter. Feminism & Psychology, 32(1), 3–22. https://doi.org/10.1177/09593535211033461

Ike, K. G. O., de Boer, S. F., Buwalda, B., & Kas, M. J. H. (2020). Social withdrawal: an initially adaptive behavior that becomes maladaptive when expressed excessively. Neuroscience and Biobehavioral Reviews, 116, 251–267. https://doi.org/10.1016/j.neubiorev.2020.06.030

Jones, C., Trott, V., & Wright, S. (2020). Sluts and soyboys: MGTOW and the production of misogynistic online harassment. New Media & Society, 22(10), 1903–1921. https://doi.org/10.1177/1461444819887141

Leistedt, S. J. (2016). On the radicalization process. Journal of Forensic Sciences, 61(6), 1588–1591. https://doi.org/10.1111/1556-4029.13170

Lobban, F., Glentworth, D., Haddock, G., Wainwright, L., Clancy, A., Bentley, R., & React Team (2011) The views of relatives of young people with psychosis on how to design a relatives education and coping toolkit (REACT). *Journal of Mental Health*, 20(6), 567-579. https://doi.org/10.3109/09638237.2011.593592

MacArthur, G., Caldwell, D.M., Redmore, J., Watkins, S.H., Kipping, R., White, J., Chittleborough, C., Langford, R., Er, V., Lingam, R., Pasch, K., Gunnell, D., Hickman, M., Campbell, R. Individual-, family-, and school-level interventions targeting multiple risk behaviours in young people. Cochrane Database of Systematic Reviews 2018, 10, https://doi.org/10.1002/14651858.CD009927.pub2

Masur, P. K., DiFranzo, D., & Bazarova, N. N. (2021). Behavioral contagion on social media: effects of social norms, design interventions, and critical media literacy on self-disclosure. PloS One, 16(7), e0254670–e0254670. https://doi.org/10.1371/journal.pone.0254670

Mendelson, T., Mmari, K., Blum, R. W., Catalano, R. F., & Brindis, C. D. (2018). Opportunity youth: insights and opportunities for a public health approach to reengage disconnected teenagers and young adults. Public Health Reports (1974), 133(1S), 54S–64S. https://doi.org/10.1177/0033354918799344

National Threat Assessment Center. (2021). *Hot yoga tallahassee: a case study of misogynistic extremism*. NTAC Case Study - Hot Yoga Tallahassee_0.pdf

Nicovic, A., Zivanovic, M., & Markovic, M. V. (2021). Contextual and psychological predictors of militant extremist mindset in youth. Frontiers in Psychology, 12, 622571–622571. https://doi.org/10.3389/fpsyg.2021.622571

O'Malley, R. L., Holt, K., & Holt, T. J. (2022). An exploration of the involuntary celibate (incel) subculture online. Journal of Interpersonal Violence, 37(7-8), NP4981–NP5008. https://doi.org/10.1177/0886260520959625

Preston, K., Halpin, M., & Maguire, F. (2021). The black pill: new technology and the male supremacy of involuntarily celibate men. Men and Masculinities, 24(5), 823–841. https://doi.org/10.1177/1097184X211017954

Rottweiler, B., & Gill, P. (2022). Individual differences in personality moderate the effects of perceived group deprivation on violent extremism: evidence from a united kingdom nationally representative survey. Frontiers in Psychology, 13, 790770–790770. https://doi.org/10.3389/fpsyg.2022.790770

Scotto di Carlo, G. (2022). An analysis of self-other representations in the incelosphere: between online misogyny and self-contempt. Discourse & Society, 95792652210993–. https://doi.org/10.1177/09579265221099380

Stahl, G., Keddie, A., & Adams, B. (2022). The manosphere goes to school: problematizing incel surveillance through affective boyhood. Educational Philosophy and Theory, ahead-of-print(ahead-of-print), 1–13. https://doi.org/10.1080/00131857.2022.2097068

Substance Abuse and Mental Health Services Administration. (2012). *Preventing suicide: a toolkit for high schools*. https://permanent.fdlp.gov/gpo41183/SMA12-4669.pdf

Sugiura, L. (2021). The Incel Rebellion : The rise of the manosphere and the virtual war against women. Emerald Publishing Limited.

Tomkinson, S., Harper, T., & Attwell, K. (2020). Confronting incel: exploring possible policy responses to misogynistic violent extremism. Australian Journal of Political Science, 55(2), 152–169. https://doi.org/10.1080/10361146.2020.1747393

Trip, S., Marian, M. I., Halmajan, A., Drugas, M. I., Bora, C. H., & Roseanu, G. (2019). Irrational beliefs and personality traits as psychological mechanisms underlying the adolescents' extremist mind-set. Frontiers in Psychology, 10, 1184–1184. https://doi.org/10.3389/fpsyg.2019.01184

Trott, V., Beckett, J., & Paech, V. (2022). Operationalising "toxicity" in the manosphere: automation, platform governance and community health. Convergence (London, England), 135485652211110–. https://doi.org/10.1177/13548565221111075

Vallerga, M., & Zurbriggen, E. L. (2022). Hegemonic masculinities in the "manosphere": a thematic analysis of beliefs about men and women on The Red Pill and Incel. Analyses of Social Issues and Public Policy, 22(2), 602–625. https://doi.org/10.1111/asap.12308

Van Valkenburgh, S. P. (2021). Digesting the red pill: masculinity and neoliberalism in the manosphere. Men and Masculinities, 24(1), 84–103. https://doi.org/10.1177/1097184X18816118

Venäläinen, S. (2022). Nobody cares for men anymore: affective-discursive practices around men's victimisation across online and offline contexts. European Journal of Cultural Studies, 25(4), 1228–1245. https://doi.org/10.1177/13675494211021097

APPENDIX A: TOOLKIT DESIGN

The following figures are screenshots taken of each page and relevant sections of the toolkit website. They are listed in the order they would be encountered upon viewing the site. These images depict only the base layout of the site, and do not expand on any drop-down menus or links contained on each page. To look at these, the toolkit itself can be accessed through the following URL: *https://sites.google.com/view/incels-and-the-red-pill/home*.

All site design elements that are not images are formatted using the preexisting tools, fonts, and colors schemes provided by the Google Sites platform.

Figure A1

Toolkit Home Page

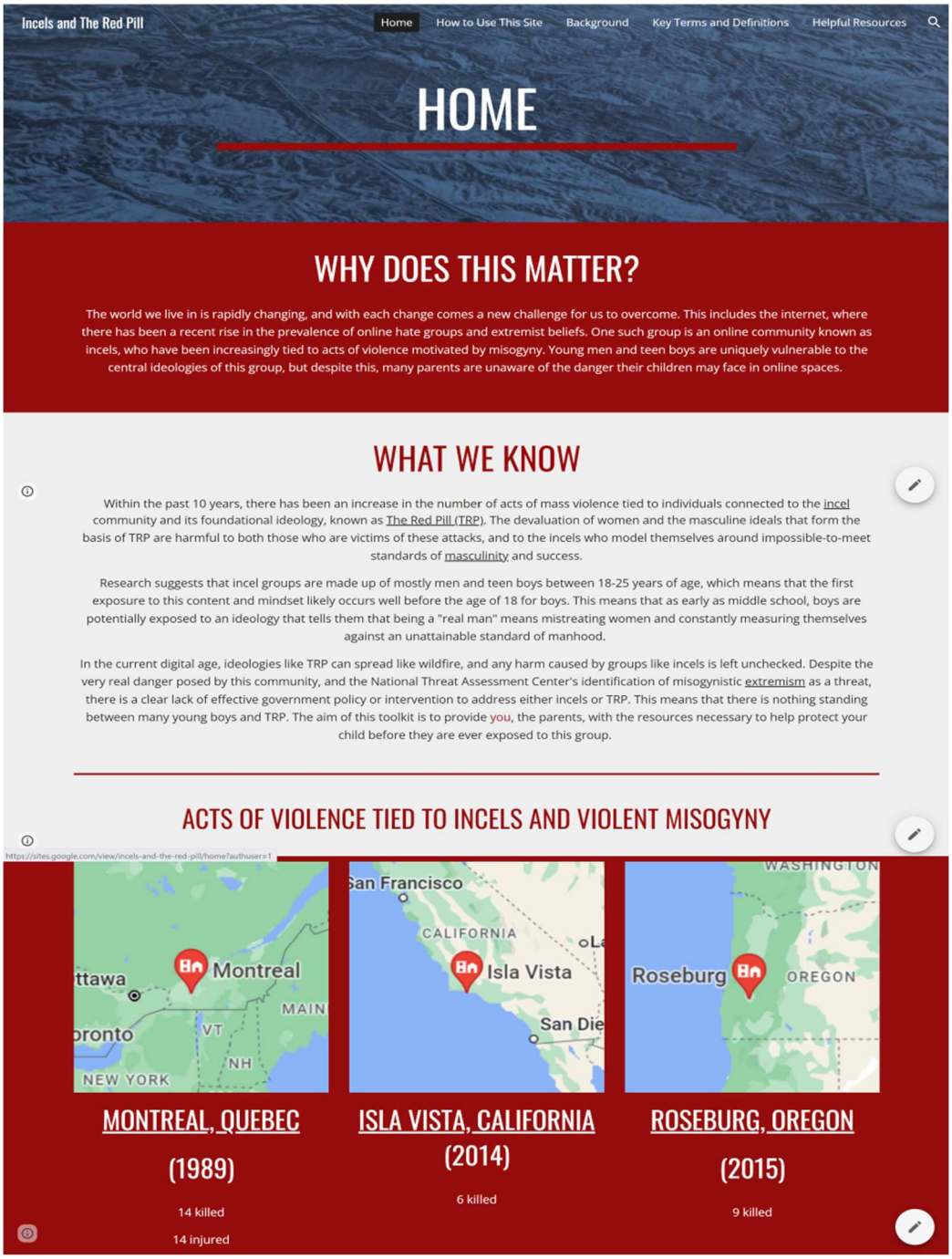


Figure A2

Toolkit How-To Page

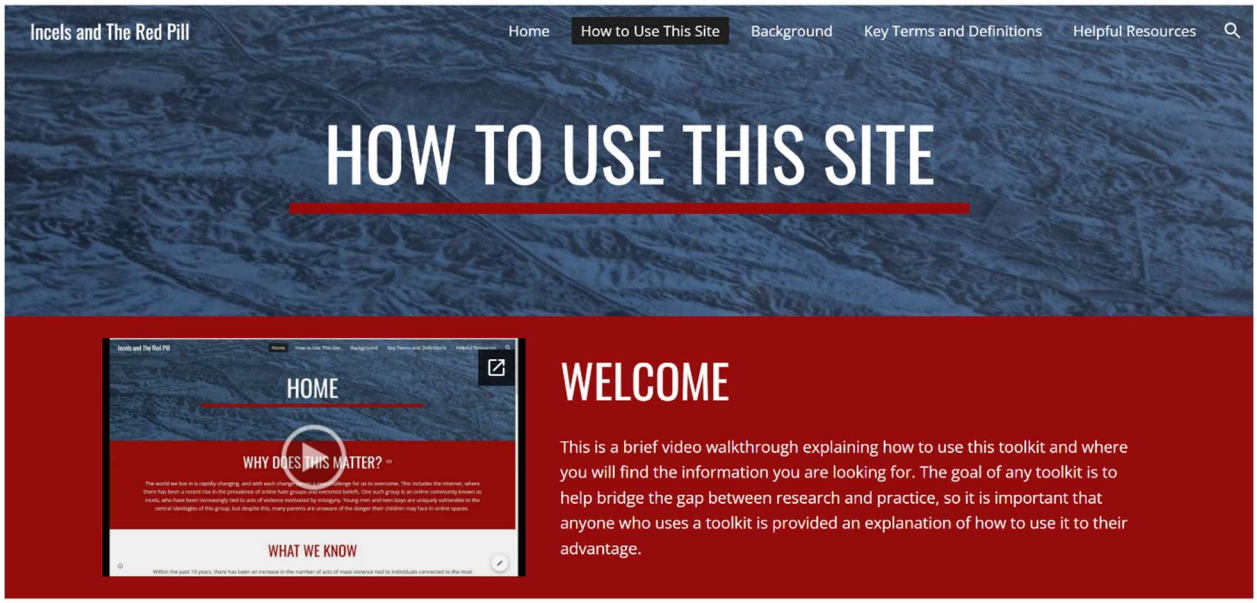


Figure A3

Toolkit Background Page (Top Half)

Figure A4

Toolkit Background Page (Bottom Half)

KEY SITES AND INFLUENTIAL FIGURES

Site	Major Association
4chan	Incels
8chan	Incels
incels.co	Incels
incel.net	Incels
incels.me	Incels
returnofkings	Pickup Artists
Rooshvforum	Pickup Artists
PUAHate	Pickup Artists
A Voice for Men	A Voice for Men
Alcuin	Manosphere general
Boycott American Women	Manosphere general
The Counter Feminist	Manosphere general
In Mala Fide	Manosphere general
MarkyMark's Thoughts	Manosphere general
The Spearhead	Manosphere general
MensActivism	Men's Rights Activists
SAVE Services	Men's Rights Activists

Figure	Major Association
Roosh V	Pickup Artists
Paul Elam	A Voice for Men
Andrew Tate	Manosphere general
Jordan B. Peterson	Manosphere general
Milo Yiannopoulos	Manosphere general
Erin Pizzey	A Voice for Men, Men's Rights Activists

A REVIEW OF THE LITERATURE

Background:

A literature review is used within academic circles to get a sense of what is out there in terms of research. The goal of a literature review is to ask yourself questions like "What do we know? What do we not know? Are there gaps or errors in the research?". The goal of this literature review is to find out what the experts know about incels, TRP, and the manosphere as a whole, with the motivating questions:

- What makes a person susceptible to or protected against misogynist and red-pill messaging online?
- What does the current public health literature say about violence prevention and risk factors for radicalization in general?
- Why are incels dangerous and why is following the Red Pill ideology dangerous not only to those outside of incel groups but also to those in them?

Full Literature Review:

Figure A5

Toolkit Key Terms and Definitions Page

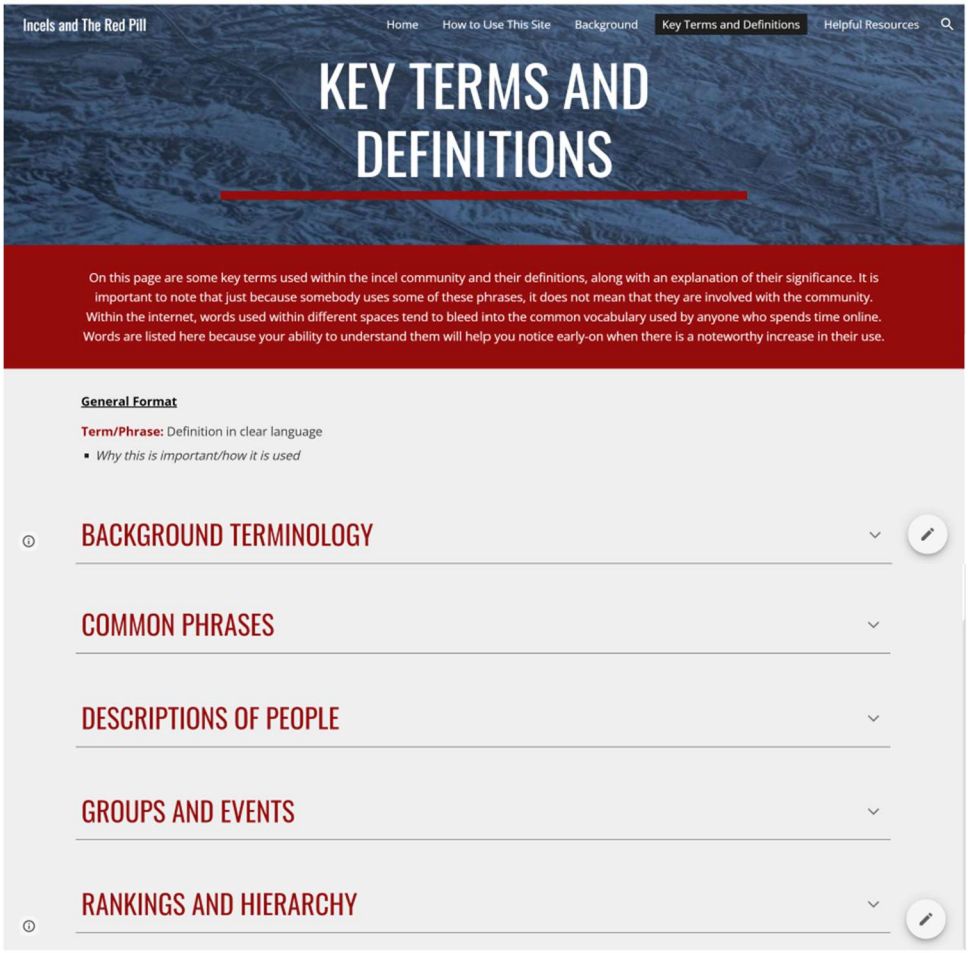
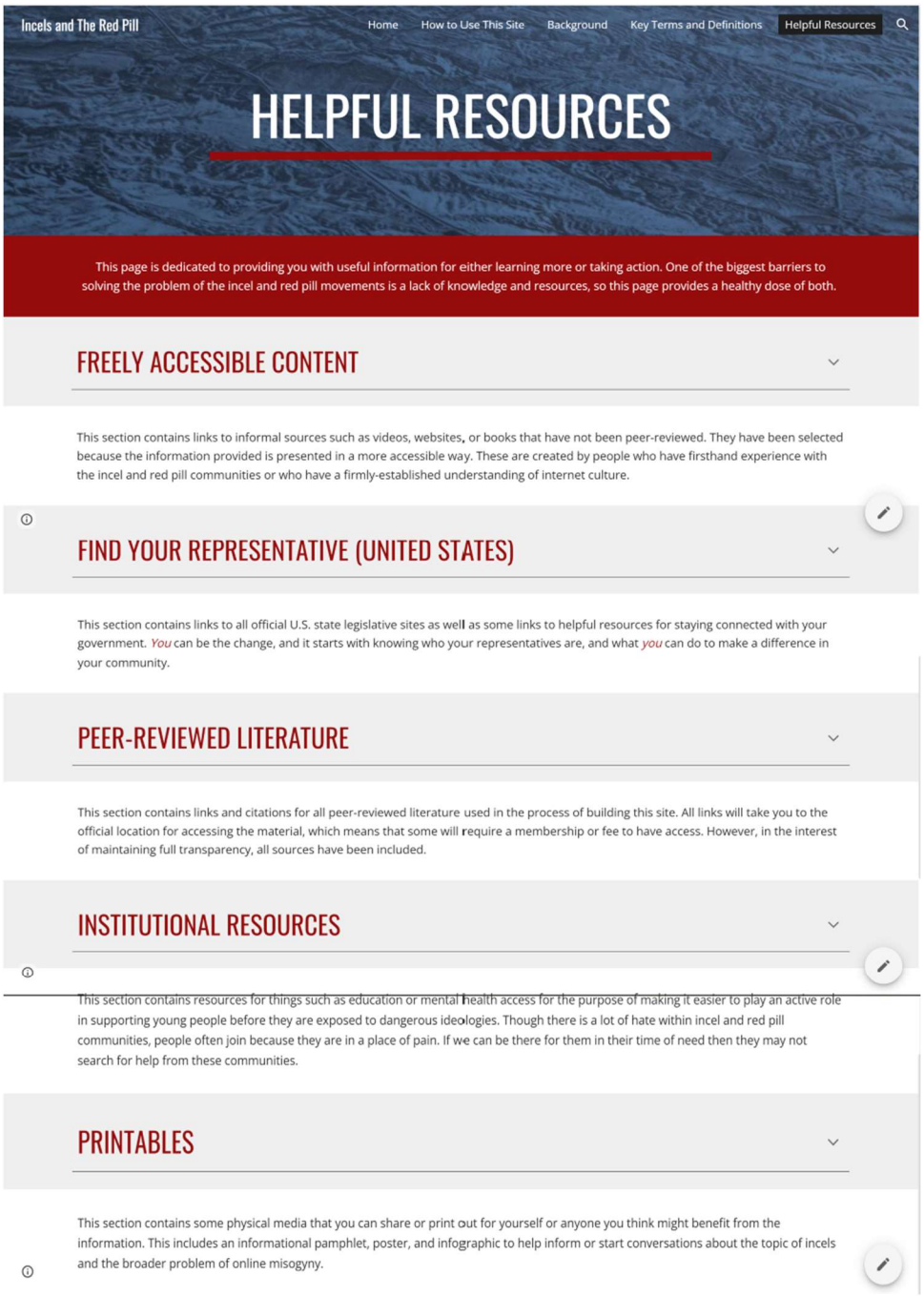


Figure A6

Toolkit Helpful Resources Page



APPENDIX B: PHYSICAL MEDIA

The following figures are the physical media which was designed for the purpose of adding them to the toolkit. They are linked on the website on the Background page under the Printables section.

Figure B1

Incels and The Red Pill Pamphlet – Front and Back Pages

Figure B2

Incels and The Red Pill Pamphlet – Middle Pages

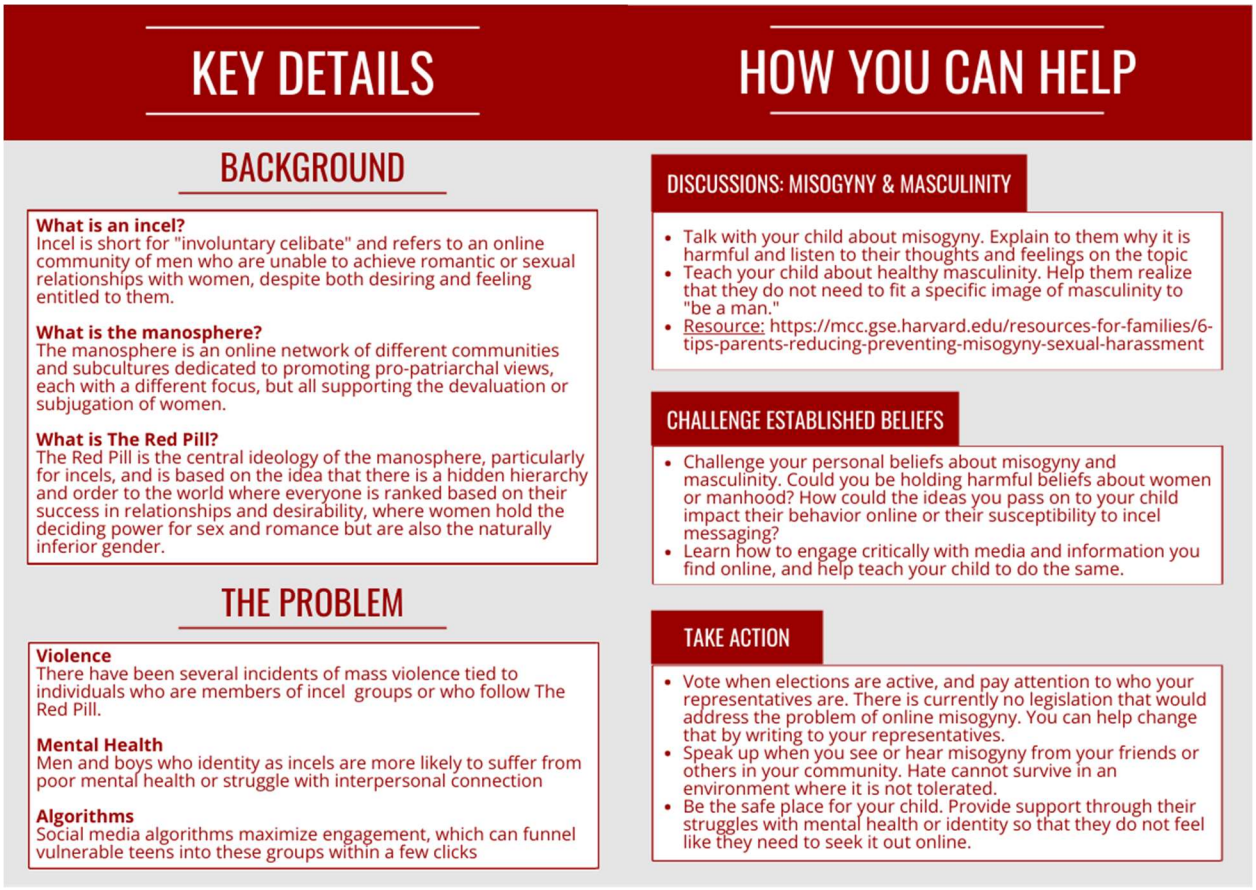


Figure B3

Incels and The Red Pill Poster

Figure B4

Misogyny Poster