

ATTENTION MANO SPHERE!

Manfluencer. Andrew Tate.
Sigma Boys. Red Pill. Incels

MANOSPHERE: THE PULL OF TOXIC INFLUENCERS



Responsibility lies with the männer.ch specialist unit,
supported by federal, cantonal and municipal authorities.

The manosphere is an umbrella term for online spaces that promote and defend a so-called “natural” gender hierarchy and dominant forms of masculinity. Within these spaces, “manfluencers” often claim that women, feminism and gender equality are responsible for many men feeling insecure or provoked today. One of the most prominent figures associated with these narratives is Andrew Tate.

These narratives can fuel misogyny and, in some cases, violence. Adolescent boys with a strong need for status, security and stable self-worth may be particularly vulnerable to being drawn into these dynamics.

The Vorsicht Manosphere! platform provides information and guidance for parents, caregivers and professionals. We appreciate your interest in informing yourself on this topic.



www.manosphere.ch/en

RECOGNISE THE SIGNS

When is calm trust sufficient? When are clear boundaries necessary? How can feelings of helplessness or concern be addressed constructively? There are no simple answers. What matters is that you are not alone in your concerns.

The guidance below is intended to help you recognise and interpret possible signals. These indicators vary in intensity and may appear in different forms. Transitions are often gradual rather than clearly defined. The descriptions provide orientation, not definitive judgement. Use your professional or parental judgement and take ongoing concerns seriously.

1

SIGNS: TAKE ACTION

Parents, caregivers and professionals should initiate a conversation with the boy, adolescent or young man concerned and, where possible, involve other trusted adults. At this stage, it is also appropriate to seek external support.

2

WARNING SIGNS: SEEK SUPPORT

Parents, family members and professionals should take concrete measures and involve external support where appropriate. Ongoing attention and follow-up are essential. Even if you recognise several warning signs, avoid reacting hastily. Take time to consider which steps are most appropriate. Where possible, involve professionals, such as school social work staff, and/or trusted persons. Parents and professionals in the Canton of Zurich can also use our free and anonymous counselling service: www.manosphere.ch/en/questions

3

ALARM SIGNALS: IMMEDIATE ACTION REQUIRED

Parents, family members and professionals must immediately contact a specialised support service, emergency psychiatric services or the police threat management unit.

Uncritical Consumption of Manfluencer Content
An uncritical interest in influencers, often referred to as “manfluencers”, who equate masculinity with dominance, muscularity, status, wealth, attractiveness, success and control. One of the most prominent examples is Andrew Tate. Masculinity is often addressed implicitly, while the apparent focus may be on topics such as bodybuilding, cryptocurrency investment or manipulative dating strategies.

Use of Key Terms
Use of key terms and coded language. These include:
► www.manosphere.ch/en/knowledge/key-terms

- Expressions such as Red Pill, Blue Pill or Black Pill, or Alpha, Beta or Sigma male
- Numerical codes such as 80/20 or zero-sum
- Categorisations such as Chad and Stacy, referring to highly desirable men and women, or Becky, used as a label for a woman perceived as of average attractiveness
- Verbs such as “maxxing”, for example “looksmaxxing”, referring to attempts to increase one’s perceived attractiveness.
- Emojis such as the red pill, the “100” emoji, often used in reference to the 80/20 rule, or the wolf emoji as a symbol of the alpha male archetype

Such terms and symbols may signal identification with, or endorsement of, narratives associated with the manosphere.

Devaluation of Women and Equality
Increasingly dismissive, derogatory or hostile attitudes towards women and issues related to gender equality, expressed in language or behaviour. Irritated, defensive or aggressive reactions to terms such as gender, feminism or “wokeness”. The expression of regressive views on gender roles and intimate relationships, including the belief that traditional hierarchies between men and women should be restored.

Men Framed as Victims
Adoption of men’s rights narratives claiming that men are treated unfairly and are now the truly disadvantaged sex in contemporary society.

Stereotypical Masculine Behaviour
Expression of stereotypical beliefs about what constitutes a “real man”. This may, though not always, be accompanied by attempts to appear dominant, emotionally detached or “cool”. Rejection of traits such as empathy, vulnerability or help-seeking, and derogatory attitudes towards men who are perceived as “unmasculine”. It should be noted that susceptibility to such narratives is not limited to outwardly dominant boys; withdrawn or insecure boys may also be receptive to them.

Money and Wealth
An increasing focus on wealth, financial gain and material possessions as markers of status and worth.

Withdrawal into Digital Spaces
Increasing time spent in online spaces, including platforms such as TikTok, YouTube, Instagram and Reddit, as well as private forums on Telegram or Discord and gaming platforms such as Twitch or Steam.



TAKE ACTION

● Supportive Conversations

Engage in open, respectful conversations about online experiences and the need for belonging. Key principles:

- Listen with empathy and a genuine intention to understand
- Avoid judgement
- Respect identity and self-worth
- Avoid attacking, confronting or lecturing
- Take feelings seriously

● Reviewing Digital Content

Look together at the apps, channels and content being used. Ask what specific symbols, terms or trends mean and how they are

● Understanding Motivation

Explore underlying motivations and perceived benefits. Ask questions such as: What do you gain from this? How does it benefit you?

● Encouraging Reflection

Ask specific, informed questions, such as: How do you understand statement Y? What do you think you might learn from course X? Encourage critical thinking and discussion. For example: What evidence does the Black Pill movement provide for its fatalistic claims?

● Challenging Myths

Where possible, explain relevant facts and carefully unpack common myths. For example, clarify that the so-called 80/20 rule may exaggerate patterns in short-term attraction, but does not accurately describe long-term partner selection or family formation. Acknowledge nuance. It is possible that one aspect of a message contains a grain of truth, even if broader claims are misleading or false.

● Highlighting Harm

Distinguish between irony and seriousness. Make it clear that even ironic remarks can cause real harm and that individuals remain responsible for their words and actions.

● Questioning Business Models

Provide insight into how digital business models work. Explain that algorithms are designed to keep users on platforms for as long as possible, and that companies generate profit through users' time, attention and engagement.

● Addressing Bullying and Exclusion

Ask about bullying, harassment or exclusion, both online and offline. Be mindful that neurodivergence, such as ADHD or autism spectrum conditions, may increase vulnerability.

● Supporting Mental Health

Talk openly about mental health and highlight available ways to strengthen self-awareness, self-advocacy and the ability to express needs and feelings.

● Encouraging Nuance

Support the ability to tolerate ambiguity, hold complexity and recognise that issues are rarely black and white.

- Increasingly Closed Worldview**
Development of rigid black-and-white thinking that no longer tolerates nuance. Feminism and women may be perceived as enemy figures. Simplistic cause-and-effect narratives are adopted, for example: “Without feminism, there would be no problems.”
- Alignment with Patriarchal Masculinity Ideals**
Hardness, strength, dominance, status and success are treated as prerequisites for being valued as a man. Violence may be framed as legitimate in defence of honour.
- Belief in a “Natural” Gender Order**
Insistence on a divinely or biologically fixed gender hierarchy in which men are destined for competition and dominance, and women for care, emotional labour and service. Claims to entitlement, control or authority over women may follow.
- Relationship Breakdown**
Conflicts, withdrawal from peer groups or increasing social isolation. Dismissive or devaluing statements about former friends.
- Predominantly Online Life**
Most leisure time spent online, including disrupted sleep patterns. Offline activities and relationships become marginal or disappear.
- Negative Self-Image**
Persistent negative self- or body image, often combined with beliefs of being unattractive and having no realistic chance of forming relationships.
- Anger and Violence**
Outbursts of anger, fantasies of violence or explicit admiration of violent acts.
- Degrading Women**
Openly sexist remarks or devaluation of women and “weak” men. No longer responding constructively to disagreement.
- Deliberate Boundary Violations**
Intentional provocations or inappropriate comments, for example sexualised or humiliating remarks towards teachers or peers.

In the following situations, you must involve an external professional without delay:

- Mental Health Concerns**
Noticeable anxiety, depressive symptoms or suicidal ideation, as well as persistent irritability, anger or sleep disturbance.
- Neglect of Responsibilities**
Persistent neglect of obligations in school, training, work or family life.
- Indicators of Antisocial Personality Traits**

 - Marked lack of empathy and difficulty adopting another perspective
 - Inflated sense of self-importance and extreme egocentrism
 - Use of power, coercion or manipulation to control others
- Perpetrator Glorification**
Symbolic identification with individuals who have committed multiple killings, for example by sharing or positively commenting on perpetrators’ manifestos, videos or quotations. This may include references such as “Supreme Gentleman” or “SG” in connection with Elliot Rodger.
- Violent Status Signalling**
Kill-scoring or “body count” ranking in games, where the number of eliminated opponents or targets is counted and publicly displayed to demonstrate status or “masculinity”.
- Toxic Relationship Behaviour**
Controlling or abusive behaviour in romantic relationships, such as extreme jealousy, monitoring of a partner or coercive conduct.



TAKE ACTION

- **Express Concern**
Avoid ultimatums or devaluation. Clearly communicate concern and the wish for change using “I” statements rather than confrontation based on authority.
- **Avoid Simplistic Solutions**
Do not offer oversimplified fixes, such as suggesting exercise alone will resolve relationship difficulties.
- **Be Appreciative but Firm**
Set clear boundaries regarding unacceptable statements or behaviour while maintaining respect and connection. Where possible, create a safe and structured environment.
- **Involve Professionals**
Engage available professionals, such as school social workers or psychologists.
- **Use Exit Narratives**
Draw on testimonies from individuals who have disengaged from extremist masculinity-based ideologies. Offer practical support for disengagement.
- **Strengthen Offline Experiences**
Encourage meaningful offline activities and relationships. Support the healthy regulation of online use. Promote experiences of competence and self-efficacy.
- **Expose Manfluencer Strategies**
Highlight the commercial motives and unrealistic promises so-called “manfluencer” strategies. Question whether these models are sustainable or authentic.
- **Rethink “Alpha” Ideals**
Clarify that confidence, not dominance, is socially and relationally effective. Explore healthier pathways to self-assurance and present broader, caring models of masculinity.
- **Cost-Benefit Reflection**
Encourage reflection on the personal costs of ideological radicalisation. Explore the tangible benefits of more holistic and relational forms of masculinity.
- **Set Boundaries Without Exclusion**
Particularly in schools: enforce boundaries while maintaining inclusion. Resist exclusionary reflexes. Strengthen belonging within the community.

Suicidal Intent: Contact Emergency Psychiatric Services

Immediate professional involvement is required if suicidal intent is expressed, for example statements such as “You’ll be better off without me” or “Soon you won’t have to deal with me”, and/or if concrete preparatory actions are observed, such as researching methods of self-harm. A qualified professional can assess the level of risk and determine appropriate measures, including whether immediate admission to an emergency department is necessary. In Switzerland, emergency psychiatric services are organised at cantonal level. Search online using the term “Notfallpsychiatrie” together with the relevant canton.

Risk of Violence: Involve the Police

Parents and professionals should contact the police (tel 177) or the **cantonal threat management** unit if any of the following alarm signals are present. An initial consultation can take place without formally reporting or naming the individual concerned.

- Possession of or access to weapons, particularly firearms
- Explicit threats of violence or detailed violent fantasies
- Actual acts of violence
- Violent or coercive behaviour in romantic relationships
- Open admiration for or identification with individuals who have committed acts of extreme violence

A nationwide overview of support services for people affected by violence in Switzerland is available from the Federal Office for Gender Equality.



[www.skppsc.ch/de/netzwerke/
kantonales-bedrohungsmanagement/](http://www.skppsc.ch/de/netzwerke/kantonales-bedrohungsmanagement/)



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