

Curiosity, Not Diagnosis.

A field guide to understanding coded manosphere language in schools

Target: School Staff, Pastoral Leads, DSLs

Focus: The Linguistic Mutation of Misogyny

Developed in consultation with Matt Pinkett, Woke2Bloke

Grounded in original computational research by Ella Cockman, LIS BASc Capstone 2026

How this programme works

This CPD session is Day 2 of a three-day embedded programme. Understanding the architecture explains why this content is specific to your school.

Day 1

School immersion

Observing your school ecosystem - from lessons, speaking to students and staff, and producing a written report tailored to your context.

Observation

Day 2

Staff CPD - this session

Evidence-based training grounded in observations on Day 1. Not generic content - built around your school's specific context.

You are here

Day 3

Student session/ debrief

Powerful, age appropriate work directly with students, followed by an implementation debrief with school leadership.

Student led

Where this resource comes from

c. 18,000

Reddit posts analysed across
manosphere communities,
2012-2025.

3 eras

Legacy (pre-2017), Pill (2017-
2021), Sigma (2022-2025)

Language Analysis

Computational linguistics
tracked vocabulary, tone and
meaning.

This resource is grounded in original computational research tracking how manosphere language evolved across three eras on Reddit. Using computational linguistics, the study measured vocabulary change, tone and how closely content aligned with academic definitions of four ideological tropes. The findings inform every slide that follows.

The research shows that language changed dramatically, but the ideology did not. The gap is what this training is designed to close.

Misogyny is a safeguarding duty, not just a behaviour issue

Teacher Data

1 in 3

Secondary teachers report a misogynistic incident from pupils in a single week.

61%

Report a rise in misogynistic behaviour since they started teaching.

40%

Feel unequipped to report or are unsure of the current guidance.

Policy Timeline

**KCSiE
2026**

Formally names misogyny as a safeguarding concern.



**RSHE
2026**

Mandates education on incel subcultures.

Department for Education. (2026). Keeping children safe in education 2026. HM Government. https://consult.education.gov.uk/independent-education-and-school-safeguarding-division/keeping-children-safe-in-education-2026-revisions/supporting_documents/keeping_children_safe_in_education_2026_government_consultationpdf

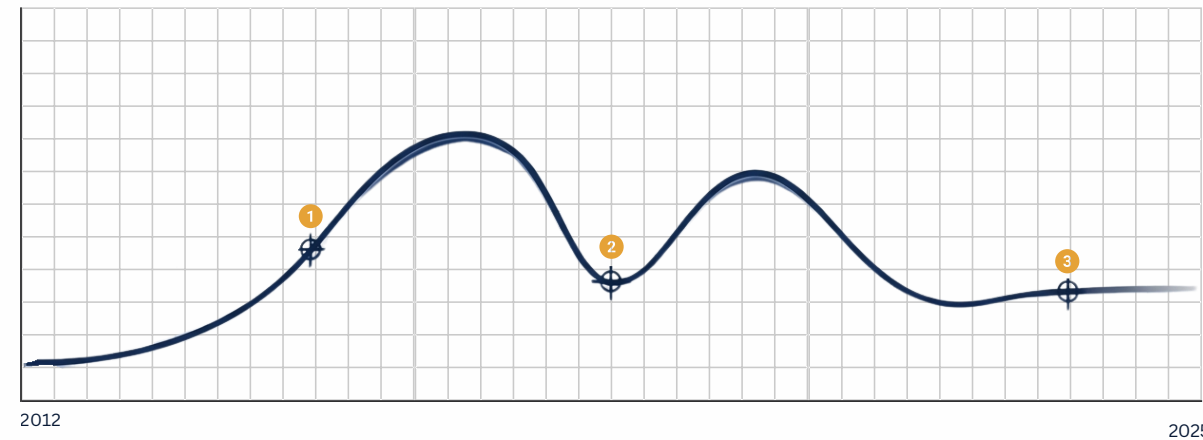
Department for Education. (2025). Relationships education, relationships and sex education (RSE) and health education: Statutory guidance for schools. HM Government. <https://www.gov.uk/government/publications/relationships-education-relationships-and-sex-education-rse-and-health-education>

McGough, K., & Dunkley, E. (2025). A third of teachers reported misogyny among pupils last week, survey suggests. BBC News.

Over, H., Bunce, C., Konu, D., & Zendle, D. (2025). What do we need to know about the manosphere and young people's mental health? Child and Adolescent Mental Health, 30, 272–274.

How AI tools try and fail to detect this language

Semantic proximity of manosphere content trope definitions, 2012-2025 (illustrative)



Register shift

Legacy slang replaced by wellness and self-improvement vocabulary

Trained on 2012. Blind to 2025

Detection accuracy drops significantly when the vocabulary has shifted

Flat tone

Sentiment sounds completely neutral to AI analysis across all three eras

Because this language sounds tonally neutral to AI moderation tools and uses vocabulary that has migrated into wellness and self-improvement registers, teachers remain a crucial point of recognition and response for young people.

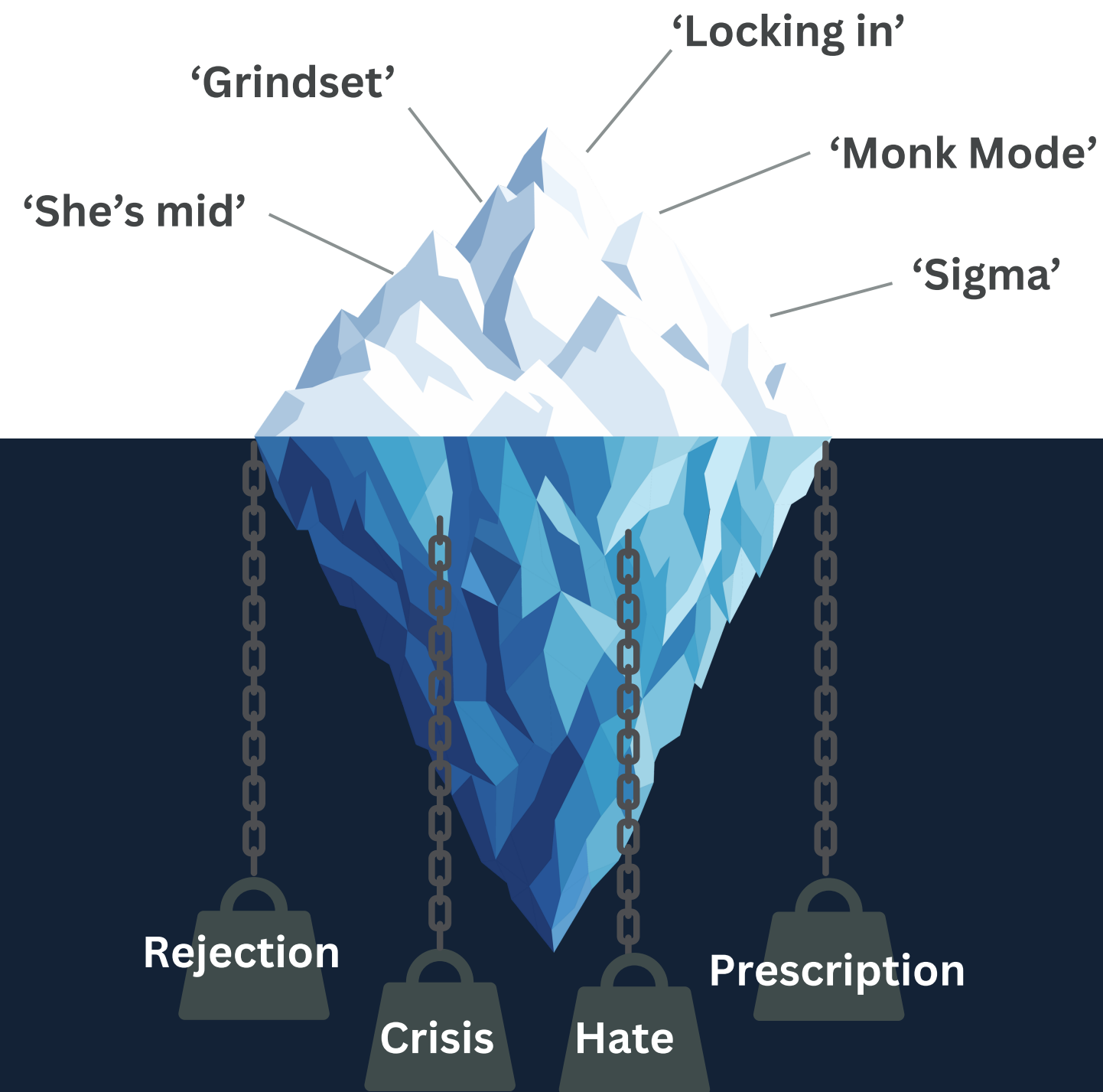
The Manosphere Matrix

Understanding the overlapping ideologies driving the modern manosphere

Ideology	Core Belief	Behavioural Marker	Safeguarding Risk
Incel	Involuntary celibacy - blames women for their struggles; extreme misogyny	Seeking comfort in toxic spaces	Real-world attacks, mass violence, and deep hatred
Red pill	The Matrix Metaphor - “Truth” is the world favours women; equality is “Blue Pill” ignorance	Hiding vulnerability; chasing external approval	Manipulation tactics; reduction of women to objects
Alpha/Beta	Animalistic Hierarchy - men must be aggressive and dominant to be respected	Viewing equality or emotional expression as “Beta” insults	Constant male competition; dominance-based violence against girls
PUA/ Hustle bro	Hyper-Macho Commerce - unites get-rich-quick schemes with the belief that women are targets to be won	Disguising sexism as business or dating advice	Mocking consent; objectification male supremacy

Note: These ideologies surface through four recurring patterns. That's what we're decoding next.

The Surface and The Depths



The Surface:

What it sounds like. The language mimics wellness and ambition. Staff are trained to spot overt harassment, so this slips past the radar.

The Depths:

What it means. The ideology is identical.

Same Story, New Language: The Linguistic Mutation

Legacy (2012)

Women only date alphas: if you're a beta, you'll always be invisible.

Rejection

Modern feminism has created a masculinity crisis; men are under attack.

Crisis

Women are hypergamous parasites; they ruin everything.

Hate

High Sexual Market Value men must never commit to one woman, spin plates and stay in control.

Prescription

Sigma (2025)

If she doesn't meet your standards, that's a sign you're on a higher level now.

We're living in a masculinity crisis; men are shamed for being strong and disciplined.

She's mid. Not worth the energy - women like that just drain you.

Lock in. Cut out distractions. Most guys aren't built for this level of discipline.

Three traps schools slip into when language shifts

Key word bans



Language changes faster than the lists. Students switch codes; lists immediately feel out of date.

The confrontation trap



Students feel attacked. It hides their views, pushes them into encrypted group chats, and adults lose visibility.

Overrelying on one offs



One session, then beliefs resurface. We are blindsided again.

Languages change faster than lists; we need a new approach.