

*‘‘Feminists Are Whiny, Gormless,
Toxic Liars, As Anyone With An IQ
Above That Of A Fruit Fly Already
Instinctively Knows’’:*
A Thematical Analysis Of How Manosphere
Sways New Following

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Abstract

The study centers on the Manosphere, which is a digital network comprising male-focused websites and forums that exhibit an antagonistic attitude towards women. Two groups advocating for Men's Rights Activism (MRA) were selected to serve as case studies, as they are perceived to be a gateway network for more extremist ideologies. They are opposed to feminist agendas, claiming that they advocate for female domination. Through thematic analysis, this study investigates the methods utilized by MRAs on platforms such as MensActivism.org and Justice for Men and Boys to entice new supporters, with the goal of illuminating the digital and physical consequences of this phenomenon. Six distinct strategies were identified through the analyzed data.

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Introduction

March 1989 marks the commencement of the World Wide Web which began the era of limitless information access and the capacity to engage in global communication while retaining anonymity. (Press, 2015) As of last year, 60% of the world population has internet access, by the end of 2027 this number is projected to reach 71%. (Milasevic, 2022) Scholars have engaged in extensive debate regarding its impact as it continues to gain relevance in the lives of people worldwide. This is especially apparent as new online communities form daily, bringing together individuals from diverse backgrounds and belief systems who share and promote their perspectives. Unavoidably, individuals who generate and propagate hateful rhetoric are going to endure within the expansive digital landscape, forming a primary area of interest for this study. (Ging & Siepera, Special issue on online misogyny, 2018)

Manosphere can be loosely defined as an extensive and distinct men-focused network of blogs and forums that adopt a particular antagonistic position towards women and dating. (Dewey, 2014) It is vital to stress that the different websites comprising the Manosphere should not be perceived as independent units or distinct groups, instead, they should be viewed as unified connections within a mediated network that perpetuates misogynistic discourses and behaviors. (Banet-Weiser, 2018) (Górska et al, 2022)

WHO's estimates reveal that nearly one-third (30%) of women across the world have been victims of physical and/or sexual violence by a partner or non-partner at some point in their lives. (WHO, 2021) With the growth of globalization and the digital sphere, more and more women also fall victim to online hate. Cyber violence has become so prominent in our daily lives, a global 2020 survey showed more than half of young women and girls, specifically 52%, having reported experiencing online abuse, such as threatening messages, sexual harassment, and the unauthorized sharing of private images. (Plan International, 2020)

While organizations all over the Globe strive towards reducing the above numbers, a part of society is actively working on maintaining the status quo. The so-called *Men's Rights Activists* are people who believe men are the struggling and socially oppressed sex. Consequently, many of them strive towards opposing the feminist agenda, claiming it to be toxic and deceitful. As read in one of the prominent MRA sites, *"Feminism is the pursuit of female supremacy"* (Justice for Men and Boys, 2022) and *"Every feminist narrative is one or more of the following – a baseless conspiracy theory, a fantasy, a lie, a delusion or a myth."* (Justice for Men and Boys, n.d.)

The hostile tone of the excerpts above showcases the issue at hand, which is a spread of anti-feminist organizations and their extensive following that was connected to real-life violence. Several alarming incidents highlight the distressing impact of online threats and harassment, revealing the concerning trend of violence and intimidation in the digital domain that transcends into the physical world. Even within the United Nations Council, Rapporteurs have been subjected to online threats, including explicit and gruesome content such as videos depicting decapitation. During April 2018 in Canada, a deadly rampage took place, resulting in 10 dead and 14 injured, mostly women. According to reports, the radicalization of the alleged attacker through online "incel" hate groups played a significant role in motivating the horrific attack. (United Nations, 2018)

The 2020 study titled "The Evolution of the Manosphere Across the Web" examines the transformation of the Manosphere in web-based communities over the past 14 years and finds that older Manosphere communities like Men's Rights Activists and Pick-Up Artists have declined in popularity and activity, while newer communities like Incels and Men Going Their Own Way have risen. The study identifies substantial user overlap and migration patterns among these communities, indicating an interconnected correlation. It also notes that contemporary Manosphere communities exhibit higher levels of toxicity and misogyny

compared to their predecessors. Particularly, Men's Rights Activists (MRAs) are transitioning to more extreme communities like Incels, suggesting that MRAs may serve as a gateway to heightened misogyny and anti-feminism. (Ribeiro et al, 2020)

With multiple sources consistently highlighting concerning trends and the tangible impacts of misogyny on women's safety worldwide, it raises questions about the strategies employed by these groups to attract new followers. This study aims to understand the initial strategies used to attract followers within these communities. It chooses two active sites from the MRA network, MensActivism.org and Justice for Men and Boys (J4MB), for analysis. While both are recognized as platforms for anti-feminist discourse, MensActivism.org is more extensively cited and provides a comprehensive ideological foundation. In contrast, J4MB represents a UK-based perspective on the anti-feminist movement within the EU. The study intends to create primary datasets by thematically organizing content sourced from J4MB and MensActivism.org websites, focusing on selected sub-pages. This study aims to investigate these strategies with the goal of contributing a base for future studies within developing countermeasures to deter individuals from joining these organizations with the aim of alleviating the spread of both digital and physical violence.

Knowing the issue at hand and its extensive reach, the overarching goal of this research project is to examine and explore what strategies are used in order to sway new following within the digital Anglophone sphere of the manosphere. Therefore, a leading research question leading this project paper is:

What specific strategies are employed within the manosphere network to attract new supporters, with a particular focus on mensactivism.org and Justice for Boys and Men (j4mb.org.uk) as case studies?

Theory

The following section includes the working definitions of terms that are to be subjected to further consideration in the analysis part of this research paper.

Men's Rights Activists

Over the past four decades, the Men's Rights movement has experienced significant growth, with online communities and social media platforms playing a pivotal role in its expansion. Their main claim is that the cultural and political dominance of feminism has led to the neglect and subordination of men's issues and interests. (Rafail, 2019)

According to MRAs, women are given priority over men by society and the legal system, and affirmative action initiatives are used as examples to demonstrate women's advantages. Rather than acknowledging these initiatives as endeavors to address existing inequalities, MRAs argue that they unjustly disadvantage men, who they believe are inherently better equipped for non-domestic roles and positions of authority targeted by such initiatives. (O'Donnell, 2022) The argument frequently utilized by MRAs suggests that women obtain significant social influence by means of their sexual desirability, which they consider as women's primary value alongside their fertility. In addition, MRAs often argue that women and feminists gain influence and empathy by making untruthful allegations of sexual assault or by portraying themselves as victims, thus manipulating the patriarchal idea of women as the 'weaker sex' to defame them, claiming that women exploit this apparent 'vulnerability' to acquire power. (O'Donnell, 2022)

Red Pill Theory

The term “Red Pill,” which was first introduced in the 1999 film “The Matrix,” has progressed into a framework that people use to describe their exposure to concealed realities. Prominent secular movements that advocate male superiority, such as Pick Up Artists (PUAs), Men’s Rights Activists, The Red Pill, and Men Going Their Own Way (MGTOW), all employ this terminology to express their “awareness” of men’s absence of systemic influence or advantage. On the contrary, they argue that men are subjected to the social, economic, and sexual influences of women and feminists. Similar to the film, the term “blue-pilled” implies accepting the mainstream narrative and choosing to remain unaware of the truths of the world. Individuals who follow the Red Pill ideology see themselves as possessing higher intellectual capabilities than those who adhere to the “blue-pilled normie” mindset. The phrase “Red Pill” rose to prominence within male supremacist forums and was later adopted by far-right and white supremacist groups to describe their own awakening experiences and conspiratorial worldviews, which frequently coincide with male supremacist ideologies, such as antifeminism. (Moonshot CVE, 2020)

Misogyny

“Hatred of or contempt for women”, (Moloney, 2018, p. 125) and ‘a feeling of hate or dislike towards women, or a feeling that women are not as good as men” (Oxford University Press, 2023) are the most commonly used definitions of the term *misogyny*. For the purposes of the following research, a working definition of misogyny is going to be expanded and understood in relation to Kate Manne’s considerations, regarding it as a system with an aim at protecting and upholding patriarchy.

According to Manne, misogyny: “*serve[s] to police and enforce a patriarchal order, instantiated in relation to other intersecting systems of domination and disadvantage that apply to the relevant class of girls and women*’.” (Manne, 2017, p. 43) (Wrisley, 2023) She highlights the systematic quality of misogyny in the endorsement and sustenance of the patriarchal system of power and oppression, consequently expanding the role of misogyny to a system preventing women’s liberty, as opposed to viewing it as an individual’s hostility or dislike for womenkind. She emphasizes its function in enabling women’s subordination and vulnerability, ensuring women’s disadvantageous position in a patriarchal society. (Manne, *Down Girl: The Logic of Misogyny*, 2017) (Manne, *Entitled: How Male Privilege Hurts Women*, 2022) (Górska et al, 2022)

As the misogynistic trends that are to be analyzed in the following sections take place online, it is essential to supplement the above definition and expand its scope with the digital zone. As explained in *Handbook of Research on Digital Violence and Discrimination Studies* “*Online misogyny is the abuse and harassment of women and girls through the internet. It can occur in various ways such as swearing, threats, and posting of intimate images without consent.*” (Taslak & Nazli, 2022, p. 9) Here, it is essential to highlight the abusive nature of misogyny, hence *online abuse* is going to be included under the considerations regarding misogyny,. (Taslak & Nazli, 2022)

Patriarchy

Chris Weedon's *Feminist Practice and Poststructuralist Theory* (1987) refers to patriarchy as *'power relations in which women's interests are subordinated to the interests of men.'* (Weedon, 1987) (Hodgson-Wright, 2001) He then explains the intersectionality of the power relations, which stretch from the industrial division of gender to the social structure of procreation and femininity. *'Patriarchal power rests on social meaning given to biological sexual difference.'* (Weedon, 1987, p. 2006: 3) Though Weedon's definition is included in this section, it only functions as a base understanding of the social aspect of the anti-feminist groups that are to be analyzed in this project. The scope in which patriarchy is going to be understood in this research paper is going to be expanded by including other systems of oppression, hence not only focusing on the power relations between the sexes. To do so, a working definition of the patriarchal order shall be recognized as,

'one strand among various similar systems of domination (including racism, xenophobia, classism, ageism, ableism, homophobia, transphobia, and so on). Misogyny [polices and enforces the patriarchal order] by visiting hostile or adverse social consequences on a certain (more or less circumscribed) class of girls or women to enforce and police social norms that are gendered either in theory (i.e., content) or in practice (i.e., norm enforcement mechanisms)'. (Manne, 2017) (Wrisley, 2023, p. 189)

Literature Review

The succeeding chapter presents a literature overview regarding the study area.

“Evolution Of the Manosphere Across the Web”

The study titled “The Evolution of the Manosphere Across the Web” (Ribeiro et al, The Evolution of the Manosphere Across the Web, 2020) by Manoel Horta Ribeiro et al, offers a comprehensive analysis of the progression of the Manosphere, which is a combination of online movements that promote misogynistic beliefs and advocate for the rights of men. The research utilizes a considerable dataset of 28.8 million posts from six forums and 51 subreddits. The objective is to offer an in-depth analysis of the developmental path of this online community, its interconnections, and evolving user engagement.

The researchers track the evolution of the Manosphere over time and across various online platforms. The analysis indicates a shift from moderately established communities, such as Pick-Up Artists and Men’s Rights Activists, to more radical ones, such as Incels (involuntary celibates) and Men Going Their Own Way (MGTOW). A significant migration of active users from the former to the latter has led to a dynamic transformation in the structure of the Manosphere. Apart from monitoring community transitions, the study investigates the qualitative aspect of these changes. The research highlights that the newer communities in the Manosphere, particularly Incels and MGTOW, are inclined to manifest greater levels of toxicity and misogyny than their predecessors. This observation indicates a troubling trend of escalating negative attitudes and behaviors within the more radicalized segments of the online Manosphere.

The outcomes of this research contribute to a more profound understanding of the dynamics present in online misogynistic movements and their implications for broader online discourse and society.

‘Mapping the Ideological Landscape of Extreme Misogyny’

‘Mapping the ideological landscape of extreme misogyny’ (Perliger, 2023) presents a thorough analysis of ideologies and components of extreme misogyny that can be found online. Published with the backing of the International Centre for Counter-Terrorism and the Asser Institute, highlighting their shared effort at creating a deep understanding of the complex elements of modern extremism.

The focal point of the study was to create a comprehensive map of the various ideologies framing extreme misogyny, presenting narrative and networks central to the presented issue, alongside providing a scope of viable consequences. The authors bridged a gap in the academic literature by conducting a systematic analysis and presenting the complex connections between misogyny and extremist ideologies. Through employment of a mix-methods approach, the scholars use both qualitative and quantitative methodologies in order to gain an inclusive comprehension of extreme misogyny.

Ideological narratives that demonstrate extreme misogyny, detailing their foundations, tactics, and motivations, were demonstrated by the authors. The findings show this phenomenon combines traditional misogyny, far-right ideologies, and other extremist worldviews. The article explores how virtual spaces facilitate the spread of extreme misogyny, resulting in the formation of communities with shared ideologies, recruitment, and radicalization. The study identifies the vital factors in disseminating these ideologies, which

is a critical component, without which the development of effective countermeasures is impossible. Based on the research, the extent of misogyny can act as a catalyst, provoking individuals to participate in violent and disruptive behavior. The study's findings demonstrate that there is a necessity for interdisciplinary collaboration in order to combat the far-reaching consequences of the ideology and its connection to hate-fueled narratives.

“Men not going their own way: a thick big data analysis of #MGTOW and #Feminism Tweets”

The 2022 article “Men not going their own way: a thick big data analysis of #MGTOW and #Feminism Tweets” (Górska et al, 2022) by Anna Maria Górska, Karolina Kulicka, and Dariusz Jemielniak explores the intricate realm of online gender discourse. Their approach involves an extensive analysis of big data from Twitter conversations, utilizing the hashtags #MGTOW (Men Going Their Own Way) and #Feminism. The study goes beyond traditional quantitative methodologies by utilizing a “thick” data analytical framework, with the goal of explaining the nuanced interactions, perspectives, and core dynamics within these two significant online movements.

The authors begin their analysis by providing context for the central role of online platforms in the contemporary gender discourse. The emergence of the #MGTOW movement is highlighted, which is characterized by men disassociating themselves from traditional relationships with women and expressing concerns related to matters including but not limited to divorce, alimony, and child custody. In direct opposition, the #Feminism movement upholds gender equality and is known for its extensive history.

The methodology employed in this research centers on the application of big data analytics to analyse an extensive collection of tweets containing predetermined hashtags. This

analysis adopts a thorough approach, with a focus not only on quantitative metrics but also on qualitative insights to uncover inherent patterns, sentiments, and nuances within the discourse. By employing this approach, the scholar were able to come to the following conclusions. The intersectionality of #MGTOW and #Feminism revealed unexpected common ground, with a notable degree of overlap between the two communities. A significant proportion of users participate in conversations pertaining to both hashtags, indicating a more intricate correlation between these movements than previously believed.

A spectrum of emotions is uncovered by the sentiment analysis of tweets under both hashtags. Some tweets show support and empathy, while others use derogatory language and express hostility. The duality of this sentiment stresses the division and quarrelsome nature of gender discourse on social media platforms. The existence of both favorable and unfavorable opinions demonstrates the complex and varied attitudes individuals possess towards these topics. Moreover, the authors note a discrepancy in the discourse dynamics among different social media platforms. For example, Twitter tends to promote more extreme and conflicting interactions relative to other platforms. This observation highlights the significance of taking into account the distinct dynamics of each platform in shaping online discussion as various platforms provide unique opportunities and limitations that shape the manner and quality of discussions.

Methodological Framework

The following chapter presents the methodological framework of this study.

Epistemological considerations

Epistemology is a science that encourages researchers to question the nature of knowledge and how it is attained. (Pfadenhauer, 2019, p. 9) Considering the significance attributed to the knowledge construction and its influence by the social and cultural context in which it is formed., (Simina, 2012) this project will adopt social constructivism as its epistemological standpoint.

Under the principles of social constructivism, as interpreted in *The Social Construction of Reality: A Treatise in the Sociology of Knowledge* (1967), reality is socially constructed, as opposed to created (Berger, 1967). This research project focuses on examining the strategies employed within the manosphere to attract new followers, which includes dwelling into the formation of culture within this online community. This involves understanding how reality is constructed through the learning and knowledge-sharing processes, which are viewed as collective rather than individual experience. (Simina, 2012) Consequently, it is crucial to acknowledge the social dimension of creating meaning specific to the manosphere since one's understanding of reality is shaped by their societal background and the means by which they acquire knowledge.

Ontological considerations

Ontology concerns itself with the nature of reality, whether it can be defined as one and true for all or it is a variable depending on who is asked. There can be a multitude of ways of viewing reality, from the positivistic ‘one and true’ reality that exists for all, to subjectivists who claim reality is what is perceived to be real. (O’Gorman, 2015) This project works with the notion of tactics aiming at gaining new following that are used within the manosphere, where context is essential to understand the idea behind the analyzed notions. Hence, there cannot be one recognized truth, as reality is variable depending on its interpretation. (O’Gorman, 2015) Therefore, interpretivism is employed as it focuses on the meanings and perspectives. When analyzing the manosphere network it is essential to keep in mind its complex structure and culture. Consequently, the network is going to be viewed as a society in this project, with all its connotations and shared background, e.g., red pill theory. It is especially vital when discussing the nature of what is reality, as in this project, the subjective and objective meanings are intertwined in the analyzed texts, for instance in the interpretation of data presented by the MRAs. Considering all this, interpretivism is going to be the leading ontological stance of this project.

In this paper, the term ‘subjective meaning’ refers to how individuals apprehend and construe information or experiences from their personal viewpoint, which is molded by their distinct thoughts, emotions, beliefs, and cultural heritage. The phenomenon comprises a subjective perspective that individuals use to attribute significance to various occurrences, which frequently differs from objective or universally recognized interpretations. This research paper delves into the critical role that subjective meaning plays in shaping one’s beliefs with a particular focus on the manosphere and the curation of objectivity. (Huta, 2017)

On Subjective and Objective Meaning

The interplay between subjective and objective realities is a complex aspect of society. The subjective reality is constructed through an individual's interactions within the social world, which subsequently exerts an influence on the individual, leading to the processes of routinization and habituation. (Berger, 1967)

Habituation involves the integration of repeated actions into routines that culminate in a repository of general knowledge. Frequently repeated actions are ingrained into patterns that can be effortlessly duplicated. These patterns and routines, solidified through societal institutions, gradually assume the status of objectivity to the extent that subsequent generations perceive this accumulated knowledge as an inherent and factual reality. (Berger, 1967) Moreover, this sense of objectivity undergoes continuous reinforcement through ongoing social interactions. Over time, an individual's subjective understanding, developed through socialization and sustained reinforcement, metamorphoses into an objective reality for future generations. In the context of this study, "subjective meaning" refers to the lens through which an individual subjectively comprehends their experiences or actions. (Pfadenhauer, 2019) On the other hand, "objective meaning" alludes to a subjective reality that has gradually detached from its original personal interpretation. This detachment is accompanied by its widespread acceptance, thereby transitioning into a component of culture and entering the collective memory. (Luckmann, 2007) (Pfadenhauer, 2019, p. 66)

After the selection of the ontological and epistemological stance, the following chapter will present will demonstrate the process of data selection.

Data Selection

The Manosphere's evolution over the last 14 years, particularly in web-based communities, is the subject of the 2020 study entitled "The Evolution of the Manosphere Across the Web," which provides a data-driven analysis. It classifies these communities while analyzing their historical transformations and monitoring the changes in language regarding toxicity and misogyny. According to the study, there is a decline in both popularity and activity of older Manosphere communities such as Men's Rights Activists and Pick Up Artists. On the other hand, there has been a rise in newer communities such as Incels and Men Going Their Own Way. The research highlights substantial user overlap and migration patterns between these communities, indicating an interconnected association. The conclusions drawn indicate that contemporary Manosphere communities demonstrate a higher degree of toxicity and misogyny compared to their precursors. (Ribeiro et al, 2020)

Men's Rights Activists (MRAs) are notably shifting towards emerging communities like Incels, indicating that MRAs may act as a gateway to more extreme forms of misogyny and anti-feminism. (Ribeiro et al, The Evolution of the Manosphere Across the Web, 2020) The study's goal is to comprehend the measures used to draw followers and maintain the primary community that ultimately results in the development of extreme misogyny, as well as the tactics involved in this process.

With the grounds for prioritizing the MRA community demonstrated, the next essential step involves establishing concrete data sources, specifically selecting websites for the analysis. In order to do so, misogynistic websites that have been identified in previously established records such as the 2012 Spring Issue of the Hate Report, *Alphas, Betas, and Incels: Theorizing the Masculinities of the Manosphere* by Debbie Ging (2017) and the 2023 report on Ideological Landscape of Extreme Misogyny (Perliger, 2023) will be sourced in this

project. The data gathered showcases the prevalence of the discussed misogynistic sites within the literature on anti-feministic discourse within the last decade.

Two currently active sites with varying backgrounds were chosen since the aim of this project is to highlight the extent of the issue at hand, which is pervasive across the spectrum and not only limited to a singular location or network of interlinked site. The conditions set upon the search for the pages were that they are to engage in anti-feministic discourse, with a substantial amount of data made available for public access. The data was to be produced by the authors of the websites, so they are to produce primary-data sources and not only engage in misogynistic discourse by referencing other sources and authors. The particular focus of the study was on website moderators instead of users, as it was acknowledged that moderators have a greater ability to shape the overall narrative. Studies have shown that interacting with the Manosphere can lead to the spread of harmful language and perspectives. (Hussam Habib, 2022) Consequently, platform administrators and moderators hold a pivotal position in countering, or supporting, the spread of such ideologies. (Hussam Habib, 2022)

Therefore, for the purpose of the following research project, it was deemed essential to base the deliberations on the primary sources specific to the analyzed network since community's culture is founded on a large number of written works, some of which have been banned or restricted for hate speech, such as Reddit's banning of the MGTOW forum in April 2021. (Thalen, 2021) Exploring the existing sources is key to understanding the strategies used within the manosphere as only by addressing the words originating in the MRA community, it is possible to grasp the understanding of how they encourage new following.

The first site was selected as one of the two of the most widely recognized anti-feminist, pro-men pages to prevail in the last decade. Both, *MensActivism.org* and *A Voice for*

Men, have continuously been placed among the most extreme misogynistic sites to exist online, starting with the 2012 Spring Issue of the Hate Report (The Southern Poverty Law Center, 2023) prepared by the Southern Poverty Law Center (SPLC) which tracks hate groups and extremists across the USA, their operations monitor over 1,600 hate groups, e.g., including Ku Klux Klan or neo-Nazi movement. (The Southern Poverty Law Center, n.d.) In the 2012 Hate Report under the headline “Misogyny: the sites” both aforementioned sites were described as: “thick with misogynistic attacks that can be astounding for the guttural hatred they express”. (The Southern Poverty Law Center, 2012)

In 2017, *Alphas, Betas, and Incels: Theorizing the Masculinities of the Manosphere* by Debbie Ging followed the development of the men’s rights rhetoric occurring across Web 2.0. using antifeminism as a base criterion, the author performed a series of repeated searching and cross-comparison to find the most cross-referenced sites. Following an extensive analysis, she eventually put forward a list of the 38 most frequently cross-referenced sites, which notably featured A Voice for Men and MensActivism. (Ging, 2019) Last, both sites have also been named in The International Center for Counter-Terrorism’s latest report, which was published in 2023 and focused on mapping the Ideological Landscape of Extreme Misogyny. (Perliger, 2023)

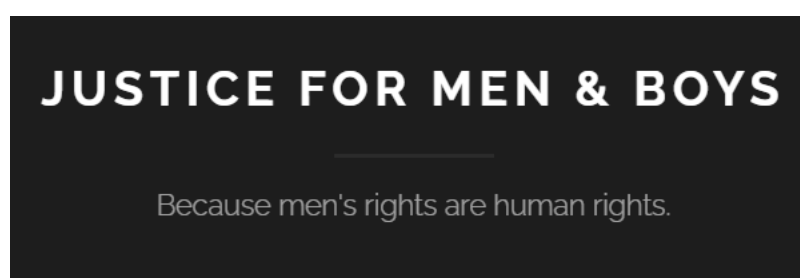
Since only the latter page complies with the established conditions for this project, the decision was ultimately reached to select the USA-based community *Mensactivism.org* as the focal point of the analysis, as it provides in-depth explanations of the authors’ ideology and viewpoints on specific topics such as e.g., feminism and patriarchy, encompassed in extensive passages. In contrast, A Voice for Men only touches on a small portion of the ideological foundation. Moreover, the primary medium of representing the organization’s views and philosophy is through the articles posted on their website.

The second website that will be subjected to analysis in the following project is *Justice for Men and Boys* (J4MB), a former political party based in the UK. The J4MB is an interesting case study since it operated as a political party from 2013 until its deregistration in April 2023. By contrast, *mensactivism* is a network-based group. This provides an opportunity to compare and contrast a formally organized group with a loosely structured informal one. By conducting an analysis of the discourse perpetuated by two sites with different backgrounds, one can acquire insight into the research question and establish what practices aimed at swaying new following are used the manosphere. Given that J4BM is based in the UK, it is poised to provide a unique perspective on the anti-feminist movement within the EU, as opposed to the USA. It should also be mentioned that mensactivism.org has been cited more frequently than J4MB in anti-feminist literature. While it has been acknowledged in a few academic texts, it is not as extensively recognized as the other site. For that reason, J4MB shall, in theory, represent the moderate side of the spectrum. Both pages are to compromise the balanced view on various tactics of gaining following utilized within the manosphere, allowing to obtain an overview of the spectrum.

Presented below are outlines of both analyzed websites, offering background information beyond what has been presented in previous sections of this study.

Justice for Men and Boys (J4MB)

J4MB was a political party active from 2013 until April 2023, which aimed to raise public awareness of issues negatively impacting men and boys. J4MB also expressed disapproval of what they regarded as the harmful ideology of feminism, which it believed favored women and girls over men and boys.



Picture 1 Justice for Men and Boys banner. source: <https://j4mb.org.uk/>

when Elizabeth Hobson took over. J4MB has been an active participant in the International Conferences on Men's Issues (ICMI), with Mike serving as the host for several of these events. A forthcoming ICMI is set to occur in Budapest in August 2024.

The ultimate election manifesto of the party, which is available at their website, outlined 20 domains where J4MB was of the opinion that the government's actions and inactions were jeopardizing the human rights of men and boys, oftentimes with the intention of favoring women and girls. These domains involved diverse aspects of life, comprising matrimony, separation, custody of children after family disputes, procreative privileges, instruction, occupation, healthcare, and beyond.

Despite J4MB not being a registered political party anymore, its commitment to addressing these concerns remains constant. (Justice for Men and Boys, 2022) The organization has not yet been addressed in any scholarly literature regarding misogynistic discourse.

J4MB's leading figure for most of its existence was Mike Buchanan, except for a 10-month period in 2020/21

Mensactivism.org

The website Mensactivism.org, also known as The Men's Activism News Network, is a platform devoted to tracking and distributing news and information regarding men's issues on a global scale. Their primary aim is to encourage activism in support of gender equality and the rights of men. The platform functions on a community-based approach, where most of its content is submitted by the readers.



Picture 2 Mensactivism.org banner. source: mensactivism.org

In May 2000, Mensactivism.org was initiated as an experiment and has since experienced gradual growth, with over 5,500 articles discussed on the platform by 2006. The publication covers a broad range of men's issues and viewpoints, incorporating mainstream media news reports, reader-contributed feature articles, book evaluations, interviews, and notifications from men's rights groups. New stories are incorporated every day. The website provides a comments section for each article, enabling readers to participate in discussions, share their activism endeavours, and deliberate over an array of topics related to men's rights.

Although the authors suggest that Mensactivism.org's primary aim is to serve as a resource for informed discussion and activism that fosters positive societal change by creating awareness about men's issues the site is continuously named one of the most misogynistic digitals to prevail in the last decade. (Ribeiro et al, 2020)

The following project is going to create primary data sets sourcing J4MB and mensactivism.org websites to thematically organize the content. The data will be derived from selected sub-pages of the aforementioned websites.

The selection of these categories was based on the fact that they contain majority of the original content generated by the authors of the sites, and they relate to each other mutually respectively. As corresponding headlines are present on both websites, the datasets offer a balanced representation of the employed strategies. This is due to the utilization of comparable content, ensuring a reliable basis for analysis. Below, a comparison of sites' content is provided, presenting a direct comparison of the headlines featured on the Justice for Men and Boys website¹ and those on Mensactivism.org. The organization of this comparison mirrors the original source's arrangement.

Justice for Men and Boys	Mensactivism.org
<ul style="list-style-type: none"> • Home • about j4mb / manifesto • mike buchanan • elizabeth hobson • tv, radio, video • domestic violence • conferences • campaign for merit in business • contact • donate • laughing at feminists 	<ul style="list-style-type: none"> • home • about mensactivism.org • our philosophy • freq. Asked questions • getting into their heads: what's up with sjws/feminists anyway? • what about this patriarchy stuff? • sponsorship • privacy policy • dv awareness • documents, downloads, and off-links • submit a news story • admin e-mail • advice for college students seeking to stop campus misandry • why i need men's rights

Table 1 Headline comparison between Justice for Men and Boys website and Mensactivism.org. Source: author

Out of 11 headlines at J4MB site and 14 at mensactivism.org, only a presented portion of presented headlines can be considered corresponding. It is important to note that two

¹ <https://j4mb.org.uk/>

headlines from the mensactivism.org site were consolidated into one, as their content aligned with a single headline from the data located under the same headline on the J4MB site. The table below presents headlines that can be considered as corresponding in content:

Justice for Men and Boys	Mensactivism.org
<ul style="list-style-type: none"> • Home 	<ul style="list-style-type: none"> • Home
<ul style="list-style-type: none"> • about j4mb / manifesto 	<ul style="list-style-type: none"> • about mensactivism.org • our philosophy
<ul style="list-style-type: none"> • domestic violence 	<ul style="list-style-type: none"> • dv awareness
<ul style="list-style-type: none"> • contact 	<ul style="list-style-type: none"> • submit a news story • admin e-mail
<ul style="list-style-type: none"> • donate 	<ul style="list-style-type: none"> • sponsorship
<ul style="list-style-type: none"> • laughing at feminists 	<ul style="list-style-type: none"> • getting into their heads: what's up with sjws/feminists anyway?

Table 2 Corresponding headlines found between Justice for Men and Boys website and Mensactivism.org. Source: author

Out of the six matches, only selected three were chosen for the analysis, namely:

Justice for Men and Boy	Mensactivism.org
<ul style="list-style-type: none"> • about j4mb/manifesto 	<ul style="list-style-type: none"> • about mensactivism.org • our philosophy
<ul style="list-style-type: none"> • domestic violence 	<ul style="list-style-type: none"> • dv awareness
<ul style="list-style-type: none"> • laughing at feminists 	<ul style="list-style-type: none"> • getting into their heads: what's up with sjws/feminists anyway?

Table 3 Selected headline matches. Source: author

The following headlines were not selected for the analysis due to their irrelevancy of this project's research area as they do not cover any relevant discourse points regarding feminism or the organizations' views or ideology.

Justice for Men and Boys (https://j4mb.org.uk/)	Mensactivism.org
<ul style="list-style-type: none"> • Home 	<ul style="list-style-type: none"> • home
<ul style="list-style-type: none"> • contact 	<ul style="list-style-type: none"> • submit a news story • admin e-mail
<ul style="list-style-type: none"> • Donate 	<ul style="list-style-type: none"> • sponsorship

Table 4 Headlines not chosen for the analysis. Source: author

The table presented below displays the titles of the analyzed websites' sub-pages alongside their respective wordcount in the brackets. Passages supplementing the content of the specific sub-pages' topic were retrieved from the linked sources originating from the respective websites in order to gain a full overview of the presented discourse. The table below presents a thorough framework of the obtained data.

Data retrieved from j4mb.org.uk	Data retrieved from the mensactivism.org '
<ul style="list-style-type: none"> • "Domestic Violence" from J4MB (497) (Justice for Men and Boys) • "Intimate Partner Violence" passage from the J4MB Manifesto (554) (Justice for Men and Boys) 	<ul style="list-style-type: none"> • "Domestic Violence Awareness" (227) (Mensactivism.org) • "Common Questions About Domestic Abuse Against Men" (691) (Mensactivism.org) • "Getting the Facts: Research About Domestic Violence Against Men" (681) (Mensactivism.org)
<ul style="list-style-type: none"> • "About J4MB" (380) (Justice for Men and Boys) 	<ul style="list-style-type: none"> • "Our Philosophy" (861) (Mensactivism.org) • "About Mensactivism" (Mensactivism.org)
<ul style="list-style-type: none"> • "Laughing at Feminists" (505) (Justice for Men and Boys) • "Feminism" passage from the J4MB Manifesto (406) (Justice for Men and Boys) 	<ul style="list-style-type: none"> • "Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?" (658) (Mensactivism.org)
2342 words	2877 words

Table 5 Framework of obtained data. Source: author

The data sets are comparable in size. The leading objective of conducting this research remains is to present a clear and comprehensive depiction of what tactics aimed at swaying new followers are employed within the manosphere. It is therefore imperative to trace its origins and study its development on similar examples yet within varying backgrounds. Analyzing comparable primary source material from two different organizations is essential for understanding how the same strategies could be displayed in different environments.

Research Method

The main subject of this research is the manosphere, which is recognized for its extensive use of misogynistic and anti-feminist discourse. Considering the manosphere's extensive sway and growing user base, this study is committed to unravel the tactics employed by manosphere authors, with a particular emphasis on networks associated with men's rights activism.

The research question of this project calls for an adaptive approach, which would enable the researcher to have a degree of flexibility when analyzing the data, given that its aim is to unveil the techniques used in the manosphere network. Therefore, the prime method employed in this project is thematic analysis, as the themes in this context will serve as an essential guide for the researcher in understanding the strategies that have been deployed. To achieve this, it is necessary to become familiarized with the data and gain a thorough understanding of recurring elements in the discourse related to the research question: "What specific strategies are employed within the manosphere network to attract new supporters,

with a particular focus on mensactivism.org and Justice for Boys and Men (j4mb.org.uk) as case studies?”

Thematic Analysis (TA) is the methodical process of identifying, examining, and documenting patterns or themes in qualitative data, specifically text and offers systematic as well as accessible techniques for extracting themes and codes from qualitative data. Codes act as the most minute units of analysis, capturing noteworthy aspects of the data that could apply to the research question. The codes play a vital role in developing themes, which are extensive patterns of meaning that are based on a central organizing concept, a shared core idea. The role of themes is to provide a structured foundation for arranging and exhibiting the researcher’s analytical insights. (Clarke, 2014)

The purpose of TA extends beyond a mere summary of the data content. It is imperative to consider that, in TA, the research question is not set in stone and can transform throughout the coding and theme development process. (Braun, 2017) The emergence of themes occurs organically, given one employs either inductive or latent approach. Instead of the semantic approach, the latent approach will be employed in this research project, which focuses on the concealed meanings within the data and delves into the motivations behind semantic content. This approach integrates an interpretative component, which causes one to theorize about meanings instead of solely accepting the data at its surface level. (Byrne, 2022)

Research Design and Data Content

A research design is the blueprint or plan used to guide research, including the methods, data collection techniques, and analysis procedures used. Babbie (2004) describes it as a framework that guides researchers in determining what to observe and analyse, as well as the reasons and methods behind their observation. (Babbie, 2004) (Abutabenjeh, 2018) This chapter is going to answer the questions imposed by the author, such as “what is to be observed and analyzed, “why?” and last, “how?”.

What is to be observed and analyzed?

The focal point of interest for this research project is digital networks created by Men’s rights activists, who are affiliated with the manosphere, which is an online cluster of websites promoting masculinity and anti-feminism. The leading objective of this project is to unravel and understand techniques that are employed to attract and sustain the extensive following within the manosphere.

Why?

This project has been developed to focus on the tactics used within the manosphere aimed at swaying new following, with Men’s Rights Activists serving as a central point, because of the impact of globalization and the extensive influence of the digital world on the physical one. Men’s Rights Activists are one of the various branches of the manosphere network, existing alongside e.g. Pick-Up Artists, Incels, or Father Rights Movements. The reason they are a focal point of this project is because of the nature of their agenda, which is

advertised to be “equality”, as per the following description from wiki4men.com, referenced by many manosphere websites, e.g. the infamous *A Voice for Men* (A Voice for Men). (Perliger, 2023)

“The Men’s Rights Movement:

- Works to eliminate gynocentrism and male disposability
- Works to resolve certain issues facing men and boys
- *Works towards equality of opportunity for all*
- Rejects enforcement of traditional gender roles” (wiki4men.com, 2023)

A group which advocates for “equal opportunities for all” and opposes conventional gender roles presents a less extreme perspective on the notion of anti-feminist discourse compared to other manosphere groups, such as, e.g., incels who often voice outward hostility towards women. To give an example, the /incel subreddit, with around 40,000 subscribers, was banned in November 2017 due to its violent rhetoric, featuring content that dehumanized women through misogynistic views and posts titled as: “*all women are sluts*”; “*proof that girls are nothing but trash that use men*” or “*reasons why women are the embodiment of evil*”. (Solon, 2017) (The Southern Poverty Law Center, 2023)

Given the project’s focus on investigating what specific strategies are employed within the digital realm of the manosphere, an effective approach to exploring the evolution of this phenomenon is by examining groups that initially appear to share parallel objectives with feminism. Because of globalization and the widespread impact of the digital world, the issue at hand is also prevalent in real-life situations. It is vital to closely examine the content produced by the manosphere network and understand the strategies employed by MRAs as a crucial step toward bringing about change since there have been numerous cases of real-

world gender-based violence where the online forums' anti-feminist rhetoric played a role in inciting the attacks.

How?

In this project, the analysis of the strategies employed within the manosphere network to attract new supporters is conducted using thematic analysis as the guiding framework. The methodology for this analysis has been formulated by employing the five steps of thematic analysis.

1. The first step of thematic analysis involves the process of data familiarization, which constitutes for a base in data analysis and involves becoming familiar with the data by reading and re-reading it multiple times. Mensactivism.org and j4mb.org.uk were both thoroughly inspected and read multiple times to gain a comprehensive understanding of both sites and their content.

2. The second step of the process begins with generating initial codes, which entails identifying and labelling patterns or codes found in the data. This step can be viewed in the appendix. The following steps constitute this stage:

- a. The first step was to copy and transfer all analyzed data into a single document, specifically, the entire content derived from the sub-pages listed below:

Data retrieved from j4mb.org.uk	Data retrieved from the mensactivism.org '
<ul style="list-style-type: none"> • "Domestic Violence" from J4MB • "Intimate Partner Violence" passage from the J4MB Manifesto 	<ul style="list-style-type: none"> • "Domestic Violence Awareness" • "Common Questions About Domestic Abuse Against Men" • "Getting the Facts: Research About Domestic Violence Against Men"
<ul style="list-style-type: none"> • "About J4MB" 	<ul style="list-style-type: none"> • "Our Philosophy"
<ul style="list-style-type: none"> • "Laughing at Feminists" • "Feminism" passage from the J4MB Manifesto 	<ul style="list-style-type: none"> • "Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?"

Table 6 Framework of obtained data. Source: own

- b. The data will then be organized in a table according to its origin. Following that, the text is going to be divided into short sections, with each section comprising one to three sentences. The sections are to depict a single line of thought carried by the authors, encompassing the core of the message in the most compact way. With the latent approach that was chosen for this project in mind, which involves exploring the underlying meanings and interpretations within the data instead of just surface-level themes, preliminary labels will be assigned to the passages according to the intended meaning. The goal is to uncover implicit or disguised patterns, beliefs, and assumptions, thus enabling a more thorough understanding of the subject matter.
- c. The data is then structured in the following manner:
 - Each sub-page outlined in the above table was copied and pasted into a Word document. Subsequently, the text was segmented into individual passages, initially intending to create short passages varying in length from one to four sentences. Paragraph length was determined based on the coherence of individual lines of thought, leading to some paragraphs exceeding the initially anticipated limit of one to four sentences.
- d. The data was then meticulously examined, and each individual excerpt was assigned appropriate labels, which could range from one to four labels per passage. These labels were systematically coordinated to facilitate clear identification of the relevant sections of text, often through the use of color coordination or bold text. An example of this labeling system is provided below:

Text excerpt	Source	Theme(s)
<p>“In June 2020 we hosted the (online) first National Conference on Men’s Issues, Domestic Abuse is a Men’s Issue, Too. The keynote speaker was Professor Nicola Graham-Kevan.</p> <p>There are many researchers in the area of domestic abuse who could <u>tell the government what is known about the subject.</u> <i>but successive governments have chosen instead to be guided by (and to fund handsomely) feminist organizations with zero interest in female perpetrators and male victims.</i>”</p>	<p>J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • <u>Government and media corruption</u> • Creating own data • <i>Vilification of feminism</i>

Table 7 Example of labeling system attributed at the second step of thematic analysis. Source: own

The bold text corresponds to the “Creating Own Data” label, while the text in italic pertains to the “Vilification of Feminism” label. The underscoring text is associated with the “Government and Media Corruption” label.

3. The third step in the analysis process is to group the initial codes into broader themes or categories by searching for commonalities among them. As part of this phase, the primary labels have been rearranged into more comprehensive themes. The restructuring process comprised grouping all the labels that were identified in the prior step based on their thematic relevance and similarities.

4. To continue the process, it is necessary to review and refine the previously identified themes, with the goal of more accurately defining and specifying them.

5. Once the data has been collected, the next step is writing the analysis, which involves describing and interpreting the themes that have emerged in the research’s context question. (Mihas, 2023)

Limitations

The subject matter of this project pertains to the tactics employed in the manosphere community, that aim at encouraging new following, namely *mensactivism.org*, and *j4mb.org.uk*, are analyzed. As the Manosphere is a group of diverse men-focused networks that are united by their opposition to feminism, comprising the groups listed below, this study acknowledges its limitations in the matter at hand. Since, this study focused solely on Men's Right's Activists, it omits potential tactics employed by:

- Pick-Up Artists
- Incels
- Gamergate
- Men Going Their Own Way
- Trad-Con
- Father's Rights Movement
- No-Fappers
- Far-right Chauvinist Groups (Perliger, 2023)

Considering the vastness and complexity of the manosphere network, applying only one group in the following study may seem to limit its findings. The MRAs were specifically selected for their agenda of striving for equity, as opposed to the rest of the groups which do not claim such a goal. The interest of this project is in a group that is actively opposing feminism, while, in their opinion, promoting equality. Feminism is ridiculed and bashed by all the above groups, yet only the MRAs make a claim of fighting for justice and equality across genders. As a result, it was determined that MRAs would represent the less extreme end of the spectrum. This decision was made to ensure that the findings encompassed a

broader range of perspectives, rather than focusing solely on the most extreme and misogynistic rhetoric that primarily appeals to the most radical individuals.

A choice of focusing on solely one group has consequences that will be reflected in this study's findings, and thus its limitations shall be acknowledged. A further study based on other groups of the manosphere shall be conducted in order to achieve a deeper understanding of the issue at hand.

Moreover, when referring to men in this study, it shall be understood through a homogenous lens. Men refer to cis-gender males, regardless of their sexuality or race. This distinction was made as the discussed MRA sites operate within this framework, as visible in the below text excerpt from *mensactivism.org*:

“However, we do support the many issues that men of color and gay or bisexual men face, and want to encourage all men, regardless of their race or sexual orientation, to work together to improve men's lives and dignity. We will post news when it is related to the status of minority or gay men *as men*.” (mensactivism.org, 2006)

Although the authors claim to support issues of men of color or gay and bisexual men, they refrain from having an official position on gay rights. Furthermore, the issues of the Trans community seem to be overlooked in their considerations, hence an assumption can be made that men of the LGBT+ community are not a priority of concern for the analyzed MRAs.

They abstain from posting about race or sexuality, as the main focus is solely *men*, in the hegemonic and heteronormative understanding of the concept.

“General news stories about race issues or gay rights are unlikely to be posted unless they specifically relate to the rights of men. We do this to maintain the focus of The Men's Activism News Network, not to discourage people from participating in other civil rights causes.” (Mensactivism.org, 2006)

Withholding from stating an official position on gay rights or affirmative action, hence minorities is another sign of the hegemonic, heteronormative, and white-centric stance the analyzed MRA groups present. The refusal of taking responsibility for the possibly homophobic or racist content posted on the page signifies their disinterest in the well-being of these groups. Consequently, when referring to men in the following study, it is imposed in the context of a white-centric, hegemonic, and heteronormative lens.

‘Mensactivism.org has no official position on gay rights, affirmative action, and other related issues. Views presented on this web site about these issues are limited to the individual who made them, and do not represent the views of Mensactivism.org.’
(Mensactivism.org, 2006)

The other limitation that is to be addressed in this chapter is the perception of patriarchy and feminism in this project. Though feminism focuses on a plethora of issues concerning equality, this research paper is going to mostly going to focus on the women-based side of the spectrum. Similarly, patriarchy will be used regarding the oppression of women. The focus on female-related issues stems from the view presented by the analyzed sites, which do not consider aspects of patriarchy connected to sexuality, race, class, religion, or ethnicity. These issues will still be discussed in the analysis, as it is futile to discuss patriarchy without considering its social consequences across the spectrum of social oppression it creates. Yet it shall thus be highlighted that the commentary regarding patriarchy or feminism under analysis of the selected manosphere sites regards the view of women these networks present. The distinction stems from the one made by the subjects of the analysis, as written by J4MB, ‘*the toxic ideology of feminism, which relentlessly seeks the further privileging of women and girls, regardless of the consequences*’ and ‘*The other side of the coin to female privilege is, inevitably, male disadvantage.*’ (Justice for Men and Boys, 2022)

Lastly, the choice of methodology is going to be addressed. Considering thematic analysis utilizes subjectivity due to the involvement of interpretation, diverse researchers may recognize distinct themes in the same data sets, and their individual biases and experiences may impact the interpretation and thus the findings. In addition, it is important to consider that the process of thematic analysis involves compressing qualitative data into labels and themes which can lead to the loss of context and nuanced details as information is frequently simplified or condensed.

Ethical considerations

The project's ethical considerations are focused on the social impact of the subject matter. Considering the growing number of users in the Manosphere and the shift of users from older, less misogynistic platforms to newer, more extremist ones, it is imperative to tackle this matter. The anti-feminist discourse sustained within this network has tangible consequences. (Breland, 2019) (Nagle, 2017) The Manosphere segment examined in this research project maintains an anti-feminist stance, which this project aims to refrain from promoting through its analysis. Therefore, the exploration of how such an agenda is normalized may introduce the possibility of additional dissemination of misogynistic discourse by leveraging the outlined strategies. This gives rise to concerns regarding the possible dissemination of more hateful discourse and an increase in both online and offline violence. This brings up the question of whether explicating these strategies could accidentally be detrimental to those who fall victim to these hateful ideologies.

Summary of the Methodological Framework

The following chapter presents an overview of the methodological framework.

Ontological Reflections: Ontology investigates the fundamental nature of reality and its possible singularity or variability from varying viewpoints. In this study, reality is seen as dynamic, molded by interpretation. The adoption of Interpretivism is intended to emphasize meanings and perspectives, particularly in the context of the manosphere network, where subjective and objective meanings are connected.

Subjective and Objective Meaning: The perception and attribution of significance based on personal perspectives is what is meant by the subjective meaning. Objective meaning pertains to a subjective reality that has been detached from its original interpretation.

Epistemological Considerations: The nature of acquiring knowledge is questioned in the field of epistemology. Social constructivism is adopted, placing emphasis on the socially constructed nature of reality. This is consistent with the study's emphasis on the information exchange mechanisms within the manosphere.

Research Method: The research delves into the manosphere network, particularly the movement for men's rights. Thematic analysis is implemented to recognize, explore, and document patterns and themes in qualitative data. The latent approach is utilized to investigate the underlying meanings that exist in the data.

Research Design and Data Content: The research design encompasses the selection, sources and content of the data. Its primary focus is on misogynistic websites within the manosphere, with a particular emphasis on men's rights activism. The analysis will examine two websites, Mensactivism.org and Justice for Men and Boys (J4MB), to present a fair and balanced perspective on the strategies employed in the manosphere.

Data Selection: The data sources have been selected based on previous literature that identifies misogynistic websites. Due to their prominent role in this context, Mensactivism.org and J4MB were selected. Both websites participate in anti-feminist rhetoric and offer primary sources of data.

Data Content: The data content encompasses sub-pages from both websites that are associated with domestic violence and feminism. The purpose of analyzing this content is to understand the strategies employed within the manosphere, namely the methods utilized for drawing and retaining supporters in the manosphere.

Limitations: The study recognizes limitations due to its exclusive focus on Men's Rights Activists (MRAs), excluding other Manosphere groups. Additionally, the study uses a homogenous lens when discussing "men," potentially overlooking LGBTQ+ and minority issues, primarily addressing women's concerns in the context of patriarchy and feminism as presented by the analyzed sites. The chosen methodology, thematic analysis, introduces subjectivity and may oversimplify qualitative data.

Ethical considerations: The project aims to refrain from promoting anti-feminist an agenda but acknowledges the potential risks arisings from outlining the strategies used by the MRAs as it could possibly contribute to increased spread of misogynistic discourse and both online and offline violence, raising concerns about unintentionally harming those targeted by these ideologies.

Content Overview

This section offers a brief overview of the content found in each of the examined subpages in order to provide a base for understanding the further considerations. Each summary is connected with its corresponding content in the Appendix.

“About J4MB/Manifesto”: The authors examine the mission and objectives of J4MB, a political party that campaigned for men's and boys' rights while challenging feminism as an ideology, emphasizing male disadvantages and its impact of moral violation on society. The party's manifesto addresses several domains where the rights of men and boys were viewed as disadvantaged, as well as some areas that impacted the rights of girls, including marriage, divorce, education, employment, and beyond. Under the leadership of Mike Buchanan, and briefly under Elizabeth Hobson in 2020/21, J4MB sought to increase awareness of these matters and provide practical solutions. (Justice for Men and Boys)

“Domestic Violence”: The authors present a critique of the feminist narrative surrounding domestic violence, claiming that abusive behaviour in relationships is equally likely to be perpetrated by both men and women, a fact frequently disregarded by mainstream media and government policies. It is mentioned that efforts have been made to counter this depiction, such as the #MenToo movement, and emphasize the significance of a more unbiased and comprehensive approach to tackle domestic violence. (Justice for Men and Boys)

“Intimate Partner Violence”: The authors outline proposals to address Intimate Partner Violence (IPV), which involves the need for a public inquiry to move away from gendered

perceptions of IPV and the reallocation of support based on individual needs. Their argument is that research suggests IPV is not exclusively a gender-based issue, as both men and women perpetrate it at equivalent rates. Additionally, they critique mainstream media for upholding a narrative of male perpetrators and female victims. Moreover, the authors emphasize the consequences of IPV on children and the obstacles confronted by male victims when seeking assistance or ending abusive relationships. (Justice for Men and Boys)

“Laughing at Feminists”: The perception of feminism and feminists in society is explored, emphasizing that feminists have an excessive amount of power and influence, despite their relatively small numbers. Additionally, the authors reference a website they designed, aimed at mocking feminists and offering illustrations of feminist personalities and their activities, frequently utilizing a derogatory approach. The general message conveyed is that mocking feminists is perceived as a means to challenge their impact and stories. (Justice for Men and Boys)

“Feminism”: Various aspects of feminism and its impact on society are discussed by the authors. They reference a website named 'Laughing at Feminists' that seeks to satirize feminists for their perceived absurd beliefs and behaviors. In addition, the authors mention notable anti-feminist figures, such as Janice Fiamengo, Karen Straughan, and Mallory Millett, who hold critical perspectives on feminism. Moreover, the author presents historical context, elaborating on a 1969 gathering where feminists discussed their objective of dismantling American society. Furthermore, they mention their unsuccessful attempt to publish an advertisement in *The Spectator*, a publication in the United Kingdom, to challenge the mainstream perspective on domestic violence. (Justice for Men and Boys)

“About Mensactivism”: Mensactivism.org is a platform that operates on a community-based model. The platform tracks news and information that relates to men's issues across the world and primarily seeks to promote activism that will lead to equality and protect men's rights. The platform motivates its readers to contribute articles, nurturing a wide variety of outlooks on diverse subjects related to men. Since its launch in 2000, thousands of articles from different sources have been featured, enabling discussions through comments sections. (mensactivism.org)

“Our Philosophy”: The primary aim of Mensactivism.org is to disseminate news and information that can aid pro-male activists in advancing men's rights and enhancing men's well-being. It claims an apolitical position while promoting activism and dialogue among individuals with diverse backgrounds and political ideologies. Moreover, Mensactivism.org invites contributions from women and abstains from attacking them solely to reveal their flaws. The primary objective is to raise awareness about the unjust treatment of men and promote the concept of gender equality. (mensactivism.org)

“Domestic Violence Awareness”: Mensactivism.org emphasizes the urgent matter of domestic violence against men and the lack of awareness and services available to male victims. The organization has developed flyers with the intention of raising awareness about battered men during National Domestic Violence Awareness Month in the United States. The primary objective of these flyers is to illuminate the concealed aspect of domestic violence, stressing the criticality of addressing this matter. Moreover, they provide a bibliography of references discussing women's assault on their male partners to aid in conversations about domestic violence against men. (Mensactivism.org)

“Common Questions About Domestic Abuse Against Men”: The text aims to address several questions and misconceptions surrounding domestic violence against men. Societal expectations and double standards are given as the reasons why this issue is often overlooked. In addition, it delves into the reasons that may cause men to continue in abusive relationships and proposes remedies, with a particular focus on recognizing battered men, extending assistance, and promoting awareness via resources and research. (Mensactivism.org)

“ Getting the Facts: Research About Domestic Violence Against Men”: The following document presents information and provides answers to commonly asked questions regarding domestic violence against men. The article presents research findings that reveal that both genders are equally likely to engage in domestic violence and challenges the misconception that women only resort to violence for self-defence purposes. The text thoroughly discusses the underreporting of male victims in crime studies and seeks to dispel misconceptions and misinformation about this topic. In addition, the platform presents book recommendations and research sources for deeper investigation of domestic violence against men. (Mensactivism.org)

“Getting Into Their Heads: What’s Up With SJWs/Feminists Anyway?”: The analysis provided offers an insight into the mentality of certain feminists and social justice warriors (SJWs), underscoring their emphasis on class conflict rather than individual justice. The suggestion is that their objective is to substitute individuals from classes perceived as enemies with their own members, prioritizing power and influence over equity. The analysis brings to light the potential double standards in their criteria for defining "class" when dealing with issues of sexism and racism. (Mensactivism.org, 2018)

Analysis

The following chapter entails a thematic analysis of the previously outlined data sets. Initially, the labels generated from the preliminary analysis will be presented, followed by their categorization into clusters based on thematic similarities. This process will serve as the foundation for establishing preliminary themes, which, in turn, will serve as a basis for the development of finalized themes. These finalized themes will subsequently undergo analysis and discussion.

Thematic analysis consists of five steps. The first step included familiarizing oneself with the data sets and is done prior to the analysis. Label attributing, which is the second step, can be found in the [Appendix](#). The table presented below aligns with the third and fourth stages of thematic analysis. The steps involve the grouping of initial codes into more comprehensive themes or categories by identifying similarities among them. It entails both the review and refinement of formerly identified themes to attain a more precise and specified delimitation of these themes.

First, each column will be briefly examined. Starting with the initial column, which showcases individual labels. These labels are self-explanatory and were assigned based on their relevance to the content. Labels with similarities were then merged into groups. Following this association, the grouped labels were transformed into initial themes, characterized by their descriptive nature. Lastly, the finalized themes were assigned. These themes will be the primary focus of the following analysis and will be separately addressed after the presented table. The themes are going to be supplemented by text excerpts sourced from either of the analyzed sites, at times both. The excerpts should be regarded as haphazard instances showcasing the presented themes rather than providing a complete portrayal of them.

Initial Labels	Initial Label Groups	Initial Themes	Finalized Themes
Creating own data Creating sense of objectivity/authority Focus on equality and well-being of men Cherry-picking data, creating manosphere-centric data Cherry picking data, lack of nuance Using only manosphere-centric sources Presenting opinions as facts Providing manosphere-centric knowledge Mockery of feminists Taking away feminist agency Belittling women Vilification of women Vilification of lesbians Offensive remarks towards feminists Vilification of feminism Victimization of men Media corruption Government corruption	Cherry-picking data, creating manosphere-centric data Cherry picking data, lack of nuance Using only manosphere-centric sources Presenting opinions as facts Providing manosphere-centric knowledge	Knowledge Generation and Reliable Information Source	The Knowledge Hub
	Creating own data Creating sense of objectivity/authority Focus on equality and well-being of men Focus on equality	Becoming authority and Fostering Objectiveness	The Rational Authority
	Media corruption Government corruption	Corruption of Media and Governments	The Fearmongering
	Belittling women Vilification of women Vilification of lesbians Offensive remarks towards feminists Victimization of men	Creating Division Between Women and Men	Us vs Them
	Taking away feminist agency Vilification of feminism	Negative Portrayal of Feminism	Feminism is The Enemy
	Mockery of feminists	Offensive Humor	It's just a joke

Table 8 Step 3 and 4 of thematic analysis. Source: own

The Knowledge hub: about manipulating data.

The rejection of scientific principles commonly arises either due to the spread of misinformation in the public domain or due to a conflict between those scientific principles and an individual's personal belief system. This belief system can encompass their overarching worldview, political leanings, or religious faith. This phenomenon can be better understood as a response driven by the desire to protect and maintain one's sense of identity. (Lewandowsky, 2016) Both analyzed websites engage in the promotion of "new knowledge", hereby rejecting the already established data. The data originates from the manosphere and circulates within the network as a base for MRA's claims regarding various issues, such as political representation or reproductive rights. In this project, domestic violence was selected to be a representative issue to cover.

In the right column, a passage regarding data on domestic violence is presented. The data originates from the J4MB site, where the authors cite 'The Partner Abuse State of Knowledge Project (PASK)' as the most comprehensive review of domestic violence research ever conducted.

'The Partner Abuse State of Knowledge Project (PASK) was published in May 2013 in the journal Partner Abuse and is the most comprehensive review of domestic violence research ever carried out.'

This unparalleled three-year research project was conducted by 42 scholars at 20 universities and research centres. The headline finding of the PASK review was that:

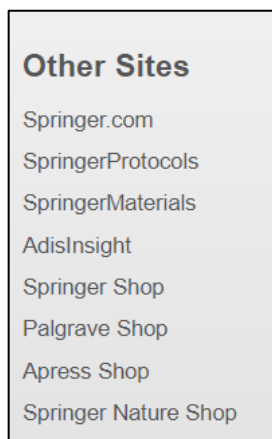
Men and women perpetrate physical and non-physical forms of abuse at comparable rates, most domestic violence is mutual, women are as controlling as men, domestic violence by men and women is correlated with essentially the same risk factors, and male and female perpetrators are motivated for similar reasons.

A key numerical result from the PASK review was:

Among large population samples, 57.9% of intimate-partner violence (IPV) reported was bi-directional, 42.1% unidirectional, 13.8% of the unidirectional violence was male-to-female, 28.3% was female-to-male.

The last point is worth emphasising. In the 42.1% of (heterosexual) couples in which one partner is always the perpetrator and the other the victim, the woman is TWICE as likely to be the perpetrator and (therefore) half as likely to be the victim." (Justice for Men and Boys)

A background check shows that “PASK” project was issued by the Springer Publishing CONNECT, specializing in Nursing and Behavioral Sciences, which shall not be mistaken with the renowned Springer, a global publishing company that is a prominent worldwide provider of scientific, technical, and medical resources. On the official Springer website, the publisher lists their affiliated network sites, as shown below. Notably, The Springer Publishing CONNECT is not included as part of their official network.



Picture 3 Springer.com network overview. source: <https://link.springer.com>

J4MB members assert that their information originates from a credible, peer-reviewed source. However, upon examinig the peer-review procedure of the Springer Publishing CONNECT, it becomes evident that the publisher lacks credibility as a source of information, particularly regarding the subject of domestic violence. The webpage is presented in a non-scholarly manner, and it conspicuously omits any mention of the requisite qualifications for individuals aspiring to serve as potential reviewers. (Springer Publishing Connect)

Furthermore, when comparing the data presented by J4MB with relevant statistical information from their country of origin, a noticeable disparity becomes evident. In order to illustrate the inherent shortcomings of the claims made by J4MB, it is advisable to subject a concluding sentence from the referenced PASK project to a thorough evaluation.

The J4MB claim: “In the 42.1% of (heterosexual) couples in which one partner is always the perpetrator and the other the victim, the woman is TWICE as likely to be the perpetrator and (therefore) half as likely to be the victim.” (Justice for Men and Boys)

The Office for National Statistics (ONS), being the leading autonomous producer of official statistics in the UK, this organization acts as the established national statistical institute. Its duties involve the compilation and distribution of data regarding the economy, demographics, and society, which includes the ten-yearly census for England and Wales. Operating independently of government ministers, it reports to the UK Statistics Authority, Parliament, and devolved administrations. (Office for National Statistics)The latest data originating from the ONS, states that during the span from March 2017

*Domestic homicide:
77% of victims were female.
96% of suspects were male.*

to March 2019, a significant proportion of domestic homicide victims, accounting for 77% (274 victims), were female. The majority of these victims were targeted by either an

ex/partner or a family member. Conversely, the suspects behind these tragic incidents were predominantly male, constituting 96% (263 out of 274) of the cases. Over the comprehensive timeframe of April 2016 to March 2019, a distressing tally of 222 women fell victim to homicide at the hands of a partner or ex-partner. This distressing statistic is paralleled by the fact that the overwhelming majority of suspects in these cases were male, encompassing 98% (218 suspects). This translates to an overwhelming average of three women every two

“Research in the field of domestic violence over the past 25 years has generally shown that men and women act violent in relationships at about the same rate. Furthermore, men and women are equally likely to instigate violence against one another. The truth is surprisingly egalitarian: about half of all domestic violence occurs with both partners abusing each other, with 25% occurring only with men assaulting women, and the other 25% occurring with only women assaulting men.”
(Mensactivism.org)

“The Fiebert Bibliography, described on the second page of this flyer, lists over 100 studies which show that women are as likely, or more likely, to commit abuse in relationships as men. Dr. Murray Straus, a UNH Sociologist, founder and co-director of the Family Research Lab, is the author or co-author of several of these studies.”
(Mensactivism.org)

weeks who fell victim to fatal violence by their male partner or ex-partner. (Office for National Statistics, 2022)

The support for this unreliable source stems from its alignment with the agenda of the Men's Rights Activists (MRAs), who aim to counter feminism. The echo chamber formed by circulating such data on the internet becomes a dangerous tool in the hands of anti-feminist advocates. For individuals who endorse this mission, encountering seemingly credible datasets can deepen their immersion in the manosphere and anti-feminist circles, particularly if they lack an academic background. Manipulating data serves as a deliberate strategy to sway new following by presenting themselves as a credible source of information. By exclusively relying on sources within the manosphere or constructing their own datasets, MRAs give the impression that following them is synonymous with adhering to science.

The Rational Authority: curating objectiveness.

' "Our Philosophy" of mensactivism.org sub-page presents the objective of mensactivism.org, which is to facilitate a balanced dialogue and discussions among advocates of men's rights, with a strong emphasis on promoting gender equality. They claim to maintain an unprejudiced stance and place high value on respecting individuals from various political backgrounds. Their text aims to debunk the belief that women solely employ violence in self-defense and cites manosphere-centric research to prove that women initiate violence as frequently as men. **A source referenced by the authors contradicts their claims, reinforcing the perception that they selectively pick and choose claims supposedly supported by scientific evidence.** Below the claim presented by mensactivist.org is going to be contrasted with the referred study's findings.

“In fact, a DoJ study on domestic violence published in 2000 reported 1.5 million women and 835,000 men were found to have been battered. That means that 36% of domestic violence victims are men.” (Mensactivism.org)

A passage from “the Women’s and Men’s Risk of Intimate Partner Violence” chapter is mentioned below, although it’s worth noting that the referenced study does not include a dedicated chapter specifically addressing domestic violence. (Tjaden, 2000)

“Mensactivism.org aims to be as apolitical as possible. Liberals, conservatives, libertarians, and people from other political backgrounds should be able to find something of interest on this site.” (Mensactivism.org, 2006)

‘Violence against women is primarily intimate partner violence: 64.0 percent of the women who reported being raped, physically assaulted, and/or stalked since age 18 were victimized by a current or former husband, cohabiting partner,

boyfriend, or date. In comparison, only 16.2 percent of the men who reported being raped and/or physically assaulted since age 18 were victimized by such a perpetrator” (Tjaden, 2000)

This approach is designed to project a sense of neutrality and objectivity, which they believe bolsters their credibility and positions them as an authoritative source. This approach aims to position themselves as a central source of knowledge, where the claims put forth by MRAs are accepted without doubt, solidifying their status as an unquestionable source of information, and hence, authorities. The strategy for power attainment appears to be

clarified here. The act of establishing oneself as a knowledge source is equivalent to establishing oneself as a power source. This is because knowledge is not limited to enlightenment alone; it possesses a unique power that allows for the development of influential tools. The concept of ‘power’ functions at multiple levels, ranging from global geopolitical dynamics to familial or academic contexts. Importantly, it’s observed that centers of scientific and global knowledge often cluster around areas of significant global influence. (Therborn, 2021)

As a result, claims suggesting that women are equally or more violent than men, allegedly supported by 25 years of research, quickly spread within the manosphere due to their perceived backing by evidence and perceived reliability of the MRA spokesmen. Opinions and half-truths can be distributed as facts and scientific claims supported by this gained perception of trustworthiness and credibility. Consequently, **creating an environment where following the organizations and their agenda is a rational, objective decision for everyone**, especially those who do not are indifferent to the oppression men face. **It creates a sense of moral obligation.** “Anyone with a sincere interest in men’s issues is welcome to become part of this community.” (Mensactivism.org, 2006) Moreover, given that the majority of manosphere users are men, a lack of concern for the challenges and oppression faced by men can directly affect the well-being of each individual man. As a result, it is beneficial for all men and those who care about their well-being to contemplate adopting the principles of MRAs. Following these principles is depicted as the sole logical and sensible option for anyone seeking equality, as well as those who

Fearmongering: Government and Media Corruption.

As has been established in the preceding chapters, the control of knowledge equates to the control of the narrative. Therefore, claims as the following can be made, even without evidence to back it since as previously established the MRAs claims are trustworthy and rational.

The MRAs notoriously link feminism to a dictatorship and imply its extreme oppression. By portraying it as oppressive and authoritarian, MRAs allude to the potential erosion of one's sense of security and personal freedom if the feminist agenda continues. This tactic of spreading fear is employed to further divide feminism and its supporters from

“There are many researchers in the area of domestic abuse who could tell the government what is known about the subject, but successive governments have chosen instead to be guided by (and to fund handsomely) feminist organizations with zero interest in female perpetrators and male victims.”
(Justice for Men and Boys)

MRAs, as it raises concerns about the preservation of individual liberty. Feminism is not only perceived as indifferent to male oppression but it actively causes it by corrupting governments, which in return does very little to nothing to help male victims and conceals the truth about their oppression they experience from female hands.

Another strategy employed by MRAs is to instill doubt in people's minds by convincing them that virtually everything they have heard about domestic violence or gender equality is untrue. They do this by suggesting that feminist organizations manipulate the media, and furthermore, female editors refuse to publish the so-called “truth.” This doubt is a tool MRAs use to sway individuals toward their perspective. Furthermore, MRAs cultivate the belief that media and governments are corrupt, positioning themselves as the only viable source.

“Thus you cannot reason with feminist/SJWs because the end game is not to convince others of their position. It is to knock others away and take whatever position they hold. This is why it's largely men in positions of wealth, influence, etc., who are the targets. At the moment, they are targeting men in entertainment and media because he (or she) who controls the communication channels gets to control the public narrative, thus making people believe that "everyone" believes as the channel controllers do.”
(mensactivism.org)

Referencing the “red pill theory” they are the bearers of accurate knowledge and the sole advocates for men and their issues. Their aim is to enlighten their followers and create an awareness of men’s circumstances in society. As per the red pill theory, aligning with MRAs represents a commitment to combat oppression and ultimately attain freedom after previously being unaware of the issues at hand. Ergo, by fostering doubt in principal information sources like government bodies and the media, MRAs position themselves as the sole viable solution. Only through adhering to their guidance and embracing their anti-feminist narrative can one attain complete awareness and effectively combat oppression, according to MRAs.

“Us” vs. “Them”: construction of in-groups and out-groups through portrayal of male victimization.

“Let’s Not Be Divided. Divided People Are Easier to Rule.” (Noah, 2016)

“In 1971 Erin Pizzey – herself a victim of domestic violence – opened the doors to the first refuge in the world for battered women and their children, in Chiswick, London. Not long afterwards she started to reveal publicly what had become apparent to her, that most of the women were as violent as (or more violent than) their partners.

50+ years on, the media continue to promulgate the big myth about domestic violence – that the overwhelming majority of the victims are women, and the overwhelming majority of perpetrators are men. The myth is promulgated by highly profitable organizations in the domestic violence industry, which corrupt government.” (Justice for Men and Boys)

The excerpt introduces “The myth of domestic violence’ which occurs often when analyzing discourse circulating across the MRA’s network. It is usually used in the context of portrayal of male victimhood, interestingly, usually from the hands of women. This chapter is going to address how women fall the target of the MRAs’ rhetoric of male victimhood.

A widely accepted view among the manosphere is the existence of a female oppressor and a male victim narrative. Although, it is important to

acknowledge that male victims of domestic violence often go undetected due to the stigma surrounding the issue. (Tsui, 2010)

“Common Questions About Domestic Abuse Against Men” from mensactivism.org text highlights that physical violence in relationships is not exclusive to women as victims, but they can also be perpetrators. It also mentions the fact that mothers can, at times, subject their children to physical abuse. The resources provided in the text often present selective research findings that align with manosphere-centric views regarding female-perpetrated abuse.

Suspect sex and relationship type	Female victims of domestic homicides	Male victims of domestic homicides
All females	9	33
Female partner or ex-partner	3	29
Female family member	6	4
All males	260	71
Male partner or ex-partner	207	6
Male family member	53	65

The text briefly touches on abuse within same-sex relationships but predominantly approaches the issue of domestic abuse from a **hetero-normative perspective**. When it comes to domestic or intimate partner violence both organizations not only provide minimal coverage of male-on-female violence but also conspicuously exclude any discourse pertaining to male-on-male perpetrated violence. This omission creates an impression that their examination of the domestic violence issue predominantly revolves around scenarios where women are the aggressors against both women and men, positioning men as primary victims of the issue. The MRAs' focus on male well-being is justified, as men can also become victims of these issues, including at the hands of their female partners. Nonetheless, the narrative presented by MRAs often appears to overlook men's accountability in the context of Intimate Partner Violence and Domestic Violence. Instead, it consistently emphasizes the female role in these issues, regardless of data presented by sources outside of the manosphere.

‘
 “A woman is more likely to suffer at the hands
 of a female partner than a male partner.”

(Justice for Men and Boys)

This tactic is not only negatively biased but also divisive, creating an antagonistic dynamic between the sexes, nurturing

hostility and prejudice between “us – men” and “them – women”.

Prejudice, at its core, erodes the dignity of individuals and fractures the essential bonds among people. Gordon W. Allport views prejudice as a hostile tendency or feeling directed at an individual solely because they belong to a group that is identified with unfavourable traits. As a result, women are perceived with hostility merely because of their gender. Painting “them” as “the others” in a negative light favors the in-group, positioning the manosphere community followers within the positive-self’s sphere. The prejudice that is directed towards the out-group is often presented as being ‘objective’, ‘reasonable’, and ‘factual’, rather than being based on irrational emotions. (Brown, 2005) This strategy is aimed at solidifying the reader’s sympathy and gaining their following, welcoming them within the “positive in-group”.

The consequences of viewing female success as a male oppression results in support of a patriarchal system of oppression by the MRA enthusiasts. Since the system concerns both sexes yet its consequences affecting men are assigned to a “female favoritisms”, a core of hardship faced by both sexes stands unresolved. As a result, fostering even more frustration and hostility towards the supposed perpetrator of the ill-being.

Feminism is the Enemy: Unmasking the Bias

The of opposing men and women against one another seems to be the (mis)understanding of feminism perpetuated across the manosphere. The MRAs appear to distance themselves along with their supporters from feminism and feminists who are depicted as “*one homogeneous group that symbolizes the negative ‘other.’*”. (Wodak, 2015) They are believed to be the ones responsible for the struggles of men as the authors paint a clear link between feminists’ actions and men’s burden. Phrases as “feminist propaganda” or “feminist lies” are persistent throughout analyzed texts. Anyone assimilating with them is pictured as an adversary to well-being of men.

“[...] so many feminists insist no man can be a feminist, but can be an “ally”, or a useful idiot. Likewise SJWs further believe that a male, esp. white male, can no more really be an SJW than a Jew can be a Nazi.

To be a man and a feminist/ally is thus to be a counter-evolutionary being, i.e., one that works against its own well-being. Likewise for a white male to be a SJW.’’. (Mensactivism.org)

The authors employ various techniques to embed their beliefs into their community’s discourse. Most prevalent is a vilification of feminism, which will be defined here:

“There are few areas where feminist propaganda and lies have so clearly been in evidence for decades, as domestic violence.”

(Justice for Men and Boys)

“The mainstream media refuse to hold the feminist liars in the domestic violence industry, and the government, to account. We covered the issue of domestic violence in our manifesto.”

(Justice for Men and Boys)

“The other side of the coin to female privilege is, inevitably, male disadvantage.”

(Justice for Men and Boys)

“Men, especially white men, can collectively be viewed as the class enemies of women and non-whites.”

(Mensactivism.org)

“ Vilification is a public act that could incite hatred, serious contempt, or severe ridicule towards a person or group. Vilification of certain characteristics is against the law.” (Anti-Discrimination NSW, 2021)

The act of vilification described above is carried out in a multifaceted manner, which includes both indirect and subtle methods, as well as direct accusations that are akin to finger-pointing. For example, the sentence *“Toxic ideology of feminism, which relentlessly seeks the further*

<i>“Every feminist narrative is one or more of the following – a baseless conspiracy theory, a fantasy, a lie, a delusion or a myth.”</i>	<i>privileging of women and girls, regardless of the consequences”</i>
(Justice for Men and Boys)	is a clear

instance of such an accusation. The label of “toxic” that has been attached to feminism has a significant impact on the perception of its potential negative impact on men’s well-being. The authors highlight how feminism plays a vital role in male oppression, from neglecting their rights to concealing domestic violence and influencing governments, *“....governments have chosen instead to be guided by (and fund handsomely) feminists organizations with zero interest in female perpetrators and male victims.”* Intensification of the disregard (“zero interest”) that government seemingly holds over the *female perpetrators and male victims* aims at the further separation between the two groups, fostering animosity with the blame-assigning accusation.

It is apparent that by engaging their readers in the conspiracy they “expose” the MRA community strives to remove legitimacy from the feminists. In their eyes, they are not only indifferent to male oppression, but they also bribe the government(s) to fulfill their agenda of favoritism towards women. Their hostility towards that community along with mockery of the individuals associated with it could hence be deemed justifiable, and even reasonable. Presented below is a passage regarding the feminist agenda as understood by MRAs, where they compare it to a dictatorship, alluding to absolute oppression. By depicting it as repressive and despotic, MRAs refer to one's sense of security and personal freedom, suggesting its loss if the feminist agenda perseveres. This fear-mongering strategy used to create even greater division between feminism and their followers, and MRAs, because one's personal liberty is at stake. By portraying feminism as a cause of oppression, simultaneously MRAs position themselves as a remedy.

Mensactivism.org on the feminist agenda:

“Thus you cannot reason with feminist/SJWs because the end game is not to convince others of their position. It is to knock others away and take whatever position they hold. This is why it's largely men in positions of wealth, influence, etc., who are the targets. At the moment, they are targeting men in entertainment and media because he (or she) who controls the communication channels gets to control the public narrative, thus making people believe that "everyone" believes as the channel controllers do. This is why dictatorships require that they control all press/media. Feminists/SJWs have noticed this fact so are focusing on going after men in these positions. But don't kid yourself, the eventual aim is to replace men at every level in every institution not because they can do a better job at anything than can these men, but because holding those positions makes for the holders being more powerful/well-off.” (Mensactivism.org)

It's just a joke: Exploring Ad Hominem Critiques.

As explored in the previous chapter, demonstrating feminism pejoratively is constituent throughout the analyzed data. It appears that the MRAs justify their hostile stance to express their opposition to what they perceive as a feminist agenda, which, according to their interpretation, aims to favor women at the expense of men's welfare.

Mockery is one of the ways the analyzed MRAs use to address feminists and feminism. It involves generalized jokes made at the expense of potential activists, involving e.g., ridiculing their personal appearance or intelligence. The pictures supposedly showcasing feminist activists are sourced from Shutterstock and are accompanied by a made-up name. An image of "Wilhelmina Ballbreaker" can be found on Shutterstock under description "Angry woman shouting, Caucasian girl with long hair screaming with rage". (Shutterstock.com)

The main purpose of this kind of humour usually aims to belittle, diminish, or slander a particular group of people in society. (Ford T. E., 2004) (Lawless, 2020) Additionally, it has the potential to further strengthen the current social status hierarchies within these groups. (Rappoport, 2016) (Saucier, 2016) (Lawless, 2020) Through the deployment of imagery featuring unspecified individuals, MRAs insinuate that this is the prevailing image



Picture 4 "Shirley Knott" from J4MB.

"Shirley Knott, a feminist, struggling to understand that the gender pay gap is the result of men's and women's different career choices and ambitions for senior positions."

(Justice for Men and Boys)



Picture 5 "Wilhelmina Ballbreaker" from J4MB.

"Wilhelmina Ballbreaker on one of her calmer days (2016)"

(Justice for Men and Boys)

associated with feminists—one that characterizes them as lacking in intelligence, frequently voicing grievances, and displaying anger. This portrayal aims to dissuade individuals

“Feminists are laughable, ridiculous and ludicrous. We need to laugh at them, ridicule them, and ludicrise them, whenever and wherever we encounter them.”

(Justice for Men and Boys)

from sympathizing with feminists, creating an atmosphere where even contemplating such sympathy is viewed unfavorably, potentially leading to ridicule and humiliation for those considering it. Derogatory humor is thus employed to discourage readers of MRA sites and MRA followers from expressing support for feminism.

“We long ago established beyond any reasonable doubt that feminists are whiny, gormless, toxic liars, as anyone with an IQ above that of a fruit fly already instinctively knows. We did this by presenting Whiny Feminist of the Month, Gormless Feminist of the Month, Toxic Feminist of the Month and Lying Feminist of the Month awards over a number of years.”

(Justice for Men and Boys)

Moreover, in line with the prejudiced norm theory, it is believed that disparaging humor contributes to the cultivation of a cultural environment where prejudice is deemed acceptable. This normalization of prejudiced attitudes can subsequently lead to increased tolerance for discriminatory behaviors. (Ford T. E., 2004) (Ford T. E., 2008) (Lawless, 2020)

For instance, it has been demonstrated that the use of sexist humour can lead to the emergence of explicit micro-assaults against women. (Ford T. E., 2004) (Ford T. E., 2008) (Ryan, 1988)

The use of disparaging humor carries the risk of causing people to become more supportive of prejudiced beliefs. For instance, when individuals interpret a racial joke as demeaning, they are more likely to embrace stereotypes about Black individuals. (Saucier et al, 2010) Disparaging humor can hence perpetuate stereotypes about marginalized groups, mainly because it has become normalized in social interactions. (Till, 2018)

Socially acceptable “jokes” can be used to legitimize sexist attitudes using language, especially in gender-based disparaging humor. According to research findings, men who nurture more hostile sexist views tend to express beliefs that reinforce the existing gender status quo to a greater extent when sexism is justified or conveyed through humor, compared to encountering non-humorous sexist content. (Ford T. E., 2013) This indicates that humor can be a mean for reinforcing and justifying prejudiced beliefs, particularly in the context of gender and other forms of discrimination. (Lawless, 2020)

Discussion

From a comparative perspective, it can be argued that both websites exhibit a comparable degree of misogyny and employ similar methods to achieve their goals. Despite the initial assumption of potential differences in the level of misogyny and strategies employed, particularly considering J4MB's absence in scholarly literature and its political party background, the findings indicate that both websites employ analogous tactics to attract new followers, dismissing the notion of one being "milder" or less extreme than the other.

Across the analyzed data, six distinct strategies were determined. In order to sway new following, the MRAs establish themselves as knowledge centers, curating information aligned with their anti-feminist narrative. Their aim is to appear as rational and authoritative voices by cultivating an image of reason and objectiveness. Moreover, to position themselves as the primary source of support, they employ fear-inducing tactics by spreading ideas about government and media corruption. In addition, they cultivate a sense of belonging within their in-group through the creation of an "Us" versus "Them" dynamic, which in turn leads to hostility towards feminists or women in general. By condemning feminism and framing it as a source of male oppression the MRAs position themselves as the solution to the problem. Last, employing derogatory humor is a technique used by the MRAs to convey their hateful narratives in a subtle way. This tactic conceals misogyny behind humor.

The MRAs knowledge-creating and objective-presenting tactics could be described as most problematic when it comes to the potential social consequences. Given that the Manosphere has a transnational nature as its audience overlaps across regional, local, and global practice frameworks, while the majority of the users remain anonymous, concealing their identities behind "*fantasy personas or avatar*" (Ging, 2019). The magnitude of

influence these anonymous users of the manosphere have on the political, social, and power relations in the contemporary world is evident in the words of the UN High Commissioner for Human Rights Zeid Ra'ad Al Hussein who has taken it upon himself to release a statement on *"The Impact of online violence on women human rights defenders and women's organizations"* (Statement by UN High Commissioner for Human Rights Zeid Ra'ad Al Hussein, 2018) He says, *"The vast and transnational connectivity of the Internet enables rapid and massive dissemination of slander, mobilising very large groups of hostile individuals across broad distances, hiding behind anonymous profiles."* (Statement by UN High Commissioner for Human Rights Zeid Ra'ad Al Hussein, 2018) It is hence crucial to realize the threat stemming from the proliferation of anti-feminist rhetoric on the internet, as it has real-world implications. The propagation of hate, extremist ideologies, and weaponized information is witnessing an upward trajectory, with online platforms emerging as favoured venues for achieving this. This, unfortunately, has been associated with radicalization, leading to real-world violent events. (Kowalski & Limber, 2013) (Allison, 2018) (Horta, 2021)

It is crucial to recognize the threats stemming from the above strategies aimed at swaying new following being utilized, as it was proven even a single instance of participation with the Manosphere can result in an escalation of warning behaviors related to language and ideology. For instance, an 0.8% expansion for fixation, a minor increase of 0.02% for negativity, a growth of 0.03% for toxicity, and a 0.05% increase for grievances were observed. These shifts are correlated with the adoption of Manosphere ideologies and adherence to their norms. The study highlights the detrimental effects of delayed platform moderation on the quality of online conversations and the risk of radicalization associated with involvement in the Manosphere. (Hussam Habib, 2022)

There is a significant difference in behavior between users who join the Manosphere and the control group who do not, as evidenced by the findings of the following study, *Making a Radical Misogynist: How online social engagement with the Manosphere influences traits of radicalization. In particular, they show a 65% increase in fixation on feminist discourse*, (Hussam Habib, 2022). There was a 24% increase in submissions classified as toxic, and a 19% increase in the use of words associated with anger. In addition, becoming a part of the Manosphere appears to result in the establishment of an 'out-group,' which grows by 10.9%. These findings are in accordance with the previous studies conducted by ethnographers, indicating that the Manosphere is predominantly utilized as a medium to express amplified anger, hatred, and an obsession with feminist topics. Additionally, it promotes out-group identification, specifically targeting women. (Hussam Habib, 2022)

Moreover, several studies have raised the issue of digital misogyny and highlighted its transcendence towards the physical world. As brought in *Men not going their own way: a thick big data analysis of #MGTOW and #Feminism Tweets, Feminist Media Studies*, “Only recently the USA, the UK, Canada, and Australia, started to consider the incel (involuntary celibate ideology) as terrorism.” (Leidig, 2021) (Górska et al, 2022) Given the escalating popularity and influence of social media platforms like e.g. TikTok, it may be convincing to perceive the manosphere as less significant in its potential to contribute to real-life violence. However, it’s essential to delve deeper into this issue and consider that the manosphere, despite not having the same user base or visibility, can still play a crucial role in shaping attitudes and behaviors that can lead to offline violence. Communities that may appear to be niche are frequently involved in such activities. It is important to note that niche does not equal unimportant since they are frequently situated advantageously within online cultures to generate significant impacts in the world. (Nagle, 2017) (Horta, 2021) As an example, 4chan, which is associated with the Manosphere network (Maloney, 2022) has

been implicated in the radicalization of individuals who have later faced accusations of committing acts of murder. (Breland, 2019) (Evans, 2018) (Horta, 2021) In recent years, the Manosphere has emerged as a significant conglomerate of niche communities that are broadly aligned by their shared interest in masculinity and its alleged crisis. (Lilly, 2016) (Horta, 2021) The presence of communities such as Pick Up Artists (PUAs), Men's Rights Activists (MRAs), Men Going Their Own Way (MGTOW), and Involuntary Celibates (Incels) has been increasing, and their involvement in both online harassment and physical violence has become more pronounced. (Dewey, 2014)

These distressing incidents collectively emphasize the urgent need to address the pervasive issue of online threats and violence, particularly against women and marginalized groups. As said on a European Commission panel in 2016 by Alexandra Pascalidou, *"They keep telling me to kill myself or they will shoot me, cut my tongue off, break my fingers one by one. They keep threatening me with gang rapes and sexual torture."* She highlights, *"The purpose of these sadistic attacks is to silence women"*. (United Nations, 2018)

Conclusion

Upon examining the data, it was discovered that both Justice for Men and Boys and Mensactivism.org exhibited similar levels of misogyny, with recurring tactics present throughout. The manosphere network's endeavors to influence and sway new followers was analyzed and as a result, six distinct strategies were discovered.

1. Establishing themselves as knowledge hubs, crafting Manosphere-centric information that aligns with the narrative of Men's Rights Activists (MRAs).

2. Maintaining an image of rational authority, striving to appear as voices of reason.

3. Employing fearmongering by fostering the belief that government and media are corrupt, positioning themselves as the sole viable source of support.

4. Creating an "Us" versus "Them" dynamic, fostering a strong sense of belonging within their in-group while harboring hostility toward feminists or women in general.

5. Vilifying feminism and portraying it as a source of male oppression, simultaneously positioning themselves as the solution.

6. Utilizing disparaging humor as a means of subtly conveying their hateful narratives, which has been shown to be a more insidious way of expressing misogyny or racism, camouflaging it with humor.

These strategies employed to attract new followers serve as a foundation for contemplating potential countermeasures. Given the extensive reach of the Manosphere network and its tangible repercussions, particularly in relation to the safety of women it is essential to recognize the importance of the analyzed data. Therefore, further research is strongly recommended to explore this issue in greater depth and develop effective strategies for addressing it.

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Appendix

The following chapter constitutes the second step of thematic analysis.

J4MB – Domestic Violence

Text excerpt	Source	Label(s)
There are few areas where feminist propaganda and lies have so clearly been in evidence for decades, as domestic violence.	J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023	<ul style="list-style-type: none"> • Vilification of feminism
<p>A tip of the hat to the American organisation Domestic Abuse and Violence International Alliance (DAVIA), a coalition of which we're a member, for launching the #MenToo campaign today.</p> <p>Author's comment: The Domestic Abuse and Violence International Alliance organization aims to reform domestic violence laws and policies worldwide. They argue that "gender activists" use tactics that distort the reality of domestic violence. According to DAVIA, numerous studies show that both men and women are equally likely to engage in domestic abuse.²</p>	J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023	<ul style="list-style-type: none"> • Creating of own data
In 1971 Erin Pizzey – herself a victim of domestic violence – opened the doors to the first refuge in the world for battered women and their children, in Chiswick, London. Not long afterwards she started to reveal publicly what had become apparent to her, <i>that most of the women were as violent as (or more violent than) their partners.</i> <u>50+ years on, the media continue to promulgate the big myth about domestic violence</u> – that the	J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023	<ul style="list-style-type: none"> • <i>Vilification of women</i> • <u>media corruption</u>

² <https://endtodv.org/davia/>

overwhelming majority of the victims are women, and the overwhelming majority of perpetrators are men. The myth is promulgated by highly profitable organizations in the domestic violence industry, which corrupt government.		
<u>The mainstream media refuse to hold the feminist liars in the domestic violence industry, and the government, to account.</u> We covered the issue of domestic violence in our manifesto.	J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023	<ul style="list-style-type: none"> • Vilification of feminism • <u>Government and media corruption</u>
<u>Anybody wanting an overview of the issues should order a copy of William Collins's The Empathy Gap: Male Disadvantages and the Mechanisms of Their Neglect published by LPS publishing (2019) – pp.253-79.</u> <u>The lengthy book is a tour de force.</u> <u>The Partner Abuse State of Knowledge Project (PASK) was published in May 2013 in the journal Partner Abuse and is the most comprehensive review of domestic violence research ever carried out.</u>	J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023	<ul style="list-style-type: none"> • <u>Creating own data</u>
This unparalleled three-year research project was conducted by 42 scholars at 20 universities and research centres. The headline finding of the PASK review was that: Men and women perpetrate physical and non-physical forms of abuse at comparable rates, most domestic violence is mutual, women are as controlling as men, domestic violence by men and women is correlated with essentially the same risk factors, and male and female perpetrators are motivated for similar reasons.	J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023	<ul style="list-style-type: none"> • Creating own data • <u>Victimization of men</u>

<p>A key numerical result from the PASK review was:</p> <p>Among large population samples, 57.9% of intimate-partner violence (IPV) reported was bi-directional, 42.1% unidirectional, 13.8% of the unidirectional violence was male-to-female, 28.3% was female-to-male.</p> <p>The last point is worth emphasising. <u>In the 42.1% of (heterosexual) couples in which one partner is always the perpetrator and the other the victim, the woman is TWICE as likely to be the perpetrator and (therefore) half as likely to be the victim.</u></p>		
<p>In June 2020 we hosted the (online) first National Conference on Men's Issues, Domestic Abuse is a Men's Issue, Too. The keynote speaker was Professor Nicola Graham-Kevan.</p> <p><u>There are many researchers in the area of domestic abuse who could tell the government what is known about the subject, but successive governments have chosen instead to be guided by (and to fund handsomely) feminist organizations with zero interest in female perpetrators and male victims.</u></p>	<p>J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • <u>Government and media corruption</u> • Creating own data • <i>Vilification of feminism</i>
<p><i>Those who are ignored include not only men but lesbians, a group with a higher incidence of domestic violence than heterosexual couples. A woman is more likely to suffer at the hands of a female partner than a male partner.</i></p>	<p>J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • <i>Vilification of women</i>
<p>The J4MB YouTube channel has a playlist with 90+ video and audio files relating to domestic abuse. Finally, we turn to the media. <u>For 50+ years the global</u></p>	<p>J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • Vilification of feminism • <u>media corruption</u> • <u>Creating own</u>

mainstream media has promulgated feminist propaganda and lies about domestic violence		<u>data</u>
<p><u>In the spring of 2021 we approached The Spectator with a view to funding a full-page advert relating some long-established truths about domestic violence, and pointing to many other issues affecting men and boys.</u></p> <p><i>The paper's (female) managing editor refused to run the advert, and refused to respond to a three-page-long document from Mike Buchanan on the matter. The document included details of feminist lies and propaganda and noted the 50+ articles by Julie Bindle, a vile lesbian radical feminist, and articles by two other feminists, Sarah Ditum and Isabel Hardman, assistant editor. Details on the matter along with the proposed advert content here.</i></p>	<p>J4MB on Domestic Violence retrieved from https://j4mb.org.uk/domestic-violence/ Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • <u>Creating own data</u> • Vilification of women • Vilification of feminism • Vilinizing lesbians

Manifesto - intimate partner violence

Text excerpt	Source	Label(s)
<p>PROPOSALS 1. Intimate Partner Violence (IPV) has long been known to be a generational problem, not a gendered problem. The government should hold a public inquiry to consider the known facts about IPV, with a view to ensuring that support for victims of IPV – and their children – can in future be allocated in line with individual needs rather than in line with the highly discredited feminist ‘male control theory’ of IPV, which inevitably leads to almost non-existent support for male victims, the children of female perpetrators of IPV, lesbians – IPV is more common in lesbian couples than in heterosexual</p>	<p>J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • Creating own data • Government corruption • Vilification of women • Victimization of men

<i>couples – and those fathers who would be the better primary carers for children.</i>		
<u>2. The government must stop financially supporting and taking guidance from individuals (including academics) and organisations promoting the myth that IPV is a gendered issue.</u>	J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023	<ul style="list-style-type: none"> • <u>Government corruption</u> • Creating sense of objectivity/authority
3. Without reducing the support given to female victims of IPV, Local Authorities should make funding available, and other support, to groups supporting male victims of IPV, whether through the provision of helplines, refuge places, or in other appropriate ways that take account of men's needs in crises such as this. The amount of funding and support should reflect what is known about the proportion of victims of IPV who are men. Funding should include awareness-raising initiatives to make men aware of the existence of support services.	J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023	Focus on equality and well-being of men
4. The government should introduce mandatory and free IPV perpetrator courses – for both male and female perpetrators – across the UK.	J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023	Focus on equality
BACKGROUND Public misunderstanding about the nature of Intimate Partner Violence (IPV) is rife. The first of many widely-held beliefs that is demonstrably a myth is that the vast majority of victims of IPV are women, and the vast majority	J4MB on Intimate Partner Violence from the J4MB Manifesto,	- Creating own data

of perpetrators are men	retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023	
William Collins covers IPV at length in his book.¹²¹ He references the Partner Abuse State of Knowledge (PASK) Project,¹²² published in the journal Partner Abuse in 2013. It's the most comprehensive review of IPV research ever carried out. The headline finding was that: Men and women perpetrate physical and non-physical forms of abuse at comparable levels, most domestic violence is mutual, women are as controlling as men, domestic violence by men and women is correlated with essentially the same risk factors, and male and female perpetrators are motivated for similar reasons	J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023	<ul style="list-style-type: none"> • Cherry-picking data, creating manosphere-centric data
A key numerical finding from the PASK review was that: Among large population samples, 57.9% of inter-partner violence (IPV) reported was bi-directional, 42.1% uni-directional; 13.8% of the uni-directional violence was male to female, 28.3% female to male. This bears repeating. With respect to uni-directional heterosexual partner violence, women are perpetrators twice as frequently as men, while men are victims twice as frequently as women	J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023	Creating own data
In the United States the CDC (Centers for Disease Control and Prevention) periodically conducts National Intimate Partner and Sexual Violence Surveys. The last was in 2015,¹²³ with a later data brief published in 2018. The survey estimated that in the United States in a 12-month period, 6.6 million women and 5.8 million men were the victims of one or more of the following at the hands of an intimate partner – sexual violence, physical violence, stalking. Of these numbers, 3.4 million women and 4.2 million men had been victims of non-	J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed:	<ul style="list-style-type: none"> • Cherry-picking data, creating manosphere-centric data

sexual physical violence.	24/08/2023	
<p>The mainstream media relentlessly presents narratives of IPV consisting of male perpetrators and female victims. <u>J4MB sent a formal complaint to the BBC concerning one episode of Newsnight in January 2014 which, in common with the overwhelming majority of the BBC's output on IPV, presented only the 'male perpetrator /female victim' narrative.</u> The complaint detailed over 50 breaches of BBC editorial guidelines in the programme but was rejected. In 2021 J4MB sent The Spectator the content of a full-page advertisement it wished to have published, spelling out researchers' findings about IPV.¹²⁴ <i>The advert was rejected without explanation by the female editor of the UK edition</i></p>	<p>J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • <u>Victimization of men</u> • media corruption <p><i>vilification of women</i></p>
<p>Children who grow up in homes where there is IPV are unrecognized victims. Children learn how to behave in intimate relationships in their homes, and they learn to become violent and abusive when they experience IPV there or witness it. Not all children who experience or witness IPV go on to become perpetrators themselves, but it's known the vast majority of IPV perpetrators experienced or witnessed IPV as youngsters. When these children become adults and partners, their own children will likewise be taught violence and abuse, thus perpetuating the suffering and misery of IPV. IPV is essentially a generational problem, not a gendered one.</p>	<p>J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023</p>	<p>Creating own data</p>
<p><i>Children are frequently victims of physical violence at the hands of their mothers, and every year brings a series of tragic cases where violent mothers kill one or more of her children (more children are killed by their mothers than by their fathers).¹²⁵ The vast majority of social workers are women, who all too often put their concern for women ahead of their concern for those women's children</i></p>	<p>J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • <i>Vilification of women</i>
<p><u>Karen Woodall is a highly respected British family counsellor who has worked with vulnerable children and their families since 1991. On her</u></p>	<p>J4MB on Intimate Partner Violence from the J4MB</p>	<ul style="list-style-type: none"> • Vilification of feminism • <i>Vilification of</i>

<p>website126 she published an important piece on the matter of mothers who pose a danger to their children. An extract: <u>Gender biased family services kill kids by working from the feminist perspective of seeing a woman who is vulnerable instead of a woman who is dangerous to her children. Gender biased family services kill kids by refusing to look the reality in the face, that mothers can and do kill their children and intervention to prevent it starts with believing it. Gender biased services kill kids because they spend too much time looking for a man to blame and seeing domestic violence as the root cause of all dangers to children</u></p>	<p>Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023</p>	<p>women</p> <ul style="list-style-type: none"> • <u>Creating own data/belief system</u>
<p>Many of the reasons men don't leave violent partners are the same as the reasons women don't, but some are more pertinent to the reality of the situations in which men find themselves. According to one study, 68% of men feared they may never see their children again. This is a very legitimate fear, given the failure of the family court system to ensure fathers have reasonable access to their children following family breakdowns. 52% of men reported 'nowhere to go' which shouldn't surprise us, given the miniscule number of refuge places available for heterosexual men. When men leave their homes because they're being physically abused by partners, and seek accommodation from a local authority, they're categorised as 'intentionally homeless'. IPV is a driver of homelessness, and around 90% of the street homeless are men. Homeless people are over nine times more likely than the general population to commit suicide. The male:female suicide rate differential increased from 1.7:1 in 1982 to 3.1:1 in 2019.¹²⁷</p>	<p>J4MB on Intimate Partner Violence from the J4MB Manifesto, retrieved from https://j4mb.org.uk/wp-content/uploads/2023/02/221128-J4MB-manifesto-3.pdf Last accessed: 24/08/2023</p>	<ul style="list-style-type: none"> • Cherry picking data, lack of nuance

Feminism – from manifesto

Text excerpt	Source	Label(s)
<p>"Understanding the toxic impacts of feminism and feminists on society can be a depressing experience, so let's start on a lighter note. We launched the website 'Laughing at Feminists' in 2020, 208 with the premise that while feminists are collectively powerful, they're also</p>	<p>"Feminism" retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/</p>	<p>Mockery of feminists</p>

laughable, ridiculous and ludicrous, so we must laugh at them, ridicule them and ludicrise them. It's our civic duty."	Last accessed: 06/09/2023	
<p>"The site's comedy channel playlist (139 videos at the time of writing) is here.²⁰⁹ We have a link²¹⁰ to photographs and details of some feminists including Tracey Emin, an 'artist' who can't draw, yet is the 'professor' of 'drawing' at the Royal Academy – so she's officially a Royal pain in the arts – Ronni McDonald, Wilhelmina Ballbreaker, Dawn Breaking, Shirley Knott and Rubi Whacks."</p> <p>"Julie Bindel, a <i>lesbian feminist 'journalist'</i>, has made a long career out of misrepresenting interpersonal violence as a gendered issue. The Spectator has published over 50 of her articles. The last word on Ms Bindel (and her like) must go to the creator of the video, 'Hitler reacts to radical feminist Julie Bindel'.²¹¹"</p>	<p>"Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Mockery of feminists</p> <p><i>Vilinizng lesbians</i></p>
<p>"In 2016 the Fawcett Society,²¹² a London-based feminist charity, published their report Sex Equality: State of the Nation. ²¹³ The survey they commissioned revealed that only 9 per cent of British women and 4 per cent of British men identified as feminists. Only one in 15 adults in the UK identify as feminists. The geniuses at the charity concluded that the UK was a country of 'hidden' feminists."</p>	<p>"Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Taking away feminist agency</p>
<p>"Some women are more inclined to engage with critiques of feminism made by other women. The two best known anti-feminist women in the world are Canadians. The other Janice Fiamengo is a former professor of English. The first video in her impressive Fiamengo File series was 'Why I Am An Anti- Feminist'. globally prominent anti-feminist is Karen Straughan (GirlWritesWhat). One of her many videos, from 2013, is 'Don't Be That Lying Feminist'.²¹⁷ She gave the keynote speech, 'Why women must consign feminism to the dustbin of history',²¹⁸ at the 2018 International Conference on Men's Issues. "Karen was interviewed for the 2020 International Conference on Men's Issues²²⁰ by Elizabeth Hobson²²¹ – leader of our predecessor party at the time – and Mike Buchanan. The video is titled, 'Looking Backwards, Looking Forwards'. ²²²</p>	<p>"Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Vilification of feminism</p>
<p>(author's note: sources used by the J4MB) ²⁰⁸ http://laughingatfeminists.com ²⁰⁹ https://www.youtube.com/playlist?list=PL9TSgIKqzJEP1qC4AoC_OrvVsTSqNEW81 ²¹⁰ https://cafp.uk/laughing-at-feminists/</p>	<p>"Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/</p>	<p>Using only Manosphere-centric sources</p>

<p>211 https://www.youtube.com/watch?v=8ZjcPaBrGqI</p> <p>212 https://www.fawcettsociety.org.uk/</p> <p>213 https://static.j4mb.org.uk/2021/04/210409-Sex-equality-state-of-the-nation-230116.pdf</p> <p>214 https://www.youtube.com/results?search_query=fiamengo+file+2.0</p> <p>215 https://www.youtube.com/watch?v=87klmHw_DkY</p>	<p>election-manifesto/ Last accessed: 06/09/2023</p>	
<p>Feminism is the pursuit of female supremacy, a point explained memorably by the legendary British video maker ManWomanMyth (MWM) in 2013. 223 He was one of the most influential video creators in the history of the men's rights movement before a serious accident in 2015 rendered him unable to produce lengthy videos. Our YouTube channel has a complete playlist of his 130 videos.22"</p>	<p>"Feminism" retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Vilification of feminism</p>
<p>In 2011 MWM drove to Bedford to film Mike for a video in which he sought to answer the questions, <i>"If we 'need' more women in corporate boardrooms, do we also 'need' more white sprinters in the Olympics 100 metres men's sprint final? And if not, why not?"</i> The video was finally published in 2014. 22"</p>	<p>"Feminism" retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p><i>belittling women</i></p>
<p>"</p> <p>"Anyone wishing to understand the huge influence of feminists in the UK (and the wider developed world) faces a daunting task. <i>The mainstream media and major commercial publishers have never revealed the ugly truth about feminism and feminists, and that shows no sign of changing.</i> Mike Buchanan's publishing venture LPS publishing226 has published a number of books on gender politics and feminism, including his own three titles Feminism: the ugly truth (2015), 227 The Glass Ceiling Delusion: the REAL reasons more women don't seek senior positions (2011), 228 and David and Goliath: David Cameron - heir to Harman? (2010).229"</p>	<p>'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p><i>Media corruption</i> Creating own, manosphere-centric data</p>
<p>"We have lists of recommended books230 and websites. 231 We particularly recommend two books by the blogger William Collins, the sole contributor to a remarkable website, The Illustrated Empathy Gap. 232 The books are: - The Empathy Gap: Male Disadvantages and "the Mechanisms of Their Neglect (2019)233 - the ebook is priced at under £5.00, a fraction of the cost of the paperback. - The Destructivists: How moral usurpation is being used to control us and change every aspect of our lives without our consent (2022).234 The most</p>	<p>'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Using only Manosphere-centric sources</p>

comprehensive historical account of feminism that we know is Their Angry Creed: The shocking history of feminism, and how it is destroying our way of life (2016).23"				
"In 2019 Mike Buchanan and Elizabeth Hobson travelled to Cambridge University to give talks on the history of feminism, and the need for men to have equal rights with women. Feminist academics, students and alumni did all in their power to stop the talks going ahead, including barricading the lecture building in which they were speaking, stopping people from entering the building, and chanting songs with threatening lines such as, 'There are many, many more of us than you'."			'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023	Vilinizng feminists
https://www.youtube.com/user/girlwriteswhat/featured 217 https://www.youtube.com/watch?v=GHLmfGz3VAI 218 https://www.youtube.com/watch?v=JGoTVvCICWc 219 http://icmi2018.icmi.info 220 http://icmi2020.icmi.info 221 https://j4mb.org.uk/elizabeth-hobson-2-2/ 222 https://www.youtube.com/watch?v=d88ztNYkxVA 223 https://www.youtube.com/watch?v=G_4DjYG2A9k 224 https://www.youtube.com/playlist?list=PLjMscr0TpRqhGadn27XAzBcwXchJ2EvYp 225 https://www.youtube.com/watch?v=Evs6fe7RG68 226 http://lpspublishing.wordpress.com 227 https://tinyurl.com/3mtc8j9r 228 https://tinyurl.com/y7s4696k 229 https://tinyurl.com/vwex97zy 230 https://j4mb.org.uk/recommended-books-2/ 231 https://j4mb.org.uk/recommended-websites/ 232 http://empathygap.uk/ 233 https://tinyurl.com/2hjxc33f 234 https://tinyurl.com/3d64np86 235			'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023	Using only manosphere-centric sources, cherry picking the data
"Mike had milkshake thrown over him by two feminists, one a man, one a woman. Natty Raymond, a female supporter, ran after the woman involved and detained her for a time, recording a very memorable and entertaining video of the assailant and photographer on her smartphone. We titled the video '#NobodyMessesWithNatty. Cambridge University milkshake incident'. 236 Jon Baily, a man unknown to us before that day but attending the lecture with his 16-year-old son, was assaulted on his way out of the lecture building. Details concerning that day, and the preceding eventful weeks of feminist lying, misrepresenting and campaigning are here.			'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023	Vilinizng feminists Vilninizng women
"We come to a remarkable personal account of the early leading role of feminists in the 50+ year long campaign to			'Feminism' retrieved from the	Villainizing feminists

<p>destroy the nuclear family, relating to 1969 but only published in 2014. Those campaigns have always been spearheaded by feminists, who have an ideological and visceral loathing of the nuclear family in general, and of fathers in particular."</p>	<p>J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	
<p>" "Elizabeth Hobson, Belinda Brown and Mike Buchanan interviewed Mallory Millett,²³⁸ an inspirational and beautiful 90-something American lady, the younger sister of the late lesbian feminist Kate Millett,²³⁹ (1934 – 2017), a highly influential feminist – mainly through her book <i>Sexual Politics</i>²⁴⁰ (1970) – for the 2020 International Conference on Men's Issues.²⁴¹ Mallory has written much about the many severe mental health issues suffered by her sister, relating that Kate tried to kill her many times. The video is here. 242"</p>	<p>'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Villainizing lesbians Vilinizng feminists</p>
<p>In 2014 Mallory wrote an article titled, 'Marxist Feminism's Ruined Lives'.²⁴³ Herbert Purdy included this extract (and more) at the start of the first chapter in <i>Their Angry Creed</i>:²⁴⁴ Socialism is a philosophy of failure, the creed of ignorance, and the gospel of envy; its inherent virtue is the equal sharing of misery."</p>	<p>'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Villainizing feminism</p>
<p>Winston Churchill wrote this over a century ago. During my junior year in high school, the nuns asked about our plans for after we graduated. When I said I was going to attend State University, I noticed their disappointment. I asked my favorite nun, "Why?" She answered, "That means you'll leave four years later a communist and an atheist!" What a giggle we girls had over that. "How ridiculously unsophisticated these nuns are," we thought. Then I went to the university and four years" "later walked out a communist and an atheist, just as my sister Katie had six years before me. Sometime later, I was a young divorcee with a small child. At the urging of my sister, I relocated to NYC after spending years married to an American executive stationed in Southeast Asia. The marriage over, I was making a new life for my daughter and me. Katie said, "Come to New York. We're making revolution! Some of us are starting the National Organization of Women and you can be part of it." I hadn't seen her for years. Although she had tormented me when we were youngsters, those memories were faint after my Asian traumas and the break-up of my marriage. I foolishly mistook her for sanctuary in a storm. With so much time and distance between us, I had forgotten her emotional instability. And so began my period as an unwitting witness to history. I stayed with Kate and her lovable Japanese husband, Fumio, in a dilapidated</p>	<p>'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed: 06/09/2023</p>	<p>Villainizing feminism</p>

<p>loft on The Bowery as she finished her first book, a PhD thesis for Columbia University, "Sexual Politics." It was 1969. Kate invited me to join her for a gathering at the home of her friend, Lila Karp. They called the assemblage a "consciousness-raising-group," a typical communist exercise, something practiced in 236 https://tinyurl.com/cw4arb8x 237 https://j4mb.org.uk/2019/06/04/cambridge-university-talks-related-blog-pieces-videos-etc/ 238 https://www.youtube.com/watch?v=INDikci5Yvc 239 https://en.wikipedia.org/wiki/Kate_Millett 240 https://en.wikipedia.org/wiki/Sexual_Politics 241 http://icmi2020.icmi.info 242 https://www.youtube.com/watch?v=INDikci5Yvc 243 https://mallorymillett.com/?p=37 244 https://tinyurl.com/2p96n284 82 Maoist China. We gathered at a large table as the chairperson opened the meeting with a back-and-forth recitation, like a Litany, a type of prayer done in Catholic Church. But now it was Marxism, the Church of the Left, mimicking religious practice: "Why are we here today?" she asked. "To make revolution," they answered. "What kind of revolution?" she replied. "The Cultural Revolution," they chanted. "And how do we make Cultural Revolution?" she demanded. "By destroying the American family!" they answered. "How do we destroy the family?" she came back. "By destroying the American Patriarch," they cried exuberantly. "And how do we destroy the American Patriarch?" she replied. "By taking away his power!" "How do we do that?" "By destroying monogamy!" they shouted. "How can we destroy monogamy?" Their answer left me dumbstruck, breathless, disbelieving my ears. Was I on planet earth? Who were these people? "By promoting promiscuity, eroticism, prostitution and homosexuality!" they resounded. They proceeded with a long discussion on how to advance these goals by establishing The National Organization of Women. It was clear they desired nothing less than the utter deconstruction of Western society. The upshot was that the only way to do this was "to invade every American institution. Every one must be permeated with 'The Revolution': The media, the educational system, universities, high schools, K-12, school boards, etc.; then, the judiciary, the legislatures, the executive branches and even the library system. Mallory relates this story from around 30:30 in the interview video.245"</p>		
<p>"In May 2021, Mike sought to place an advert in the UK print edition of The Spectator, relating what has long been known known about domestic violence being a generational issue, not a gendered issue. Along with many mainstream media publications, the paper has a long tradition of publishing many misleading articles on the matter,</p>	<p>'Feminism' retrieved from the J4MB Manifesto. https://j4mb.org.uk/2015-general-election-manifesto/</p>	<p>Media corruption <i>Vilification of women</i> <u>Creating own knowledge</u></p>

<p>written by feminists. <i>The female editor of the UK edition declined to publish the advert, without explanation. <u>Mike wrote a blog piece on the matter, ‘Domestic violence: Why does The Spectator relentlessly peddle feminist propaganda and lies about domestic violence, but not the truth?’</u></i> 246 An open letter to Fraser Nelson, the paper’s global editor, remains unanswered to this day.²⁴⁷ The last word on feminism should go to Ernest Belfort Bax (1854 – 1926),²⁴⁸ the English socialist journalist and philosopher who was revealing ugly truths about feminism as early as the 1890s. His remarkable book <i>The Fraud of Feminism</i> was published in 1913, it’s available to download for free. 249 Enjo"</p>	<p>Last accessed: 06/09/2023</p>	
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About J4MB / manifesto

Text excerpt	Source	Theme(s)
<p>J4MB has been committed to raising public understanding of the following since it was launched as a political party in 2013: issues impacting negatively on the lives of men and boys the toxic ideology of feminism, which relentlessly seeks the further privileging of women and girls, regardless of the consequences</p>	<p>About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed 24/08/2023.</p>	<p>Vilification of feminism</p>
<p><i>The other side of the coin to female privilege is, inevitably, male disadvantage.</i></p>	<p>About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed 24/08/2023.</p>	<p><i>Victimization of men Vilification of women</i></p>
<p>We strongly recommend two books by William Collins, the man behind the impressive website The Illustrated Empathy Gap. The first is <i>The Empathy Gap: Male disadvantages and the mechanisms of their neglect</i> (2019). The ebook edition is currently (April 2023) selling on</p>	<p>About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed 24/08/2023.</p>	<p>Using only manosphere centric sources</p>



Amazon for just £4.32. The second is The Destructivists: How moral usurpation is being used to control us and change every aspect of life without our consent (2022).		
From the beginning, and until its de-registration as a party in April 2023, J4MB was the only party in the English-speaking world which (a) campaigned for the human rights of men and boys, and (b) challenged feminism as an ideology, and feminists as individuals. J4MB is no longer a party, but its mission remains unchanged.	About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed 24/08/2023.	Vilification of feminism
Mike Buchanan has led J4MB from the beginning to the present day, apart from a 10-month period in 2020/21 when it was led by Elizabeth Hobson.	About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed 24/08/2023.	-
Mike spoke at the first International Conference on Men's Issues (ICMI), hosted by Paul Elam of A Voice for Men near Detroit in 2014. There have since been six more ICMI's, Mike hosted four of them (2016/18/20/21) – details of all the conferences here. He will host an ICMI in Budapest, Hungary, in August, 2024.	About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/ Last accessed 24/08/2023.	-

<p>The final edition of the party's election manifesto should serve as a good introduction to the issues adversely impact on men and boys, and related proposals from J4MB:</p> <p>221128 J4MB manifestoDownload</p> <p>The manifesto covered 20 areas where the human rights of men and boys are assaulted by the state's actions and inactions, almost always to privilege women and girls. The human rights of girls too – including the unborn – are assaulted in a number of areas, in bold text:</p> <p>Marriage, divorce</p> <p>Children's access to parents following family breakdowns, fatherlessness</p> <p>Reproductive rights (including abortion)</p> <p>Foetal Alcohol Spectrum Disorder</p> <p>Circumcision (Male Genital Mutilation)</p> <p>Children's brain damage from contact sports</p> <p>Education</p> <p>Employment</p> <p>Intimate partner violence</p> <p>Paternity fraud</p> <p>Sexual abuse</p> <p>Armed Forces veterans' mental health issues</p> <p>Criminal justice system, prison sentencing</p> <p>Homelessness</p>	<p>About J4MB retrieved from https://j4mb.org.uk/2015-general-election-manifesto/</p> <p>Last accessed 24/08/2023.</p>	<p>Vilification of women</p>
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<p>Suicide</p> <p>Lack of anonymity for suspected sexual offenders</p> <p>Healthcare provision</p> <p>Political representation</p>		
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Laughing at feminists J4MB

Text excerpt	Source	Theme(s)
Only one in 11 women in the UK identifies as a feminist, according to a report published in 2016 (link below). Despite this, feminists collectively are both highly influential and deeply toxic to society. They are also utterly humourless, particularly feminist ‘comedians’ (e.g. Kate Smurfwit, Sandy Toxic).	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	Vilification of feminism <u>Mockery of feminists</u>
Along with many, we seek to preserve our sanity in relation to feminists with humour. We have a website dedicated to laughing at feminists, imaginatively titled Laughing at Feminists. The associated comedy channel with 140+ videos at the time of writing is here.	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	Mockery of feminists
In 2016 the Fawcett Society, a London-based feminist charity staffed by hatchet-faced harpies , published their report Sex Equality: State of the Nation. The survey they commissioned revealed that only 9 per cent of British women and 4 per cent of British men identified as feminists. Only one in 15 adults in the UK identify as feminists. The geniuses concluded that the UK was a country of ‘hidden’ feminists.	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	Offensive remarks towards feminists
<p>efore you judge a feminist, walk a mile in their shoes</p>  <p>Ronni McDonald, a feminist who still works for the Fawcett Society, preparing for the ‘End the gender pay gap’ march, London, 2021.</p>	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	Mockery of feminists

<p>We were told by an informant who worked for the charity at the time – she’s no longer with them – that the prime contributor to the report (albeit not mentioned in it) was this delightful lady:</p>  <p>Wilhelmina Ballbreaker on one of her calmer days (2016)</p>		
<p>Every feminist narrative is one or more of the following – a baseless conspiracy theory, a fantasy, a lie, a delusion or a myth.</p>	<p>“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023</p>	<p>Vilification of feminism</p>
 <p><i>Dawn Breaking, a feminist ‘musician’, about to launch into her song, ‘Women are strong! Women are amazing!! Women need gender quotas!!!’, Edinburgh Festival, 2018.</i></p>	<p>“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023</p>	<p>Mockery of feminists <i>Belittling women</i></p>
	<p>“Laughing at Feminists”</p>	<p><i>Mockery of</i></p>

<p><i>Feminists wield a level of power and influence across the developed world which is utterly disproportionate to their numbers. The democratic deficit is staggering. Fortunately for the mental health of the rest of us, they're also laughable.</i></p>	<p>sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023</p>	<p><i>feminists Vilification of feminists</i></p>
<div data-bbox="178 450 539 952" data-label="Image"> </div> <p>Tracey Emin, a feminist 'artist', once photographed wearing a 'This is what a feminist looks like' T-shirt from The Fawcett Society.</p> <p>She's the 'professor' of 'drawing' at the Royal Academy, making her officially a Royal</p> <p>pain in the arts. Ms Emin is seemingly not discouraged by her complete inability to draw.</p> <div data-bbox="178 952 539 1624" data-label="Image"> </div> <p>Shirley Knott, a feminist, struggling to understand that the gender pay gap is the result of men's and women's different career choices and ambitions for senior positions.</p>	<p>"Laughing at Feminists" sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023</p>	<p>Mockery of feminists <i>Creation of own data</i></p>
<p><i>From the day they end full-time education, women are far more likely than men not to engage in paid employment, or to work only part-time (options generally enabled by their male partners), regardless of whether or not they have children.</i></p>	<p>"Laughing at Feminists" sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed:</p>	<p><i>Presenting opinions as facts</i></p>

	24/08/2023	
Julie Bindel, a lesbian feminist ‘journalist’, has long misrepresented Interpersonal Violence as a gendered issue, and The Spectator has published over 50 articles by her. The last word on Ms Bindel (and her like) must go to the man behind the video Hitler reacts to radical feminist Julie Bindel.	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	Vilification of lesbians
<u>We long ago established beyond any reasonable doubt that.</u> We did this by presenting Whiny Feminist of the Month, Gormless Feminist of the Month, Toxic Feminist of the Month and Lying Feminist of the Month awards over a number of years.	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	Offensive remarks towards feminists <u>Vilification of feminism</u>
<i>An example of each. Laura Bates was the October 2014 Whiny Feminist of the Month. Jessica Valenti, Guardian ‘journalist’, was the July 2015 Gormless Feminist of the Month. Caitlin Mora, Times ‘journalist’, was the May 2017 Toxic Feminist of the Month. Caroline Criado Perez was the January 2015 Lying Feminist of the Month, the third time she’d won the award in the space of just eight months.</i>	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	<i>Vilification of feminism</i> Mockery of feminists
Tom Caulfield has been the videographer and editor for all the International Conferences on Men’s Issues from 2016 to the present day. He created 16 promotional videos for the 2020 event, the first set on board the Starship Menterprise, featuring Elizabeth Hobson, the leader of our party at the time, Mike Buchanan, Robert Brockway, the Australian creator of Wiki4Men, and Tom Golden, the American behind the website Men Are Good.	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	-
<i>Feminists are laughable, ridiculous and ludicrous. We need to laugh at them, ridicule them, and ludicrise them, whenever and wherever we encounter them.</i>	“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023	<i>Mockery of feminism</i> Vilification of feminism

	<p>Rubi Whacks, a feminist, seemingly disinclined to engage with rational arguments and facts when presented by a man, i.e. ‘mansplaining’.</p>	<p>“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023</p>	<p>Mockery of feminists</p>
	<p>It’s not just important to laugh at feminists, it’s a civic duty.</p>	<p>“Laughing at Feminists” sub-page of J4MB site , retrieved from https://j4mb.org.uk/laughing-at-feminists-2/ Last accessed: 24/08/2023</p>	<p>Vilification of feminism</p>

Mensactivism.org - Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?

Text excerpt	Source	Theme(s)
<p>This is a reply to a friend who pondered about how it is that feminists can not care at all if a man accused of something is in fact innocent of it. I realized others might be able to use this analysis so I made it into a page. Here it is: The idea that an accused man may in fact be innocent has no effect on feminists/SJWs. Once you understand how they think about things, the fact a man is innocent has no bearing.</p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	<p>Vilification of feminists</p>

<p><i>This is how they view the world: History is a record of class struggle (Marx). Throughout history, men have oppressed women class vs. class in a myriad of ways. (Feminism) Among its many victims, "the patriarchy" has inflicted distresses of all kinds categorically on women, and in the case of white patriarchy, on non-whites, without regard to its victims deserving it or not. (Feminism, et al.).</i></p> <p><i>Justice for individuals has been denied often were those individuals non-white or female both in courts and in society at large. (Feminism, et al.)</i> Human history is not a record of injustice by accident but instead of injustice *by design*. The design is the consequence of class warfare propagated for millennia by the patriarchy, starting with such concepts as private ownership of land. (Marx, et al.) Should an enemy resort to some kind of weapon, common sense says that to defend oneself, one should use a weapon of similar or better effectiveness. (Military doctrine) The weapon may be physical, strategic, or tactical (i.e., a good plan is an effective weapon even when faced with superior technology on a battlefield; this has been shown time and again in warfare. (Sun Tzu, et al.)). Therefore, it makes sense to utilize any means necessary to achieve an effective defense against an enemy. Men, especially white men, can collectively be viewed as the class enemies of women and non-whites. It further makes sense that applying a superior strategy against them will be the most effective way to counteract any physical superiority in weapons or social position. Fight from your strong points, attack the enemy's weak points. (Sun Tzu, et al.)</p> <p><u>The M.O. could not be clearer: men are weakest when accused of sexual misconduct. Further, accusations of such misconduct tend to lead to situations wherein men are replaced by women in whatever position they hold. Thus, in one fell swoop an accusation takes down a member of the enemy class and vaunts a member of the class we are fighting for. Win-win on both counts, lose-lose for the enemy</u></p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the Mensactivism.org site. Retrieved from: https://news.mensaactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	<p><u>Vilification of feminism</u> Victimization of men <i>Creation of own data</i></p>
<p>Innocence and guilt do not enter into the equation for feminists/SJWs. Securing better positions in society then utilizing them to further secure better positions for members of the class(es) they represent is all that matters. This is war: history is a class struggle, which is to say, a</p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the</p>	<p>Vilification of feminism</p>

constant state of war acted out physically or socially.	Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023	
<p>Thus you cannot reason with feminist/SJWs because the end game is not to convince others of their position. It is to knock others away and take whatever position they hold. This is why it's largely men in positions of wealth, influence, etc., who are the targets. At the moment, they are targeting <u>men in entertainment and media because he (or she) who controls the communication channels gets to control the public narrative, thus making people believe that "everyone" believes as the channel controllers do.</u> This is why dictatorships require that they control all press/media. Feminists/SJWs have noticed this fact so are focusing on going after men in these positions. But don't kid yourself, the eventual aim is to replace men at every level in every institution not because they can do a better job at anything than can these men, but because holding those positions makes for the holders being more powerful/well-off.</p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	<p>Vilification of feminism <i>Victimization of men</i> <u>Media corruption</u></p>
<p>Thus the phrase "social justice" isn't really describing "justice" as we understand it. It is shorthand for one class of persons deciding it doesn't like that some other class of persons has something and they want it. Whether or not individuals of the target class actually earned their place or are indeed best-qualified makes no difference. To feminists/SJWs, the only thing that matters is the relevant indelible characteristics (sex, ethnicity, sexual orientation, etc.) of the person holding the position.</p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	<p>Vilification of feminism</p>
<p><i>This also explains why so many feminists insist no man can be a feminist, but can be an "ally", or a useful idiot. Likewise SJWs further believe that a male, esp. white male, can no more really be an SJW than a Jew can be a Nazi. To be a man and a feminist/ally is thus to be a</i></p>	<p>“ Getting Into Their Heads: What's Up with SJWs/Feminists Anyway?” sub-page of the</p>	<p><i>Vilification of feminism</i> Victimization of men</p>

<p><i>counter-evolutionary being, i.e., one that works against its own well-being. Likewise for a white male to be a SJW.</i></p>	<p>Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	
<p>One can and should, IMO, stand up for the classic concept of justice, i.e.: Is a person guilty of a crime that is readily viewable as a crime, such as murder, arson, etc., and he or she should be assessed based only on that basis. That is the kind of justice that is in fact blind to such things as gender, ethnicity, etc. Supporting "social justice" is to, in essence, endorse sexism, racism, classism, etc., exactly the sorts of things feminists/SJWs insist they are fighting against.</p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	<p>Vilification of feminism</p>
<p>There is no actual idealism in the notion of social justice. It's strictly gloves-off bare-knuckled class warfare, just with different criteria for what constitutes "class" as compared with "class" of Marx's day. In today's world, Karl Marx would have been pilloried and ejected from the fold because he was white, male, heterosexual, and notoriously sexist and racist: at least, in the wrong direction. Today's SJWs find that sexism and racism against males/whites is fine and so deny applying those terms to it despite the obvious fact that their agenda is both racist and sexist. There, I hope that clears up what is going on here. :)</p>	<p>“ Getting Into Their Heads: What's Up With SJWs/Feminists Anyway?” sub-page of the Mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/30869 Last accessed: 24/08/2023</p>	<p>Victimization of men Vilification of feminism</p>

About Mensactivism.org

Text excerpt	Source	Theme(s)
Welcome! This is the Men's Activism News Network, a web site which tracks news and information about men's issues from around the world. Our particular focus is on promoting activism in support of men's rights and equality , and providing readers with the latest news stories is one way to inform and empower men's rights activists in their goals to create a more just and fair society.	“About Mensactivism.org” Retrieved from: https://news.mensaactivism.org/?q=node/30869 Last accessed: 24/08/2023	Providing manosphere-centric knowledge
One distinguishing aspect of Mensactivism.org is that it is a community-based forum for activists. While there are a handful of site administrators who moderate and post news stories, the vast majority of articles posted to this site come directly from you, the reader. You can submit them via our story submissions page. As a result, we tend to cover a wide variety of men's issues and perspectives . Check out our philosophy page for the guidelines we use in selecting news stories from readers.	“About Mensactivism.org” Retrieved from: https://news.mensaactivism.org/?q=node/30869 Last accessed: 24/08/2023	Providing manosphere-centric knowledge
Mensactivism.org was started in May of 2000 as an experiment. The site slowly gained popularity, and a community of activists offered it incredible support. As of the middle of 2006, over 5,500 articles have been referenced and discussed on Mensactivism.org. Stories posted on this site can come from a variety of sources, but most of them are news reports from mainstream media web sites. Others are feature articles submitted by readers, book reviews, interviews, and announcements from men's rights organizations. New stories are generally posted on a daily basis, so visit us frequently for updates. We'd highly recommend bookmarking the site, or even making it your home page. To search through our database, use the search box on the top right of each page.	“About Mensactivism.org” Retrieved from: https://news.mensaactivism.org/?q=node/30869 Last accessed: 24/08/2023	Providing manosphere-centric knowledge
Every article posted to Mensactivism.org has a comments section, which readers can access by clicking on the link at the footer of each article blurb. Here, readers can discuss the content of the story, share their activism activity in response to the article, and debate issues to encourage an open dialogue about	“About Mensactivism.org” Retrieved from: https://news.mensaactivism.org/?q=node/30869 Last accessed:	Creating sense of objectivity

men's rights.	24/08/2023	
<p>We're always looking for suggestions on how to improve Mensactivism.org. Feel free to e-mail us and let us know if you're having any problems accessing parts of the site, or if you have an idea you'd like to share. This site has a lot of potential, but you, as a participant, are what makes it successful. Make use of it, and tell others about it. The most important contribution you can make to this site is by submitting quality news stories or posting thoughtful comments on stories. Above all, take advantage of the many features this site offers! We hope people will make use of Mensactivism.org as a resource to promote awareness of men's issues and to create positive change in the world.</p> <p>-- The Mensactivism.org Admin Team</p>	<p>"About Mensactivism.org"</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/30869</p> <p>Last accessed: 24/08/2023</p>	Focus on equality

Mensactivism.org - Our Philosophy

Text excerpt	Source	Theme(s)
<p>The underlying purpose of The Men's Activism News Network is twofold:</p> <p>To provide pro-male activists with news and information that will aid them in working toward establishing equal rights for men and the improvement of men's lives.</p> <p>To encourage participation in activism projects, and to promote membership in men's rights organizations which coordinate activism efforts and serve as a supportive network for men.</p> <p>In addition to these two principles, Mensactivism.org would like to reach out to as many pro-male men and women as possible.</p>	<p>"Our Philosophy" sub-page of the mensactivism.org site.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/5632</p> <p>Last accessed: 24/09/2023</p>	Providing manosphere-centric knowledge
<p><u>We try to post news and information that is of interest to people of many different backgrounds and political ideologies, within reason (ie, gender ideologues who hate men need not apply).</u></p> <p>Frequently, you may see articles posted to Mensactivism.org that come from different, sometimes contradictory perspectives. We do this because we want to help foster a dialogue between those with differing views on men's rights issues, and to recognize that there are</p>	<p>'Our Philosophy' sub-page of the mensactivism.org site.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/5632</p> <p>Last accessed: 24/09/2023</p>	<p><u>Providing manosphere-centric knowledge</u></p> <p>Creating sense of objectivity/authority</p>

often issues which are not black and white within our movement.		
<p>Conservative or Liberal? Progressive or Traditional?</p> <p>Mensactivism.org aims to be as apolitical as possible. Liberals, conservatives, libertarians, and people from other political backgrounds should be able to find something of interest on this site. Also, we believe that there are ways to promote men's rights through political activism with most political parties, and encourage people to do so. Thus, we will occasionally report on a political party or candidate's activity when it is related to men's rights, but this in no way endorses or condemns any party or candidate as pro- or anti-male.</p> <p>Whether men are happier with their traditional roles vs. the changing and expansion of men's roles is also not a black and white issue. Stories related to both perspectives will be frequently posted.</p>	<p>'Our Philosophy'' sub-page of the mensactivism.org site. Retrieved from: ht Last accessed: 24/09/2023</p>	<p>Creating sense of objectivity/authority</p>
<p>Political Correctness/Racial Issues/Gay Issues</p> <p>Mensactivism.org does not believe that political correctness, in and of itself, is a good thing. <i>However, we do support the many issues that men of color and gay or bisexual men face, and want to encourage all men, regardless of their race or sexual orientation, to work together to improve men's lives and dignity.</i> We will post news when it is related to the status of minority or gay men as men. General news stories about race issues or gay rights are unlikely to be posted unless they specifically relate to the rights of men. We do this to maintain the focus of The Men's Activism News Network, not to discourage people from participating in other civil rights causes. Mensactivism.org has no official position on gay rights, affirmative action, and other related issues. Views presented on this web site about these issues are limited to the individual who made them, and do not represent the views of Mensactivism.org.</p>	<p>'Our Philosophy'' sub-page of the mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/5632 Last accessed: 24/09/2023</p>	<p>Creating sense of objectivity/authority</p> <p><i>'Focus on equality and well-being of men</i></p>
<p>Women's Violence and the Portrayal of Women</p> <p><i>We believe that one of the misperceptions that is currently harming equality and men's rights is the myth that women are less violent than men. Although pointing readers to examples of women's violence is one way to help break down this myth, we do not wish to attack women merely for the sake</i></p>	<p>'Our Philosophy'' sub-page of the mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/5632 Last accessed:</p>	<p><i>Creation of own data</i> Vilification of women <u>Victimization of men</u> Media</p>

<p>of "exposing women's faults" - after all, the media is currently too eager to portray men as abusers, murderers and rapists. Therefore, unless the news story is related to an issue which is more closely tied with men's issues (ie, an example of domestic violence against men, or inequality in sentencing female criminals), we will generally not post stories that are simply about women being violent.</p> <p><i>Mensactivism.org would also like it to be made very clear that even though we post news about women who have falsely accused men of rape or harassment, we do not claim that all women do this, or that services which support female victims should be abolished (although we do believe men should have similar services available to them, which is often not the case).</i></p> <p>The Men's Activism News Network also welcomes the contributions of women to this movement, and receives a significant amount of participation from women. Although we believe that male-only groups are of great benefit to men and society, we ultimately believe that it is only when men and women work together with trust and respect for each other that justice for everyone will be achieved.</p>	<p>24/09/2023</p>	<p>corruption Focus on equality</p>
<p>Are we taking things too seriously? Some people might say that we're reading too much into some of the material that is posted to Mensactivism.org, that we're over-analyzing the media or have no sense of humor. Perhaps in some circumstances, this could be true. But the goal of this site is to make people aware of the fact that men are treated unfairly because of their sex, and that many of these ways are so deeply embedded in our culture that it can be difficult to view them in this light. Men's roles have traditionally been not to complain about their problems, and some people might find our articles out of line in this sense. But it's important if we are to achieve equality and be treated as whole human beings, that we speak out about injustices and dissatisfactions in men's lives.</p>	<p>'Our Philosophy'' sub-page of the mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/5632 Last accessed: 24/09/2023</p>	<p>Victimization of men</p>
<p>Why we're not a men's rights organization Please note that The Men's Activism News Network is not really an organization, but a service to pro-male activists and groups. We feel that there are plenty of excellent men's rights organizations out there and we should avoid the creation of further divisions within the movement when possible.</p>	<p>'Our Philosophy'' sub-page of the mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/5632 Last accessed:</p>	<p>-</p>

<p>Mensactivism.org readers and contributors are members of a community, but we do not have official meetings, membership lists, or anything like that. Anyone with a sincere interest in men's issues is welcome to become part of this community.</p>	<p>24/09/2023</p>	
<p>Common Questions and Points Associated with Men's Rights Issues The question of "What are men's rights issues in particular as compared to women's, or more generally, anyone's regardless of gender?" comes up a lot. There is also often curiosity about how MRAs feel about things like sexism towards women, not just men. In November, 2013, MANN received an inquiry from a journalism student asking about such matters, and we responded. The Q&A document (in PDF format) can be found here. The answers are not representative of all MRAs. MRAs can and do differ over what ought to be considered a men's rights issue vs. an issue primarily about civil rights, and some may agree that a particular matter is an issue but have different ideas about how to address it or how much emphasis ought to be put on it; and, there are some issues that MRAs do not agree that ought to be issues at all. Though this movement is still in its nascence, one thing is certain: it is not going away any time soon and is only going to grow as the awareness of anti-male bigotry and social and legal injustices men are subjected to becomes more widespread. In time, the issues with a solid plurality of support will gain enough traction to have significant influence on the law, society, and social attitudes. One such issue that has already gained a lot of steam is men's rights as pertains to fatherhood. Virtually all MRAs agree that fathers' rights are a primary concern for the movement and so it is expected that that is the area most likely to see the most progress before others. But eventually, many MR concerns will be successfully addressed, as MRAs are, if nothing, a very determined lot. -- The Mensactivism.org Admin Team</p>	<p>'Our Philosophy'' sub-page of the mensactivism.org site. Retrieved from: https://news.mensactivism.org/?q=node/5632 Last accessed: 24/09/2023</p>	<p>-</p>

Mensactivism.org - Domestic Violence Awareness

Text excerpt	Source	Theme(s)
One of the most disturbing forms of discrimination against men is the lack of awareness about and services for abused men. Every day, thousands of men are abused by their girlfriends or wives , and have nowhere at all to turn to. <i>Worst of all, if they speak out they are more likely to be laughed at than listened to. We need to change this situation, and we need to change it now.</i>	“Domestic Violence Awareness” sub-page of the mensactivism.org site Retrieved from: https://news.mensactivism.org/?q=node/5638 Last accessed: 24/08/2023	Vilification of women <i>Presenting opinions as facts</i>
October is National Domestic Violence Awareness Month in the U.S, and in the Documents and Downloads section are two flyers that were created by Mensactivism.org to help raise awareness about the hidden side of domestic violence: battered men. We hope you'll download these flyers and print them out for distribution during October, and any other time of the year you feel it is appropriate.	“Domestic Violence Awareness” sub-page of the mensactivism.org site Retrieved from: https://news.mensactivism.org/?q=node/5638 Last accessed: 24/08/2023	Creating Creating own data
The flyers are in PDF ("Portable Document Format") format and you will need a free copy of the Adobe Acrobat Reader program to open them, though you very likely already have it installed on your computer. Also in the Documents and - Downloads section, you will find available a document titled "References Examining Assaults By Women On Their Spouses"	“Domestic Violence Awareness” sub-page of the mensactivism.org site Retrieved from: https://news.mensactivism.org/?q=node/5638 Last accessed: 24/08/2023	-

Text excerpt	Source	Theme(s)
One of the most disturbing forms of discrimination against men is the lack of awareness about and services for abused men. Every day, thousands of men are abused by their girlfriends or wives , and have nowhere at all to turn to. <i>Worst of all, if they speak out they are more likely to be laughed at than listened to. We need to change this situation, and we need to change it now.</i>	“Domestic Violence Awareness” sub-page of the mansactivism.org site Retrieved from: https://news.mensactivism.org/?q=node/5638 Last accessed: 24/08/2023	Vilification of women <i>Presenting opinions as facts</i>
Or Male Partners: An Annotated Bibliography" by Prof. Martin S. Fiebert of California State University. This bibliography will help you with skeptics when you discuss DV against men.		Creating own data

Common Questions About Domestic Abuse Against Men

Text excerpt	Source	Theme(s)
Q: Why haven't I heard much about this problem? A: A number of factors contribute to the lack of awareness about domestic violence against men. Men know that there is little	“Common Questions About Domestic Abuse Against Men” document from the retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from	Presenting opinions as facts

<p>support they will receive if they tell others they were abused by their girlfriends or wives, and are more likely to be ridiculed than taken seriously. Men are expected to take abuse "like a man" and not complain.</p>	<p>https://news.mensactivism.org/?q=node/23770 Last accessed: 24/08/2023</p>	
<p>There are many social messages which tell us that it is OK for a woman to hit a man. <i>On television, women slapping men in the face or kicking them in the groin is typically portrayed as a justifiable act, frequently as humorous.</i> Rather than thinking that a woman hitting a man is violence, we are led to think, "He must have done something rude to her to deserve being hit."</p> <p>This double standard also contributes to the under-reporting of domestic violence against men. Both men and women are much less likely to think of it as a crime for a woman to hit a man than the other way around. In terms of kicks to the groin, consider the reaction the typical person of either sex would have if the assailant was male and the victim was female.</p>	<p>“Common Questions About Domestic Abuse Against Men” document from the retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from https://news.mensactivism.org/?q=node/23770 Last accessed: 24/08/2023</p>	<p>Presenting opinions as facts <i>Media corruption</i></p>
<p>Sadly, the women’s movement, which has done an incredible job of raising awareness of domestic violence against women, has not been supportive of abused men. Erin Pizzey, a founder of the battered women’s shelter movement,</p>	<p>“Common Questions About Domestic Abuse Against Men” document from the retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from https://news.mensactivism.org/?q=node/23770</p>	<p>Vilification of feminism <u>Using only manosphere centric sources</u></p>

<p>has been very outspoken about the need for male shelters and services, but feminists have tried to silence her at every opportunity.¹</p> <p><u>Richard Gelles, a leading sociologist in domestic violence research, has also written extensively on the political activism which has attempted to undermine the credibility of investigation into domestic violence against men.</u></p>	<p>g/?q=node/23770 Last accessed: 24/08/2023</p>	
<p>Q: But aren't women injured more than men?</p> <p>A: Yes and no. When it comes to physical abuse, men are on average larger and stronger than women. However, women can easily counter this disadvantage by using weapons, common household implements to</p> <p>firearms, arson, and poison. And according to statistics, they do.³ Women also don't only attack in self-defense. A great deal of research has repeatedly confirmed that women are as likely to initiate a physically violent fight with their partner as are men.</p> <p><i>The physical abuse of children by mothers is yet another example where women have a physical advantage over their victims, and is a rarely-acknowledged aspect of domestic violence.</i></p> <p>Domestic violence isn't just about hitting. A violent relationship is also when one</p>	<p>"Common Questions About Domestic Abuse Against Men" document from the retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from https://news.mensactivism.org/?q=node/23770 Last accessed: 24/08/2023</p>	<p><i>Vilification of women</i> Using only manosphere centric sources</p>

<p>person exerts control over another's self-esteem through manipulation, threats, and coercive actions. <i>Many men are vulnerable to emotional manipulation by women, and some men have been emotionally destroyed over the years through verbal abuse from their partner.</i> The scars from emotional battering are often just as painful as those from physical abuse, if not more so.</p>		
<p>Q: Why don't men leave violent relationships?</p> <p>A: Usually for the very same reasons that women don't leave violent partners. Men can have as much psychological dependency in a relationship as women, and still care about and want to support their partner. Men don't typically have the kind of emotional support network with their friends the way many women do, so this dependency can be very strong. Also, married men with children know that in divorce court, it is very difficult for fathers to gain full custody of their children. Often, abusive wives are abusive mothers, and many fathers choose to endure abuse, sacrificing their own physical safety and sanity, rather than leave the children they love unprotected and at the mercy of a violent mother.</p>	<p>"Common Questions About Domestic Abuse Against Men" document from the retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from https://news.mensactivism.org/?q=node/23770 Last accessed: 24/08/2023</p>	<p>Presenting opinions as facts</p>
<p>Q: So what's the solution?</p>	<p>"Common Questions About Domestic Abuse Against Men" document from the</p>	<p>Focus on equality and well-being of men</p>

<p>A: The solution must first begin with the acknowledgment of battered men and a willingness to listen to their pain. Talk to your friends and family about the problem – you may be surprised at the number of men who have dealt with abuse, even those who never acknowledged it this way themselves. Shelters and hotlines which serve men are also a much-needed resource. Many men have nowhere to turn for help, and this needs to change. There are only a handful of shelters and phone lines now in existence to serve abused men, compared to thousands across the country whose services are reserved only for women.</p> <p>Q: What should I do if I know a man who is being abused?</p> <p>A: First, be willing to listen and provide support for this person – remember, he probably doesn't have anyone else to turn to. Contact a local domestic violence shelter and ask if they know of any shelters or resources for men. Also see the section "Advocacy and Services", below.</p>	<p>retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from https://news.mensactivism.org/?q=node/23770 Last accessed: 24/08/2023</p>	
<p>Q: Where can I find more information about domestic violence against men?</p> <p>A: There are many informational resources on the Internet about abused men, including but not</p>	<p>"Common Questions About Domestic Abuse Against Men" document from the retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page. Retrieved from https://news.mensactivism.org</p>	<p>Creating own data</p>

<p>limited to the following:</p> <p>Research</p> <p>Domestic Violence Research at UNH: http://cola.unh.edu/fri</p> <p>The work of Dr. Murray Straus, a UNH Sociology professor for over 30 years and founder and co-director of the UNH Family Research Lab, has been instrumental in raising awareness of the domestic abuse of men. His groundbreaking work in domestic violence has been replicated and confirmed by more than a hundred other studies, which all found that men and women are assaulted by their partner at roughly equal rates.</p> <p>The Fiebert Bibliography: http://www.csulb.edu/~mfiebert/assault.htm</p> <p>This 20–page bibliography examines more than 100 studies which demonstrate that women are as physically aggressive, or more aggressive, than men in their relationships with their spouses or male partners.</p> <p>Mensactivism.org Research Flyer: Available at: http://downloads.mensactivism.org/</p> <p>Please see our flyer: “Getting the Facts: Research About Domestic</p>	<p>g/?q=node/23770 Last accessed: 24/08/2023</p>	
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<p>Violence Against Men” for more information.</p> <p>Advocacy and Services</p> <p>Domestic Abuse Helpline for Men and Women http://www.dahmw.org/</p> <p>DAHMW provides crisis intervention and support services to victims of intimate partner violence (IPV) and their families in order to help survivors recover from the trauma of IPV. Activities include increasing public awareness and decreasing tolerance of IPV through community collaboration and education. 24/7 assistance is available at: 888-7HELPLINE (1-888-743-5754)</p>		
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Getting the Facts: Research About Domestic Violence Against Men

Text excerpt	Source	Theme(s)
<p>Q: How prevalent is domestic violence against men? What sources support this?</p> <p>Research in the field of domestic violence over the past 25 years has generally shown that men and women act violent in relationships at about the same rate. Furthermore, men and women are equally likely to instigate violence against one another. The truth is surprisingly egalitarian: about half of all domestic violence occurs with both partners abusing each other, with 25% occurring only with men assaulting women, and the other 25% occurring with only women assaulting men. [1]</p>	<p>“Getting the Facts: Research About Domestic Violence Against Men” document retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/23770</p> <p>Last accessed: 24/08/2023</p>	<p>Using only manosphere centric sources</p>

<p>The Fiebert Bibliography, described on the second page of this flyer, lists over 100 studies which show that women are as likely, or more likely, to commit abuse in relationships as men. Dr. Murray Straus, a UNH Sociologist, founder and co-director of the Family Research Lab, is the author or co-author of several of these studies.</p>		
<p>Q: Don't women only hit men in self defense?</p> <p>Contrary to popular belief, women don't only hit in self-defense, which has been validated many times in domestic violence research. Dr. Straus himself was surprised to find that women hit their partners first just as often as men, and has confirmed this result repeatedly. [2]</p>	<p>“ Getting the Facts: Research About Domestic Violence Against Men” document retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/23770</p> <p>Last accessed: 24/08/2023</p>	<p>Creating own data</p>
<p>Q: But don't other studies contradict this information? What about Department of Justice Studies?</p> <p>Older DoJ studies tended to find that women are the majority of victims of domestic violence. As time has gone on, the number of reported abused men has gone up. In fact, a DoJ study on domestic violence published in 2000 reported 1.5 million women and 835,000 men were found to have been battered. [3] That means that 36% of domestic violence victims are men. On top of that, men have been historically underreported in crime surveys as DV victims due to biased definitions of words and questions worded in ways so as to preclude, if even unintentionally, the identification of men as DV victims.</p>	<p>“ Getting the Facts: Research About Domestic Violence Against Men” document retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/23770</p> <p>Last accessed: 24/08/2023</p>	<p>Cherry-picking data, creating manosphere-centric data</p>
<p>Q: Why else are men under-reported in crime studies about domestic violence?</p> <p>Many crime studies are done by telephone,</p>	<p>“ Getting the Facts: Research About Domestic Violence Against Men” document retrieved from the Documents,</p>	<p><i>Government corruption</i></p>

<p>and when a man is told that he is responding to a "crime survey," he is less likely to report abuse than a woman. Both men and women tend to think of domestic abuse as a personal matter and not a crime, but with men this misperception is much stronger, especially since domestic violence campaigns have made women more aware of this problem as a crime.</p> <p><i>Other crime surveys are derived from police arrest logs, and here bias against men exists strongly. Police are much more likely to arrest a man than a woman when fielding a domestic dispute call, and lobbying by women's groups and biased police training manuals (which typically refer to the victim as "she" or "her" and the perpetrator as "he" or "him") contribute to the underreporting of men as DV victims.</i></p>	<p>Downloads, and Off-Links section of the mensactivism.org page.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/23770</p> <p>Last accessed: 24/08/2023</p>	
<p>Q: I find it hard to believe that so many popular domestic violence statistics are false. Why would researchers lie about domestic violence?</p> <p>It actually isn't so much that the researchers are lying about their information, but the sources and research methods that they have used are strongly biased against men.</p> <p><i>The most fair studies on domestic violence don't rely on crime surveys or police statistics, but rather on surveys which ask about specific abusive events.</i></p> <p><i>When men and women are asked direct questions about whether certain acts of violence have occurred, the results give a clearer picture of family violence than whether certain acts are a "crime" or if they resulted in an arrest.</i></p> <p><i>Some misinformation, however, is the result of an overzealous media which has done a poor job at verifying their news stories.</i></p> <p><i>For example, during the 1993 Super Bowl, it was announced throughout the country that battered women's shelters reported a sharp</i></p>	<p>“Getting the Facts: Research About Domestic Violence Against Men” document retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/23770</p> <p>Last accessed: 24/08/2023</p>	<p>Creating own data Government and media corruption <i>Creating own data</i></p>

<p><i>increase in calls during Super Bowl Sunday. Sources from The Boston Globe to CBS News reported this fact, which was found to be entirely false. [4] In another case, several major newspapers reported that according to a March of Dimes study, domestic violence was the leading cause of birth defects. Once again, it was found that this study never existed. [5]</i></p> <p><i>Perhaps you've even heard of these "facts" and repeated them without knowing that they were false. The extent to which misinformation about domestic violence exists in our society is often disturbing and this misinformation needs to be corrected.</i></p>		
<p>Q: Where can I find more research concerning domestic violence against men?</p> <p>The following books are readable, secondary sources which deal with the subject of battered men:</p> <p>Abused Men: The Hidden Side of Domestic Violence, by Philip Cook</p> <p>Women Can't Hear What Men Don't Say, by Warren Farrell</p> <p>When She Was Bad: Violent Women and the Myth of Innocence, by Patricia Pearson</p> <p>Behind Closed Doors, by Murray Straus, Richard Gelles, and Suzanne Steinmetz. An overview of domestic violence research written by principal researchers in the field.</p> <p>Research section on the SAFE (Stop Abuse for Everyone) web site: http://www.stopabuseforeveryone.org/library/research.html</p> <p>Fiebert Bibliography: If you are interested</p>	<p>“Getting the Facts: Research About Domestic Violence Against Men” document retrieved from the Documents, Downloads, and Off-Links section of the mensactivism.org page.</p> <p>Retrieved from: https://news.mensactivism.org/?q=node/23770</p> <p>Last accessed: 24/08/2023</p>	<p>Using only Manosphere-centric sources</p>

<p>in looking at primary sources of information, review the Dr. Fiebert's research bibliography on-line at: http://www.csulb.edu/~mfiebert/assault.htm</p> <p>misconceptions people have about domestic violence, and we hope you will consider doing something to help stop the spread of this mis- and dis-information about the serious social problem of domestic violence against men.</p> <p>Domestic violence is not inherently a gender issue. It does however become a men's issue when male DV victims go ignored and unassisted routinely and at times, quite deliberately.</p>		
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Picture 6 Justice for Men and Boys banner. Source: <https://j4mb.org.uk/>