



Spotlight on: Online Toxic Masculinity (Incel Culture)

The Netflix drama *Adolescence* raised a lot of online safety concerns for parents and their children and young people. We have pulled together some key information and guidance for parents/ carers which we hope you find helpful.

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Incel culture PARENT GUIDE

The recent Netflix drama *Adolescence* has highlighted the troubling rise of incel (involuntary celibate) communities and their influence on young people. As a parent, it is important to understand this online subculture, recognise warning signs, and engage in open conversations with your child. This guide explains incel ideology, key terms, signs to look out for, and conversation starters to help you support your child. You can find further support on our website.

What is an incel?

The term **incel** stands for 'involuntary celibate' and refers to men who believe they are unable to form romantic or sexual relationships despite wanting to. Some incel communities foster resentment towards women, blaming them for their perceived misfortune. These forums (often online) can promote misogyny, victimhood, and, in extreme cases, radicalisation.



Key Incel Terminology

Red Pill – From *The Matrix*, refers to 'waking up' to the 'truth' of gender dynamics, as incels perceive them.

Chad – An attractive, successful man who is desirable to all women.

Stacy – An attractive woman who is seen as prioritising men like Chad.

Becky – An average woman, often contrasted with a Stacy.

Femoid/Foid – A dehumanising term, implying women are inferior.

Black Pill – Belief that nothing changes with self improvement or effort.

80/20 Rule – A theory suggesting that 80% of women are attracted to 20% of men, fuels resentment.

Andrew Tate – A key promoter of incel ideology.

Signs to Look Out For:

- Low self-esteem
- Use of incel language
- Hostility towards women
- Isolation and secrecy
- Increased frustration & anger

Conversation Starters:

- What do you think makes a healthy relationship?
- Do you think it's fair to blame one group of people for personal difficulties?
- How do you decide whether something you read online is trustworthy?

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69% of boys aged 11 to 14 have seen misogynistic content online without searching for it, and 52% of the boys surveyed had seen content from influencers linked to the manosphere.

🔗 [The Key.com – Fact Sheet](#)

Misogyny is when someone hates or has an aversion to women and shows prejudice towards women. Someone might mistreat women or believe that women are not as important or capable as men.

The **manosphere** is a group of online communities where misogynistic views are shared. These groups discuss masculinity and promote anti-feminist and sexist beliefs.

A lot of these groups use jokes and memes (pictures) to share their views, so it might not be obvious that they're spreading hateful content.



If you are worried about your child or another child in the school, please email safeguarding@maryhare.org.uk

Some emojis linked to incel culture are:



You can view *The Key's* [digital dictionary](#) for a longer list of terms.

Adolescence – Netflix Series

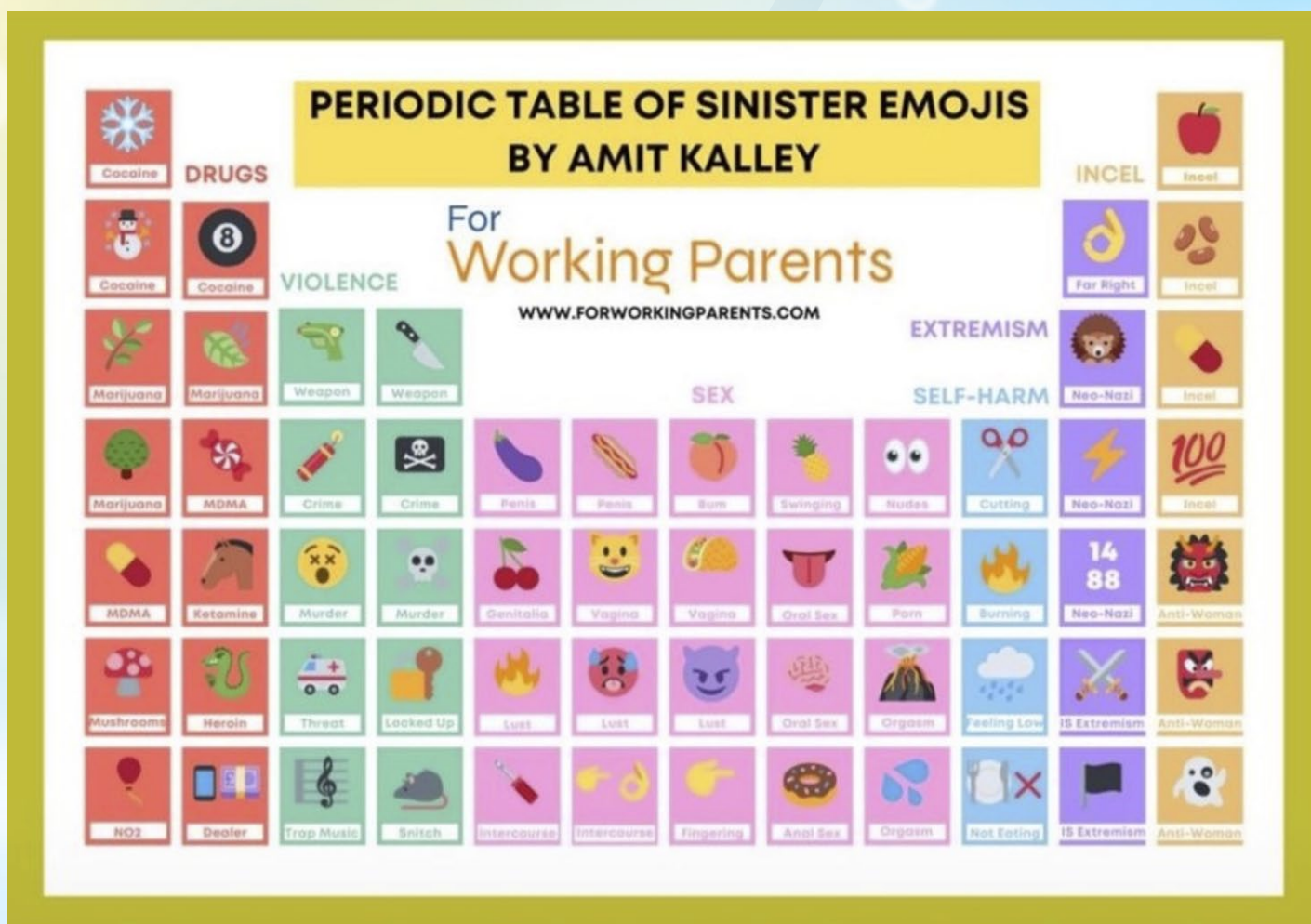
Smoothwall has produced a fantastic resource for parents that explores the challenging themes and trends raised in each episode of *Adolescence* and how to have conversations about these with your child/ children:

🔗 [Navigating Child Digital Safety · Insights From Netflix's *Adolescence*](#)

Online Training for Parents (Free)

The Digital Dilemma: Keeping Children Safe Online – Online training aimed at parents on different dates. Please contact the organisers directly for details/ communication support.

🔗 [Online Safety for Parents by Police – South East Cyber Crime Unit · Eventbrite](#)



Further information and guidance

- ✍ Incel Culture Parent / Carer Guide · *Youcantknoweverything Education*
- ✍ Online toxic masculinity: parent/carers factsheet · *The Key Safeguarding*
- ✍ Adolescence: How to talk to your children about Andrew Tate, incels and the manosphere · *The Independent*
- ✍ How to talk to children about Andrew Tate and other toxic views online · *BPS*

