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# Landscape Briefing: Mapping Online Male Supremacist Activity in Central and Eastern Europe

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## **Content Warning**

This document discusses misogyny, technology-facilitated gender-based violence, and related harms, including references to sexual abuse and violence. Some readers may find this content distressing.



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# Introduction

This study provides the first exploratory examination of the scale, narratives and tactics used by online misogynistic communities (otherwise called ‘the Manosphere’) in Central and Eastern Europe. The study focuses on the Czech Republic, Poland Slovakia and Germany (where ISD has already undertaken significant work to understand the [Manosphere](#)). Germany serves as a point of comparison to highlight potential differences between online communities in Eastern and Western Europe. We also situate insights within the broader rise of the Manosphere and related shifts in misogyny over recent years, with an emphasis on how digital spaces are leveraged to normalise misogynistic attitudes.

This report examines the full spectrum of activity from the Manosphere. This includes harms covered by technology-facilitated gender-based violence (TFGBV), such as cyber-harassment, non-consensual sharing of intimate imagery (NCII), and incitement to violence or hatred. However, by focusing on misogyny, we are able to take a broader view of content, tactics and narratives that fall outside these definitions but still create and reinforce harm. Harm can be psychological, professional, reputational and/or physical. It also extends beyond the direct impact on victim-survivors to undermine democratic norms and society as a whole: online misogyny silences women and the LGTBQ+ community, creating a new type of glass ceiling for them.

Additionally, we include two deep-dive case studies on two Manosphere communities identified as the most developed, Poland and Germany. The first focuses on the Polish Manosphere’s sophisticated use of technology, highlighting the role of platform infrastructure in enabling harm; the second examines the overlap between the far-right narratives, tactics, and actors, and the Manosphere in Germany.

This paper provides new evidence from previously under-researched contexts where male supremacist mobilisation is emerging but not yet well understood, building on ISD’s 2025 [Mapping the GerManosphere](#) study. By analysing how these communities operate across 502 accounts and channels on mainstream and fringe platforms including X, Facebook, Instagram, TikTok, YouTube, Telegram, forums and country-specific networks, the report aims to inform education, policy and platform responses to counter the harms posed by online misogyny and male supremacist actors.

## Key Findings

- Researchers found evidence that all the main international Manosphere<sup>1</sup> communities are active across the four countries examined, though to different degrees.** Overall, researchers identified more than 350 accounts and websites in Germany, the most established ecosystem; they also found a growing ecosystem of 120 relevant accounts in Poland. By contrast, they found only 19 accounts and websites in Czech Republic and 13 in Slovakia. The primary platforms on which male supremacist actors were identified were X, Facebook, Instagram, TikTok, Telegram and YouTube, alongside forums and websites. Whereas we found Red Pill influencers operating across almost all platforms, we found limited evidence of incel communities on mainstream platforms.
  - Common narratives found across Central European Manospheres were rooted in misogyny and anti-feminism, often drawing on distorted interpretations of psychology.** Core ideas include conspiracy theories relating to female sexuality and perceived obstacles facing male romantic lives (female 'hypergamy', the 80/20 rule)<sup>2</sup>, and the portrayal of women as manipulative or promiscuous, alongside claims that men are systematically disadvantaged due to feminism. Narratives are adapted to local language contexts: Polish, Slovak and Czech content is often translated from English material or with added subtitles. By contrast, German communities add additional concepts such as 'gynocracy'<sup>3</sup> and societal decline of masculinity, demonstrating a blend of global Manosphere ideas with national political discourses.
  - This exploratory study mostly found borderline<sup>4</sup> but likely legal content in the European Union, as well as material that does not always violate platforms' Terms and Conditions (T&Cs) across the Manospheres analysed.** These findings align with existing research showing that borderline content plays a key role in spreading ideology and contributing to harm. These results raise important questions about how strategies to address such harms should be designed. While regulatory oversight and content removal are essential components, the report also emphasises the need to develop and invest in alternatives to content removal and tackle the root causes and drivers of online misogyny. Additionally,
- our conclusions fit wider research that demonstrate how more extreme content and behaviour can be found on fringe platforms, rather than mainstream ones.
- Red Pill influencers on mainstream social media platforms garnered high engagement with their content over the data collection period between March and July 2025.** Accounts ranged in size from dozens of followers up to hundreds of thousands. Influencers propagating this type of content frequently monetised services targeting men, including fitness and coaching programmes. They also used hashtags and keywords related to general topics such as finance, fitness and mental health to reach wide audiences. Across all languages, Red Pill influencers were central in mainstreaming Manosphere content.
  - Researchers did not identify significant incel activity on mainstream social media platforms in the target geographies. Instead, they were found to operate primarily on fringe discussion spaces.** This may be related to specific platform policies that aim to deter incels, strategies adopted by incel communities to evade detection or their presence on fringe platforms. In Poland, two main forums, modelled on Reddit, were found to be the primary platforms for incel communities. In Germany, self-identifying incels were also found to be active on two fora.
  - Male supremacist and anti-feminist content overlapped with anti-immigrant and anti-Muslim narratives in the target geographies.** Researchers found that male supremacist accounts and platforms also promoted anti-immigrant and anti-LGBTQ+ narratives. Actors specifically used Manosphere talking points to spread other hateful and hostile ideologies: for example, Polish incel communities shared content claiming that Polish women unfairly prefer to have relationships with men of colour, using these claims to promote racist and anti-immigrant narratives. Red Pill influencers used gender-related theories popular in the Manosphere to promote nationalist, anti-immigrant and anti-LGBTQ+ views, for example promoting the false narrative that immigrants are there to attack white women within their countries.

## Glossary

There are a wide range of different concepts which relate to online misogyny with different terms used by academics, civil society and policy makers. This report covers a wide spectrum of harmful activities perpetrated by the Manosphere which can include illegal activity and legal activity which reinforces harm. The glossary provided below provides a conceptual framing of this broad spectrum of activity.

**Gender-based violence (GBV):** “Any harmful act or threat of harm that is perpetrated against a person or group of people because of their actual or perceived sex, gender, sexual orientation, and/or gender identity. It is deeply rooted in unequal power relations and gender inequality in society.”

**Technology-Facilitated Gender-Based Violence (TFGBV):** “Any act that is carried out via information communication technologies or other digital tools, which results in (or is likely to result in) physical, sexual, psychological, social, political, or economic harm, or other infringements of rights and freedoms”.

**Misogyny:** The hatred of, contempt for, or prejudice against women and girls and operates to uphold structural inequality. It works to justify gender-based harms including violence if these norms are deviated from. Misogyny is present in extremism across the ideological spectrum but can also be an extremist ideology in its own right.

**Far right:** In line with Cas Mudde, ISD defines the far right as groups and individuals exhibiting at least three of the following five features: nationalism, racism, xenophobia, anti-democracy or strong state advocacy. Far right is an umbrella term, which encapsulates both the ‘radical right’ and the ‘extreme right’. According to Mudde, the radical right and the extreme right both ‘believe that inequalities between people are natural and positive’, but they hold different positions on democracy. While the radical right is opposed to certain aspects of liberal democracy (e.g. minority rights, independent institutions) it is not in principle against democracy, but favours a majoritarian democracy led by the in-group it identifies with. Extreme-right actors on the other hand are in principle opposed to democracy as a form of governance, instead favouring authoritarian rule.

**Male supremacism:** “A cultural, political, economic, and social system in which cisgender men disproportionately control status, power, and resources and women, transmen, and nonbinary people are subordinated.”

**Anti-feminism:** The opposition to feminism and gender equality, either through adhering to the idea that gender equality is already reached, or that gender equality inherently favours women.

**Manosphere:** A collection of anti-feminist and misogynistic online communities that vary from misogyny to more explicit, violent rhetoric towards women. The international Manosphere comprises five key subgroups: Pick-Up Artists (PUAs), Men Going Their Own Way (MGTOW), proponents of various ‘Red Pill’ ideologies (‘Redpillers’) and lifestyle gurus, Men’s Rights Activists (MRAs) including Fathers’ Rights Activists.

The following definitions all come from ISD’s Manosphere Explainer.

**Involuntary Celibates (incels):** Men who believe that women owe them sex and claim to be unable to have relationships, and who resent women when sexual relationships are supposedly denied. Some Incels originated from the Pick-up Artist (PUA) community, disillusioned with the methods taught to them to attract female partners as they were unable to form romantic relationships.

**Men Going Their Own Way (MGTOW):** A movement of separatist men who reject relationships with women to different degrees. While some MGTOWs date women or have sex with sex workers, they reject the idea of entering long-term relationships. Members of this community believe that men are inherently superior to women. MGTOWs advocate hierarchical theories on gender relations. Some in the MGTOW movement express a fear of being falsely accused of rape by women. They also believe that divorce laws and other parts of the legal system are deliberately designed to favour women, and society writ large is ‘gynocentric’, i.e. structurally discriminatory against men. MGTOWs advocate for male separatism as a strategy for men to protect themselves against alleged discrimination and attempts by women to victimise them.

**Men’s Rights Activists (MRAs):** Organisations and groups united by the belief that men face systemic discrimination because of their gender and are disadvantaged by institutions. MRAs’ campaigning centres of men’s health (which they claim has been neglected by wider society), parental alienation, and perceived bias in divorce and childcare cases. Much like some parts of MGTOW, MRAs argue that ‘gynocentrism’<sup>5</sup> is pervasive in society, particularly in legal systems and legislation, which they accuse of favouring women – especially in divorce settlements and rape cases. A sub-group within the MRA movement are Fathers’ Rights Activists (FRA), who allege that feminist bias in the law and other institutions leads to widespread discrimination against fathers.

**Pick-Up Artists (PUA):** A loose subgroup within the Manosphere, who self-describe using terms such as “dating-coaches”, “relationship coaches” and (more rarely) “pick-up artists”. They produce content purporting to teach men techniques and strategies for seducing women. Academic literature on PUAs has shown that the community is characterised by its objectification of women, and a reliance on unproven socio-sexual hierarchies and theories. Discussions about hypergamy, the theory that women want to ‘marry up’, are prevalent among PUAs; they also often claim that only men with high ‘sexual market value’ (SMV) can have relationships.

**Red Pill:** The ‘Red Pill’ is a central reference of the Manosphere and far-right movements. Inspired by the 1999 science-fiction movie ‘The Matrix’, in which the protagonist is offered a choice between a blue pill or a red pill, it refers to the awakening to a hidden truth. Within the Manosphere, this hidden truth is that men are disadvantaged and oppressed by feminism, and that women have the upper hand over men in different areas of life, from finances and custody battles to relationships. Red Pill ideology relies on pseudoscientific theories adapted from evolutionary psychology: these include the idea of female hypergamy (an alleged biologically predetermined desire for a higher-status partner) and overlaps with a range of conspiracy theories. The Red Pill has become a key reference for a range of male supremacist communities in the Manosphere and with far-right groups. However, it has become particularly associated with individual influencers including Andrew Tate. Tate, a self-described misogynist who has been charged with (among other charges) rape and human trafficking, and is widely regarded as the key figure of the international Red Pill.<sup>6</sup>

**Lifestyle gurus:** “Male lifestyle gurus offer advice on a range of topics including fitness and personal finance

as well as relationships and sex. While this content is not necessarily part of the Manosphere, popular gurus regularly promote misogynist rhetoric and pseudoscience. Their aspirational messages to audiences promote the idea that to be an “alpha male” – i.e. wealthy, well-regarded and powerful – requires a dismissive or even antagonistic relationship towards women”. This community shows most overlap to PUAs.

**Hypergamy:** As defined by UN Women, hypergamy is “used derogatorily to refer to women being obsessed with marrying “up” with men who are physically attractive and financially successful.”

**The sexual marketplace (SMP) and the 80/20 rule:** The idea that an individual’s sexual value is dependent on aesthetic characteristics; a key trope used by incels. This is related to the pseudo-scientific claim that women are looking for the best gene-pool and as such, 80% of women go for 20% of men, leaving 80% of men to fight over 20% of women (the 80/20 rule).

## Focus of this study

This research aims to fill existing gaps in evidence by analysing male supremacist communities and actors in the four target geographies. The key questions guiding the research were:

- To what extent is male supremacist content present in the target geographies? What types of actors and groups are most prominent in the dissemination of this content?
- What are the key narratives and tactics used by these actors in the target geographies? Do these show commonalities and differences with the broader transnational male supremacist and anti-feminist online spaces?
- How does male supremacist content overlap with other forms of online harms and ideological mobilisation?
- How can policymakers, technology companies and other relevant stakeholders best respond to male supremacist online mobilisation?

### The online-offline continuum

Online misogyny cannot be understood in isolation from its offline consequences. Digital spaces increasingly shape how gendered hostility manifests in the physical world and online activity can both precipitate and amplify real-world harm. Extremist attacks linked to incel or male-supremacist ideologies have received significant public attention. However, less visible forms of gender-based abuse, such as harassment, stalking, image-based abuse and intimidation are part of the same continuum of GBV.

Anti-feminist and male supremacist content has spread in parallel with a rise in TFGBV. This includes AI-generated sexual abuse, harassment campaigns directed at women in public life and various forms of online abuse. While these phenomena underpin TFGBV, there are signs that male supremacist online content directly feeds into online and offline harms. For example, a study in the US found that the prevalence of misogynistic posts on X correlated with rates of domestic violence, suggesting that online misogynistic rhetoric could predict domestic abuse. The above-mentioned study, alongside others, highlights that harm extends beyond direct violence to reputational, psychological and economic harm.

Male supremacist online actors are known to perpetrate online harassment. These actors appear to be particularly active during critical moments in political discourse: ISD found that male supremacist influencers were key drivers of a wave of online abuse following the 2024 US presidential election, using the slogan 'Your Body, My Choice'. Manosphere actors are also known to engage in cyber-harassment, doxxing, incitement to hatred, incitement to violence, hate speech and other forms of gender-based harms.

Misogynistic online mobilisation has also been linked to violent extremist and terrorist attacks across the globe. The first notable attack inspired by incel ideology took place in Isla Vista, California, in 2014. The perpetrator killed seven, leaving a manifesto and video-footage of himself which indicated he was motivated by hatred for women and aggrieved entitlement to their bodies. A subsequent attack in Canada in 2018 which killed 10 people explicitly stated that attack in Isla Vista was an inspiration, detailing the same ideology. This also marked the first instance where a perpetrator driven by misogynistic extremist motivations was prosecuted for an act of terrorism in Canada.

In Germany, the perpetrator of attacks in Hanau in 2020 produced racist and male supremacist material in the form of a manifesto that inspired the attack. Other research has also shown that misogyny predicts violent extremist intentions. Understanding the scale, nature and tactics of anti-feminist and male supremacist online mobilisation is necessary to identify and shape appropriate responses to potential harms including violence.

Treating online misogyny as a separate or lesser form of harm risks missing the ways it feeds into offline violence, political mobilisation and broader systems of gender inequality. Addressing it requires a holistic approach that recognises the full spectrum of misogynistic harms and the ecosystem of digital platforms that enables them.

### Targeted review of relevant scholarship

#### The Manosphere

The "Manosphere" refers to a loose and diverse collection of online communities, actors and networks. While diverse in form and tone, these groups are linked by an emphasis on male identity, a belief that men are disadvantaged in contemporary society and a shared rejection of feminism. Early scholarship, such as the

work of [Debbie Ging](#), traced the Manosphere's roots to earlier men's rights activism of the 1970s, noting how this movement migrated online and diversified into sub-communities including MRAs, MGTOWs, PUAs, and incels through internet adoption. Despite differences in focus, each sub-group frames gender relations through the metaphor of the "Red Pill", a supposed awakening to what adherents view as a feminist or "gynocentric" [social order](#). Incels also focus on the "Black Pill", the idea that [this world order is inevitable and inescapable given incels' physical \(or far more rarely, mental\) characteristics](#).

According to [Hanlon et al](#), research has paid particular attention to [incel communities](#) partly because of their association with offline violence. Analyses of [manifestos](#) and online writings by attackers such as [Elliot Rodger](#)<sup>7</sup> and [Alek Minassian](#)<sup>8</sup> have revealed narratives of sexual entitlement, resentment and grievance against both women and "sexually successful" men. [Scholars](#) have used concepts such as "aggrieved entitlement" to explain how these frustrations can translate into violent ideation and extremist worldviews. Other studies have broadened this focus to examine attitudes toward feminism, gender equality and [gender-diverse](#) identities across incel forums. This shows that hostility extends beyond women to anyone perceived as challenging traditional gender hierarchies, as well as those that conform successfully, such as men who do have relationships with women.

Alongside ideological analysis, recent research has explored the digital infrastructures that sustain the Manosphere. [Studies](#) show how platform design, algorithmic amplification and recommendation systems facilitate the circulation of misogynistic content. While many analyses focus on a single platform, emerging scholarship calls for an ecosystem perspective that recognises how ideas, language and audiences migrate across sites. Work by academics including [Brace](#), [Baele](#) and [Ging](#) demonstrates that the intensity and tone of misogynistic discourse vary between platforms and over time, underlining the need for cross-platform, longitudinal research.

There is growing evidence that anti-feminist and male supremacist content is reaching wider audiences, particularly young men. A 2022 [report](#) by ISD on online misogyny found that content related to Tate was a significant contributor to misogynistic conversation in the United States. While platforms such as X had temporarily banned Tate, content featuring the influencer continued to circulate, underscoring gaps in enforcement. Another report by ISD shone a light on how YouTube's algorithms [recommend](#) Manosphere-related

and anti-feminist content to boys and young men in Australia. This was further corroborated by research from Dublin City University which [found](#) that content by male supremacist influencers was served to young men on TikTok and YouTube. There is growing evidence that anti-feminist and male supremacist content is reaching wider audiences, particularly young men. [Movember](#), a men's health organisation, [found](#) that "63% of young men surveyed watch men and masculinity influencer content". This shows a reciprocal relationship, where material is promoted and created by Manosphere communities, as well as individual influencers who are borrowing from these communities to share and monetise their own ideology.

### Existing research on the Manosphere in Central and Western Europe

Most existing research and reporting on the Manosphere and male supremacist online activity focuses on the Anglosphere, with little research conducted on other countries, particularly in Central and Eastern Europe.

ISD found that even between the countries in this study, there were significant differences:

- **Poland:** Researchers found that major media outlets have covered the international Manosphere and its manifestations in Poland, but there is little evidence about the scale of the phenomenon and attempts to map different Manosphere communities within the country. Specialist investigative outlets have described the online Manosphere as a growing phenomenon in Poland, focusing primarily on incel communities. Poland has some of the most stringent anti-abortion laws in the EU and has also ranked last on LGBTQ+ rights with research indicating how anti-gender laws and institutions create a conducive environment for misogynistic and male supremacist ideologies to flourish.
- **Germany:** There has also been little attention paid to the German Manosphere. A 2021 report by the European Radicalisation Network [identified](#) Germany as the EU country with the largest incel community. The largest study on the German Manosphere to date is ISD's Germanosphere research, which found that tropes and narratives in the country match those found in the English-speaking Manosphere but were tailored for a local audience. ISD also found that the German Manosphere makes effective use of mainstream platforms: YouTube plays a particularly important role in tying different German Manosphere communities together.

- **Czech Republic:** Although a few academic articles have analysed the phenomenon, there is no specific focus on the Czech Manosphere. Instead, current literature largely consists of online articles in traditional media and magazines or radio shows discussing online misogyny. These pieces mostly analyse global Manosphere trends and its intersection with extremist ideologies, rather than fully exploring the Manosphere presence or narratives within the Czech Republic.
  - **Slovakia:** Only a few reports examine the gender aspects of online hate speech and digital attacks in Slovakia. Noteworthy studies by Das Netz on online misogyny and by GLOBSEC have focused on anti-feminist narratives in political discourse and the targeting of female politicians in online spaces, which showcase the detrimental impacts of online misogyny for women in public positions; however, these do not specifically examine the Slovak Manosphere.
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## Methodology

This exploratory study is based on two main qualitative and ethnographic research approaches. Researchers first conducted a review of existing research about male supremacist actors in the target geographies. They then used existing evidence to produce an initial list of relevant actors, identifying tentative platforms of interest and building language-specific taxonomies commonly used by these actors online (i.e. lists of keywords, phrases and hashtags).

This list provided a starting point for open-source identification of relevant online entities, laying the groundwork for a 'snowballing' exercise where further relevant actors were identified based on algorithmic recommendations provided by social media platforms. Researchers snowballed accounts on the platforms identified as most relevant during the literature review (TikTok, YouTube, X, Facebook and Instagram). Organic searches for relevant keywords were also carried out on all platforms and on search engines to capture country-specific blogs, websites and forums. In the German case, researchers drew upon data collected as part of the GerManosphere study, for which data was collected using the same methods.

All identified accounts—selected on the basis of their self-identification or demonstrated misogynistic activity within Manosphere communities—were then manually coded by researchers into the following groups:

- Pick-Up Artists (PUAs)
- Incels (involuntary celibates),
- Men's Rights Activists (MRAs) including Fathers' Rights Activists (FRAs),
- Men Going Their Own Way (MGTOW),
- Followers of various 'Red Pill' theories ('Redpillers').

The delineation between PUA, Redpillers and Masculinity Coaches could not be neatly drawn, as there is an ideological overlap between these groups in that some PUAs also spread Red Pill ideology, some Redpillers also offer Coaching services and some Masculinity Coaches spread Red Pill ideas and include dating-related misogynistic content. We note where such cross-pollination is present across our study.

The categorisation was done by qualitatively examining a sample of content produced by these accounts. While many accounts showed overlaps between different categories, they were coded based on the dominant type of content they produce. An additional category – Masculinity Coaches – was included for accounts that did not belong to a single Manosphere community but blended elements of pick-up artistry and Red Pill ideology. These accounts often promoted Manosphere-related ideas about gender and sexuality while monetising services such as fitness, lifestyle or dating coaching, and spreading male supremacist and anti-feminist narratives.

In total, 350 German accounts were collected for the purpose of this briefing, 120 Polish, 19 Czech, and 13 Slovak. This range has implications for the scale of the Manosphere in the different languages. However, there are limitations to our study – for example, studying specific platforms and forums without looking at the full ecosystem of platforms which may skew the results. Researchers qualitatively analysed the accounts collected to gain specific and in-depth insights about the nature, tactics and activities of key male supremacist actors and groups in the target geographies. This approach was adjusted to accommodate the differences in how actors use tech platforms to communicate and disseminate content: for example, incels were primarily studied using data collected from country-specific fora, websites and individual accounts.

Researchers then conducted a qualitative analysis of key narratives and tactics used by the identified Manosphere actors in the target geographies, choosing a sample of three actors (if available) per country and per category. Examples were selected based on a combination of potential reach (inferred from follower or subscriber count) and the specificities of the accounts. Researchers selected accounts which used a range of tactics and narratives to provide the broadest possible insights into the activities of the communities and actors covered in this briefing. While the output of these actors was analysed on their primary platform of activity, researchers also examined the influencers' or account holders' activities on other social media platforms, and any related monetisation strategies.

To explore two of the key findings in greater depth, ISD conducted focused case studies. The first analysed the ecosystem of platforms linked to the Manosphere in

Poland, while the second examined the intersections between the German Manosphere and far-right narratives. These cases were selected because the Manospheres in Poland and Germany emerged as the most developed within our sample. Their scale, activity and the availability of data made them particularly valuable for further investigation, offering insight into how national contexts shape online misogynistic communities and their broader ideological connections.

# Analysis

## Overview of key communities

### Poland

In Poland, researchers found 120 accounts spanning the full range of Manosphere communities. Red Pill accounts predominantly belonged to individual influencers who spread and monetised content. They were particularly active on video-based platforms, such as YouTube and TikTok, alongside Masculinity Coaches highlighting the prevalence of individual influencers and their role in spreading anti-feminist and male supremacist content on mainstream social media platforms.

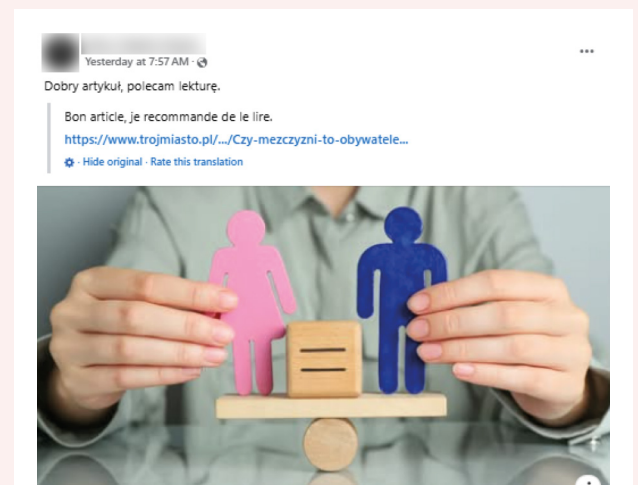
This finding reflects a broader trend identified in the Anglosphere. ISD's 2022 [report](#) into online misogyny found content related to Red Pill influencer Andrew Tate was a significant contributor to misogynistic conversation online, amplified by the accounts of individuals supporting his ideas.

Only a small number of PUA accounts were identified across several large platforms, particularly Facebook, TikTok, Instagram and YouTube. This can be attributed to the fact that many influencers are adopting broader Red Pill presentations and widening their focus beyond seduction tips to gain larger audiences. This trend has been documented in the Anglosphere, with the authors of a report by Dublin City University [noting](#) that "pick-up artists have been largely replaced by influencer culture, which extends far beyond seduction advice, and has been especially adept at tapping into gendered anxieties about mental health and economic instability". Where they were present, PUAs were able to build a large following and monetised through seduction coaching services.

Researchers identified a small number of self-described Polish MGTOW groups on Facebook as well as a small number of websites. However, MGTOW rhetoric appeared on other platforms, including on incel forums (see below). This again suggests how Manosphere groups are cross-pollinating and how narratives are less distinct than originally thought.

MRAs were active across a range of platforms in Poland, especially on Facebook pages and groups. These entities post a range of sensationalised media stories, primarily sourced from tabloids, to support the narrative that society systematically discriminates against men while providing women with structural advantages. FRA groups were a notable subgroup, using select media stories

**Fig 1 and 2:** Selection of articles shared in MRA groups. Top: post linking to a story about polytechnic support for girls in STEM and lamenting that "as per usual there is nothing for men". Below: post recommending and linking to an article titled "are men second-class citizens?"



featuring maternal neglect to argue that family courts unfairly deprive men of contact with their children at the expense of negligent and cruel mothers.

Notably, the material detailed above would not violate policies in and of its own, but nevertheless contributes to broader misogynistic ecosystems.

ISD also found Polish influencers and self-styled Masculinity Coaches who use mainstream social media to promote misogynistic narratives under the guise of male empowerment. These creators often frame their content as addressing men's wellbeing or "awareness

of men’s problems”. However, their material frequently reinforces gender stereotypes and hostility toward women.

One example is a TikTok Masculinity Coach with more than 180k followers, whose social media profile claims to “raise awareness of men’s problems”. However, his videos exhort men to “become real men”, describe women as “spoilt” and “hypocritical”, and spread talking points about hypergamy. Another account belonging to a self-described life coach with 50k followers on Facebook and 21k followers on YouTube focused on men’s discontent about romantic relationships. He refers to women in Warsaw as “princesses” (i.e. spoilt) and describes the “Warsaw dating market” as a “catalogue of escorts”.

The Polish Manosphere’s network of influencers, coaches and online communities normalises misogyny under the banner of men’s empowerment or rights. These narratives frame hostility toward women as rational or restorative, reinforcing stereotypes and legitimising online harassment and exclusion. At the same time, monetised coaching and self-help content exploit men’s grievances for profit, turning resentment into a commercial product. It also threatens to impact men’s health through harmful coaching advice. As such material spreads across mainstream platforms, with the potential to shape public attitude.

### Germany

ISD researchers found examples of all Manosphere categories in the German Manosphere, with more than 350 websites and social media accounts. Some actors produced content on multiple platforms and thus were present in the dataset with multiple accounts. While MRAs and FRAs were mostly active on websites and forums, they had some presence on social media platforms as well.

In terms of platforms, we found similar behaviour among German Manosphere sub-categories as in Poland and the Czech Republic. Self-identified incels mostly confined themselves to forums; MGTOW, while only present in a comparatively small number, were active on multiple social media platforms. PUAs, Redpillers and Masculinity Coaches were active across platforms with a strong presence on audiovisual platforms such as YouTube, Instagram and TikTok as well as Facebook and X. Many also had individual websites offering services such as individual coaching, sometimes linked to from their social media profiles. Finally, some Masculinity Coaches in the dataset have tens of thousands of followers.

### Czech Republic

In the Czech information space, researchers identified 19 accounts spanning various Manosphere communities, with a notable dominance of PUA and Red Pill content. While PUAs primarily focus on dating and ‘seduction’ advice, Czech Red Pill accounts frequently blend Manosphere narratives with far-right extremist content. This content includes conspiracy theories, racist and transphobic rhetoric, and was particularly prominent in Facebook groups. A smaller number of Czech accounts were categorised as Masculinity Coaches: they produced content which centred on unhealthy tropes about manhood including around exercise and relationships (encouraging misogynistic attitudes to women).

Facebook groups were most used by the Czech Manosphere accounts studied, with six engaging in active discussion in these spaces. Red Pill users were the only ones operating on X. However, one of these accounts was identified as a frequent contributor to a Facebook group where users espoused anti-establishment, anti-LGBTQ+ and racist content. TikTok was the second most popular platform, with four accounts (predominantly Pick-up Artists). On Instagram and YouTube, ISD found a mix of PUAs and Masculinity Coaches, as well as Spotify for podcasts or websites to spread their content.

While our analysis suggests that the Czech Manosphere is smaller than those in Poland or Germany, it shows similar tropes. This is particularly visible particularly among new actors within the PUA and Masculinity Coaches categories, who we identified as wanting to become Manosphere influencers. By contrast, the Red Pill category, especially the group organised around a specific Facebook group, appears to act more as a community of users sharing similar Red Pill beliefs. These actors are active on multiple platforms, including X, a dedicated website and personal Facebook profiles. Overall, the Czech Manosphere landscape is characterised by a mixture of ideologies but is clearly dominated by Red Pill narratives and entrepreneurial actors repurposing Manosphere content for influence and monetisation.

### Slovakia

Researchers identified 13 accounts in the Slovakian Manosphere. This may indicate a lack of a significant ecosystem although as this is an exploratory study further research is required. The mainstreamed aspect of online anti-feminist content is mentioned also in third party literature and is a possible reason for the Manosphere community appearing smaller in Slovakia, alongside the smaller size of the Slovak population.

ISD found some Manosphere narratives spread by mainstream political figures. For example, MEP Erik Kaliňák and MP Richard Glück (both representing party Smer-SD/Direction - Social Democracy) recently shared a photo with Andrew and Tristan Tate. While the MP does not usually post Manosphere content, they promoted the Tate brothers to a Slovak audience (the post received 320,800 views on Facebook and 12,600 views on Telegram). The MP also sparked controversy during a parliamentary debate in February 2024 on shortening the statute of limitations for rape: he suggested that women could conveniently “suddenly remember” assaults after the age of 18, and such claims could be used for blackmail or media witch hunts against men. This evidences that some Manosphere talking points are not confined to social media.

Another possible explanation is the strong presence of one Slovak Manosphere influencer who potentially swallows the audience for other influencers in the Slovakian Manosphere. His content includes gendered attacks on women (including slurs or incitement to rape across platforms such as Telegram, TikTok and Instagram). He monetises content through his own website, which is accessible via a subscription. He is described as a Slovak example of the Manosphere community in local media. This figure was classified under the Masculinity Coach category, as his content offers a blend of self-help content and Manosphere-adjacent ideology. This example suggests the Slovak Manosphere is dominated by a very small number of individuals at the time of writing.

The remaining identified accounts include four MRA pages — three of which are inactive — and two incel-related accounts, both active on X. The incel accounts post in both Slovak and English, underscoring the globalised nature of the Manosphere and the way such content circulates in smaller linguistic markets. While the Slovak Manosphere appears limited in size, its influence may extend beyond borders, particularly given the close linguistic and cultural proximity to the Czech Republic and tendency of users to communicate in English. Previous research has found an overlap between disinformation in Slovak and Czech ecosystems, which could facilitate the cross-border spread of Manosphere narratives. However, to investigate this overlap comprehensively would require research methods that extend beyond ethnographic online research, such as network analysis or focus groups.

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## Analysis

### Narratives and tactics

As mentioned in the methodology section, researchers analysed a sample of three actors per country and category, selected for their reach and distinctive tactics, to provide broad insights into Manosphere narratives and strategies.

#### Prominence of Red Pill influencers and gender ideologies

Across the Czech Republic, Poland, Germany and Slovakia, two dominant actor types emerged: Red Pill influencers (or “Redpillers”) and Masculinity Coaches. These influencers primarily used video-based platforms such as YouTube and TikTok to spread their message. Redpillers and Masculinity Coaches in Poland and Germany primarily focused their content on discussions about heterosexual romantic relationships and dating. Their content frequently referenced pseudo-scientific theories about gender and sexuality which are popular in the Manosphere. These draw on distorted interpretations of evolutionary psychology to justify male dominance and portray women as inherently manipulative or hypergamous. As defined by UN Women, hypergamy is “used derogatorily to refer to women being obsessed with marrying “up” with men who are physically attractive and financially successful.”

Key topics discussed by influencers include female ‘hypergamy’ and the 80/20 rule. Influencers shared misogynistic dating advice, depicting women as promiscuous and shaming them for their alleged sexual behaviours. This content was produced by accounts classified as Red Pill and Masculinity Coaches but also by MGTOWs and PUAs, showing overlaps between different online communities. Content featuring these theories achieved significant reach, with Polish influencers in the dataset counting thousands of followers, and many with over 100k followers.

Whereas this material clearly shows misogynistic narratives targeting women, when it comes to comparing such content to legal frameworks in the European Union, as well as platforms’ Terms and Conditions, this often falls short. This therefore shows the importance of the role of borderline content in spreading narratives and underpinning the ideology key to the Manosphere, and the importance of considering alternatives to content removal when it comes to moderating such material to ensure women, girls, and LGBTQ+ communities are kept safe online. We further comment on this in the recommendations of this paper.

**Fig 3:** Left to right: Video by Polish Red Pill YouTube channel (over 81k subscribers) which advises men to avoid women with a high number of sexual partners (body count); video titled ‘When do women hit the wall?’ (115k views) by Red Pill YouTube influencer with 126k followers. In the video, the influencer expands on the idea that women are hypergamous and seek a high-status partner, until they ‘hit the wall’ (a degrading reference to women’s declining looks with age) and lose their privilege.



Fig 4: Examples of anti-feminist content in Czech Red Pill Facebook Group and a Czech Masculinity Coach. Translation of the content below: "Modern feminism → narcissist women → single mothers → weak and incapable men → weak society → poverty".



## Mainstreaming and content moderation avoidance strategies

To appear mainstream and reach wider audiences, influencers often use broad, neutral labels, framing themselves as “life coaches” or framing their content as being about “male-female relationships”. This generalist presentation means that connections to the Manosphere may not be immediately perceptible, with references to the Red Pill and male supremacist and anti-feminist talking points only appearing in the content of the videos.

While the image example is shared by Manosphere communities with the aim of reinforcing the belief that women are men’s property, the content itself does not fall into a particular harm often denoted under TFGBV and can be considered borderline when compared to platforms’ Terms and Conditions. However, such material contributes to the misogynistic ideology underpinning the Manosphere. It also shows the importance of analysing material that falls on the spectrum of misogyny, as the rhetoric above clearly builds on Manosphere notions that ‘real men’ should control their female partners.

Redpill influencers and Masculinity Coaches frequently use these talking points while monetising services directed at men, notably fitness and relationship coaching. A Polish Red Pill YouTuber with 57k subscribers, who produced videos with tens of thousand views relating to perceived imbalances in relationships and monetised an e-book and directed users to a clothing line. Another influencer classified as MGTOW (14.4k subscribers on YouTube) redirected users to a group of four webpages (which he appears to run), a forum and an online store selling e-books. While he produces most of his content through a pseudonymous YouTube channel, he also runs two YouTube channels under his own name.

ISD also found evidence of transnationalism: while Polish influencers largely produced Polish-language content, they also shared viral clips from large English-speaking Manosphere accounts. These clips were edited to feature controversial anti-feminist statements and ensure a wider audience through English language content, with content featuring influencers such as Canadian psychologist Jordan Peterson and anti-feminist influencer Pearl subtitled in Polish.

Some MRA and FRA groups in Germany have created an online presence which presents themselves as reputable, trustworthy organisations. This includes professionalised aesthetics as well as an emphasis on child welfare rather than misogyny, which is also seen in the Anglosphere. The moderate self-presentation may also help to draw in men who might be vulnerable due to

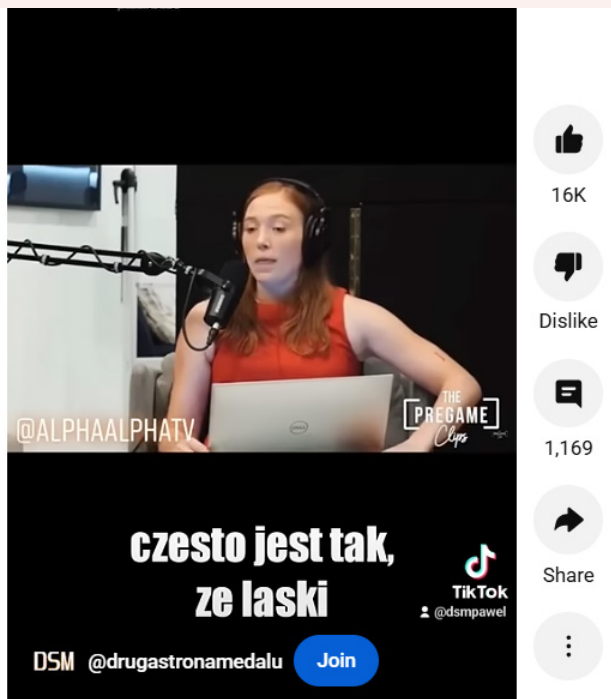
**Fig 5:** Example of hashtags appearing alongside a TikTok post (composed of several slides) from a Polish Red Pill account. The title of the first slide reads “if she goes to a nightclub alone, she’s no longer your woman”. The post uses generalist hashtags #psychologia, #relationships, #personaldevelopment and #masculinity.



Czy samotne chodzenie do klubów to dobry znak ?  
#psychologia #relacje #rozwojosobisty #męskość

🎵 som original - Extreme Music 🎧

**Fig 6:** Example of clip by Red Pill female influencer Pearl (1.98 million followers on YouTube), a key figure in the English-speaking Manosphere, shared by a Polish Red Pill account.



personal crises, such as divorce, and who would perhaps be opposed to openly misogynist groups.

MRAs might seem less overtly misogynistic at first glance, however this is not the case. For example, AVfM’s (Wiki 4 Men) founder wrote an [article](#) that blames women who are victims of rape for dressing provocatively and flirting with men. Furthermore, the common claim of ‘parental alienation’ is seen as [lacking a scientific basis](#) and as [misogynist](#) by experts. The claim that a parent is ‘alienating’ their child against the other parent is sometimes cited in divorce proceedings against mothers who have [become victims of domestic abuse](#) or to [discredit children who report sexualised violence by their fathers](#). This effectively hides male supremacist attitudes behind the rhetoric of child welfare. Some MRAs claim a moderate stance by denouncing and distancing themselves from more extreme voices, while simultaneously [linking to other extreme MRAs](#), providing them with greater exposure.

### The use of AI-generated content

Prior research has found that one of the most concerning risks of generative AI is in [how it amplifies](#) and creates new forms of TFGBV, which disproportionately affects women and girls, as well as gender minorities. A 2019 report found that 95% of deepfakes online are non-consensual and 90% of those target women and girls. Manosphere actors have adopted generative AI to target women at great scale and with precision.

In this study, researchers found that AI-generated content spreading Red Pill theories and misogynistic representations of women based on these theories was prevalent in the Polish, Czech and German content analysed. Researchers identified a range of accounts producing AI-generated content dedicated to promoting specific interpretations of stoicism focused on emotional control and hegemonic masculinity, alongside anti-feminist and misogynistic talking points. These AI-generated videos used Manosphere narratives, describing women as manipulative while presenting feminism as a threat to masculinity; some videos (example below) referenced the Red Pill directly. These accounts have large audiences, with videos typically receiving tens of thousands of views. Generative AI has also been used to target groups such as trans people that are seen by Manosphere actors to disturb ‘the gender hierarchy’.

Researchers also observed that male supremacist groups and influencers are sharing misogynistic AI-generated videos, demonstrating how AI-driven content strengthens the broader male supremacist ecosystem. As AI technology advances, anti-feminist communities are leveraging these tools. This highlights the urgent

**Fig 7:** AI-generated video by account presenting itself as promoting stoicism. (Left): "You're not the exception, you are her plan"; (Right) "She needs to swallow this, and it will change everything". The video suggests that by taking the Red Pill, men will be able to regain control over women.



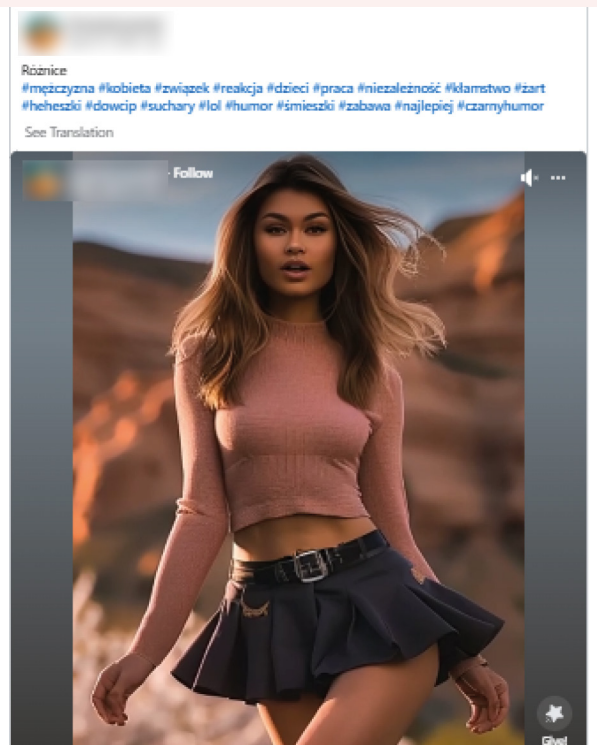
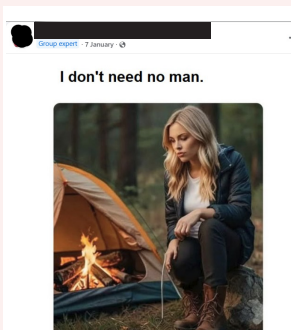
Masz 30+? Te Kobiety Już Wiedzą, Jak Cię Rozegrać :  
- 6 Mechanizmów JEJ Gry



**Fig 9 and 10:** Examples of AI generated content shared by MRA accounts. Left: AI-generated video telling men how to "spot signs of narcissistic women" posted by an FRA group; Right: AI-generated video featuring a female character saying that women and men having affairs is not the same, and that infidelity among women is excusable. The video was shared by the account of an MRA influencer on Facebook who claims that society disadvantages men and that women are entitled. This AI-generated video is shared to amplify these arguments.



**Fig 8:** AI-generated picture in a Czech Red Pill Group showcases anti-trans sentiments by expressing how trans children are only the result of neglect and bad parents, rather than the reality of someone not identifying with the gender they are assigned at birth.



need for policy responses to address AI-enabled male supremacist mobilisation.

This trend was also observed in a Czech Red Pill community centred around a Facebook group, which extends to accounts on Facebook, X and a forum. While the presence of AI-generated content was less prominent than in Germany and Poland, there were still some examples.

### Anti-feminism and claims of 'systemic discrimination'

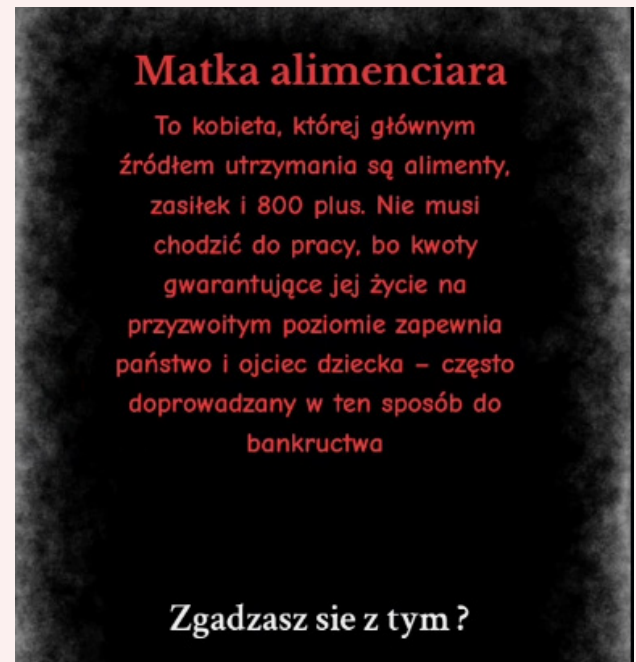
The actors studied across all the target geographies shared anti-feminist talking points, presenting feminism and efforts to address gender inequality as inherently harmful to men. They subscribed to the belief that men are systematically disadvantaged by feminist advances. Narratives about alleged systemic discrimination against men were particularly notable in MRA and FRA groups: researchers found selected statistics were shared with the aim of depicting women as violent and discriminatory. Mothers were depicted as negligent towards their children and unfair towards former partners, with key narratives focusing on women's alleged efforts to prevent children from seeing their fathers. Polish MRA accounts in particular mentioned the concept of the 'alimony mother', women who are alleged to have children with the primary purpose of extracting alimony payments from men.

While MRA groups and influencers focused primarily on discussing examples of alleged discrimination against men, these talking points also appeared in other communities. Posts frequently used visuals and charts putting forward decontextualised statistics and weaponising specific cases to fuel broad grievance narratives.

MRA groups, especially FRA groups in Germany, also complain about 'parental alienation' and 'father deprivation'. This weaponise tropes around children's wellbeing and use this as ammunition to argue for shared custody, even in cases of domestic violence. In addition, MRAs and FRAs often cast doubt on allegations of domestic violence, claiming that women would lie for strategic reasons.

In addition, different Manosphere groups in Germany share the understanding of society being pitted against men, either in form of a 'gynocracy' a society focused on and oriented towards the benefit of women, or as the consequence of a perceived decline of masculinity. Some also claim that a conspiracy against men is behind their hardships. Actors in the German Manosphere, who typically echo narratives present in English-language online spaces, claim that feminism ruin societies.

**Fig 11:** Example of Polish TikTok content condemning 'alimony mothers'. The post reads: "Alimony mother: this is a woman whose main source of income are alimony payments, welfare and 800 plus [state benefit]. She doesn't need to go to work because these payments which guarantee her a comfortable lifestyle are provided by the state, and the father of her child, who is often led to bankruptcy because of it"



**Fig 12:** Example of Instagram post by Red Pill influencer titled "What do men gain from marriage?". The post argues that marriage contracts give women unfair privileges over men, that men unfairly lose out financially in the event of a divorce and that the institution of marriage is stacked against men, in line with arguments made by sections of the Manosphere.



## Case Study 1

# The ecosystem of the Polish Manosphere

Despite greater awareness of the circulation of male supremacist and anti-feminist content in the Anglosphere, the greater transnational spread of these ideas remains under-explored. This case study offers key insights into the structure of the Polish male supremacist online sphere, highlighting platform dynamics and actor strategies. The Polish online ecosystem is cohesive, with individual actors strategically leveraging a range of platforms to maximise their reach and influence. The following section will explore this tech ecosystem in further detail.

### The Polish Red Pill: Video-based platforms, websites, dating apps and podcasts

Researchers observed that Polish Red Pill influencers and Masculinity Coaches primarily operated within a tightly interconnected platform ecosystem, with video-based platforms such as YouTube and TikTok serving as central hubs for activity. While many maintained a presence across multiple social media sites, their largest audiences and highest engagement levels were concentrated on these video platforms. This reflects how platform design and recommendation systems amplify emotionally charged, visual content that aligns with Manosphere narratives. Features such as algorithmic promotion, short-form video virality, and creator monetisation tools appear to reinforce the visibility and reach of such influencers, allowing their messaging to spread well beyond niche communities which we detail further below.

Red Pill influencers also used YouTube and TikTok to promote personal brands. A representative channel with 125k followers and 'Red Pill' in its name has produced over 250 videos on YouTube. These are typically focused on 'men-women relationships', misogynistic discussion of women's sexual behaviours and videos which claim to expose men's struggles for their survival. The YouTube channel redirects users to an online coaching website which monetises 'men-women relationship' coaching services, at-home health testing kits and personal training fitness plans. Such coaching websites are crucial to the ecosystem as they provide a mechanism for influencers to monetise misogynistic dating practices, incentivising the creation of further content.

**Fig 13:** Example of videos produced by a Red Pill influencer on YouTube, with videos receiving tens of thousands of views. Titles of videos (left to right) describe how "women damage their reputation", "techniques to manipulate women" and "who will open their legs?".



Kto rozkłada nogi?

54K views • 6 months ago



Mroczna Triada: Techniki manipulowania kobietami

64K views • 1 month ago



Jak młode kobiety niszczą sobie reputację

45K views • 4 weeks ago

A recurring theme among these influencers was their frustration with dating apps, which they portrayed as evidence of a social order biased against men. Other common narratives focused on women's alleged hypergamy and supposed exploitation of men. Influencers framed dating platforms as spaces that reward women's selectiveness and devalue men's efforts, using this rhetoric to justify broader misogynistic claims about gender roles and relationships. In doing so, they positioned dating apps not merely as a topic of complaint but as symbolic of the perceived injustices at the heart of their worldview. These discussions also acted as a bridge between online subcultures and everyday digital experiences, allowing Manosphere ideology to anchor itself in technologies that millions of users engage with daily. This further illustrates how the broader ecosystem of social media and dating platforms interact to fuel online misogynistic narratives in the Polish context. Whereas a full exploration of dating apps falls outside the scope of this report, this ecosystem analysis demonstrates the role of other types of technology in contributing to Manosphere ideology in the Polish context.

Beyond mainstream platforms and dating apps, Red Pill influencers and Masculinity Coaches were also amplified by an ecosystem of male-led podcasts. Hosts present these shows as places of unfiltered discussion and invite Red Pill influencers to debate other guests, presenting their arguments as valid points of view. These same podcasts regularly produce videos amplifying anti-feminist talking points. The videos focus on alleged 'gender wars' and polarising topics related to romance and sexual politics. A YouTube channel with 849k followers organised a YouTube debate which featured feminist speakers alongside prominent Red Pill influencers which attracted 220k views at time of writing.

The examples above illustrate how Manosphere actors operate across a range of platforms. This ecosystem of technology platforms plays a vital role in not only upholding and reinforcing narratives, but also driving engagement and the proliferation of the Polish Manosphere.

### Polish incel forums: international influences and local specificities

Researchers did not identify notable incel activity on large social media platforms. However, while mainstream platforms are crucial to understanding how Manosphere narratives reach large audiences,

they represent only part of the ecosystem. The more insular and extreme elements of these communities often thrive on smaller forums and fringe platforms, where limited moderation allows misogynistic and violent discourse to proliferate. These spaces function as testing grounds for ideas that can later spill over into mainstream environments, shaping broader online conversations about gender and masculinity. The following case study on Polish incel forums explores how such alternative platforms operate, interact with mainstream spaces, and contribute to the persistence and evolution of online misogyny.

ISD identified two forum-based platforms primarily featuring incel communities during the scoping process, a finding which echoes previous analysis of the GerManosphere. The first forum-based platform allows users to create discussion boards and subscribe to specific hashtags, similar to the English-speaking platform Reddit. Several hashtags associated with incel communities had notable traction on the platform.

Hashtag	Number of followers	Meaning
#logikarozowypaskow	4.7k	"Pink stripe logic": derogatory term referring to women's alleged hypocrisy and double standards towards men.
#p0lka	2k	Derogatory term for Polish women who incels claim prefer foreign men and men of colour, while denying sex to (white) Polish men.
#blackpill	1.6k	A term used by incel communities to refer to the theory that their romantic situation is genetically predetermined and unchangeable.
#przegryw	5.6k	"Losing out": Term used by incel communities in Poland to refer to the fact that men are losing out in various areas of life, particularly in romantic relationships.
#wygryw	17.1k	"Winning": Refers to the idea that women are allegedly advantaged both in society and in dating and romantic relationships.

Analysis of a sample of discussion threads from the platform showed significant overlap with

English-speaking and transnational incel communities. Discussions on Polish incel forums focused on female sexual behaviours and socio-sexual hierarchies, with posts depicting women as sexually available to a minority of men. They frequently referred to women with derogatory, dehumanising and misogynistic language. Polish incel communities largely adopted terminology from English-speaking incel communities: for example, referring to women as “foids”<sup>9</sup>, describing men as ‘chads’<sup>10</sup> or ‘beta men’<sup>11</sup>, and regularly referring to the ‘pill system’. As documented in English-speaking incel communities, Polish incel forums use abusive and sexualised memes as well as popular memes among far-right communities such as the Gigachad, Wojak and Pepe the Frog.

Researchers identified distinct Polish terms, references and framings of grievances that localise misogynistic discourse while maintaining its core ideological features. Polish incel communities also developed specific terminology to refer to Polish women: the most common were term ‘p0lka’, a spelling variation of ‘polka’ (Polish woman) and ‘k0bieta’ (spelling variation of ‘kobieta’ or woman). Although seemingly innocuous, these were used to convey the idea that Polish women are sexually available to men of colour and deny white Polish men romantic relationships. This spelling variation, which originated from Poland’s main incel forum, can be used to convey misogynistic narratives and Manosphere-informed tropes about Polish women and spread racist narratives while evading content moderation. These findings also highlight the importance of analysing incel spaces beyond English-language contexts. The Polish forums examined demonstrate how global Manosphere and incel narratives are adapted to local cultures, languages and social conditions.

### Mainstreaming of incel forum culture to mainstream platforms within the Polish context

Researchers also found evidence that language and narratives originating from incel and broader Manosphere forums are migrating into mainstream platforms. Searches for the term ‘p0lka’ on X and Facebook surfaced abusive, misogynistic, dehumanising and sexualised content directed at Polish women, and racist narratives about men of colour. This demonstrates how terminology born in fringe spaces can travel across platforms, gaining visibility and normalising harmful discourse in broader online environments. Such patterns highlight the need to understand the Manosphere as an

Fig 14: Post from Polish incel forum referring to women as ‘foids’ and using sexualised and abusive imagery.

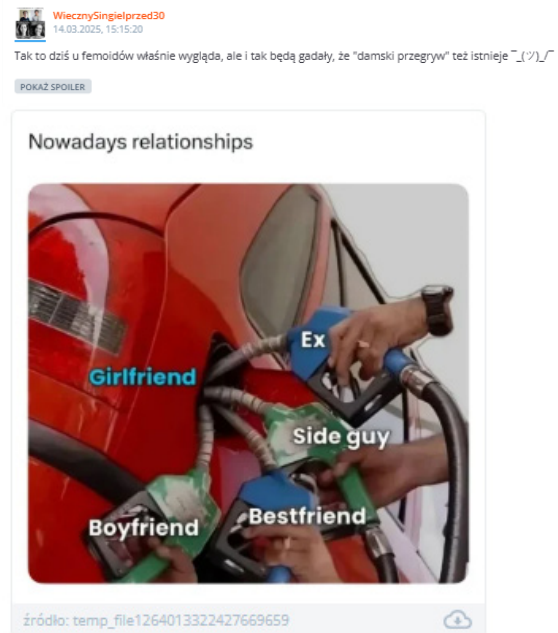


Fig 15: Example of post from Polish incel forum using the modified word ‘k0bieta’ (variation on the spelling ‘kobieta’ or woman) and the word #przegryw (referring to men losing out). The meme features a woman who says “I’m so ugly” and encourages men to behave like a Gigachad and ignore her.



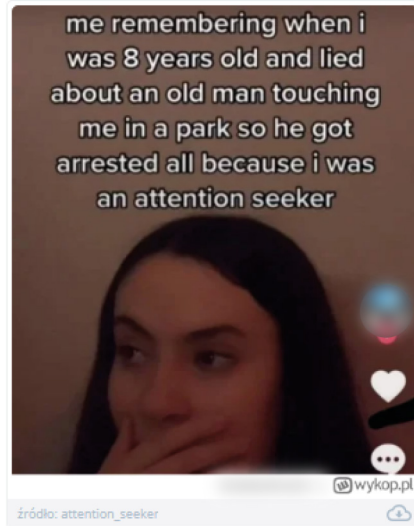
interconnected ecosystem, where ideas circulate and evolve across different platforms and social contexts.

Researchers found that Polish incel forums featured extensive overlap with narratives promoted by the MGTOW (Men Going Their Own Way) movement, encouraging men to renounce romantic relationships and avoid contact with women altogether. One of the two Incel forums identified was established in 2023 by a self-described MGTOW entrepreneur who also operates a YouTube channel and website through which he monetises coaching services and sells books on MGTOW themes. His YouTube channel hosts over 1.6k videos advancing male supremacist talking points. These include discussions around false rape accusations, feminism and the #MeToo movement which mirror those found on the incel forums, which follows prior research that indicates MGTOW and Incel communities overlap. This cross-platform activity demonstrates how ideological and commercial incentives intertwine: fringe forums feed off content produced on major platforms, while influencers use those same mainstream channels to drive audiences toward more extreme communities and paid products.

**Fig 16:** Example of post from Polish incel forum showing a video (in English) where a woman confesses to a false assault accusation. The user shared the video alongside a range of hashtags such as #feminism and #neurosis in an apparent attempt to convey women's malign intentions.

Dziewczyna mając 8 lat fałszywie oskarżyła faceta o molestowanie bo lubi jak jest w centrum zainteresowania

#believeallwomen #redpill #tinder #logikarozowychpaskow #plekiomeczczyn #plekiokobiet #rozowepaski #feminizm #feministki #podludzie #swiat #ciekawostki #bekazlewactwa #bekazpodludzi #neuroza #psychologia



## Case Study 2

# Overlap between male supremacism and far-right ideology

A growing body of academic and practitioner research has documented the rise in far-right extremist mobilisation across parts of the Global North, as well as the presence of male supremacist activity and groups online. However, the overlaps between male supremacist and far-right narratives remain under-explored, including in Central and Eastern Europe. Researchers sought to identify crossovers by examining whether male supremacist actors and accounts also spread far-right ideology. In the process of expanding actor lists, researchers also identified whether far-right actors and content were recommended by platforms' curation mechanisms.

The connection between male supremacist and far-right extremist groups stems from ideological affinities – namely the belief in natural gender hierarchies, and in an inherent and legitimate inequality between people. Furthermore, both male supremacists and far-right extremists see liberal democracy and progressive movements such as feminism as degenerate. These shared views make the Manosphere an attractive recruiting ground for far-right movements.

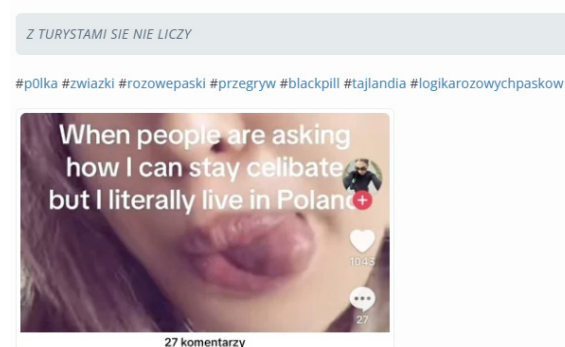
Far-right politicians have often attempted to appeal directly to aggrieved men. German politician Maximilian Krah was mocked in 2023 for addressing young men who never had a girlfriend before, claiming that “real men are right-wing, real men have ideals, real men are patriots, then [if young men inhabit these roles] it'll also work out with the girlfriend”. In the German Manosphere, this courting by Krah was recognised and discussed by online users.

Potential incels are not the only Manosphere-adjacent demographic the German far right seeks to win over. The Alternativ Für Deutschland (AfD) also has connections to the misogynist Men's Rights Movement, as Correctiv described in a 2022 research study. The connection between masculinist groups and the party extend beyond shared antifeminism, with a network of MRA actors who are part of the AfD. A previous ISD study has also shown how the far right in Germany utilises AI for their own benefit including to spread anti-LGBTQ+ narratives.

The overlap with the far-right is apparent online too. One study on user migration shows an overlap between Manosphere and far-right spaces on Reddit and YouTube. In Germany, far-right accounts spread Manosphere narratives concerning “hypergammy” or the alleged destructive impact of feminism. A study of incel and looksmaxxing forums (which are dedicated to teaching men how to improve their looks for romantic and professional success) found discussions of right-wing extremist music, antisemitic memes and conspiracy narratives about the alleged Jewish control of German politics. At the same time, users discussed violent fantasies about white women's alleged preferences for Black and Arab men, describing them as ‘degenerates’ or ‘race traitors’.

Our study found that Polish incel communities spread anti-immigrant, racist and far-right talking points, blaming their lack of romantic prospects on Polish women's alleged preference for foreign men. These talking points featured prominently on the main incel forum studied by researchers, where they appeared alongside popular incel hashtags. Posts used misogynistic and degrading language to describe Polish women as sexually available to foreign nationals and men of ethnic minority backgrounds. Discussions in the forum included disinformation aimed at spreading these narratives. For example, multiple posts identified by researchers falsely

**Fig 17:** Message that reads: “for tourists she doesn't hold back” and suggests that Polish women are sexually available to foreign men.



claimed that a Warsaw nightclub organised a party for only white women and black men under the name ‘Blacked Warsaw’. Independent [fact-checkers](#) and [organisations](#) noted that promotional material for the non-existent event was AI-generated.

Male supremacist forums also showed overlaps with far-right politics as users frequently posted about and praised far-right parties and public figures. The post below includes a video showing [far-right politician](#) Grzegorz Braun vandalising an LGBTQ+ exhibition, describing him as a ‘chad’ – a term used by incel communities to refer to men who are perceived to exhibit dominant masculinity traits – and expresses the desire to “have as much character” as him.

One example is a Polish YouTube influencer with 387k followers, whose channel has hosted interviews to boost the far-right Konfederacja political alliance as well as interviews with Red Pill influencers. Far-right influencers and channels which featured Red Pill figures used male supremacist discourse to amplify anti-immigrant narratives, and to spread polarising narratives around demographic and civilisational decline. They also opposed progressive ideologies, feminism and LGBTQ+ rights, describing these movements as a threat for Polish society and to men’s survival.

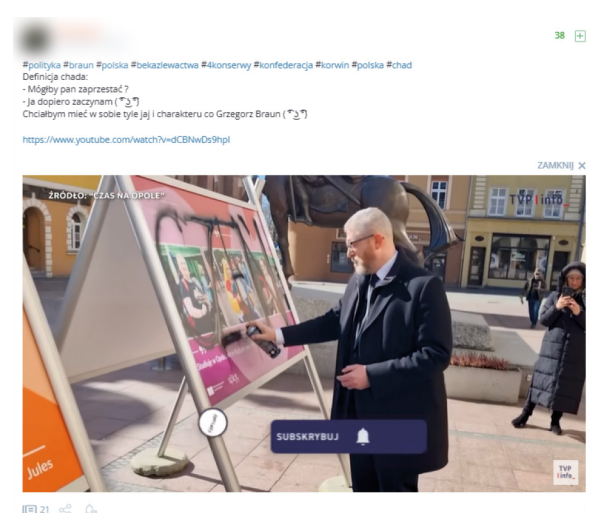
This places male supremacist influencers in a wider sphere of anti-progressive, misogynistic and nationalist content, and suggests that male supremacist content can act as an entry point into other extremist ideologies. Some groups identified by researchers straddled male supremacist and far-right rhetoric, combining narratives about the alleged systemic oppression of men with support for Konfederacja and broader nationalist, anti-LGBTQ+ and anti-establishment narratives.

In the Czech Republic, researchers found that male supremacist content focused primarily on spreading anti-feminist and misogynistic talking points, with limited overlap between the content produced by far-right actors (though this finding may be influenced by the size of the dataset). However, a minority of groups attempted to merge far-right and male supremacist talking points, including one which described itself as the ‘Czech group for Red Pill’. Researchers found that this group comprised a range of anti-feminist, anti-LGBTQ+ and racist and far-right narratives, primarily in the form of image-based

**Fig 18:** Discussion thread with over 450 comments on the fake ‘Blacked Warsaw’ event in a Polish incel forum. Example of answers calling for ‘Whited Warsaw’ event and lamenting that “mainstream media will cry racism”.



**Fig 19:** Post which praises Gregorz Braun’s vandalising of an LGBTQ+ art exhibition and calls him a “chad”.



**Fig 20:** Example of YouTube interview featuring a Red Pill influencer, produced by a channel regularly promoting *Konfederacja*. The caption reads: "Women have gone crazy? Blame the left for it!"



content and memes. This reflects a longstanding trend of weaponisation of humour by far-right actors.

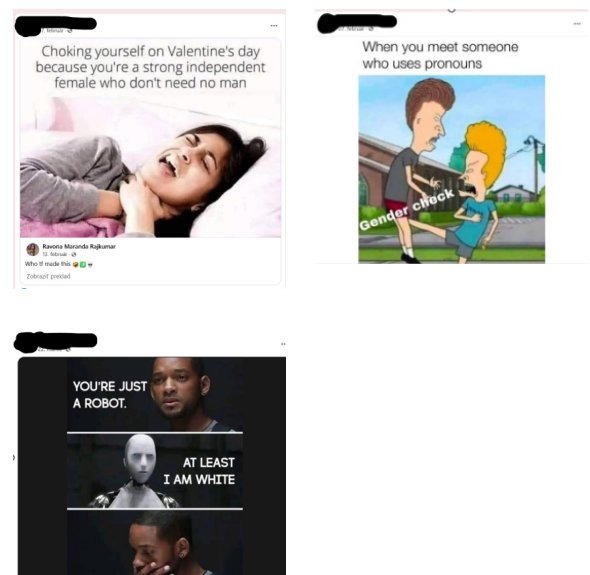
The above examples show both racist and misogynistic content, arguably also material that incites hatred, a recognised harm in the 2024/ 1385 [Directive on Combating Violence Against Women and Domestic Abuse](#), which comes into force in 2027 after it has been transposed into Member States' legislation. This material may also fall under tech companies' hate speech policies, however this would depend on the specific platform. These examples showcase the difficulty of assessing material like this, and again also highlight that whereas some platforms might argue this could be seen as removal-worthy, there is a real need for alternatives to content removal when considering content that may be borderline in nature.

In the Slovak online sphere, significantly fewer pages or accounts were found that addressed a wide range of topics. Instead, the Manosphere's connection to other far-right groups was visible through an ethno-nationalist Facebook page and Telegram channel promoting "traditional" Slavic culture.

**Fig 21:** Example of post from a MRA Facebook group which regularly features content praising far-right figures and parties and promoting Polish nationalism. The speech bubble reads: 'They brainwashed you right-winger'.



**Fig 22:** Examples of content from a Czech Red Pill group that includes racist, misogynistic and transphobic content.



## Conclusion and recommendations

This study provides the first exploratory examination of Manosphere activity across Central and Eastern Europe, highlighting both local dynamics and broader transnational connections. Using a combination of platform-based social media analysis, account mapping and content review across multiple language contexts, researchers identified the presence of all major Manosphere communities across Germany, Poland, the Czech Republic and Slovakia. While activity levels varied, each country hosts identifiable communities, with Germany showing a large and well-established ecosystem, Poland a growing and monetised presence, and smaller but increasingly interconnected Czech and Slovakian communities.

The research demonstrates that non-English Manospheres do not operate in isolation. Czech and Slovak actors frequently interact across borders. All national ecosystems also draw heavily on English-language content: translating, adapting and localising viral material and narratives. Core Manosphere ideas are adapted to reflect local cultural and political contexts, while the global influence of English-speaking influencers and content remains pervasive.

We found a use of diverse platforms, spanning mainstream social media such as TikTok, YouTube, X, Instagram, and Facebook, as well as dedicated websites and forums. Actors employ strategic self-presentation, monetisation and cross-platform dissemination to maximise reach and evade content moderation. Influencers, particularly those blending ideological messaging with lifestyle, fitness and relationship coaching, are central to mainstreaming Manosphere content. AI-generated media and stoicism-themed content is used to further amplify the spread of anti-feminist narratives.

Importantly, the Manosphere in Central Europe intersects with far-right and nationalist milieus. Male supremacist narratives frequently overlap with anti-immigrant, anti-LGBTQ+ and other hateful discourses, creating a potential online recruitment pathway for broader extremist movements. While incel activity on mainstream platforms appears limited, pockets exist on dedicated forums, reflecting the need for further monitoring.

This study underscores that Central Europe hosts an active, multilingual and interconnected Manosphere ecosystem. The findings demonstrate the importance of focusing research and mitigation efforts on historically underexplored non-English speaking communities. By mapping the actors, narratives, platforms and strategies at play, this research establishes a baseline for understanding the spread and adaptation of online male supremacist ideologies. It also offers critical insights for policy, moderation and future studies of transnational misogynist subcultures.

This represents a step toward understanding the dynamics of online misogyny within Central European Manospheres. We primarily identified borderline content which may not explicitly violate platform policies or laws. However, it contributes to the spread of harmful ideologies and normalises hostility towards women and the LGBTQ+ community. This finding reflects both the scope of our study, which focused on mainstream platforms supplemented by selected forums, and a broader challenge in addressing content that sits at the threshold of legality or policy violation. Future research should focus on fringe platforms where more egregious activity often occurs and understand how this influences Manosphere narratives.

As one of the first comparative studies to examine this landscape, these findings highlight the need for further, in-depth research into the nature and impact of such borderline content. It also shows the importance of a more concerted effort to identify clearly illegal and harmful material in the Manospheres in the analysed jurisdictions. Understanding these intersections is critical to designing effective responses. Future work should go beyond focusing on informing regulatory oversight and improving platform accountability; it must also consider prevention strategies beyond content removal to address the underlying narratives, behaviours and structures that sustain online misogyny.

These conclusions provide the following recommendations for tech companies as well as governments and regulators.

## Recommendations for governments and regulators:

### 1. Policymakers should prioritise the study and mitigation of borderline content, which our findings show plays a central role in amplifying misogynistic worldviews.

This study found limited evidence of clearly illegal material, such as explicit incitement to rape or violence. However, it identified a substantial volume of borderline content that sits between harmful and unlawful expression. To address this spectrum effectively, governments and regulators should adopt a taxonomy-based approach that distinguishes between illegal and borderline content. This is necessary to ensure that responses remain proportionate and compliant with human rights standards. While legislation must continue to address illegal material through removal and enforcement, alternative moderation strategies should be prioritised for borderline content. Measures such as deranking (reducing algorithmic promotion) or demonetisation can limit the visibility and profitability of such material without resorting to over-removal, however this is also largely up to the platforms' own platform policies. Regulators could however encourage platforms to take more of a proactive approach to misogyny and gender-based harm, which the UK regulator Ofcom has recently done through publishing its [Guidance](#) for tech companies that goes beyond implementing the Online Safety Act (OSA) but details further voluntary best practice to deal with harmful material.

### 2. Governments and regulators should invest in understanding the broader social and technological drivers of online misogyny, rather than focusing solely on illegal or explicitly violent content.

Much of the harm identified in this study stems from the normalisation of sexist and dehumanising narratives that operate within the bounds of legality but contribute to a culture of hostility towards women. Effective responses therefore require cross-sector collaboration between policymakers, researchers, educators and civil society to address the underlying attitudes, incentive structures, and platform dynamics that enable misogyny to thrive online.

### 3. Policymakers should invest in research on Manosphere communities across linguistic and national contexts.

Much of the existing research on online misogyny has focused on English-speaking environments. Our findings demonstrate that comparable and sometimes highly developed ecosystems exist in countries such as Poland and Germany. These communities often adapt global Manosphere narratives to local cultures, languages,

and political conditions, revealing dynamics that are invisible when analysis is limited to English-language platforms. Governments and regulators should therefore fund and facilitate independent monitoring initiatives that track Manosphere activity. Such research is essential to ensure that platforms are held accountable for moderating misogynistic mobilisation globally and to build the evidence base needed for effective, context-sensitive policy interventions.

### 4. Promote education-based prevention:

Governments should invest in digital citizenship education and mentorship programmes to build resilience among boys and young men against misogynistic narratives, ensuring responses extend beyond restrictive measures (e.g. bans). This will also protect men and boys' health and the unique harms face, such as self-harm, over-exercising, harmful pornographic material, and material that causes unhealthy relationships.

### 5. Integrate with extremism prevention:

Governments should recognise misogynistic mobilisation as a vector for extremism and embed gender-based harm into counter-extremism frameworks. The majority of misogynistic and Manosphere content is not necessarily illegal in nature. But regulators should consider holding companies to account for the spread of attacks perpetrated by Manosphere members as they would with terrorist or violent extremist content. Governments should also ensure that misogyny is recognised as a form of extremism in its own right, an ideological component of extremism across other ideological forms of extremism, and a vector of radicalisation and violence.

## Recommendations for tech companies

### 1. Strengthen enforcement against monetised misogyny:

Platforms should close enforcement gaps that allow Red Pill influencers and Masculinity Coaches to monetise misogynistic narratives through fitness, dating and coaching schemes. This includes stricter enforcement of platform' Terms of Service and Community Guidelines. They should also explore alternatives to content removal such as deranking certain accounts to ensure they do not benefit from algorithmic amplification. Whereas such measures and mitigations are often already included in mainstream platforms' Terms of Services, this should be effectively and consistently enforced.

### 2. Consider online misogyny and legal content in Terms and Conditions (T&Cs):

To create a safer environment for women and girls, platforms could

consider going beyond clearly illegal content and take more proactive measures that are proportionate and human-rights compliant. This could extend to, for example, not allowing content to go unmoderated that speaks to women being the property of men, or narratives that promote hypergamy, and consider alternatives to content removal in moderating such material. This could include fact-checking and contextualisation.

**3. Transparency reporting:** Companies should be mandated to provide regular, disaggregated data on misogynistic content removal, enforcement actions that go beyond mere removal, and monetisation of harmful influencer activity to ensure that content moderation is proportionate and upholds human rights, including freedom of expression. Given our report identifies the crucial role of borderline content, it is imperative that action is taken, for example through platforms' Terms of Service, this is recorded and made available for oversight. Data categories could include by type of TFGBV offence or T&C violation, such as cyber-harassment, non-consensual sharing of intimate imagery, and indicate where influencers have banned and accounts removed.

## Endnotes

- 1 The main manosphere communities are identified in ISD's Manosphere explainer linked here <https://www.isdglobal.org/explainers/the-manosphere-explainer/>.
- 2 As defined by [UN Women](#), hypergamy is "used derogatorily to refer to women being obsessed with marrying "up" with men who are physically attractive and financially successful. This is related to the pseudo-scientific claim that women are looking for the best gene-pool and as such, 80% of women go for 20% of men, leaving 80% of men to fight over 20% of women (the 80/20 rule). Please see the glossary for the definition and source.
- 3 Women's supremacy or a government ran by women.
- 4 Borderline content is neither illegal nor does it necessarily violate platform Terms of Service. However, it has the potential to further spread harm and can play a role in radicalisation and perpetuating the ideology of extremist communities. See: Joe Whittaker & Anne Craanen "The Unintended Consequences of the Removal of Terrorist Content and the Case of Bitchute" *Studies in Conflict & Terrorism*, <https://www.tandfonline.com/doi/full/10.1080/1057610X.2025.2595843>.
- 5 Gynocentrism is an exclusive focus on women and centres issues from their perspective.
- 6 In this report, accounts were classified as 'Red Pill' if they referenced the Red Pill prominently in their content (name, biography, title of videos or posts) or spread key ideas of the Red Pill, particularly sex and gender-related theories such as hypergamy.
- 7 Elliot Rodger killed six people and injured fourteen in Isla Vista, California, on May 23, 2014, before taking his own life. He left behind a manifesto expressing misogynistic and extremist views linked to the "incel" community.
- 8 Alek Minassian killed 10 people and injured 16 in a van attack in Toronto, Canada, on April 23, 2018. He cited "incel" ideology as motivation. Canadian authorities later recognised another incel attack in 2022 as an act of terrorism motivated by misogynistic extremism.
- 9 Derogatory term for women used by Incels.
- 10 Incel lexicon to describe men that are physically attractive and sexually successful with women, supposedly stealing women from Incels.
- 11 Men that subservient, lower than Chads but higher than Incels in the sexual marketplace. All definitions from [Wolver Hampton Safeguarding Factsheet](#).



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