

Misogyny and Male Supremacy: It's Not Just a Joke

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What's Ahead:

- Examples of Male Supremacist Language
- What is Male Supremacy
- Understanding the Beliefs and Terms Associated with Male Supremacy
- How Are People Exposed to These Beliefs
- What Makes People Vulnerable to Male Supremacist Beliefs
- Recognizing Warning Signs of Male Supremacy
- Widespread Impact of Male Supremacist Words and Actions
- How to Respond in Moments of Harm
- What Can be Done to Help Prevent Manipulation by Male Supremacism



Talk About It

- What are some ways you've seen girls/women and boys/men being treated differently online?
- How do you think that treatment can impact people in different ways?



Defining Male Supremacy

- > Male supremacy is the belief that cisgender men are naturally, biologically and genetically superior to women, transgender men and nonbinary people.
- > Male supremacists believe that men's social, political, economic and legal dominance over women, transgender men and nonbinary people is justified and legitimate.





🔍 Manosphere

A collection of online blogs, forums and websites where male supremacists discuss, share and organize around misogyny and toxic masculinity

Beliefs and Terms Associated with Male Supremacy

Sexism

Beliefs and attitudes that define women as inherently inferior to men and therefore justifies inequality.

Patriarchy

A social, economic and political system that enforces a strict male/female binary that gives men power and resources, allowing them to dominate women.

Misogyny

The hatred of women. It is used to police the behavior of people who reject patriarchal gender expectations.

Beliefs and Terms Associated with Male Supremacy

Feminism

A movement aimed at achieving political, economic and social equality of the sexes. Feminism is also a lens through which to view and understand history and power dynamics.

Anti-Feminism

Male supremacists believe feminism is oppressive, unjust and discriminatory towards men. They mischaracterize feminism as being anti-man, for making men weak and for undermining men's authority.

Beliefs and Terms Associated with Male Supremacy

Entitlement

Male supremacists believe that men are inherently entitled to women's time, attention, service, and bodies. When male supremacists feel that these expectations are not being met, their reactions can be angry and/or violent.



Male Supremacist Language Shared Online

What
color is your
Bugatti?

Chads and
Staceys

MMAS or
Make Me A
Sandwich

Alpha, Beta,
Sigma

“Your Body,
My Choice”

Tweet has been viewed **101.5 million times** as of 2/21/2025
Reshared **36 thousand times**
Liked **51 thousand times**

According to ISD, this language spiked online after the election ([see graph](#)) and made its way offline in many instances across the county.

[Click link to see graph](#)

Male Supremacist Language

- Some of these examples might not immediately set off alarm bells about male supremacist beliefs.
- But male supremacist language and beliefs go beyond harmful language aimed at harassing, demeaning and controlling girls and women.
- It also reinforces strict expectations of men and boys to be rich (like asking “What color is your Bugatti?”), socially dominant, to have the perfect body and to hide their feelings.
- This is done to keep men at the top of society’s ladder.



Talk About It

- Have you ever heard language or ideas like this in your school, extracurriculars, community or home?
- Have you experienced or witnessed other forms of misogyny, anti-feminism or gender-based bigotry?
- If so, how did those words and actions make you feel? How did you respond?



How People Are Exposed to These Beliefs

- **Jokes:** Anti-feminist and misogynistic memes, videos and online posts are common but often disguised as “just a joke.” This can desensitize, dehumanize, normalize and legitimize hate.
- **Online apps and media platforms:** Forums, gaming chats and social networking sites can create social bonds and a feeling of group membership. When hateful content is shared on one platform, it can easily spread to other platforms, messaging boards and social networks. Algorithms help amplify misogynist, racist and other supremacist ideas.





TikTok and Youtube algorithms feed new accounts toxic content within 23 minutes of use and mansphere content in 26 minutes.

[Click here to see report](#)

How People Are Exposed to These Beliefs

- **Self-help influencers:** Young people may be exposed to male supremacist ideas through “self-help” individuals who offer advice on life, financial success and relationships. The advice is often laced with misogynistic talking points.
- **Offline:** Male supremacist ideas are prevalent in our society. People can be exposed to these ideas and narratives through friends, family members and other offline social connections.

What Can Make People Vulnerable to Male Supremacist Beliefs?

- **Trauma, disruption and confusion:** this can include global experiences like the COVID19 pandemic or more personal experiences like parents' divorce.
- **A desire to belong:** If young people feel they don't belong in their community, they may look for validation and belonging from untrustworthy sources.



What Can Make People Vulnerable to Male Supremacist Beliefs?



- **Social isolation:** When young people are isolated from friends, family, and their community, extremists can fill this social void with unsafe relationships, biased disinformation and harmful worldviews.
- **Rebellion and angst:** While rebellion can be a normal part of growing up, young people using “edgy” supremacist content to rebel can harm themselves and those around them.

What Can Make People Vulnerable to Male Supremacist Beliefs?

- **Past experiences with gender-based violence:** Trauma experienced during childhood can make people more vulnerable to radicalization. This can include physical, sexual and emotional abuse, as well as histories of experiencing or witnessing domestic violence.



Warning Signs of Male Supremacy

- Expressing sympathy for extreme or hateful views.
- Change in a person's language or speech patterns.
- Wearing clothing that contains hate speech or symbols.
- Belief in the need for violence.
- Self-isolating and disengaging from social and familial relationships.
- Wanting to regain a sense of status.



Talk About It

- How do you think male supremacist ideologies and disinformation could harm boys and young men?
- What can you do to help your peers think about the consequences of their words and actions?





Talk About It

- Which adults in your school, home or community can you speak with if you think one of your peers is being manipulated by male supremacist beliefs?
- Conversations like these can be difficult to start. Think of some ways you can communicate your concerns to a teacher, counselor, parent, coach, mentor or other trusted adult.



How to Respond to Moments of Harm

- Don't ignore problematic behavior or language.
- Do not join in on harmful language, actions or "jokes."
- Alert a trusted parent, caregiver, teacher, counselor or other adult who can intervene and stop the targeted harm or harassment.
- Help ensure those targeted are safe from immediate harm. Listen to their needs and help connect them with an educator, parent or counselor who can give them further support



Young people exposed to misogynist online content like Andrew Tate are:
Twice as likely to think there should be a more dominant person in a relationship
Five times more likely to believe physically hurting someone is acceptable

[Click here to see report](#)



Talk About It

- How can you support peers who have been harmed by male supremacist actions or words?
- What might prevent you from being able to support someone who has been harmed by male supremacist actions or words?
- Which adults in your life can you go to for support when you or someone you know has been harmed by male supremacist actions or language?



Help Prevent Manipulation by Male Supremacism

- Assess the network of caregivers that surround you at home, school and in your community. Think about which caregivers may be best suited to intervene in an instance of male supremacist harm.
- Do not join in on harmful language, actions or “jokes.”
- Help advocate for gender-inclusive policies for sports leagues, after school programs and other organized spaces.
- Share educational and preventative resources with your peers, parents and caregivers, educators and administrators and community members.

Help Prevent Manipulation by Male Supremacism

- Educational programs in schools can contribute to preventing male supremacist manipulation and harm. You can advocate for these programs among your peers, parents and the school administration. These programs include:
 - » Comprehensive sexuality health education
 - » Digital and media literacy education
 - » Social and emotional learning initiatives
- Clubs like Genders & Sexualities Alliances (GSAs) can provide safe spaces for individuals to connect, share experiences and build community.

Resources

- > SPLC's Learning for Justice, Speak Up At School
- > Right to Be, Bystander Intervention for Youth: How to Stand Up for Others
- > Stop Bullying, Get Help Now
- > Stop Bullying, Bystanders are Essential to Bullying Prevention and Intervention
- > Not Just a Joke: Understanding & Preventing Gender & Sexuality-Based Bigotry
- > For more information, support and trainings, please reach out to periltrainings@american.edu

To Do Immediately if Sexually Assaulted

- > Get away from the attacker to a safe place as fast as you can.
- > Then call 911 or the police.
- > Call a friend or family member you trust.
- > You can call a crisis center or hotline to talk with a counselor.
- > One 24/7 option, for all genders, is the Rape, Abuse & Incest National Network (RAINN) National Sexual Assault Hotline at 800-656-HOPE(4673).
- > RAINN will connect you with a rape crisis center in your area.
- > Visit the [Survivor Support page](#) for more helpline options and details.

To Do Immediately if Sexually Assaulted

- > Preserve the evidence, even if you are unsure you will report.
- > **Do not:**
 - Wash, comb your hair, or clean any part of your body
 - Brush your teeth
 - Change clothes, if possible, so the hospital nurse can collect evidence
 - Touch or change anything at the scene of the assault
- > **Seek medical attention ASAP at your nearest hospital ER:**
 - You need to be examined, treated for any injuries, checked for possible sexually transmitted infections (STIs) or pregnancy, and can receive preventative medicine.
 - The nurse or doctor will collect evidence the attacker may have left behind.
- > **Ask hospital staff to connect you with a local rape crisis center.**

If You are Sexually Harassed

It isn't your fault... and you can get help to make it stop.

- Reach out ASAP to a friend, school counselor or trusted adult for immediate safety & support to bring the issue to your Dean of Students, Principal, or Title IX Coordinator.
- Confidential National Sexual Assault Hotline: 1-800-656-4673
www.rainn.org
- Learn about your rights and how to take action on the [Stop Sexual Assault in Schools website](#).

Feedback & Suggestions:

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> Contact an adult advisor with your questions or concerns about local issues.



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