



Declining The Red Pill.

*Rejecting the internet's self-appointed models of masculinity
- and their new system*

It's been a few days since Louis Theroux released his latest documentary. A new Netflix exclusive titled, "Into The Manosphere."

The film is one man's brave journey to go out of his depth and come face-to-face - and at times toe-to-toe - with this generation's latest moral panic: "Hyper-masculine" role models for today's disenfranchised young men. Or so they would claim of course. The documentary wastes no time in quickly exposing the façade of these hate-filled fools. Bravado designed to click farm - to use their words - so that they can *blow up*.

These macho men, despite their protestations, seem to crumble with ease at only a slight amount of expertly placed pressure by our host. Louis is a master of silence, creating the type of dissonance that makes his subjects project their own exposure. There is a key example of this, around twenty minutes in, where the "bro" being interviewed gets asked a simple question, then starts going off on one about how shocked Louis is - only for Louis to laugh in his face and reframe the situation and to speak about how his observation, was that it was a "resonant moment". Beautiful work.

No names of these influencers will be mentioned here. Much like Theroux's stance when being filmed by these men, I share the notion that I cannot let this piece become content - that they could use for rage baiting. These bad actors are already dangerously infamous - racking up millions to billions of views across their accounts - monetising outrage by fronting as a new type of populist movement. The formula they use

remains unchanged to other movements that have come before them.

The formula is simple: identify a grievance, simplify the cause, offer a scapegoat and provide a tribe.

In its simplest form, this is the manosphere makeup. A way of selling young men out of their woes - except in this case, it functions more like a manufactured false grievance system, by way of convincing young white men that they are being oppressed - yet it's all just one big con. A redirection away from complex systems and instead toward emotionally satisfying enemies - such as women, LGBTQ community members, liberals and Jews.

To accomplish this, they push what is known as the Red Pill ideology - a theory on how you are trapped within a system known as The Matrix. A concept that has been claimed from a fictional 1999 science fiction movie of the same name.

Yes, I am serious. This whole scam is so short on original ideas that it has to steal this plot point - a creation of the Wachowskis. The irony is already showing the manosphere's false face, because these influencers abhor trans people - of which the creators of The Matrix are - which just shows that lack of intellectual honesty that exists at the core of their thesis.

Either way, the compelling conspiracy element is lapped up by the teenage boys that make up the overwhelming majority of the subscribers that regularly join streams to listen to these streamers. Boys that are in a fragile position due to their early adolescence.

Identity forming. Concepts of morality taking root. Social understanding locking in. Emotional intelligence trying to get a foot in.

This time in a child's life is already challenging enough to navigate, with it being easy for them to lose their way due to the levels of angst experienced as youthful innocence rapidly fades. It's in these throes of brooding that these influencers are able to take hold - by offering a reason to validate and justify the feelings as anything more than hormones playing havoc with a developing nervous system. Villains are painted of everyone that may speak to these young men with any tone of correction or guidance when bad behaviours flare - whilst

framing themselves as the heroes, but the kind you must pay to follow and obtain any wisdom from.

Louis' documentary - while excellent - could have done more to educate viewers on the effects it's currently having on young minds. After all, it's inevitable that subscribers of these influencers, would no doubt be drawn to this documentary on the world's biggest streaming platform. With that, I sense a missed opportunity to better frame the grim reality that most of these young lads are too afraid to accept - that their new found heroes simply don't care about them.

Their followers are simply numbers - numbers who each time they log in, are blissfully unaware that the key is to lower their self-esteem. The more hurt they feel, the more anger takes the pilot seat - leading to a higher sense of entitlement. With entitlement comes the chip off the shoulder, that raises the arm to point the finger at someone - for making them feel this way. The gurus' content imbues this worldview, to ensure that the algorithms are rewarded with the outrage. A perceived injustice that draws polarised lines, creating a victim of societal nuance.

Once the young mind is tapped in, they're doomed to remain - with no respite or escape. Every post being rewarded with likes from the echo chamber they now exist in.

In the film *The Matrix*, the machines built vast fields of humans - a farm of sorts - to harness their power, whilst they remained totally unaware that the world they lived in, was governed by an invisible overseer. Humans being grown for content. On social media, it's no different - they eat your life for money, whilst you become poor, filled with hatred and losing substance as radical ideas begin to spread in the brain like a virus.

They may believe that what is being sold to them is genuine and an escape from the system they now believe they are escaping from, but it's just another lie from another kind of system. These manosphere coaches are agents of this new system, and now work ignorantly for the new elite architects - the Tech Oligarchs.

In trying to escape one system, they have been tricked into building a new one. They thought they were taking a red pill, when in fact they've been given a blue one and they're trying to convince our kids otherwise.

They hoped that they were living the life of Neo, but now that they are plugged into this new matrix of content creation, they're unaware that they are instead Cypher. A man that begged to leave, but now has no choice but to beg to get back in. Except, these individuals are begging the elites that own these platforms to allow them to keep posting - a lack of posting equals irrelevance in their new system's attention economy.

Now that all has been said, are our young boys ready to decline the red pill?

Are they now waking up to the fact that no real man has needed one?

Real men, regardless of the pressures placed upon them, don't look for someone to blame. They don't need a villain. They simply take responsibility - for themselves, and their actions.

They don't thrive on creating content that sells outrage to boys.

They instead build something worth inheriting.

Real men don't preach against vices such as pornography, while quietly profiting from it in private - exploiting vulnerability whilst cosplaying as coaches.

If they find a system that needs changing, they understand that change doesn't come from who barks the loudest. They reform it, or walk away from it - without building a lesser version in another space.

The truth about this part of the attention economy is this:

The Manosphere is anything but an escape from the system.

It is one of The Matrix's most efficient business models.

Doc