

UNMASKING INFLUENCE

HOW THE MANOSPHERE AFFECTS YOUNG WOMEN

AT TOMORROW WOMAN

We are dedicated to fostering a supportive and respectful environment for all students. Our mission is to ensure that the voices of young women are heard and valued, especially in the face of rising negative influences such as the manosphere. This report underscores the importance of integrating young women's experiences and perspectives to address the growing issue of gender-based violence and harassment in schools.

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Over the past year, we have been inundated with news of gendered violence against women in Australia, losing one woman every four days to these horrific crimes. With the growing visibility of figures like Andrew Tate and the manosphere, which increasingly shapes how boys and men view and treat girls and women, it is clear that we are all desperate to understand and address these issues.

However, at Tomorrow Woman, we realised that despite women often being the most impacted by these crimes and influences, young women's voices were largely absent from the conversation. In particular, there was a lack of representation on how figures like Andrew Tate and the Manosphere genuinely impact them day to day, not just the boys around them.

So, in line with our mission, we sought to give young women a voice in this space. Over a three-week period we commissioned YouGov to interview over 500 young women, to understand the impacts of these influences on their lives and some of our findings have been both shocking and heartbreaking.

Working in classrooms across the country, we see schools and teachers doing their best with limited resources. However, young women still feel unsafe and affected by toxic influences everyday. This burden is too heavy for any single person or place to carry—change requires a collective effort from the entire community.

And so, it's our mission that every person has the tools and agency to create their own tomorrow, one that is full, safe and equal. Working alongside parents, teachers, coaches, and peers, we aim to reshape communities free of gender violence, empowering women to take up space, use their voice, live unapologetically and move freely without fear, and for men our hope is they can experience a healthier and more fulfilling version of masculinity which will not only benefit themselves but all those around them.

- PAIGE CAMPBELL, TOMORROW WOMAN FOUNDER & CEO



THE IMPORTANCE OF WOMEN'S VOICES AND EXPERIENCES

In combating the detrimental effects of the manosphere, it is essential to centre the voices and experiences of young women. Their firsthand accounts provide invaluable insights into the real-world impacts of these toxic ideologies. By listening to and amplifying these perspectives, we can better understand the scope of the problem and develop effective strategies to counteract it.

The findings from our recent report highlight the urgency of this issue. Conducted between May 31 and June 5, 2024, our survey involved 506 female students aged 14 to 18 across Australia. The results are clear: the influence of the manosphere is pervasive and damaging.



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WHAT IS THE 'MANOSPHERE'?

An umbrella term for various interconnected misogynistic communities who promote traditional masculinity, advocate for men's rights, and oppose feminism. It often includes groups like men's rights activists (MRAs), pickup artists (PUAs), and incels, and can foster both supportive and toxic discussions, sometimes promoting misogynistic attitudes and anti-feminist ideologies.

THE MEN'S RIGHTS MOVEMENT (MRM) AND MEN'S RIGHTS ACTIVISTS (MRAS)

Advocating for issues they believe disproportionately affect men, such as family law, false accusations, and workplace discrimination. While some focus on legitimate concerns, others are criticised for promoting anti-feminist views, perpetuating gender stereotypes, and in some cases, advocating for violence against women.

INCEL (SHORT FOR 'INVOLUNTARILY CELIBATE')

Typically a male frustrated by their lack of intimate relationships and sexual experiences. In online communities, incels often blame women and societal norms, fostering misogynistic attitudes and harmful ideologies.

PICK UP ARTISTS (PUAS)

These individuals aim for seduction and sexual success, often employing manipulation and psychological tactics. Predominantly heterosexual men, they identify as part of the seduction or pickup community, which operates through various channels including internet newsletters, blogs, seminars, one-on-one coaching, forums, groups, and local clubs known as "lairs."

"SIGMA" A SLANG TERM POPULAR WITHIN THE MANOSPHERE USED TO DESCRIBE A POPULAR, SUCCESSFUL, INDEPENDENT AND SELF-RELIANT MAN. ANOTHER TERM FOR A SIGMA MALE IS A LONE WOLF.

"SIMP": A SLANG INSULT FOR MEN WHO ARE SEEN AS TOO ATTENTIVE AND SUBMISSIVE TO WOMEN

METHODOLOGY

The study was conducted as an online survey between 31 May and 5 June 2024.

The study targeted females aged 14 to 18 who are currently attending high school in Australia.

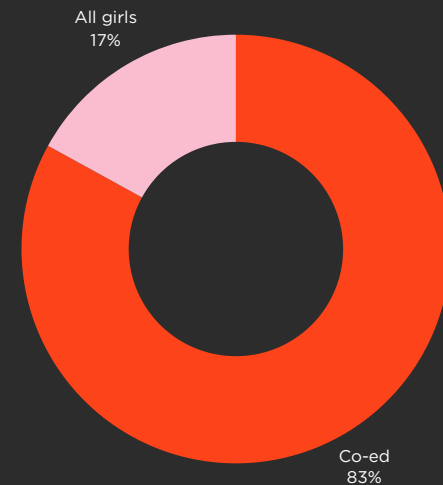
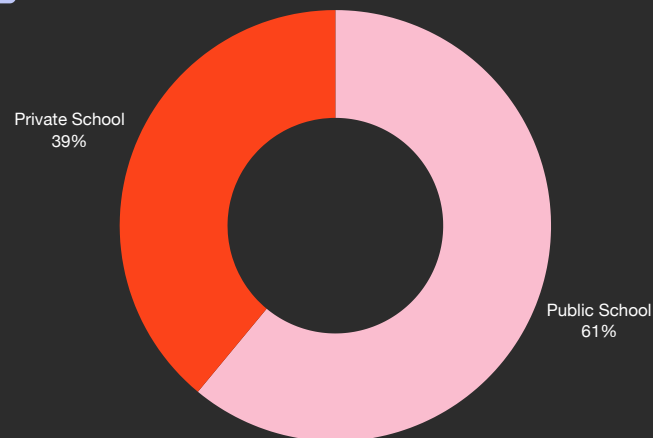
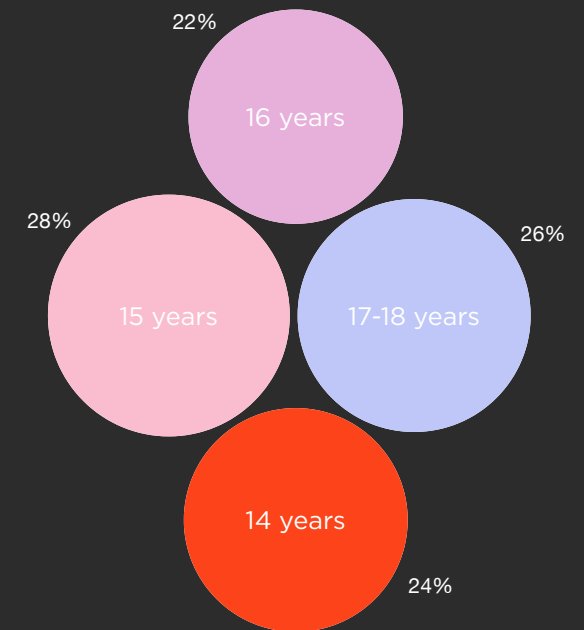
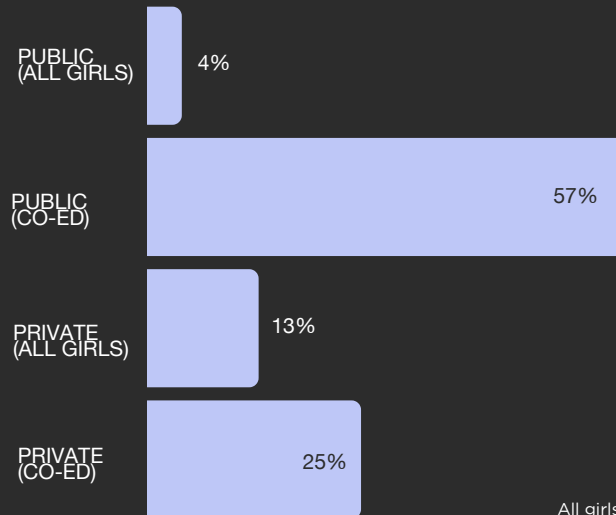
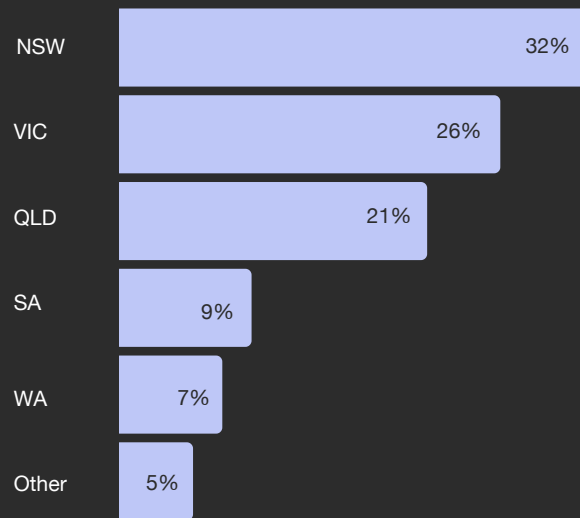
Parental consent was obtained when surveying females aged 14 to 17, in line with research best practice.

The total sample size is 506, which forms the basis of the results in this report.

YouGov designed the questionnaire in consultation with Tomorrow Woman.

The results have been weighted to be nationally representative (by age and location) of females aged 14 to 18 who are currently attending high school in Australia (approximately 549,000, as per ABS estimates).

RESPONDENT PROFILE



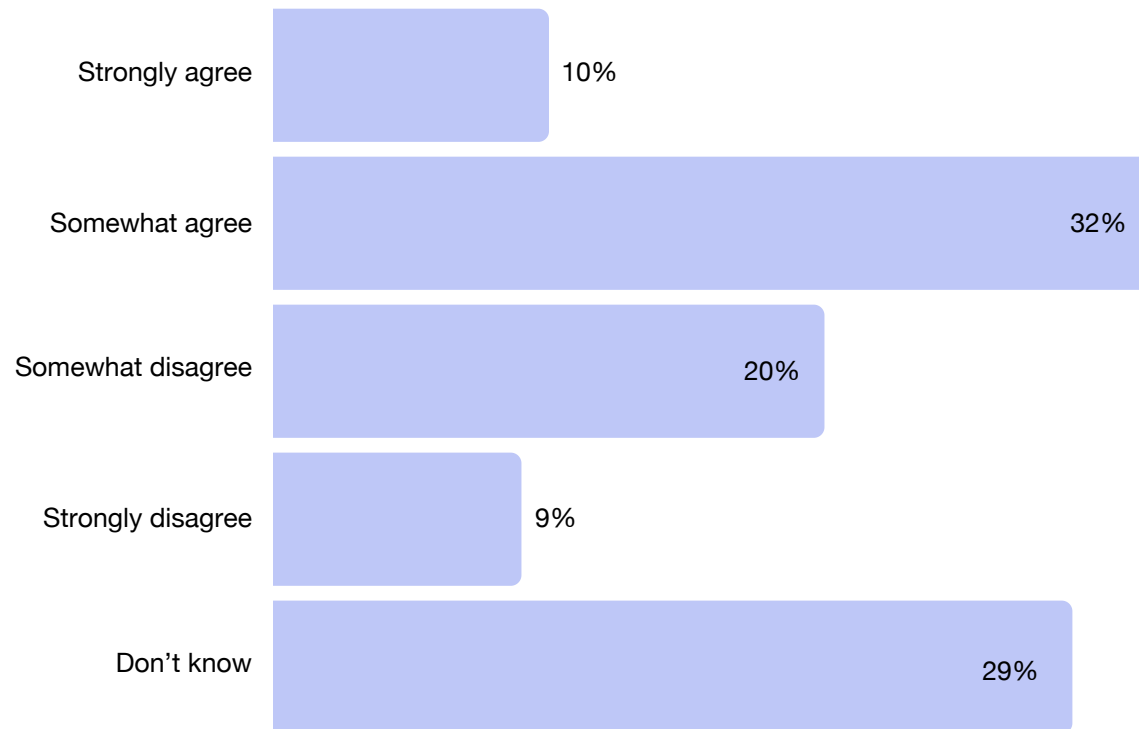
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INFLUENCE OF THE ‘MANOSPHERE’

42% OF STUDENTS SAY THEIR MALE PEERS ARE INFLUENCED BY THE LIKES OF ANDREW TATE AND THE MANOSPHERE

“The behaviours of my male peers are influenced by the likes of Andrew Tate and the manosphere”
(Among all students)



AGREE	DISAGREE
42%	29%

This view is more common among students in an all-girls school, than among students in a co-ed school.

(59% COMPARED TO 39%)

(For brevity, survey respondents will be referred to as ‘female students’ or simply as ‘students’ throughout the report.)

WHAT WE FOUND



MANY YOUNG WOMEN DON'T FEEL SAFE AT SCHOOL

Nearly one in three (31%) female high school students report negative impacts from male peers influenced by the manosphere, with safety being a major issue.

One in four (24%) female high school students in Australia feel unsafe at school due to these behaviours, with 10% of impacted students admitting to carrying weapons for protection.



PHYSICAL + SEXUAL ABUSE

Despite non-physical behaviours being most common, 22% of impacted girls reported physical abuse and 21% reported sexual abuse from influenced male peers.



COMMON NEGATIVE BEHAVIOURS

The top negative behaviours were dismissing or invalidating female peers' views on gender inequality or sexism (44%), verbal bullying or harassment (43%), and creating hostile classroom dynamics (36%).

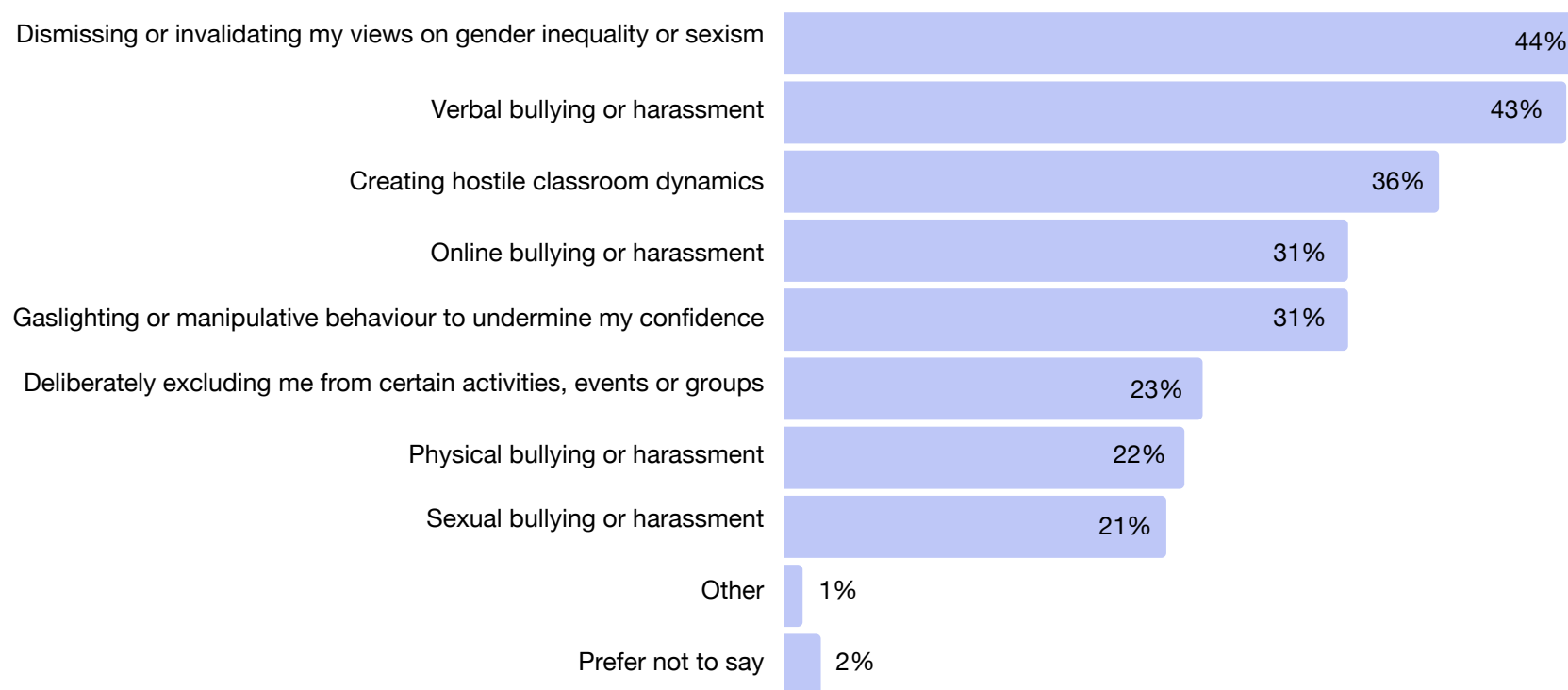
ONE IN FOUR

**FEMALE STUDENTS
FEEL UNSAFE AT
SCHOOL.**

BEHAVIOURS

THE MOST COMMON BEHAVIOURS THAT ARE IMPACTING STUDENTS TEND TO BE VERBAL: DISMISSING OR INVALIDATING VIEWS, OR BULLYING OR HARASSMENT

Behaviours of male peers influenced by the manosphere that are negatively impacting students
(Among students impacted by behaviours of male peers influenced by the manosphere)

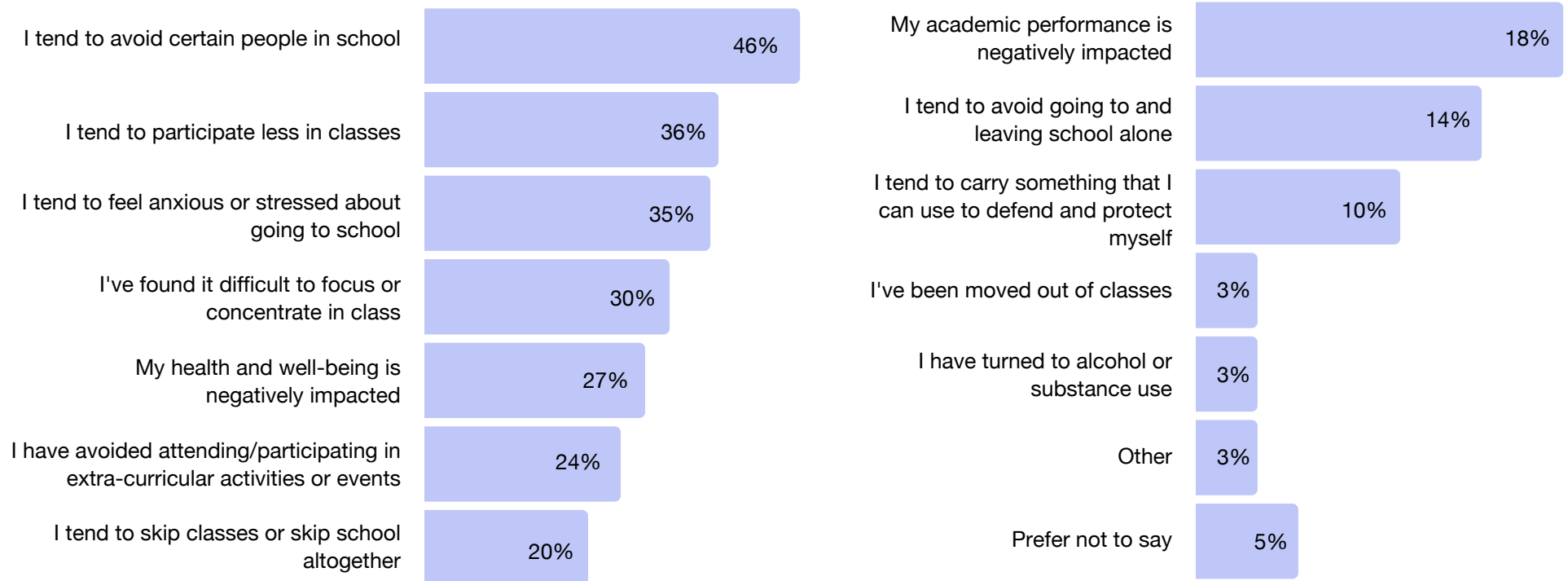


NEARLY 1 IN 3

FEMALE HIGH SCHOOL STUDENTS STATED
THAT THE BEHAVIOURS OF THEIR MALE
PEERS, INFLUENCED BY THE LIKES OF
ANDREW TATE AND THE MANOSPHERE,
ARE HAVING A NEGATIVE IMPACT ON
THEM.

COMMON IMPACTS

Impact of behaviours of male peers influenced by the manosphere
(Among students impacted by behaviours of male peers influenced by the manosphere)



**21% OF GIRLS IMPACTED
SAID THEY HAVE EXPERIENCED
SEXUAL ABUSE**
**AT THE HANDS OF THEIR
INFLUENCED MALE PEERS.**

WHAT WE FOUND



ACADEMIC IMPACT

Impacted female students risk falling behind academically due to manosphere-influenced behaviours reported reduced class participation (36%), difficulty focusing or concentrating in class (30%), avoiding extracurricular activities (24%), and skipping classes or school altogether (20%).



ANXIETY + STRESS

Over a third (35%) of impacted students feel anxious or stressed about school, with almost two in 10 (18%) reporting a negative impact on academic performance.



NEED FOR SUPPORT

More than four in five (82%) female high school students believe schools should provide more support and resources to combat the impact of their male peers influenced by the manosphere.

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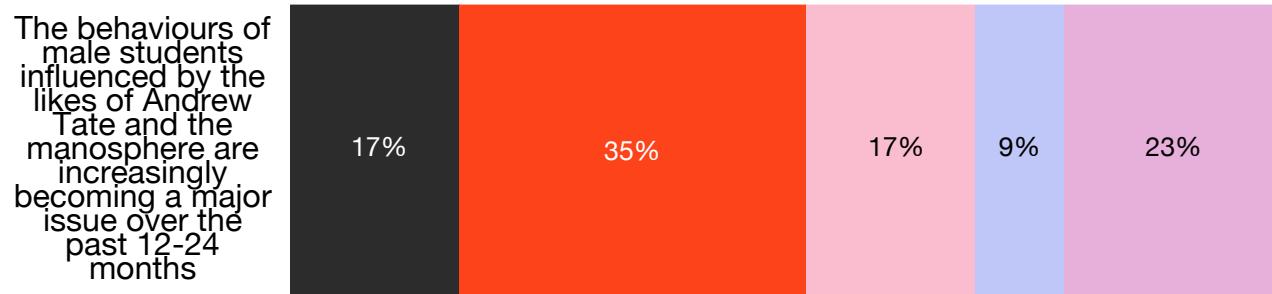
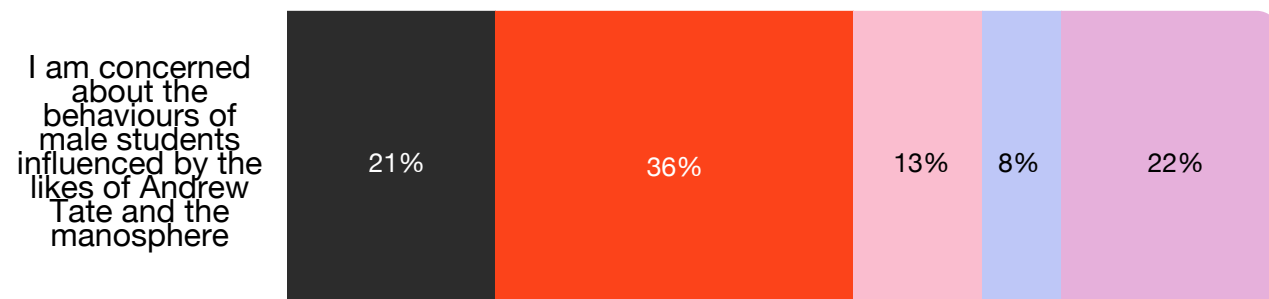


**22% OF GIRLS IMPACTED
SAID THEY HAVE
EXPERIENCED PHYSICAL
ABUSE AT THE HANDS OF
THEIR INFLUENCED MALE
PEERS.**

CONCERNS

CONCERNS ABOUT THE IMPACT OF THE MANOSPHERE ON THE BEHAVIOURS OF MALE STUDENTS ARE PREVALENT

Agreement with statements
(Among all students)



● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree ● Don't know

AGREE	DISAGREE
57%	21%
52%	26%

WHAT THEY SAID

“Male and female students should both have frequent contact with each other, as although upbringings and ideologies may differ, understanding each other helps to bridge a gap of ignorance and stereotypes. Male student aren't the main issue, it's everyone. We all feel pressures of stereotypes.”

“Create safe spaces for male students to explore and express their emotions and feelings, and thus develop empathy towards women and other marginalised groups.”

“Give them an education on valuing and respecting everybody, finding out why they feel the way they do towards women.”

“It is important to develop a strong sense of self-awareness and self-worth, not letting external negativity influence or sway you, and maintaining inner stability and confidence.”

WHAT, IF ANYTHING, WOULD NEED TO CHANGE AMONG MALE STUDENTS TO HELP YOU COMBAT THE BEHAVIOURS OF MALE STUDENTS INFLUENCED BY THE LIKES OF ANDREW TATE AND THE MANOSPHERE?

“Implement educational programs that promote gender equality and challenge misogynistic and sexist ideas.”

“Parents need to be more active in what their teens are seeing online, spending time with them and discussing serious topics like these, but also teachers in schools.”

“Providing education and resources for healthy masculinity can help boys develop a more positive and respectful understanding of themselves and others.”

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WHAT THEY SAID

“Implementing emotional management and social skills training courses to help male students learn effective expression and handling of emotions, as well as enhancing communication skills in interpersonal relationships.”

“Organise seminars or workshops on topics such as healthy relationships, respect, gender equality, etc.”

“I would want access to resources such as books, articles, and online platforms that provide information and support on healthy masculinity, combating toxic behaviours, and promoting respectful relationships.”

“Provide ongoing training for teachers and school staff members on how to spot toxic behaviours related to the manosphere and how to address them in the classroom.”

WHAT, IF ANYTHING, WOULD YOU NEED AND WANT FROM YOUR SCHOOL TO HELP YOU COMBAT THE BEHAVIOURS OF MALE STUDENTS INFLUENCED BY THE LIKES OF ANDREW TATE AND THE MANOSPHERE?

“I would want my school to provide comprehensive education on topics like healthy relationships, consent, empathy, and critical thinking. This education should be integrated into the curriculum across various subjects and grade levels.”

“Train teaching and non-teaching staff so that they can identify and combat sexist and misogynistic behaviour.”

“Government agencies, schools and parents need to do much more to educate males about negative stereotypes and attitudes toward women as they are increasingly becoming more aggressive and hostile towards women in all aspects behind closed doors.”

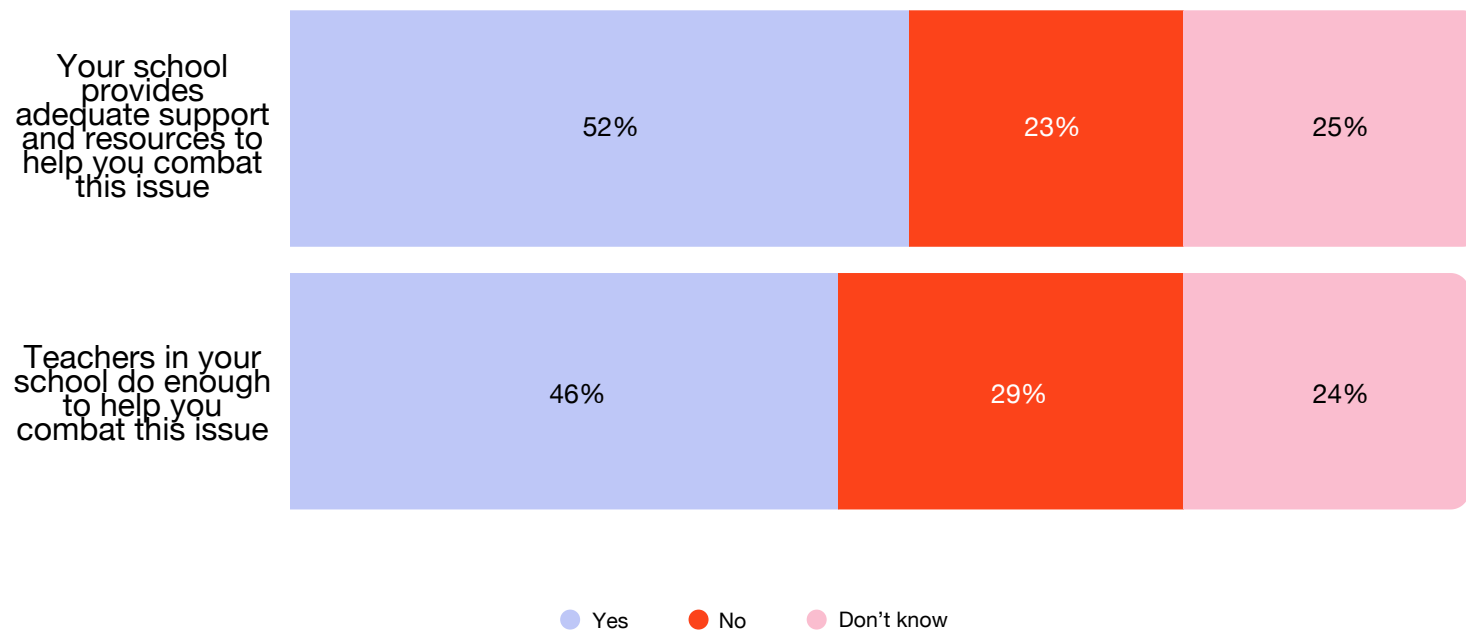
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SCHOOL SUPPORT

STUDENTS BELIEVE THERE IS A GREATER ROLE FOR TEACHERS AND SCHOOLS TO HELP THEM COMBAT THE IMPACT OF MALE PEERS INFLUENCED BY THE MANOSPHERE

Do you think ...?
(Among all students)



CONCLUSION

In conclusion, this study reveals many female high school students feel unsafe and suffer from the negative influence of the manosphere on their male peers, impacting their well-being and education.

It is not only beneficial, but essential to include young women's voices in discussions about the manosphere's impact. Their experiences and insights are vital for shaping effective interventions and promoting a culture of respect and equality. By committing to multi-layered initiatives and support systems for all members of a school community, we can create a safer, more supportive environment for every student, free from the toxic influences of the manosphere.



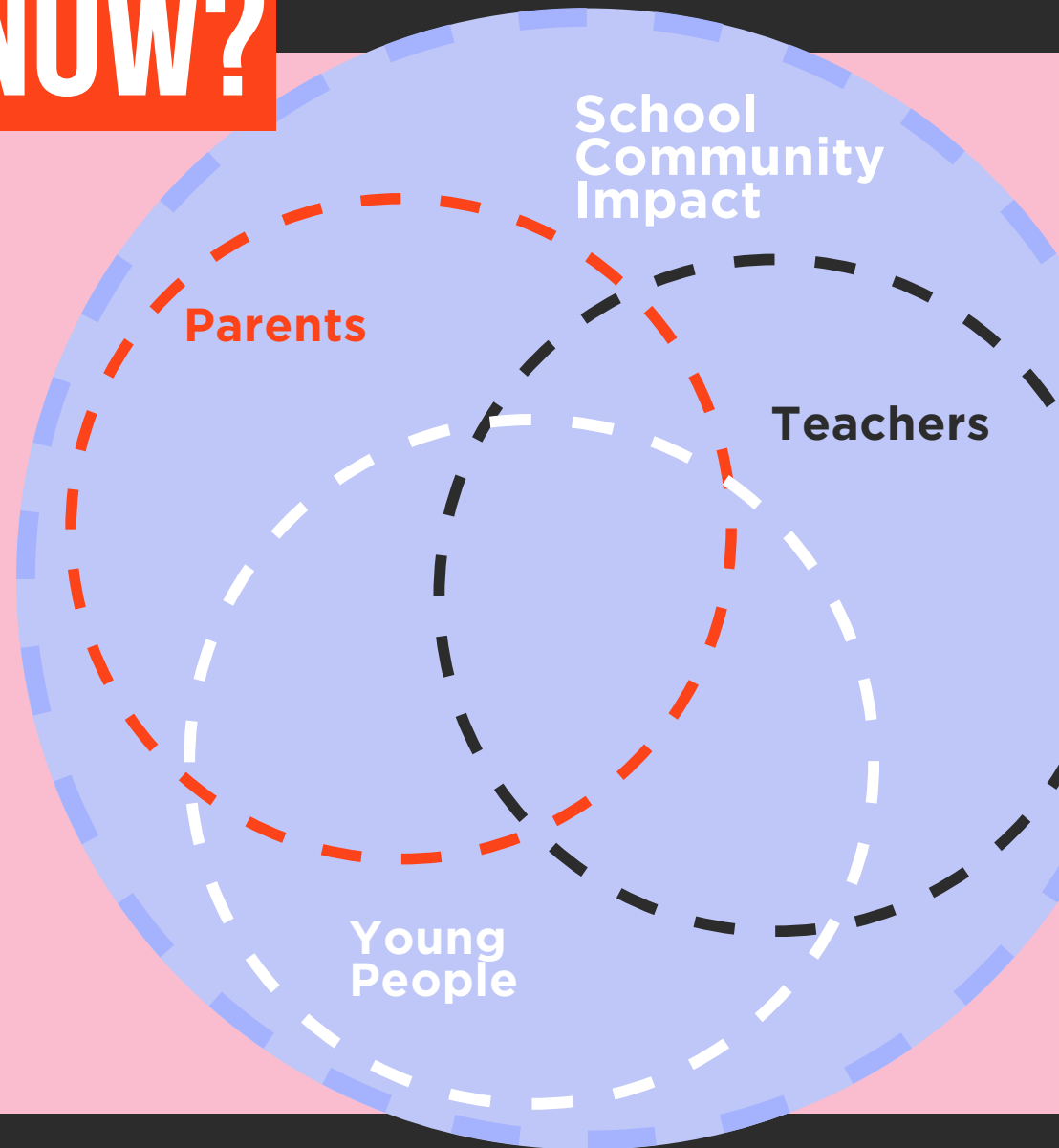
WHAT DO WE DO NOW?

We can no longer afford to work in silos; a collaborative effort and holistic approach are essential for reshaping communities free from gendered violence.

Providing young people with real-life opportunities to develop and practice healthy, respectful relationships is a vital step in this, and the need to build greater understanding and empathy between the genders is more important than ever.

Equally important is the need to support parents, caregivers, teachers, and coaches with the knowledge and tools necessary to navigate the complex landscape in which today's young people are growing up.

Together, we can build the skills necessary for a safer and more equitable tomorrow.



HOW DO WE DO IT?

TRANSFORMATIVE WORKSHOPS

SUPPORT FOR YOUNG WOMEN

It's essential to empower young women to confidently express themselves, giving them the tools to set boundaries, amplify their voices, challenge stereotypes, and handle tough situations with strength and resilience, building greater personal agency and a supportive peer group and community.

SUPPORT FOR YOUNG MEN

Creating lasting social change requires a whole-society approach. That's why we work together with Tomorrow Man, who equip young men with the tools and skills to manage their emotions, play with range, seek help, and better understand women's experiences. Inspiring a more charismatic, aspirational future fit version of masculinity for tomorrow.

SUPPORT FOR PARENTS / CARERS + TEACHERS

By collaborating with parents and carers, teachers, coaches, and peers, we can amplify the impact of change. Our transformative workshops provide valuable insights into the effects of societal expectations on young men and women, the influences shaping their experiences, and a toolkit for nurturing honest and meaningful conversations with practical skills to support themselves and their young people.

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“WHAT CAN I DO?”

START A CONVERSATION

STEP 1: CREATE A COMFORTABLE SETTING

- Consider a walk or a drive: Sitting side-by-side can make conversations easier.
- Have an intention: Keep an open mind and park judgements
- Hold steady: Be prepared to breathe through uncomfortable truths

STEP 2: ASK THOUGHTFUL QUESTIONS

- Be Curious and Respectful: Avoid being judgmental or asking questions with expected answers.
- Focus on Quality Over Quantity: Keep questions short, simple, and give them space to answer.
- Explore Deeply: Stick to one topic at a time and delve deeper rather than jumping around.

STEP 3: ENCOURAGE OPEN DIALOGUE

- Use Open-Ended Questions: Avoid questions that can be answered with a simple ‘yes’ or ‘no’.
- Ask Questions That Open Up the Conversation: Try “What was that like for you?” or “How did that make you feel?” “What did that teach you?” or “How were you supported through that?”
- Be Creative: Ask questions that provoke thought and reflection. Try: “I have noticed lately a lot of talk about people like Andrew Tate, do you know of him? Does he have any impact on you and your mates?” “The space around gender seems heated at the moment. What’s it like for you and your friends?” “If I was suddenly your age, what advice would you give me about what it’s like being your age at the moment?”

STEP 4: SHOW UNDERSTANDING AND SUPPORT

- Be Honest and Vulnerable: Share your feelings to encourage openness.
- You May Need to Get the Conversation Rolling: Model honesty and vulnerability to show you’re willing to engage deeply.
- Listen Without Solving: Let them know you’re there to listen, not to provide solutions.
- Acknowledge Their Sharing: Thank them for their openness and aim to make these conversations a regular habit.

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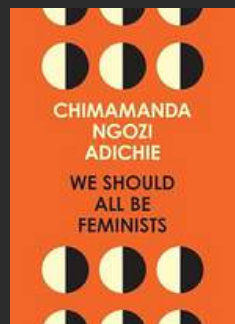
"WHAT CAN I DO?" EDUCATE YOURSELF



Caitlin's joins Mia Freedman to ask the question, 'is it harder to be a man than a woman in this day and age?'



The Conversation's 'The draw of the 'manosphere': understanding Andrew Tate's appeal to lost men.'



'We Should All Be Feminists' by Chimamanda Ngozi Adichie delves into the impact of gender stereotypes on our lives and emphasizes the importance of gender equality to create a more just and inclusive world.



Ben Hurst rejects the commonly-used phrase as a 'get-out-of-jail free' card for boys, men and toxic masculinities.



ABC's Talking to your sons about Andrew Tate and the 'manosphere'.



THE GUARDIAN'S Young men and women share their experiences of divisive and hateful content clogging up their feeds



A inmate builds a feminist movement from behind bars at an all-male prison.



Feminist author Caitlin Moran discusses the effects of pornography use in men, and the interest in Andrew Tate for adolescent boys.

Man Enough Podcast: 'What does it mean to be a man in the world today? More importantly, what does it mean to be human?'



Jackson Katz: Violence against women, it's a men's issue.



Porter shares a powerful message about manhood and the role of men (as a collective) in preventing domestic and sexual violence.

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“WHAT CAN I DO?”

SUPPORT SERVICES



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lifeline.org.au



1300 224 636
beyondblue.org.au



1800 650 890
headspace.org.au

1800RESPECT

1800 737 732
1800respect.org.au



1800 55 1800
kidshelpline.com.au



reachout.com



13 92 76
13yarn.org.au



1800 33 4673
butterfly.org.au

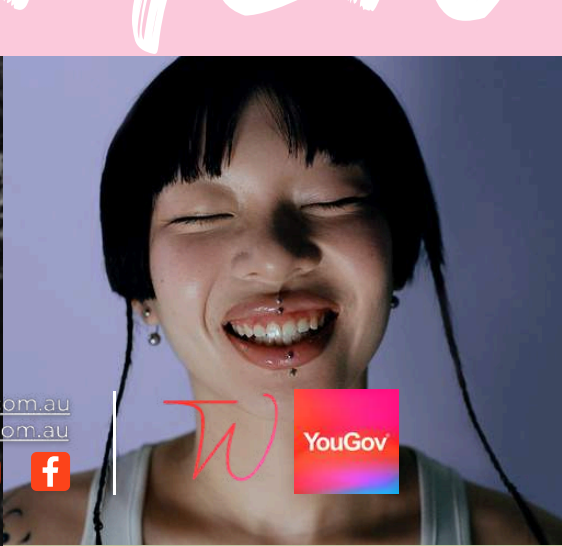
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