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Questions to ask:

- **What is an alpha male?**
 - **How does one become an alpha male?**
 - **What is an algorithm**
 - **What is the alt-right pipeline?**
 - **Why is this harmful?**
 - **Why would someone want to be an alpha male?**
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Notes:

What is an “Alpha Male”?

- Cambridge english dictionary definition: “the most successful and powerful male in any group.”
 - Or “a strong and successful man who likes to be in charge of others”
- Origins: research from wolves (alpha, beta, sigma, omega, etc)
 - Popularized by [Frans de Waal](#) in his research of chimpanzees
- “Alpha male” media:
 - Fight club
 - American psycho
 - Walter white from breaking bad
 - Anakin skywalker
 - Eren jaeger
 - Paul atreides
 - Robert Pattinson Batman (??)

- “Manosphere”
 - Red pill vs Black pill
 - Red pill = alpha male
 - Black pill = incels
 - Online space where toxic masculinity thrives

Why is this harmful?

- Pushes the harmful narrative that men who model the image of masculinity are superior to anyone who isn't a man
- Upholds patriarchal value
- Harms both men and women
 - Rise in domestic violence
 - Men are shoved into a role where they aren't able to communicate..... shove down their feelings
 - Lack of empathy
- Pushes the myth that they can become billionaires
- Can lead to eating disorders when trying to achieve ideal “manly” body
- Not addressing issues and instead blaming minorities
 - Dehumanizing women the most
- “Females” ; impregnating multiple women for the sake of “continuing the legacy” but refusing to pay child support; seeking male validation

Why would someone want to be an alpha male?

- To feel better about themselves
- Avoid accountability
- Greed
- Male validation
- Power

How does one become an alpha male?

- Need of community/support from other men
 - Loss of job, breakup, divorce, low self esteem, etc.
 - Leads to blame of women and blame of self strength
- Could be as simple as watching any youtube video or workout video or video game video
- Starts at home

QUESTIONS AND ANSWERS:

What is an “Alpha Male”?

The title “alpha male” was initially coined to describe a wolf pack leader, typically a male wolf, who leads the pack, shows immense strength, protective, but also compassionate as they work with the pack to survive together. In the present day, the title has been taken by a community of people who only want to see themselves as powerful, masculine, physically strong, and on the top of the food chain. Since the introduction of youtube, influencer alpha males have been on a slow but gradual rise as they become more and more popular, for better or for worse. Examples of infamous self-claimed or claimed “alpha males” in the digital space include Andrew Tate, Joe Rogan, or youtubers like Teachingmenfashion or AugustTheDuck. What makes them different from traditional “alpha males” is their influence through social media platforms such as tiktok, youtube, twitter, and classic platforms such as reddit or 4chan.

What is the difference between an incel and an alpha male?

In the book “Men Who Hate Women”, author Laura Bates guides readers into how the start-up of the “Incel” community became what it is today. The term “Incel” is a shorthand for “involuntary celibate” and created by a Canadian woman named Alana who had experienced difficulties with dating and relationships; thus, the creation of an online community for men and women experiencing loneliness. However, this took a turn as more and more men flooded the site blaming others over their sexual frustration. In today’s world, an “incel” can be associated and defined as a man or a boy who is violently misogynistic, has low self-esteem, and can’t seem to get the girl.

A movie that is widely referenced in both communities is “The Matrix”, and specifically the scene with two pills. Blue pill vs red pill, take the blue and you can stay in the matrix or take the red and you can see the truth. In online spaces, being “red pill” essentially means that someone (typically a man) has consumed content that generates misogynistic behavior leading to toxic masculinity. However, within the “manosphere”, which is an online space where extreme cases of misogyny but also racism and homophobia can flourish, there is another pill. The “black pill” is what incels claim to consume to identify as incels.

On the other hand, an alpha male claims to be confident with his abilities, he believes he is above others, he believes that women must remain in the kitchen and must cater to his wants, needs, and desires at all times. An alpha male believes that he can get anything he wants, no matter the consequences. An incel, on the other hand, believes that he is too ugly, that the women he is interested in are only after “thugs” and other people who aren’t “nice guys”. Both incels and alpha males believe that they are entitled to a woman’s sex, and refusal to have sex is no fault but the woman. Both groups also believe that anything that happens to a woman whether that may be

sexual assault or physical assault, is also no one's fault but the woman. Both alphas and incels share similar beliefs as they actually share a space in online communities, most infamously the "Manosphere".

What is the "Manosphere"?

There must be a place where communities like incels and alpha males can feel safe voicing out their opinions. Enter the Manosphere, a space online where a multitude of different but related men's groups can come together in places such as Reddit, 4chan, 8chan, or other blogs and websites. Groups such as involuntary-celibates, alpha males, men's rights activists, pick-up artists, white supremacists, to even smaller and niche but extreme groups such as rapeceles. Topics that are discussed in this space can go from fashion tips, to feelings of loneliness, to work-out routines, can quickly go downhill as they spiral into other conversations and forums such as rape fantasies to encouraging other users to commit suicide. Many men unknowingly enter these spaces to seek the answer to their loneliness, with questions "why was I fired?", "why did she leave me?", "how can I become more attractive?" running through their minds. Whilst looking for support from other men in online spaces, they may find themselves down a rabbit-hole that encourages these vulnerable users into adopting very harmful and sometimes even violent beliefs.

How does one become an alpha male through youtube?

There are many ways a man can become an "alpha male". (maybe intro??) imagine this, let's say a man gets fired from his job and he comes home to his apartment. He feels alone, he feels as if he had been tossed into the bin. No worth. In this day and age, where does one go? He logs in to social media or youtube and tries to find comfort in his situation, trying to find a community. There he finds a group of men who egg him on. "Its not your fault..... OR boy logs in to youtube to watch workout tips -> falls down rabbit of "tips for men".....leads to feeling of entitlement through "power" and "motivational" speeches..... The youtube algorithm will then push for similar content onto his feed, exposing him to more and more content of male influencers subtly planting seeds of far-right rhetoric.....

Video topics and questions maybe:

Why is this harmful?

Isolates men, pushes far-right beliefs, breaks down men (instead of reaching out, they'll cope through unhealthy mechanisms and beliefs), increase in domestic violence,

The manosphere to the alt right pipeline

Military culture and toxic masculinity

Toxic masculinity in pop culture (enter case of connor mcgregor, donald trump, american psycho, fight club)

Other pipelines: exuberant guy who has been accused of sexual assault or was found guilty of sexual assault to evangelical christian/spiritual leader (russel and jared leto)

Women who "lie" about rape/assault

- Victims come forward -> abusers sue victims for "defamation"
- Amber heard and johnny depp; jayz; blake lively and justin baldoni

Video script:

We've all heard it. "It's just a joke", "it's not that serious". The rise of toxic male figures such as andrew tate, elon musk, donald trump, jordan peterson, ben shapiro, and many more to probably come have made a large impression on the public, specifically men in online spaces.

But how did they spawn here? My name is Stila, and today I will be discussing alpha males, the manosphere, pop culture, and the youtube alt-right pipeline.

So what is an alpha male? Alpha males used to mean a wolf or other animals that are leaders of the pack. They provide, care for, and protect. In today's world, they can mean a lot of things. Back when I was a child, I defined alpha males as men who were pick up artists. They'd give tips on how to dress well, what drinks to order like an old fashion and never a pina colada, and they'd toss around the term "pussy" to describe things that weren't traditionally manly. Today, alpha males can be defined as a man who is dangerous. Infamously, british-american former reality star Andrew Tate platformed himself on apps like tiktok, youtube, and twitter to demonstrate to the world on what a man should be. The phrase "what color is your lamborghini?" made rounds and seeped its way into impressionable young boys. Advice on how to conquer life, how to make

more money, and how to be successful can seem appetizing. Besides, who wouldn't want to be financially stable in this world?

But when young boys who have been told to never show vulnerability, to never show weakness, never cry, and never back down all their life, this can lead to young men growing up lonely and isolated. A statistic by the Survey Center on American Life showed that in 2021, 15% of men had no close friends. No one to confide in, no one to lean on.

So, where does one turn to? Many young people today turn to social media for a multitude of reasons. To watch cat videos, gameplay, videos to cry to, videos to laugh, or to simply zone out. However, this can take a dark turn as videos that specifically target young men can advertise a dangerous ideology. They can be videos that advertise on how to gain more muscles, how to talk to girls, how to cut your hair to look more manly, to videos that seem to not advertise how to be a better man but instead showcases how one can act like one.

I remember being around 9 and dazily scrolling through youtube trying to find videos on how to build a treehouse on minecraft. There were videos on compilations with titles like "SJW getting owned" on the side. I never watched any of those, but if my nine year old self was able to encounter those videos without much effort, imagine what kind of other videos other children are unknowingly encountering. Let's say a young boy becomes curious and clicks on a youtube video; whether the video may be one of the mentioned "self help" videos, or a clear anti-feminist video. Youtube will recognize the action, and push more similar content onto the young boy's youtube feed. Hand feeding more and more videos that give a message to boys that they must dominate and show no weakness.

But it can't all be youtube's fault, right? Besides, it can sometimes be traced at home. With young boys being told to never cry, or to avoid doing things that are "girly", it is a recipe for disaster and years of repressing themselves. With the discourse of the "male loneliness epidemic" floating around in both social media and on the news, there is no way of avoiding this topic as it is typically the ticket into entering the manosphere.

We can also take a look at pop culture and even today's politics. Famous movies such as "The Matrix", directed by a trans woman, "American Psycho" directed by a woman and book written by a queer man, and "Fight Club" book written by a gay man. All of these have been misinterpreted by many groups men in order to fuel their dangerous ideologies, with The Matrix being referenced the most (red pill vs blue pill; nothing is real). If we go on to tiktok, edits of the main characters of all three movies can be found with many comments (unironically or seriously) like "he is me", signifying that many users feel connected to the characters that exhibit toxic masculinity behaviors or issues. And many of these clips from the mentioned movies can be found on Youtube for free so many of these young impressionable boys who again have been

groomed by being whispered (or yelled actually) to mold into a dangerous mindset, they can misinterpret these movie scenes that ridicule toxic male culture into a misconstrued self-help message into how to be a better man.

Which leads to why this is all so harmful. Well, being an alpha male simply does not solve loneliness. It actually pushes for more loneliness if we think about it. But in all seriousness, Andrew Tate is currently under arrest for human trafficking and for rape, Irish boxer Connor McGregor was found guilty for raping a woman, and Donald Trump is on his second presidency despite many accusations of sexual assault. All of these events have a large following of men who worship these figures that hold traditionally misogynistic values and don a “manly” look. Discourse in regards to victims who have dealt with brutal actions like domestic violence and or rape have been overrun by a large community of alpha males and other communities specifically in the manosphere claiming that the victims deserved it or that they were liars. They identify women as the enemy, and refuse to view the patriarchy and having to follow these patriarchal norms is the main cause of their suffering. And with many toxic influential figures still having held their positions, it feels as if they can get away with anything and that all of the cards are in their favor.

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