

YOU'VE GOT MALE

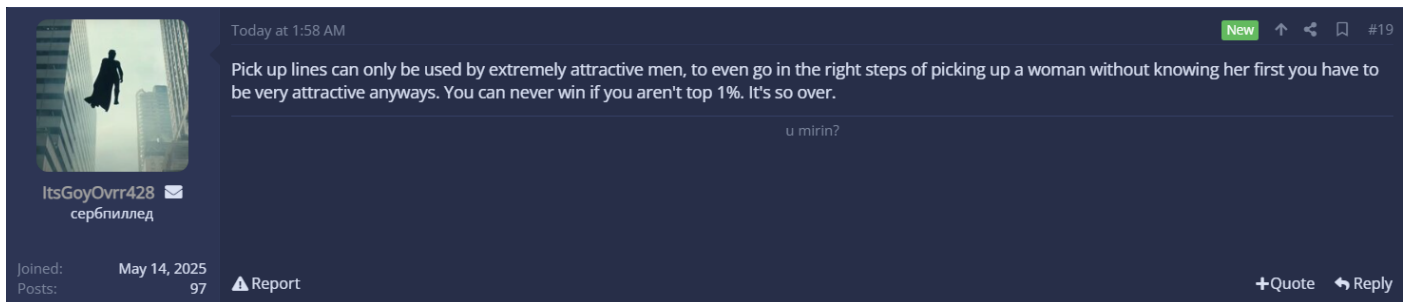


***A VISUAL PROPOSITION BY
GEORGE MILLER***



This paper contains graphic discussions of misogyny, sexual assault, eating disorders, self-harm, suicide, explicit language and real-world violence.

*george
miller*



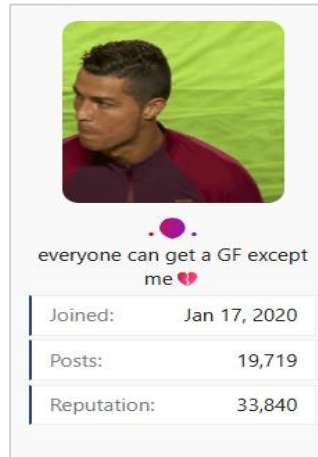
All visual evidence not explicitly referenced is captured from online forums, posted by real users of the sites and was openly accessible on the surface web at the time of writing.

Key [denoting origin of visual material]



incels.is

Arguably the primary forum for incel-specific discussion



looksmax.org

Forum dedicated to the practice of 'looksmaxxing'



4chan.org

Anonymous, largely unmoderated image-based forum, with over 70 boards dedicated to various topics

Contents

preface

1 the history of [lone] man

2 a picture of the perfect jawline

**3 you sent me a pepe so i will send
you a picture of a man being
crushed by a hummer and then you
will know that i understand**

4 i will hurt you [in minecraft]

5 somewhere between normie and sub5

6 no such thing as a blind incel

afterword

bibliography

preface

i began research on this paper over nine months ago. during that time i have spent countless hours dwelling in a plethora of incel forums, alt-right chat rooms and unregulated image boards. i did this to better understand why it is that i am not an incel.

by most metrics, my case should be textbook for the sort of individual who would be lured in by this movement; male, early twenties, autistic, often isolated as a child, trauma, living in the west, unfiltered access to the internet...

and yet it didn't happen.

why not?

this paper is an attempt to map out the visual structures that underpin incel ideology; an ideology which i *should*, on paper, have followed, to better understand how it operates and continues to pervade. i intend for the visual material provided alongside text to both reinforce and contradict the arguments put forth, not only in the interest of balance, but also in a manner akin to the form that discourse typically takes on these sites.

1 the history of [lone] man



Jul 13, 2025

I've called incelism a movement a few times.

four1298 

 This User Is a Registered
Incel



Joined: Dec 27, 2023

Posts: 822

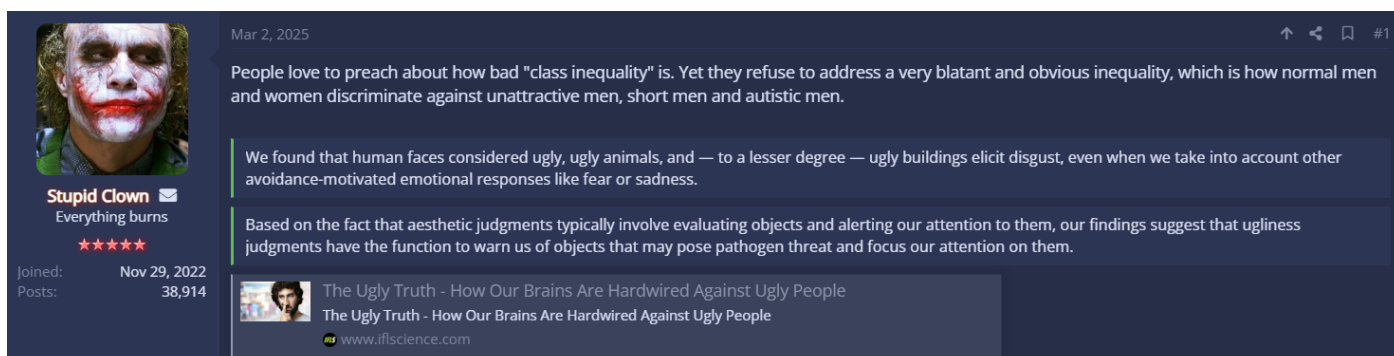
 Report

I am immediately accosted by a man resembling Heath Ledger's joker. He is eager to explain to me how discrimination against 'unattractive' men is on par with class inequality.

I can't make out his face, but he derives particular glee from enlightening me that most male mass shooters as of late are 'ugly, autistic or short'⁽¹⁾.

He found me looking dazed and confused on the homepage of *incels.is*, one of the surface web's preeminent sites for discussions of incelism.

This individual, known only to me as *Stupid Clown*, has posted nearly thirty-nine thousand times since November 2022. In doing so, he has achieved '*Paragon*' status; a classification given only to the most devout incels who have contributed over ten thousand times.



The screenshot shows a forum post on the website incels.is. The user profile for 'Stupid Clown' is visible on the left, featuring a profile picture of a person with white face paint and red lips, and the bio 'Everything burns'. The post itself is dated 'Mar 2, 2025' and has a title 'People love to preach about how bad "class inequality" is. Yet they refuse to address a very blatant and obvious inequality, which is how normal men and women discriminate against unattractive men, short men and autistic men.' The post content includes two paragraphs: 'We found that human faces considered ugly, ugly animals, and — to a lesser degree — ugly buildings elicit disgust, even when we take into account other avoidance-motivated emotional responses like fear or sadness.' and 'Based on the fact that aesthetic judgments typically involve evaluating objects and alerting our attention to them, our findings suggest that ugliness judgments have the function to warn us of objects that may pose pathogen threat and focus our attention on them.' Below the text is a link to a video titled 'The Ugly Truth - How Our Brains Are Hardwired Against Ugly People' from the website www.ifscience.com.

Mar 2, 2025

People love to preach about how bad "class inequality" is. Yet they refuse to address a very blatant and obvious inequality, which is how normal men and women discriminate against unattractive men, short men and autistic men.

We found that human faces considered ugly, ugly animals, and — to a lesser degree — ugly buildings elicit disgust, even when we take into account other avoidance-motivated emotional responses like fear or sadness.

Based on the fact that aesthetic judgments typically involve evaluating objects and alerting our attention to them, our findings suggest that ugliness judgments have the function to warn us of objects that may pose pathogen threat and focus our attention on them.

The Ugly Truth - How Our Brains Are Hardwired Against Ugly People
The Ugly Truth - How Our Brains Are Hardwired Against Ugly People
www.ifscience.com

Stupid Clown
Everything burns
★★★★★
Joined: Nov 29, 2022
Posts: 38,914


He is now arguing with another man named *Adolf Kitler*, who claims that incel violence is actually statistically rather rare.

1. Incels.Is - Involuntary Celibate Forum. 'Why Mass Shootings Keep Happening'. 2 March 2025. <https://incels.is/threads/why-mass-shootings-keep-happening.719461/>. [accessed 26/08/25]

'Kill me... I have a gun in my pocket...' were the words barked at a lone policeman on Toronto's Yonge Street at 1pm on an April afternoon in 2018⁽²⁾.

2. Passifiume et al. '10 Dead, 15 Wounded When van Hits Pedestrians near Yonge and Finch'. 23 April 2018, Torontosun

These chilling words rang from the mouth of Alek Minassian, a twenty-five-year-old man who, just a few minutes prior, had been behind the wheel of a white rental Chevrolet Express⁽³⁾ as it ran down twenty-six civilians, killing ten⁽⁴⁾.



Classic_Jarvis
Recruit

★★★★★

Joined: Dec 31, 2017
Posts: 451

Report

Apr 25, 2018

Can someone link me to the manifesto of this gentleman? I am too low IQ to research it myself, search results are all news articles that rehash the same things. I would like to know more about this brother, who has some first hand information?

harmless psychological fun

+Quote ↩ Reply

3. Cecco, Leyland and Kassam, Ashifa, 2018. 'Toronto van Incident in Which 10 Pedestrians Died Appeared Deliberate, Say Police'. *The Guardian*, 24 April 2018, sec. World news


4. Cecco, Leyland. 2019. 'Toronto van Attack Suspect Says He Was "radicalized" Online by "Incels"'. *The Guardian*, 27 September 2019, sec. World news

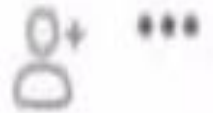
Minassian was a self-confessed 'incel', internet-shorthand for '*involuntarily celibate*'⁽⁵⁾.

5. Griffin, J. *BBC News*. 2018. 'Incels: Inside a Dark World of Online Hate', 12 May 2018, sec. BBC Trending



Alek Minassian

1 hr · 

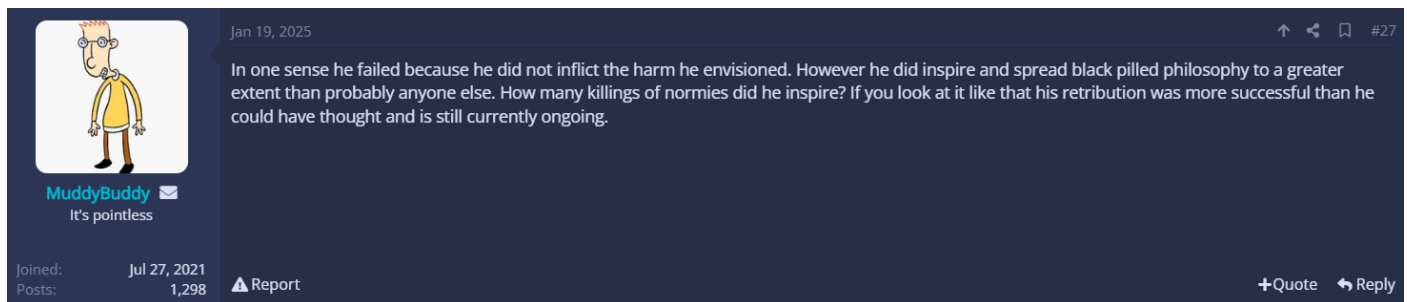
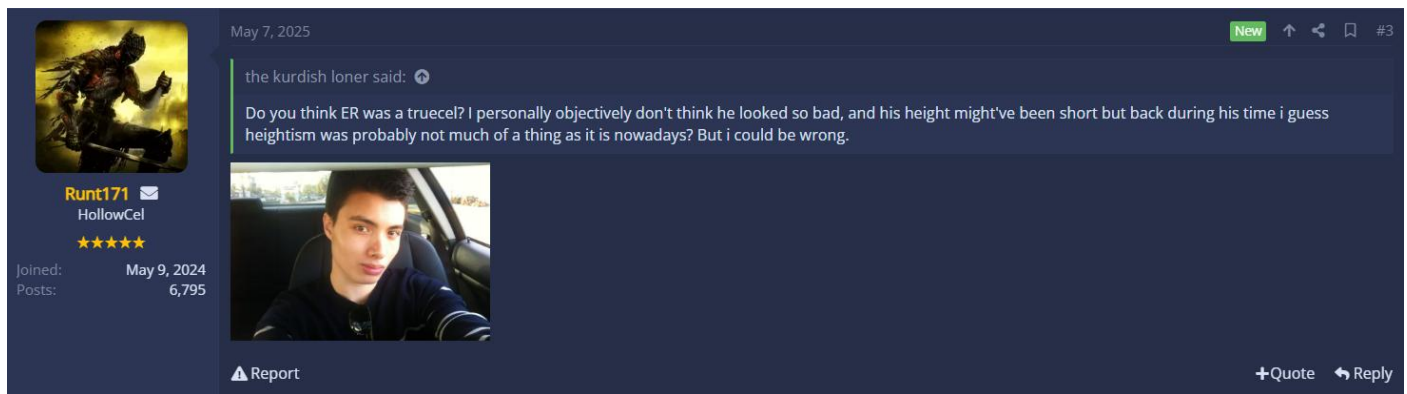


Private (Recruit) Minassian Infantry 00010, wishing to speak to Sgt 4chan please. C23249161. The Incel Rebellion has already begun! We will overthrow all the Chads and Stacys! All hail the Supreme Gentleman Elliot Rodger!

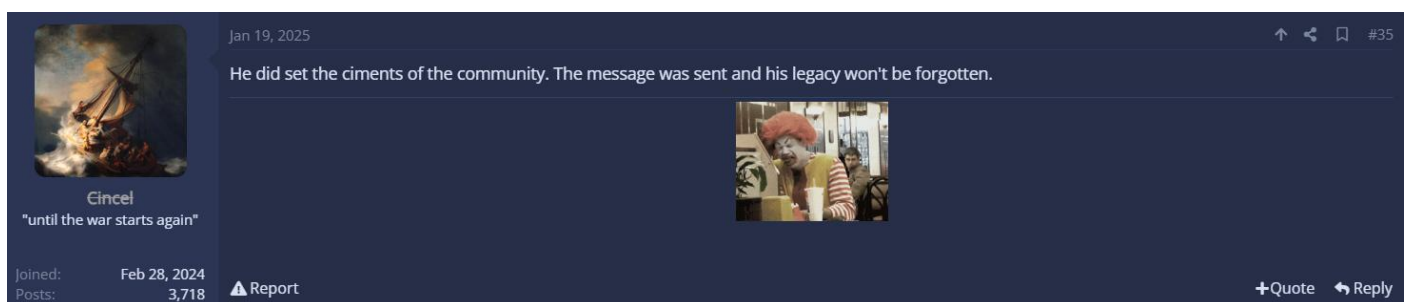


In a solitary Facebook post, Minassian described a sentiment that the '*Incel Rebellion*'⁽⁶⁾ was already underway, expressing support for Elliot Rodger, the now-infamous perpetrator of the 2016 Isla Vista shootings in Southern California, which culminated in five deaths before he turned the gun on himself.

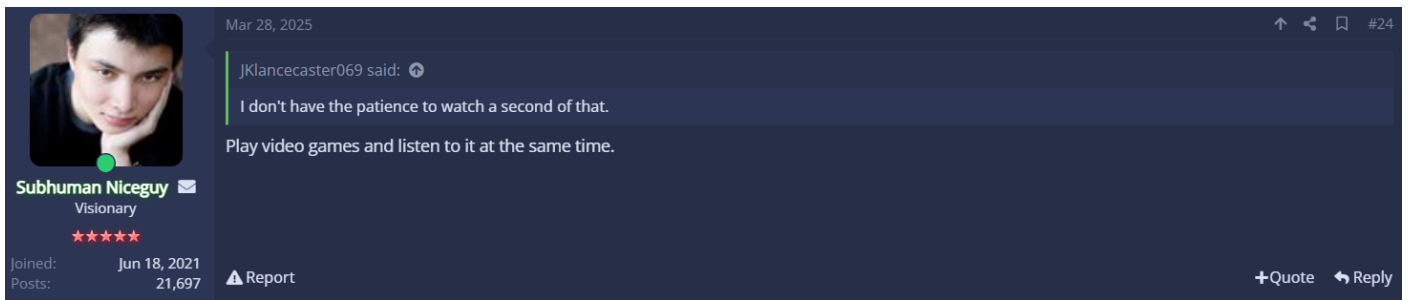
6. Winsor, M. 'Toronto van Attack Suspect Declared "Incel Rebellion" in Chilling Facebook Post'. April 25 2018, ABC News. Accessed 15 April 2025



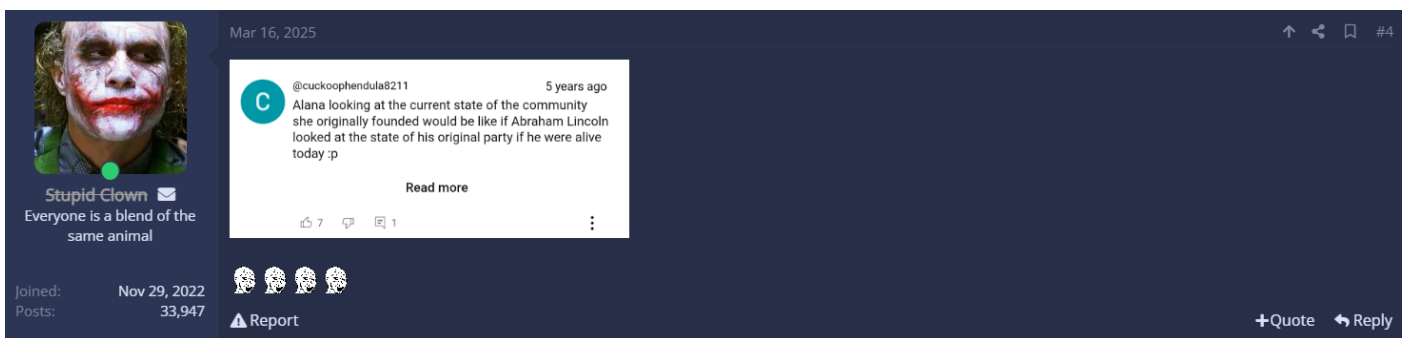
Described as exhibiting traits of both Narcissistic Personality Disorder and Psychopathy⁽⁷⁾, Rodger soon went on to become a figurehead for a rapidly developing 'incel' movement online, exponentially increasing the tendency for misogynistic and bigoted rhetoric within forums and spaces which had ostensibly originated initially as places of good-faith discussion.



7. Langman, P. 'Elliot Rodger: A Psychotic Psychopath? | Psychology Today'. May 28 2014.



Indeed the term 'incel' was first coined by a woman on her blog entitled '*Alana's Involuntary Celibacy Project*' in 1997⁽⁸⁾; a gender-inclusive site designed to aid those having difficulty finding a romantic partner.




8. Caffrey, C. 'Incel | EBSCO Research Starters'. n.d.

I am not part of the human race. Humanity has rejected me. The females of the human species have never wanted to mate with me, so how could I possibly consider myself part of humanity? Humanity has never accepted me among them, and now I know why. I am more than human. I am superior to them all. I am Elliot Rodger... Magnificent, glorious, supreme, eminent... Divine! I am the closest thing there is

Excerpt from page 131 of Elliot Rodger's 141-page long manifesto, entitled 'My Twisted World'⁽⁹⁾

9. *The New York Times*. 2014. 'The Manifesto of Elliot Rodger', 25 May 2014, sec. U.S

The incel movement existed in shadowy corners of the internet throughout the 2000s, on sites such as *IncelSupport* and *Love-Shy.com*, slowly edging away from discussions on rejection and social isolation, and towards more blatant misogyny from an overwhelmingly male population about the perceived injustice at their lack of sexual opportunity.




To koniec
Nah i'd goon
★★★★★
Joined: Apr 14, 2020
Posts: 14,010

May 12, 2025

New ↑ ↻ 📌 #26

Really humans needs to show their "superiority" and degrade others, we are losers cause well...we got awful ticket in lottery known as life

+Quote ↻ Reply



DutchCel01
Legend
★★★★★
Joined: Jan 30, 2025
Posts: 3,919

May 14, 2025


New ↑ ↻ 📌 #49

Fallen-Angel said: ⚡
Won't happen because "no brotherhood" talking points

Crabs in a bucket mentality. Most people here dont want others to succeed. Probably out of fear of being left behind like most of us have been in the past.

B

+Quote ↻ Reply



DutchCel01
Legend
★★★★★
Joined: Jan 30, 2025
Posts: 3,919

May 14, 2025

New ↑ ↻ 📌 #50

DutchCel01 said: ⚡
Crabs in a bucket mentality. Most people here dont want others to succeed. Probably out of fear of being left behind like most of us have been in the past.

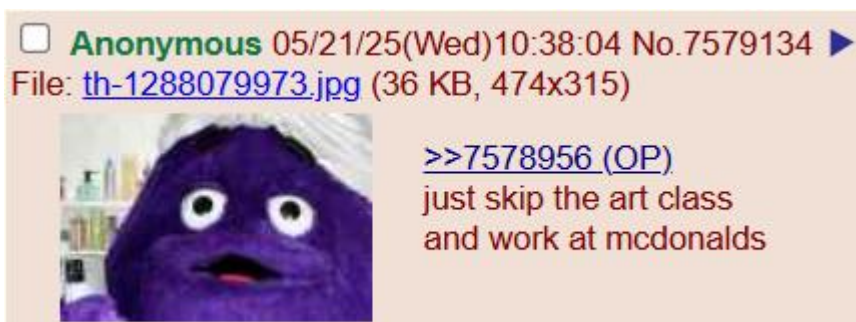
I should be an incel psychologist

B

+Quote ↻ Reply

4chan is often cited as being the catalyst from which the movement gained unprecedented momentum.

Created as a message board forum by fifteen-year-old Christopher Poole (known by his 4-Chan alias '*moot*')⁽¹⁰⁾, the board quickly gained traction for its' emphasis on user-anonymity.



10. *BBC News*. 2016. '4chan Founder "moot" Joins Google. But Why?', 8 March 2016, sec. Newsbeat.

wl4f 09/10/25(Wed)04:03:53 No.12517246 ▶
File: dumbgril7.png (43 KB, 200x200)



>>12516232 (OP)

hedonistic indulgence is unlikely to fulfill you unfortunately... I hope it was at least with a loved parter you had a serious and long relationship though at least maybe

Posts could be made to one of several forums locatable from the site's homepage without the need for user-identification. Yet the real ingenuity lies in the mechanics of post expiration, whereby any material deposited onto the site often lasted for only a couple of minutes ⁽¹¹⁾.

Anonymous 05/19/25(Mon)11:02:36 No.148654585



Me, dropping my son off at middle school, instructing him to befriend the shy, loner girl with braces and acne

Anonymous 09/10/25(Wed)09:23:19 No.33644001 ▶

>>33643574

Man, I've been on dates with 19 year olds and 39 year olds. You're the only who cares about this nonsense

Plus why don't you get an app first and see if any women at all are interested. It's like asking how should you invest 1mil \$ when you don't have that kind of money

11. Hagen, Sal, and Tommaso and Venturini. 2024. 'Memecry: Tracing the Repetition-with-Variation of Formulas on 4chan/Pol/'. *Information, Communication & Society* 27 (3): 466-97

: Anonymous 05/17/25(Sat)19:04:45 No.33074189



164 KB JPG

I've reached a level of financial success at the age of 35 years old, a big house, two cars, and rising income. And now suddenly women flock to me. Now I'm "desirable."

But when I was grinding through school, college, and the early years of my career, I was invisible.

Rejected, ignored, dismissed. No woman stood by me during the climb. Now they appear at the summit, expecting a share in rewards they didn't help earn.

And what do they offer in return? What are my options as a successful man in his prime? Single moms, aging party girls, "career women" hitting 30 with fading looks and bloated standards, virgins are non existant at this point and if I try to date a younger woman I'm labeled a "predator." By the same aging women that desire me.

Anonymous 05/11/25(Sun)14:11:55 No.81133424
Looking for a gf



697 KB JPG

Looking for a gf, write your application here

Requirements

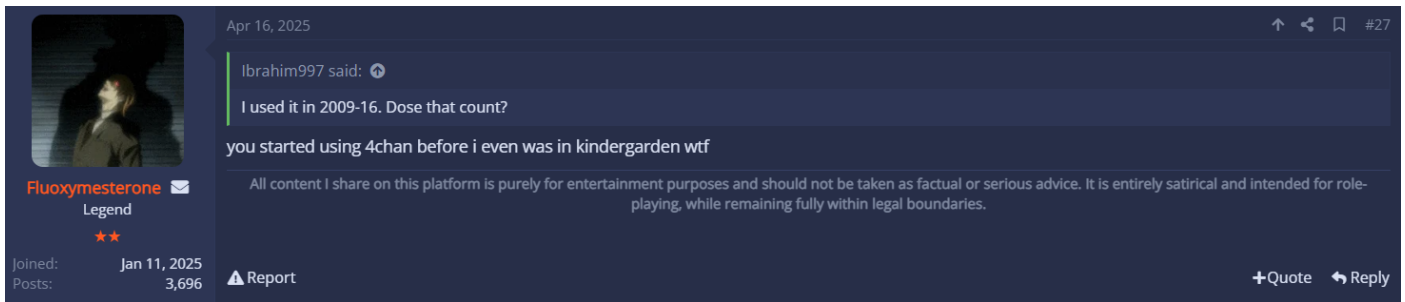
- >Moderately chubby with big tits
- >Likes literature and music, also has other artistic interests
- >Likes cooking
- >Pleasant to be around
- >Don't break my balls
- >Would like to live in the middle of nowhere

Anonymous 05/11/25(Sun)14:40:41 No.81133697

You've described me perfectly
Except I already live in the middle of nowhere and I dont want company

As a result, a culture of content-ephemerality emerged whereby users were implicitly encouraged to share content with the knowledge that its existence would likely be so fleeting that if they were to restart their computer, it would become untraceable by the time they re-entered the site⁽¹²⁾.

12. Bernstein, M., Monroy-Hernández, A., Harry, D., André, P., Panovich, K. and Vargas, G. (2021) "4chan and /b/: An Analysis of Anonymity and Ephemerality in a Large Online Community", *Proceedings of the International AAAI Conference on Web and Social Media*, 5(1), pp. 50-57



The userbase quickly understood their **temporal instability** on the platform, and within a short period of time the website had become famed for its ability to host **extreme** and often **alt-right** content, and to generate vast chains of memes which would remain virtually ~~**indecipherable**~~ to anyone who might not have viewed the site in the past hour.



There is much less at stake when a post might exist for only a couple minutes; but the social capital gained from distributing a particularly heinous meme could be unlimited from the site's most obsessive users.

My fetish goes against my poli(...)

05/05/25(Mon)15:38:17 No.934188291



8 KB JPG

>be me
>right winger, very redpilled
>Pretty much Anti-woke
>get instant ick when I hear words like "queer", "androgynous", "gender neutral"
> And yet completely obsessed with tomboys

Why am I like this?

File: [IMG_2895.jpg](#) (71 KB, 828x597)



☐ Anonymous 09/04/25(Thu)06:37:39 No.33612064 [Reply] ► >>33642911


I'm genuinely going to blow my brains out because I'm such a failure with women

+ 151 replies and 8 images omitted. [Click here to view.](#)

>> ☐ Anonymous 09/10/25(Wed)04:04:16 No.33642780 ►


Failure with women? Like you fail to catch them when they try to run away?

On the days following Rodger's attack in South California, 4chan and associated websites erupted into furore – fierce discussion ensued with commenters analysing the minutiae of Rodger's lengthy and self-pitying manifesto, desperately attempting to define his place within the complex schemes of categorisation that run throughout the 'incel' subculture.




Choler
Major
★★
Joined: Jan 23, 2025
Posts: 2,120




Feb 20, 2025

PersonaPimp said: 

I respect him for taking fate into his own hands + actually taking action and doing something instead of rotting away to inevitable death.



The country dominated by a woman is to be despised. And so to be despised is the being who becomes dominated by the power of a woman

 Report  +Quote  Reply

take your meds bbg



AnApparentMyth
MISIDECAL (I WANT TO LIVE WITH HER)
Joined: Jan 31, 2025
Posts: 1,987


Feb 20, 2025

CrackingYs said: 

He did get the ball rolling. But I think endlessly talking about him is kind of cringe at this point.

" If you are here, you're an Incel "

 Report  +Quote  Reply






SuperKanga.Belgrade
In The Key Of Saturn
★★★★★
Joined: Jun 10, 2024
Posts: 37,011

Jan 13, 2025

I honestly feel bad for him

It's a shame that his life was so horrible that he couldn't cope any longer, and he lost himself.

Seeing the picks of him when he was younger was heart breaking.

 Report  +Quote  Reply

Contents [\[hide\]](#)

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- 7 A
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 - 7.3 AFC


A screenshot of the contents page for the glossary section on [incels.wiki](#), a Wikipedia-like site dedicated to the subculture.

One commenter surmised that *'he must have been the beta to end all betas if he never got laid'*⁽¹³⁾, whilst others declared him a martyr for their growing movement of isolation.

13. Nagle, Angela "The New Man of 4chan." *The Baffler*, no. 30 (2016): pg. 65.

I need help debloating ASAP

LiamV · Monday at 1:39 PM



LiamV
Iron


Joined:	Jan 12, 2025
Posts:	1
Reputation:	0

Monday at 1:39 PM

My parents will not let me buy any medical products or pills such as lasix. any household items I should stick to eating/drinking? I already have a low bodyfat%

#1

Whilst Rodger is not known to have engaged specifically with 4-Chan, (he was found to have frequented more looks-based manosphere sites, such as *bodybuilding.com*)⁽¹⁴⁾, the attack ignited the touchpaper beneath the subculture, expanding the conspiratorial rhetoric and accelerating the conversation around perceived male victimhood within such spaces and beyond.



soggra
Luminary

Joined:	Jun 12, 2023
Posts:	5,134
Reputation:	5,064

Monday at 8:53 PM

Everyone has a little bit of Elliot Rodger in them

#21

pprimus43

14. Brugger, Kelsey, 2015. 'Elliot Rodger Report Details Long Struggle with Mental Illness'. *The Santa Barbara Independent* (blog). 20 February 2015.

**Within a few years,
the subculture had
gone from nothing
more than a**

niche

deep-web

ideology

**to a thorn lodged in
the side of the
internet zeitgeist.**

A number of copycat attacks took place in the years following the Isla Vista shootings, Minassian being the most fatal example amongst hordes of similar cases.



Tenna


indo iranian

★ ★ ★

Joined: Mar 9, 2025
Posts: 217

Mar 17, 2025

sort of, i could probably reach his looks threshold though.



+Quote

↩ Reply



In the late afternoon on 2nd November 2018 (less than six months after the Toronto attack), a lone gunman opened fire on a yoga studio in Tallahassee, Florida, killing two and injuring five more before, like Rodger, turning the gun on himself and committing suicide at the scene⁽¹⁵⁾.

15. *BBC News*. 2018. 'Florida Yoga Studio Shooting: Two Killed and Four Injured', 3 November 2018, sec. US & Canada.



The Plight of the Adolescent Male - Scott Beierle (Tallahassee Yoga Studio Shooter)



david linville
553 subscribers

Subscribe

37



Share

Download




A screenshot of a re-uploaded YouTube video from Beierle. Multiple such re-uploads remain on the site.

Scott Paul Beierle was the forty-year-old male responsible for the murders; the full US Secret Services report describes Beierle as having '*had no true experience with romantic relationships*'⁽¹⁶⁾ plus a deep-rooted '*hatred for women*'⁽¹⁷⁾, and was known to have uploaded multiple rambling videos, heavily misogynistic in content, to video-sharing platforms such as YouTube.

16. 'Secret Service's Latest Research Highlights Mass Violence Motivated by Misogyny | United States Secret Service'. Accessed 15 April 2025.

<https://www.secretservice.gov/newsroom/releases/2022/03/secret-services-latest-research-highlights-mass-violence-motivated-misogyny>. pg.13

17. Secret Service's Latest Research, pg. 14



Deleted member 301
"The Pessimist Was Right All Along"

Joined: Nov 8, 2017
Posts: 4,640

Nov 6, 2018

After some basic sleuthing I found his website which I don't think has been discovered by the cuckthorities. I screencapped the entire content for preservation purposes when it is inevitably removed. It contains about 80-100 songs, all with lyrics and descriptions of his inspiration for each song. It appears that although he only recorded one album, he had plans and enough songs wrote for around 6 albums.

Also 2 undiscovered Youtube channels containing 3 of his music videos, have also downloaded.

Plus I have uploaded his album again.

Album:

You have not provided a valid SoundCloud URL. [Learn more](#) about using SoundCloud players.

SOUNDCLOUD

[Privacy policy](#)


His Website: <https://pathofdefiance.com>

Youtube Channels: https://www.youtube.com/channel/UCz2_RAX0-bWlYQ2T_8l2clA

<https://www.youtube.com/channel/UCCRdxZvNATj25gxqY1jmlA>

I didn't name all the tracks on the album when I uploaded it because, well hey, I'm a lazy alcoholiccel.

↑ ↻ 📌 #1



Tension
Worthless.

Joined: Jan 8, 2018
Posts: 1,315


Nov 6, 2018

Thank you very much for finding and sharing these. We have to preserve and archive this before (((they))) remove them.

Report

↑ ↻ 📌 #2

+Quote ↻ Reply




Eternaldarkness
This will be my last year alive

Joined: Feb 11, 2018
Posts: 1,328

Nov 6, 2018

He has a picture of Ted Bundy on his website, JFL.


Whitecel. Autistcel. KHHV



Report

↑ ↻ 📌 #18

+Quote ↻ Reply



PPEcel
cope and seethe
★★★★★

Joined: Oct 1, 2018
Posts: 29,091

Jul 12, 2022

ogleman said: 🗨️

How soon before they round up incels for just "looking creepy" then justify it as "preemptive crime stopping"?

There's a reason they want to disarm us.

Report

↑ ↻ 📌 #72

+Quote ↻ Reply


Whilst the movement
propagated violently
throughout the mid-2010s,
the first hints of inter-
party rifts were beginning
to show amidst the


competing

(and often


contradict

ory) ideologies within
inceldom.



To koniec 
Nah I'd goon
★★★★★

Joined: Apr 14, 2020
Posts: 14,013

 Report

May 31, 2024

Also they are super edgy even by forum standards

↑ ↻ 📌 #10

+Quote ↻ Reply

The most notable was the concept of the '*Blackpill*'. The forum *incels.wiki* cites the conception of this new '*scientific*' ideology being the primary reason for the removal of many long-standing site admins⁽¹⁸⁾.

Scientific Blackpill

The **Scientific Blackpill** is about understanding the nature of human social and sexual behavior with a particular focus on [evolutionary psychological](#) perspectives.

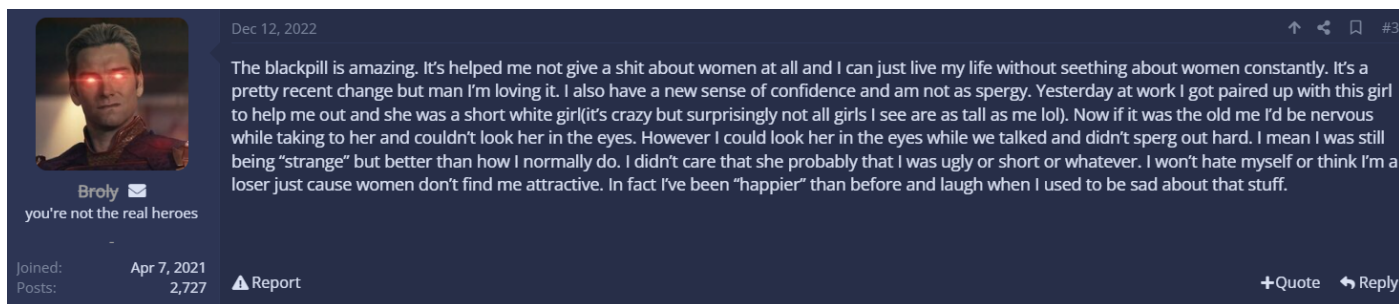
As per the **blackpill**, this compilation emphasizes the role of systemic and genetic factors and traits in men's dating issues (rather than [personal ones](#)). These include [innate behavior and preferences](#), [physical attractiveness](#), [facial bone structure](#), [stature](#), [muscularity](#), [body frame size](#), [race](#), [personality](#), [local sex ratios](#), [intelligence](#), [ability](#), [health](#), [mental health](#), [social and economic status](#), as well as female [coyness](#), [sneakiness](#) and [nastiness](#).

This page maintains a neutral tone and conveys the scientific findings without judgment. However, sections demarcated as "discussion" may occasionally contain un-sourced speculation or writing from a more non-neutral perspective.

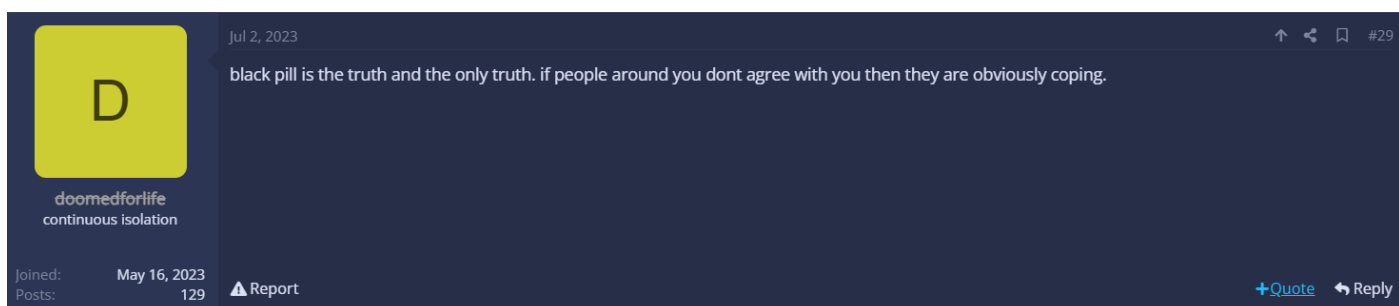
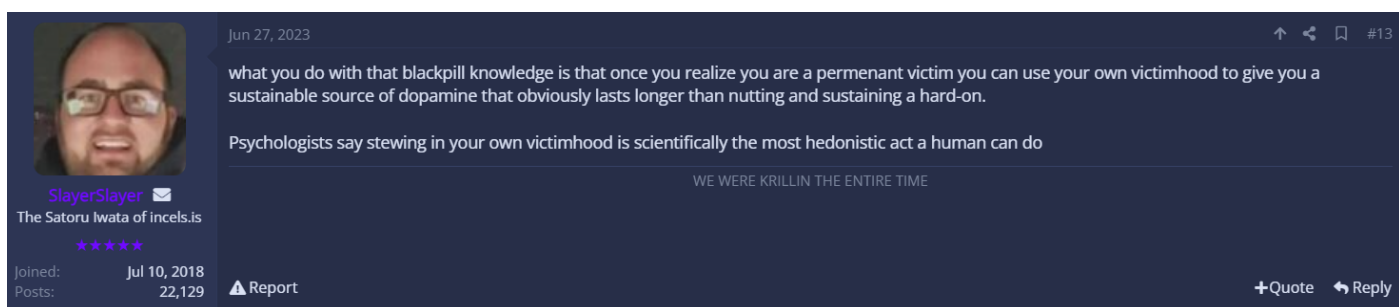
A screenshot of the introduction to the 'Scientific Blackpill' on *incels.wiki*. The emphasis on neutrality is presumably intended to feign legitimacy and authority surrounding what are largely baseless claims about sex, gender and romantic attraction.

An understanding of the '*Blackpill*' concept is crucial to an understanding of the incel worldview today.

18. Incel Wiki:About'. 2022. Incel Wiki. 10 April 2022.
https://incels.wiki/w/Incel_Wiki:About.



The '*Blackpill*' describes a fundamental value shift from subjective individual experience as the primary source of evidence for incel ideology, to an emphasis on scientific research, utilising an often pseudo-objective stance to defend the prevailing incel dogma. The result is an impenetrable mess of '*...subjectivity, relativism and factionalist rancor*'⁽¹⁹⁾, whereby proponents of the '*Blackpill*' seek to justify ideological positions through wilful misinterpretation of dubious sociological research and a haphazard grasp of evolutionary psychology⁽²⁰⁾.



The most devout incels are willing to distort and redefine the parameters of (sometimes) valid scientific research in defence of their perceived status and the cause more broadly.

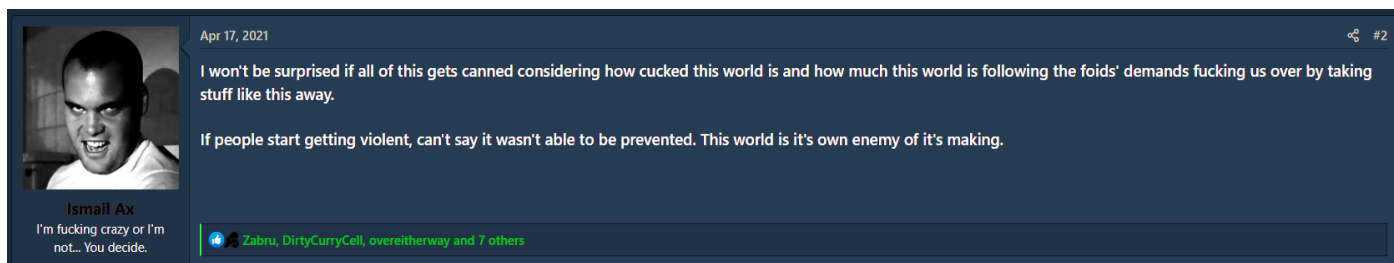
19. Lakeman, Will (2011) '*Content and Commentary: Parallel Structures of Organization and Interaction on Wikis*' in *Wiki Writing: Collaborative Learning in the College Classroom*. Edited by Matt Barton. Ann Arbor: University of Michigan Press. pg.147

20. Roser et al. 2023. '*Spitting out the Blackpill*': Evaluating how Incels Present Themselves in their own Words on the Incel Wiki', *Institute for Strategic Dialogue*, pg.11

Operating largely in the shadows has caused the movement to adapt, utilising superficially legitimate rhetoric and technique to camouflage as a cohesive and rational group of ideas. It is therefore important to remember that some sources consider the movement as continuing to have a significant propensity for real-world violence.

A recent UK Government study noted that around one quarter of largely UK/US-based self-defined 'incels' would either 'sometimes' or 'often' condone the use of real violence against a person perceived to be causing the incel harm⁽²¹⁾.

21. Whittaker, et al. 'Predicting Harm among Incels (Involuntary Celibates): The Roles of Mental Health, Ideological Belief and Social Networking '. 2024. GOV.UK.



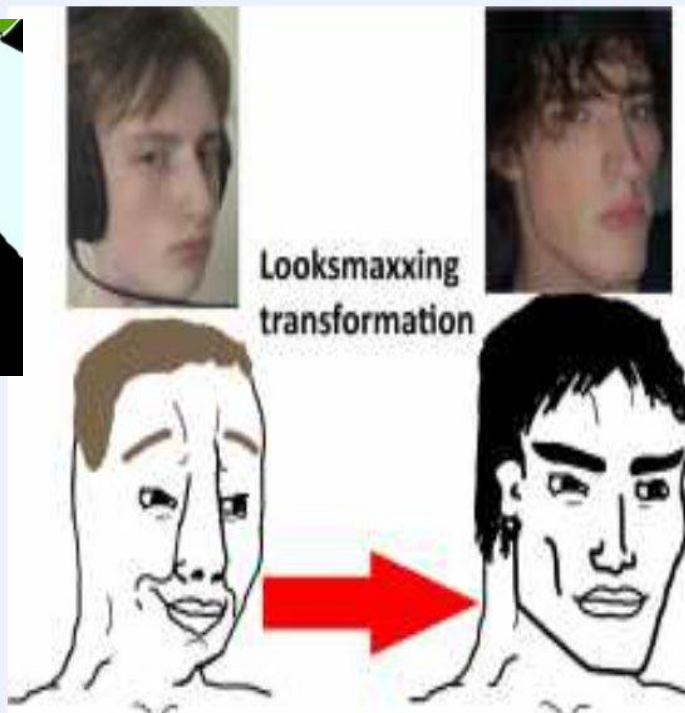
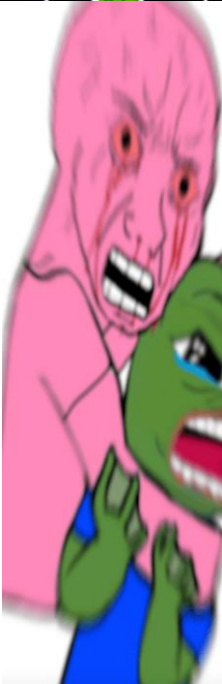
To this day the movement accelerates. At the time of writing, Incels.is boasts over thirty-two thousand registered and approved users.

According to the site, the average number of posts contributed per registered user sits at five hundred and fifty-one. At any one time, there are around three thousand visitors to the forum⁽²²⁾.

The site remains largely unregulated.

22. Incels.Is - Involuntary Celibate Forum. 'Incels.Is - Involuntary Celibate Forum'. <https://incels.is/>. [accessed 26/08/2025]

2 a picture of the perfect jawline



243KiB, 1662x1307, w46dst4.jpg

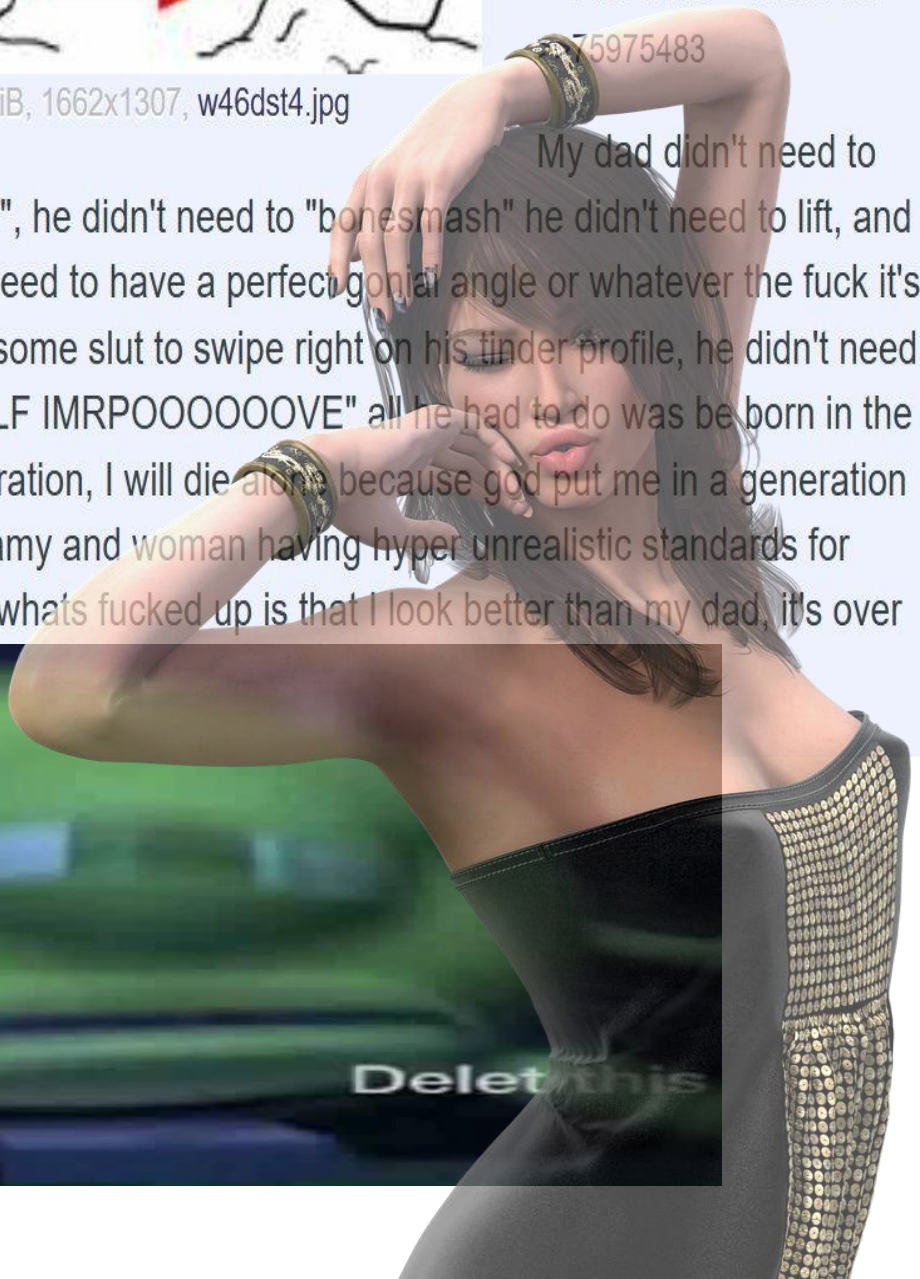
The fact we have to "Looksmaxx" to be human is crazy.

Anonymous Tue 18 Mar 2025 23:39:18 No.75975139

Quoted By: >>75975170
>>75975186 >>75975195
>>75975207 >>75975245
>>75975302 >>75975456

75975483

My dad didn't need to "looksmax", he didn't need to "bonesmash" he didn't need to lift, and he didn't need to have a perfect gonial angle or whatever the fuck it's called for some slut to swipe right on his tinder profile, he didn't need to "LE SELF IMRPOOOOOOOVE" all he had to do was be born in the right generation, I will die alone because god put me in a generation of hypergamy and woman having hyper unrealistic standards for men, and what's fucked up is that I look better than my dad, it's over




As pervasive as it is pernicious, the incel 'community' (and i hasten to label it as such) remains at the forefront of internet discourse, simultaneously a subject of intrigue and ridicule.

The spread of this ideology bleeds into most darkened recesses of the internet, at a rate unattainable by most internet-born philosophies.

Does the sheer pace of its' spread render it unique amongst the myriad of online groups, all vying for attention amidst a sea of digital detritus?



Perhaps the first indicator lies in one key tenet of inceldom:



gabbeascend
Ascending to CL

Joined:	Feb 2, 2024
Posts:	1,496
Reputation:	1,237

Aug 22, 2024




Significantly improved my lower third.

Top pic is now, bottom pic is in mid july.

CHAD





Nordicel94
Pancake-faced viking-cel
★★★★
Joined: Oct 5, 2022
Posts: 1,818

Mar 1, 2025

↑ ↩ 📖 #1

Chad makes things happen

Things happen TO an incel

A Chad is the master of his destiny. He makes choices for the benefit of his own life. He joins the football-team in High School, he picks a popular girl to make his girlfriend, he makes connections easily, choosing what clique to belong to, he'd be accepted anywhere. In College, he chooses to join a frat with High Status in order to make connection. After college, the world is his playground, he can do anything, he is the master of his own destiny.

An incel is bullied in High School, things HAPPEN to HIM. He can't choose his friends, if he has any at all, they will have been chosen for him by being the other outcasts. His friends just HAPPEN to him. He doesn't get any girls attention, he can't make that happen. In college, it's the same thing, any social group he ends up in has not been chosen, he doesn't get a girl either, any situation he is in has been thrust upon him, he hasn't chosen anything. After college, it's more a matter of an employer choosing him than him choosing a job. Most jobs will not have him based on who he is. The incel is not the master of his own destiny, he is a leaf on a stream, beaten by the elements and circumstances.

[▲ Report](#)[+Quote](#)[↩ Reply](#)

A 'chad' is described as an ideal male, often in possession

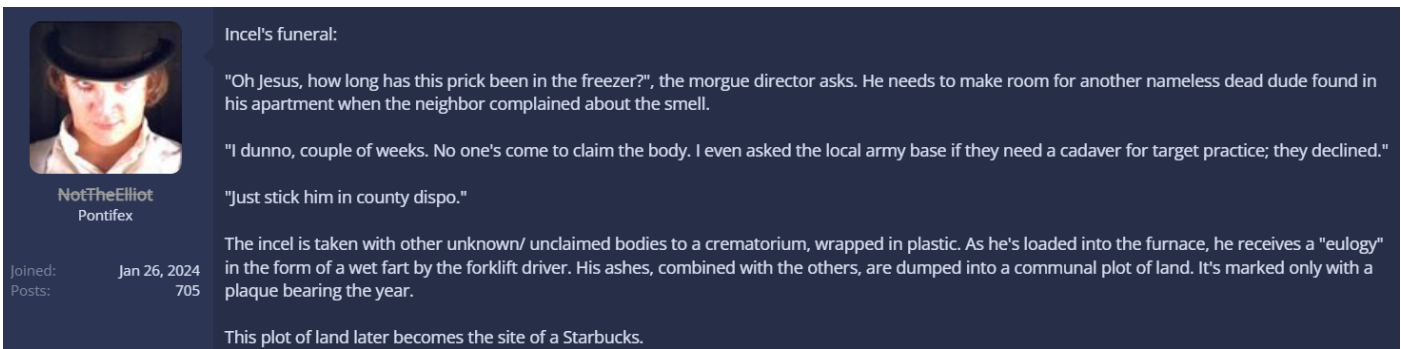
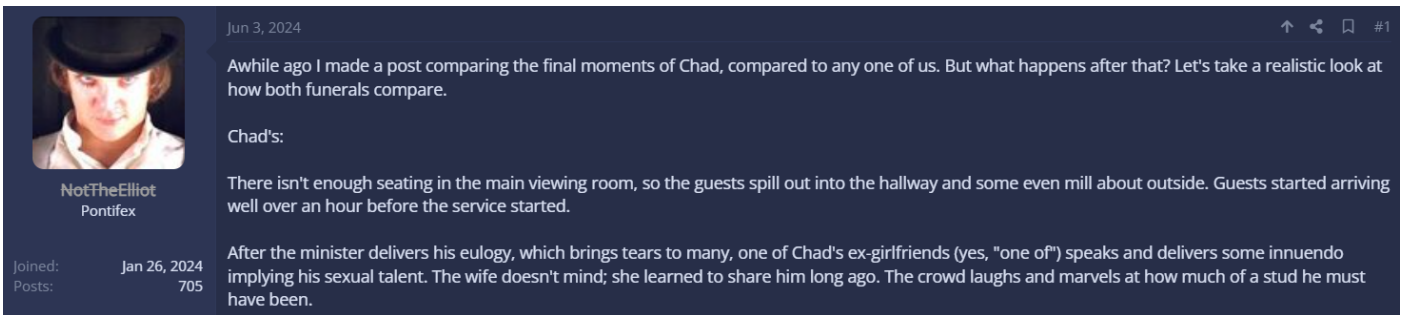
of **wealth,**
stability
and
confidence



According to incel rhetoric, these luxuries afford 'chad' unfiltered access to the dating pool, and as such, idealisation of such a figure is seen as antithetical to the cultivated atmosphere of incel self-pitying directed at their inability to find a romantic partner



The fictional 'chad' becomes an icon of *'both seething resentment and obsessive reverence, oscillating between anti-fannish contempt and fannish longing'*⁽²³⁾.



23. Meier, M L. and Sharp, K. 2024. 'Death to Chad and Stacy: Incels and Anti-Fandom as Group Identity'. *International Journal of Cultural Studies* 27 (3): pg. 357

'Chad' embodies an idealised image of man: flawless physique, limitless charisma and most importantly, the ultimate jawline.

(24)

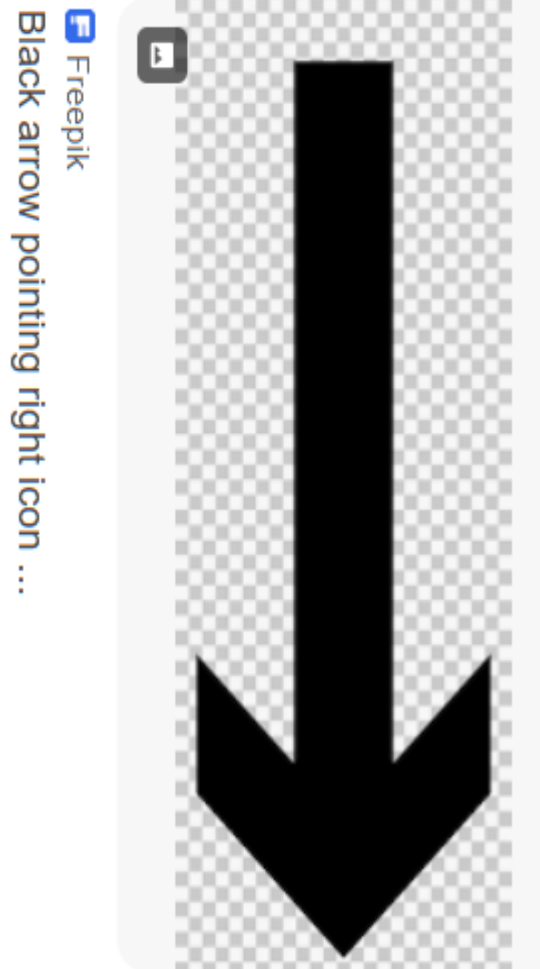
THE VIRGIN 4CHAN IRL

- incels are insulted just like in every other social media(and that's a good thing)
 - no, no one actually cared about the "operation pridefall"
 - you can easily get into it from google
 - had some political relevance in 2016, now it's just useless
 - fortunately, loli hentai is banned (except for /b/)
 - a bunch of autistic coomers talking about hentai, nothing more
 - Vice and BBC News continuously call him a "dangerous site", it's just a right-wing twitter
- 

THE CHAD 4CHAN ACCORDING TO POPULAR MEDIA AND INTERNET LEGENDS

- incels are completely free to say everything and organize terrorist attacks
 - super secret page of the Deep Web
 - "hey guys today i'm gonna destroy the entire Pride Month (how tf is that possible)"
 - can easily change the world since every right-wing person in the world is a robot controlled by him
 - everyone is completely free to share loli hentai, cp and gore
 - everyone here is a nazi p*do lolicon trump supporter and Qanon
- 

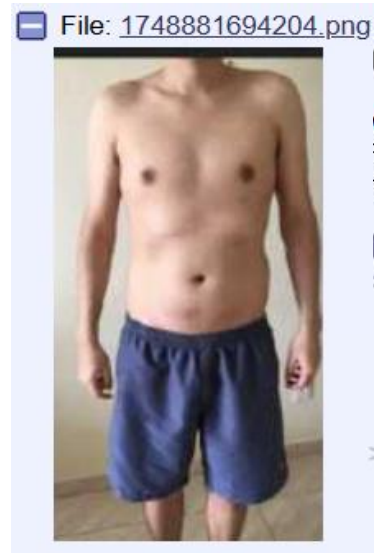
The incel is left conflicted.



'Chad' is in possession of everything that the incel yearns for.

Yet the idea of aspiration sits antithetical to the incel drive towards fatalistic self-loathing.

Enter:



LOOKSMAXXING

Originating in incel forums over a decade ago⁽²⁵⁾, 'looksmaxxing' describes the seemingly innocuous practice of improving one's appearance...



PlzEndIt
Iron

Joined:	Mar 19, 2025
Posts:	36
Reputation:	52

Wednesday at 9:10 AM


Study: 24% of Americans Have Undergone a Cosmetic Treatment

While 24% of the general population reported having had some form of cosmetic procedure, the percentage increases to 40% when only looking at respondents who make more than \$150k annually.

Men you need to **WAKE UP**. All these Chads & Stacies who you think are just naturally beautiful are getting surgery and not telling anyone about it. 24% of the general pop have had a cosmetic procedure. Given 92% of surgeries are women, let's say 21% of women have gotten surgery. That's 1 in 5.

And this is also why women say it's so hard to find attractive guys. Because most men are not getting surgery. The small percentage of men who do get surgery, are taking all the women

with the implicit intention of elevating one's position within the sexual/romantic hierarchy.




BrutalN2L
Iron

Joined:	May 20, 2025
Posts:	10
Reputation:	4

Wednesday at 9:20 AM

Most guys prefer to live in cope bluepill delirium and just betabuxx instead of acknowledging the importance of looks

However, fuelled by the incessant misogynistic ramblings of the 'blackpill' brigade, the practice has the tendency to quickly escalate.



eyemax
Gold

Joined:	Jun 13, 2024
Posts:	845
Reputation:	653

Yesterday at 4:20 PM


trueros said: 📌

Im 14

wtv dont stop eating just wait for puberty

25. Farrell, Riley, 2024. 'Inside Looksmaxxing, the Extreme Cosmetic Social Media Trend'. BBC News.

The process typically begins with *softmaxxing* (often incorporating basic hygiene or rudimentary and largely unscientific jawline exercises⁽²⁶⁾), sometimes elevating to *hardmaxxing*, which has been known to entail permanent bodily alterations, including extreme dieting in pursuit of a perceived 'ideal physique' or the practice of '*bone-smashing*', where the individual will deliberately break facial bones in order to artificially restructure the face⁽²⁷⁾.



bigwilly10
Iron


Joined:	Jan 6, 2025
Posts:	49
Reputation:	20

Monday at 4:22 PM

#1

Bonesmashing very clearly fucking works and no its not cope you got to hit it until it bruises and that works temporarily making it larger but it also recovers and makes the bone bigger just slightly, ive seen zygomatic growth on my right cheekbone i barely used to have one that i can see it pretty clearly. bonesmashing fucking works you just have to do it correctly

👍 😏 xnj, soggra and Sceptical



Romeo111
Sphinx

Joined:	May 9, 2021
Posts:	2,993
Reputation:	2,600

Saturday at 8:11 AM

#1

If you were to fast for 2-3 would you not just lose water weight and barely any bodyfat? Would you not just gain back all the weight after as well.

And if you only eat like 600-800 calories a day would you not just lose a lot of water weight muscles and minimal fat?

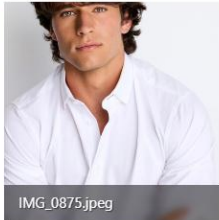
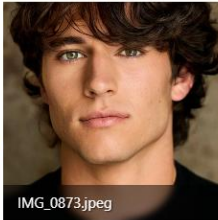
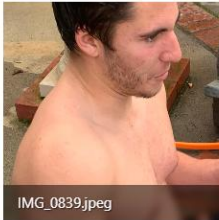
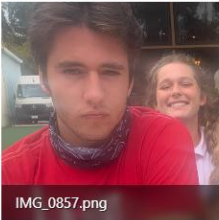
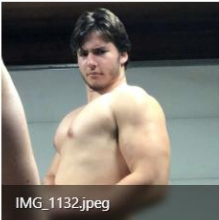
So much mixed opinions some saying it's good some saying it's bad don't get what's the best option to lose fat fast without needing to take fat burners and such.

👍 CEO

This isn't magic, but if you stay locked in for 12–24 months, you will become unrecognizable in the best way possible. Feel free to ask questions or PM me.

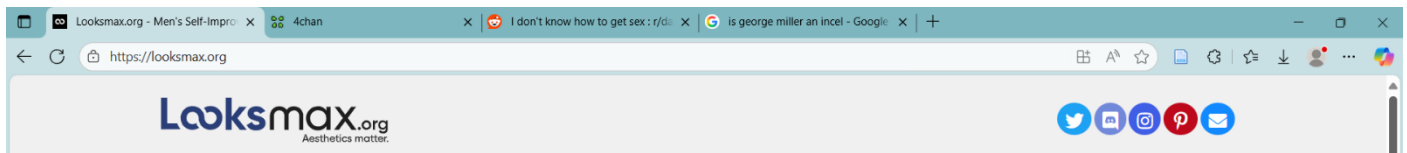
We're all gonna make it brahs

Attachments



26. Rosdahl, Jamilla. 2024. '"Looksmaxxing" Is the Disturbing TikTok Trend Turning Young Men into Incels'. The Conversation. 31 January 2024.





27. Rosdahl, J. (2024)



Entire forums are dedicated to *Looksmaxxing*.

looksmax.org is the most popular, at almost ninety thousand members, thanks in part to broad (and often incomplete) news coverage. (28) (29)

New Threads

-  **Dissolvers** (3 Viewers)
Started by buzzy :) · 2 minutes ago · Replies: 0
Looksmxing Questions
-  **Theory** need lab rat for LGD-4044 (6 Viewers)
Started by Jatt · 4 minutes ago · Replies: 0
Looksmxing
-  **twin block vs herbst** (4 Viewers)
Started by robotchicken · 5 minutes ago · Replies: 3
Looksmxing Questions
-  **It was never about the hairstyle** (9 Viewers)
Started by maxismisha · 8 minutes ago · Replies: 4
Looksmxing

Statistics

Threads:	1,540,658
Posts:	21,598,577
Members:	85,890
Latest member:	unknown maxed

28. Usborne, Simon. 'From Bone Smashing to Chin Extensions: How "Looksmaxxing" Is Reshaping Young Men's Faces'. *The Guardian*, 15 February 2024.
<https://www.theguardian.com/lifeandstyle/2024/feb/15/from-bone-smashing-to-chin-extensions-how-looksmaxxing-is-reshaping-young-mens-faces>

29. Bernstein, Joseph. 'What Is "Looksmaxxing"? - The New York Times'. Accessed 26 August 2025. <https://www.nytimes.com/2023/11/06/style/looksmaxxing-tik-tok-dillon-latham.html>.

Looksmaxxing 'works' because it involves pain. The incel must suffer either mentally or physically to attain what they so desire. This outdated view of masculine striving affords the incel the luxury of being able to direct themselves towards something better, whilst also allowing them to dwell in the suffering of their current existence.

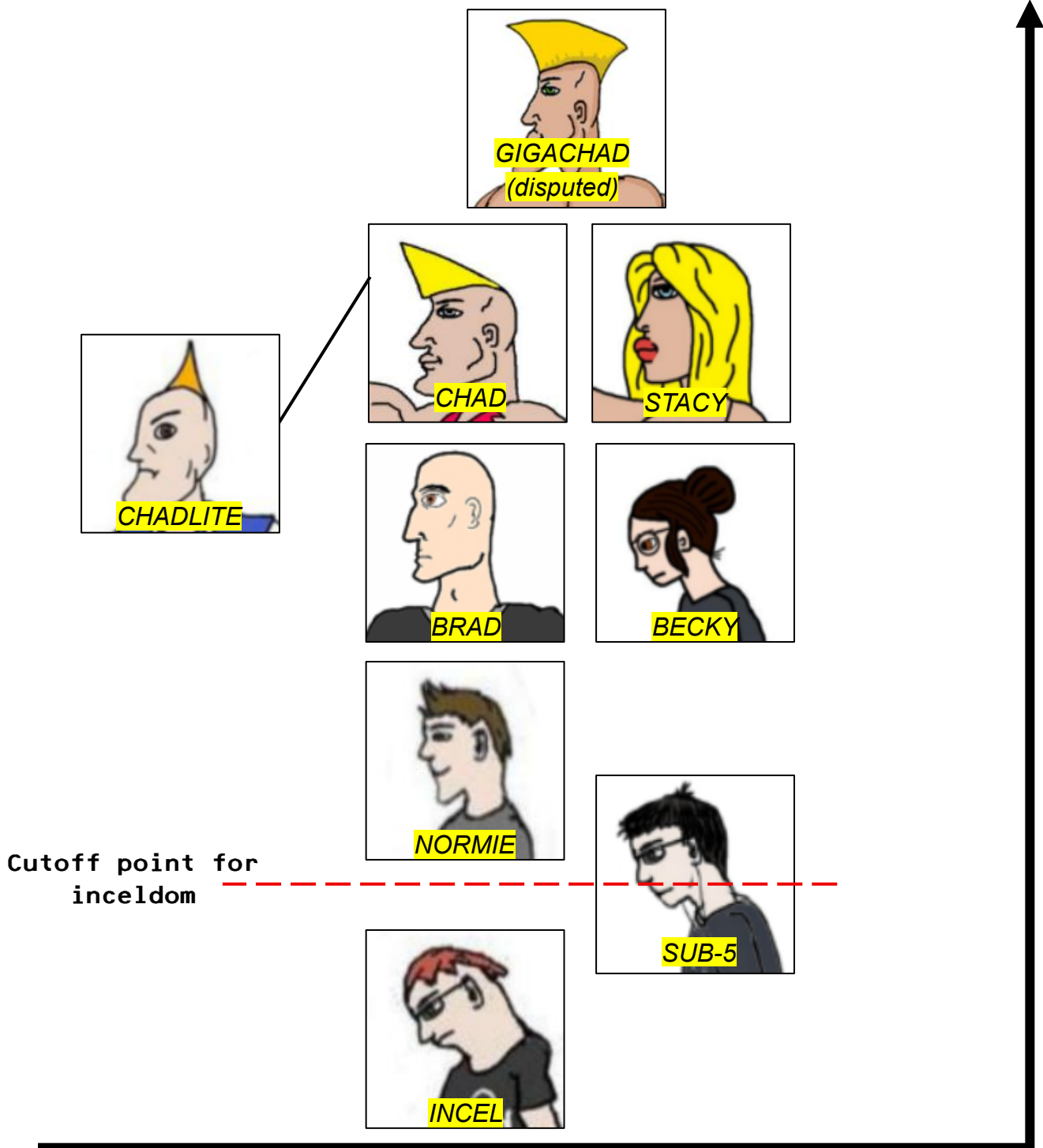
The practice of looksmaxxing, combined with the system of aesthetic evaluation that underpins incelism hints far more broadly at the foundations of the subculture than it may initially appear.

The aforementioned *blackpill* theories came as an attempt to legitimize a philosophy which is uniquely grounded in a subjective view of physicality and attractiveness.

Incelism is fundamentally an attempt to categorize society through establishment of a visual hierarchy.

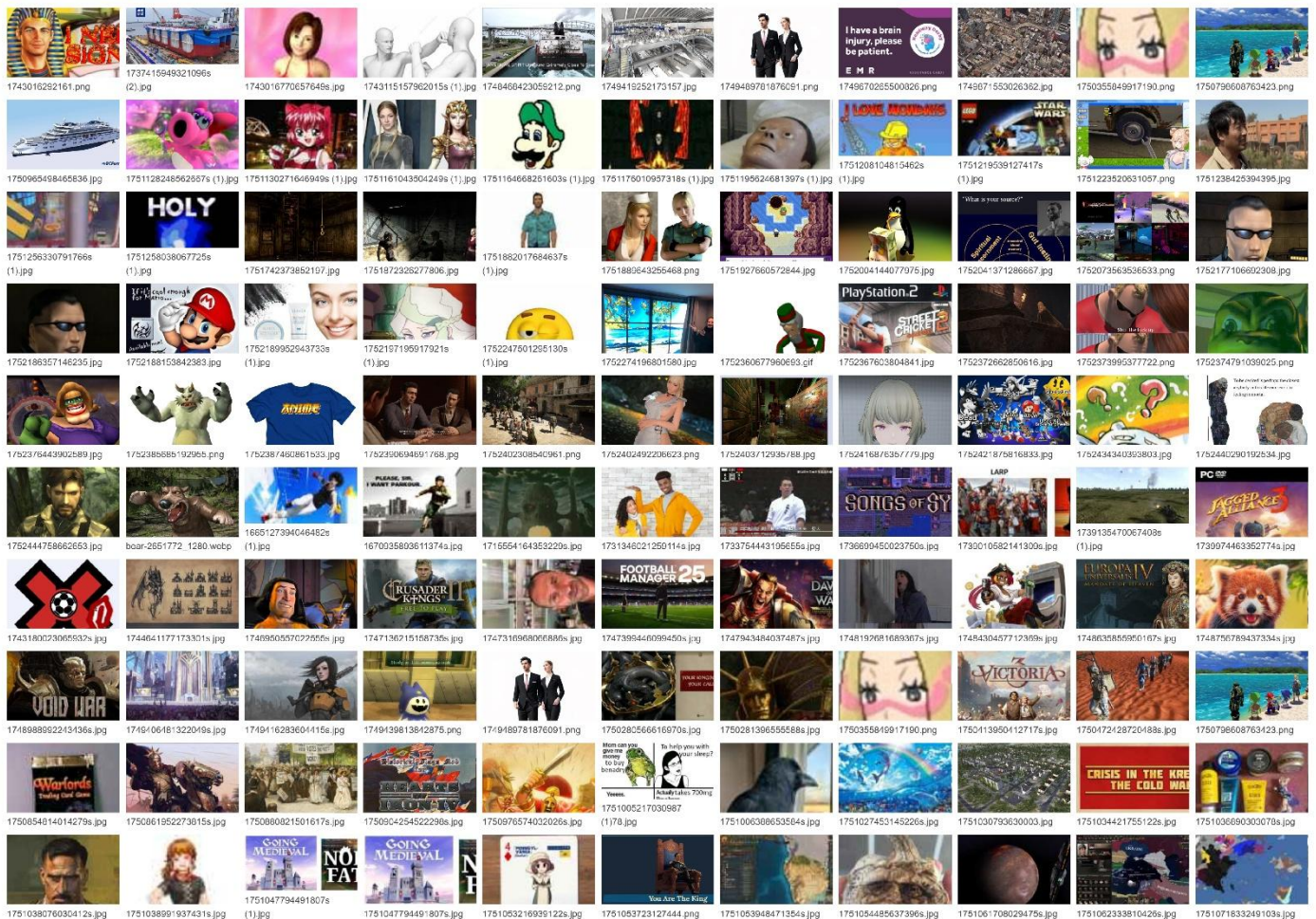
A diagram describing the hierarchy of categories within incelism.

Attractiveness /
Access to Sexual
Partners



Incelism relies on visual categorization. The individual is reduced to a subjective assessment of their worth based on their looks and status. The ideology can only function when these classifications are maintained.

3 you sent me a pepe so i will send you a
picture of a man being crushed by a hummer
and then you will know that i understand



Communication becomes pictorial on 4chan.

In the vein of early internet *Surf Clubs* [spaces where artistically inclined users would trawl the net to post whatever images they could find⁽³⁰⁾], 4chan users, of which there are almost ten million per month⁽³¹⁾, respond to threads constantly with images.

Commentary alongside is often nothing more than supplementary.
A vast number of posts contain a seemingly unrelated image.

File: 0.png (2.29 MB, 1080x1920)



☐ Anonymous ## Mod 04/25/25(Fri)21:25:06 No.1011039 [Reply] ▶

Welcome to /3/ - 3DCG, 4chan's board dedicated to 3D imagery and modeling.

If you're reading this, you probably got this linked to you because you posted a question that has already been asked many many times. Read ahead, and find your answer.

Scroll down for a useful FAQ and resource links

59 replies and 57 images omitted. Click here to view.

>> ☐ Anonymous ## Mod 04/25/25(Fri)22:11:17 No.1011108 ▶

File: 1493151700087.jpg (58 KB, 1167x663)



File: popeye.gif (2.24 MB, 800x800)



☐ A non AI cheap 3D workflow. Anonymous 08/15/25(Fri)03:55:43 No.1016935 [Reply] ▶

I did it chuds.

I was able to figure out a cheap workflow without AI that produces high quality assets.

:D

6 replies and 1 image omitted. Click here to view.

>> ☐ Anonymous 08/18/25(Mon)20:55:25 No.1017137 ▶ >>1017138

File: LEO.hd.gif (1.32 MB, 600x600)







>>1017085
now without AI.

chuds BTFO.

I dont need AI to make my art
now.
:D

30. Kasprzak, Michelle 'Surf Clubs' *Magazine Électronique Du CIAC - CIAC's Electronic Magazine*. https://ciac.ca/documents/magazine/no_33/spotlight.htm. [Accessed 27 August 2025.]

31. Kelly, Jon and Sheerin, Jude. 'The Strange Virtual World of 4chan'. BBC News. 31 August 2010. <https://www.bbc.com/news/magazine-10520487>.

'The older the club,  the more convoluted  the semiotics  of communication between  surfers becomes.' (32)

Images become vessels to transmit meaning. To understand and contribute correctly to a thread is to signal alliance with the other users.

As such, the act of contributing imagistically to a forum like 4chan is to actively engage in an environment which is *'...altering or recontextualizing information and making it public with hope for further use by peers.'* (33)

☐ Anonymous 08/27/25(Wed)11:07:28 No.33572574 ►

File: [1670174039050009.png](#) (248 KB, 400x400)



>>33572422

>complain about this when you're 43.

I'm here specifically because i don't want to still be here at 43
complaining about loneliness

Whilst the exact source for the propulsion of incelism across the net is hotly contested, the /r9k/ (or ROBOT9001) board on 4chan remains one of the crucial environments which fuelled the rise of the incel philosophy.

File: [robotoverlord.png](#) (1.24 MB, 1024x1265)



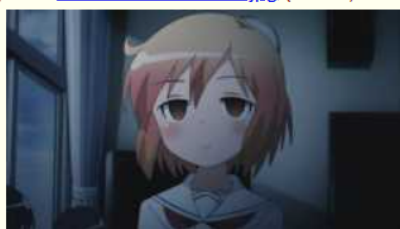
☐ Anonymous ## Mod 04/25/25(Fri)21:14:41 No.80987188 [Reply]

/r9k/ is an imageboard where there are no exact reposts.

1. If you attempt to post something unoriginal, it is not posted, and you are muted temporarily.
2. The time with which you are muted for doubles with each transgression.
3. Each mute time is 2^n in seconds where n is the number of times you have transgressed. So, your mute time doubles each time you fuck up.
4. Backlinks, eg >>4, are not viewed by the robot. So "lolwut" and ">>2 lolwut" are the same post, in the eyes of the robot.
5. Gibberish at the end of a post to force originality may result in mod intervention (no BLOX posts please).
6. Images are NOT included in the filter, only text.
7. Your mute count slowly decreases over time.
8. You cannot post a picture without text.
9. Unicode is blocked. Sorry, too many exploits (Cyrillic letters, etc).
10. Posts require a certain minimum amount of original content in order to be posted.
11. Post sane, real content, well thought out replies, and mutes are unlikely.
12. The original algorithm was designed by XKCD:
<http://blog.xkcd.com/2008/01/14/robot9000-and-xkcd-signal-attacking-noise-in-chat/>

Originally developed as a trial board to test a new moderation software, /r9k/ quickly gathered momentum as an environment where repeat posting and spamming was moderated by the r9k bot software⁽³⁴⁾.

File: [1739954856294709.jpg](#) (56 KB, 736x413)



☐ Anonymous 08/27/25(Wed)05:57:01 No.82314110 [Reply] >>82315937 >>82315975 >>82316041

How do i cope with no gf when normal copes are not working? No i can't use drugs

+ 28 replies and 4 images omitted. [Click here](#) to view.

>> ☐ Anonymous 08/27/25(Wed)11:24:21 No.82315916 >>82316011

>>82315745

If i knew what activities were around me i might be interested in them

Mar 29, 2025

Because that board has been shit for almost 10 years man. Why are you even bothering?

Joined: Dec 12, 2022
Posts: 20,667

Report

+Quote Reply

34. Árnason, Tumi, *Incels, Stigma, and Masculinity on 4chan's /R9k/ Message Board*. 2021. Lund University Publications.



Dwarfed in media coverage by the much

larger **/b/** (random content)


board, /r9k/ provided the perfect setting for discussions of incelism to gain traction.



This kills the man.

Away from the prying eyes of outsiders, incels were able to not only covertly generate a philosophical grounding as reason for their loneliness, but the isolation provided from being out of sight did nothing but enhance a feeling of ostracization that remains crucial within the movement to this day.

/r9k/ required that every comment posted be new to the board. Images however could be recycled, manipulated and repeated endlessly.



r0z
Banned

Joined: Nov 8, 2017
Posts: 13

Nov 8, 2017


I'd just like to point out that /r9k/ is a **very** bad place for any incel to "migrate" too. The moderators there do not consider /r9k/ to be an incels forum at all, and willingly allow spam, and other garbage to stay up. While there are some good posters and people there, there are also a massive amount of undesirables, far outweighing the good. Any good imageboard-posters will have moved to 8chan a while ago.

I think we'll be just fine here - But I found this necessary to point out regardless. The moderators of 4chan are not on our side -- If you look to leaked IRC logs from a while ago, you'll find some very interesting comments on /r9k/, wizardchan, and some other sites.

Sollitude

+Quote ↩ Reply

As such, each /r9k/ user is mandated to consider their posting. Pictures posted alongside begin as material to compliment posting, but soon become visual stand-ins when speech is moderated; smoke signals of a sort to indicate that the user is familiar with the terrain.



takurak
Banned

Joined: Jan 10, 2018
Posts: 1,599

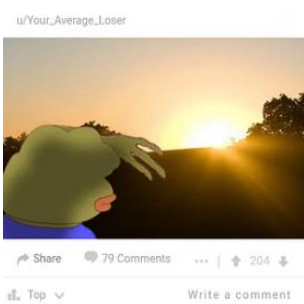
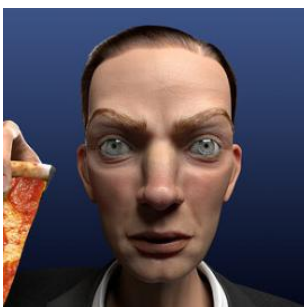
Feb 5, 2018

r9k is filled with pathetic betas so how is it different?

+Quote ↩ Reply

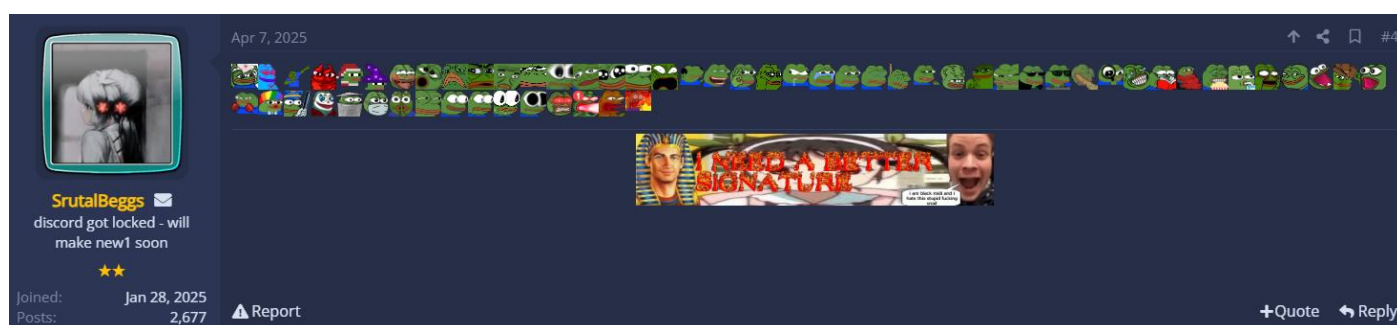


The outcome of this mode of communication is evidenced further in the *media* tab on incels.is, which aggregates over forty-five thousand pictures, memes and videos posted by its userbase⁽³⁵⁾.



35. Incels.Is - Involuntary Celibate Forum. 'Memes'. [accessed 25/08/25]

The mechanics of image-based posting were baked into incelworld from the start.



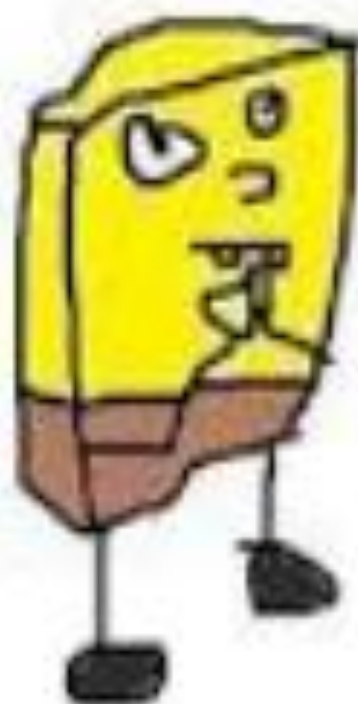
Incelworld developed a unique and ever-shifting visual lexicon. It remains largely impenetrable on the internet. Incel environments are obscured in plain sight. Text is far easier to decode than a cartoon of a frog committing suicide.



**The right image
selection becomes a
marker of ideological
adherence.**


4 i will hurt you [in minecraft]

inhale a certain
amount of air



young male
person

Inceldom is in a
perpetual state of
implosion...



decapitation
Officer

Joined: Jan 21, 2025
Posts: 695


Mar 2, 2025

If anything, this forum helps me with my inceldom. It makes me feel less alone and such.

I don't get why people would want to leave.

+Quote ↩ Reply

making sure to drag
enough people in
along the way to
ensure it never truly
collapses.



Yabadadabadoo
Total manlet uprsising

★★★★

Joined: Feb 4, 2025
Posts: 4,810

Mar 2, 2025

I see many hopecels here saying they leave the forum because there is to much negativity

What do they think? That its gonna make them ascend? 🤔

If you want to leave be free but understand that its over please 🤔

Total manlet uprsising

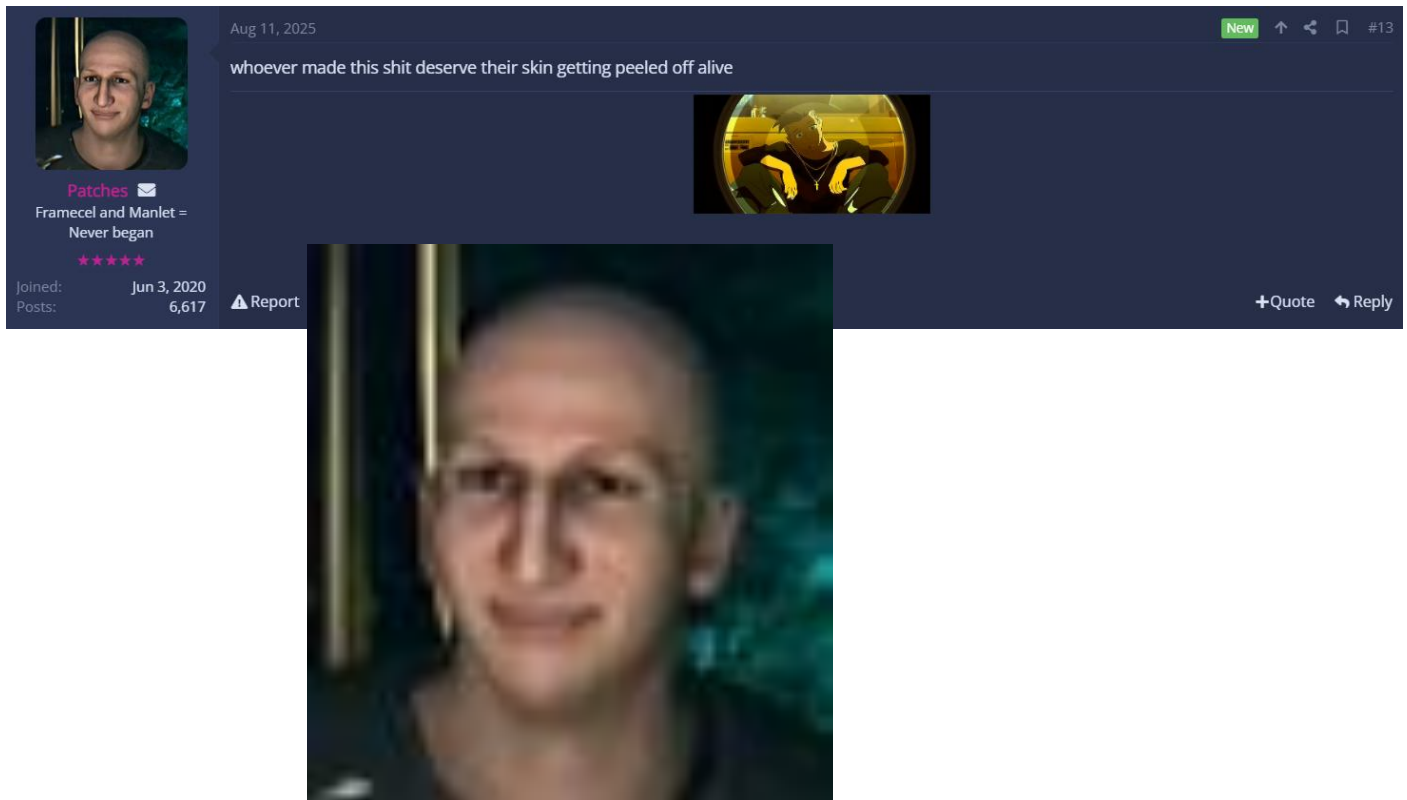
+Quote ↩ Reply

'One of the issues with the incel community was that the people who tended to do well would leave, and the people who tended to not do well would stay – this is sort of the nature of how incelism would work. And what would happen is that the people who probably learned the lessons, ... would go off and do their own thing.'⁽³⁶⁾

36. Adams, Nicholas Norman, and David S. Smith. '"I Didn't Leave Inceldom; Inceldom Left Me": Examining Male Ex-Incel Navigations of Complex Masculinities Identity Rebuilding Following Rejection of Incel-Culture'. *Deviant Behavior*, Routledge, 26 January 2025.

Those left behind perpetuate the ideology which continues to entice. By '*...sharing a philosophy, memes, a lexicon and a categorization system for men and women*' the incel '*...cements their distance from society*'⁽³⁷⁾.

The neat categorization of discourse on platforms such as incels.is and looksmax.org '*...fosters a logic of urgency, competition and performative transgression*'⁽³⁸⁾, whereby users assert their own presence in online interaction through increasingly provocative memes and objectionable modes of communication.

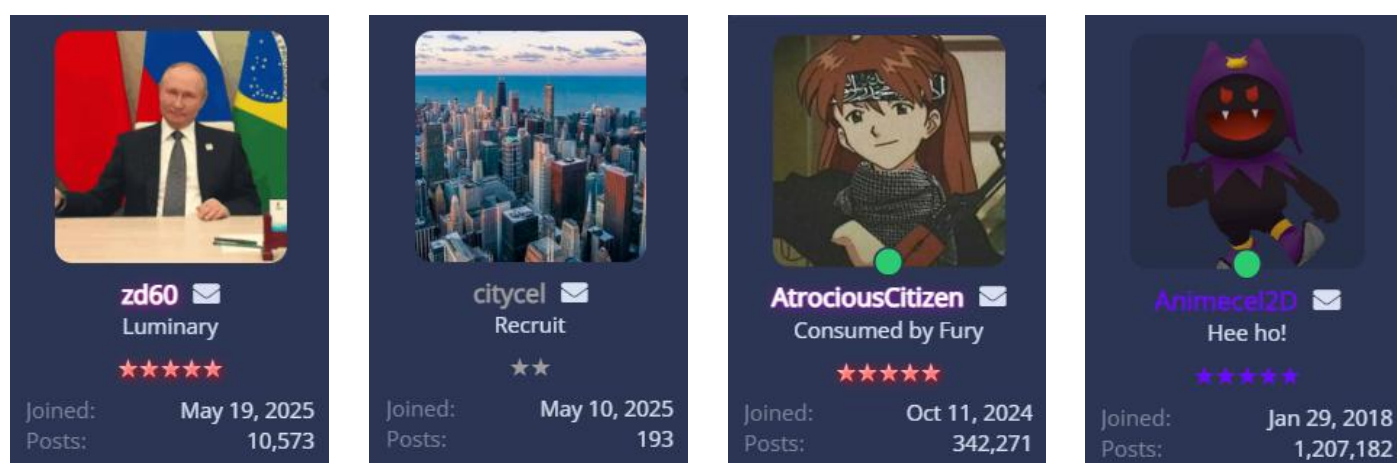


37. Adams, Nicholas Norman, and David S. Smith. 2025

38. Ging et al. 'Aesthetics of Misogyny and the Repulsive Gaze: Worldview, Affect, and Ideology in Incel Imagery'. *New Media & Society*, SAGE Publications, 11 July 2025, 14614448251348251.

The compounding vulgarity of such visual discourse becomes gamified; the incessant trolling of users on sites like incels.is becomes nothing but a rebellion against a perceived status quo deemed objectionable by the incel – it is not a moral or intellectual pursuit – rather an enactment of power and disregard for social norms.⁽³⁹⁾

The points-based profile assessment on these sites (not including 4chan) remains a key tool to stimulate transgressive discourse, with the promise of the most dedicated user ascending through the aforementioned rankings.



A selection of profiles from the site. The current highest-ranking user is *Animecel2D* with over 1.2 million posts.

39. Nagle, Angela. 2017. *Kill All Normies: Online Culture Wars From 4chan and Tumblr to Trump and the Alt-Right*. Winchester: Zero Books.

This effect is only compounded by the fervent adoption of incel-specific imagery.



This visual language functions as an opaque tool of incel/non-incel division.

Those outside can peer in and mock superficially.

And those inside can communicate freely, whilst retaining a degree of outsider-ness that is fundamental to their status at the bottom of the social hierarchy.

This appears a valid proposition; indeed, the creation of an 'outside' group to the movement is fundamental to its' success – but is it sufficient to draw this conclusion from media that is as consumable and throwaway as memes are?



The intellectualization of meme study has often been criticised as superfluous and overreaching.

In the 2019 essay *Post-Authenticity and the Ironic Truths of Meme Culture*, author Jay Owens details the simultaneous increase in meme-posting and decrease in outward displays of authenticity online that became notable in the mid-2010s, describing the expiration of *'...authenticity as a cultural value'*⁽⁴⁰⁾ as the meme format became co-opted by large corporations in an attempt to appear relatable. After this point, Owens argues, the meme could no longer be seen implicitly as an authoritative marker of online user opinion.

40. Owens, Jay. "Post-Authenticity and the Ironic Truths of Meme Culture." In *Post Memes: Seizing the Memes of Production*, edited by Alfie Bown and Dan Bristow, 77–114. Punctum Books, 2019. <https://doi.org/10.2307/j.ctv1lhptdx.7>. pg. 88

This is a valid criticism; if the medium of a meme no longer necessarily indicates authentic opinion, is there anything to be gained by studying them in this context?

Is it not then incorrect to argue that the incel-specific meme does anything more than signify in-group status?

And yet, within incelism the meme continues to thrive as mode of communication.

Might it therefore be necessary to view these memes superficially, as the incel user would, to understand their continued prevalence within the community?



Within discussions on incels.is, there is a phenomenon of users describing (often in graphic detail and specificity) acts of violence, adding the suffix '...in GTA V' or '...in Minecraft'. This exploits a linguistic loophole, allowing the user to simultaneously imply the desire to commit real violent acts, whilst also denying the legitimacy of the threat to an outsider. Once one becomes familiar with this tactic, the intent of such statements returns to being a straightforward description of murderous aspiration, yet retaining a lacing of irony.



The same practice is true in incel memes – users will often pair heinous racial or gendered stereotypes with innocuous cartoon characters and haphazard formatting in an attempt to conceal the hostility contained within, creating a hazy state of concurrent implication and denial.

This entrenched irony is enacted in real time on incel discussion sites through account banners, profile pictures and crucially, memes.



Just as the alt-right did before it, the use of irony in inceldom '*...disconnects previously taboo content from its historical context*'⁽⁴¹⁾.

As such, nothing is off limits within the incel visual lexicon:

overt racism, antisemitism, misogyny, explicit pornography, homophobia, transphobia, depictions of abuse, anti-immigration sentiment, far-right conspiracy, discussions of paedophilia, promotion of self-harm..... everything becomes acceptable material. In the race to become more transgressive, the incel meme becomes post-authentic. The newly shifted parameters of taste within inceldom signify another self-imposed degree of separation to the outside world.

41. Daviess, Beth. '"Making Memes and Shitposting": The Powerful Political Discourse of Alt-Right Meme Culture'. SSRN Scholarly Paper No. 4118990. Social Science Research Network, 5 June 2019. <https://doi.org/10.2139/ssrn.4118990>. pg.9

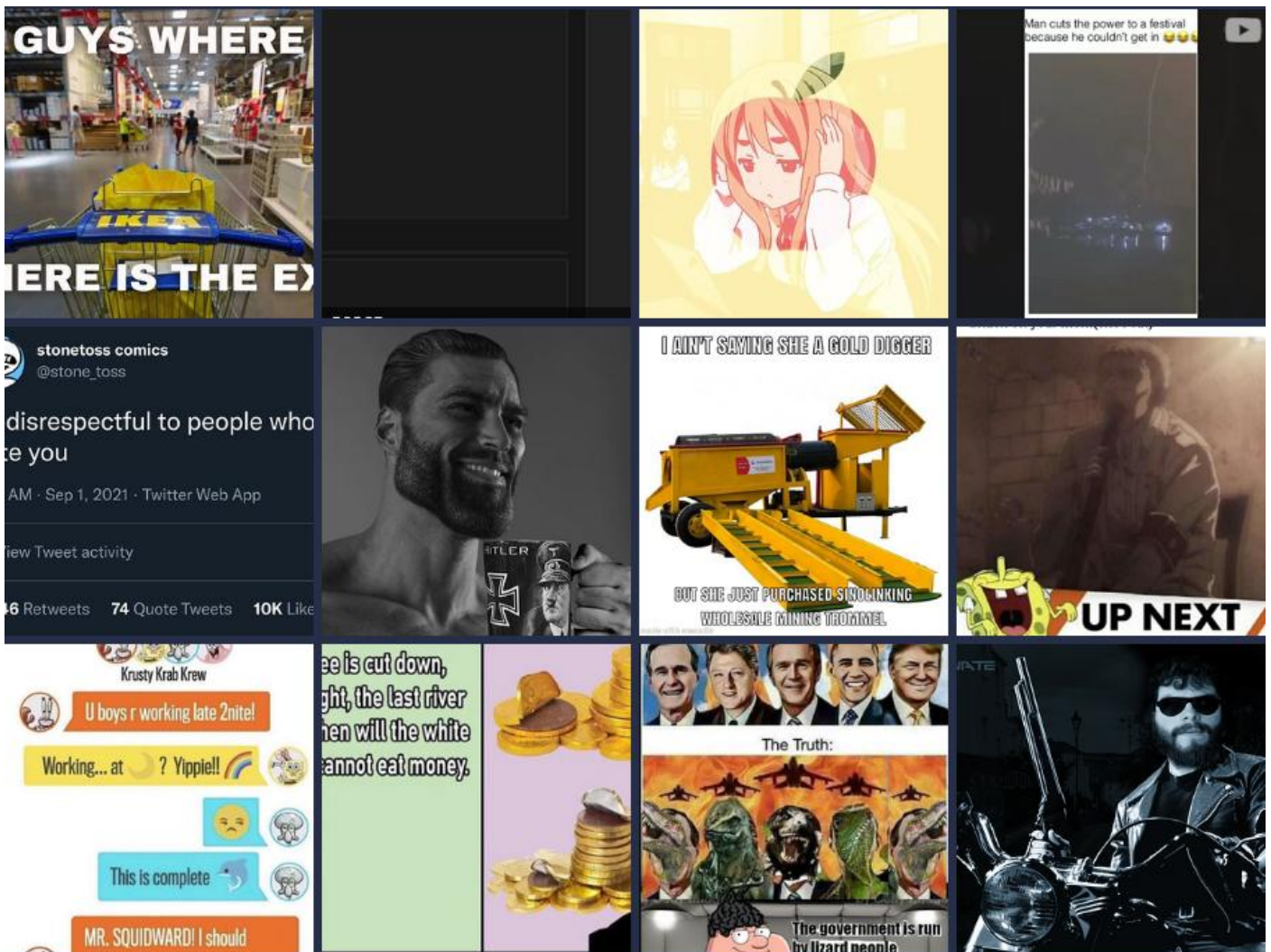
Yet since an authentic voice can become hidden in such heavy irony in a singular meme, the content of such images and memes become **virtually immaterial in isolation.**

I AIN'T SAYING SHE A GOLD DIGGER

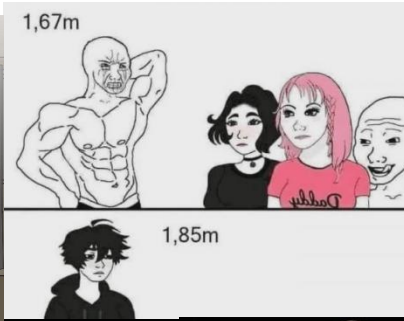


BUT SHE JUST PURCHASED SINOLINKING
WHOLESALE MINING TROMMEL

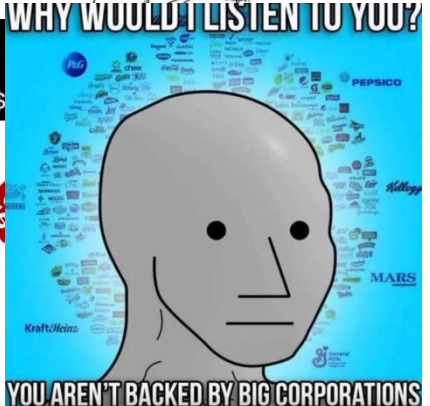
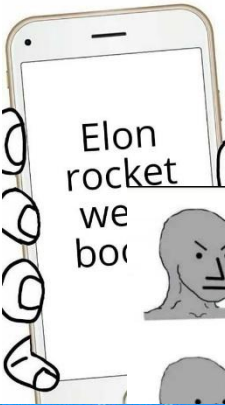
Instead, it is perhaps the **aggregation** of such visual media that gives it weight. The images function effectively because of '*...the cumulative effect of these displays [as] a consolidation of the collective sense of affective community*'⁽⁴²⁾.



Perhaps the message of the meme is largely unimportant – instead it is the existence of the meme as part of a whole body of memes that gives it utility in the incel world.



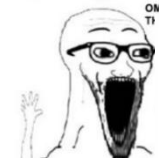
science" crowd right now



Choose a security question
Where did you go for your honeymoon?
What was your first job?
What was your first girlfriend or boyfriend's name?
What was the name of your childhood best friend?



nooooo y
microchip
and track



-will never own a home
-will never have a good wife
-will never be independent or free
-will never have a family
-will never accomplish anything of note
0 hours per week
destroys the system that hates him



-will never own a home
-will never have a good wife
-will never be independent or free
-will never have a family
-will never accomplish anything of note
9 to 5 + 1 hour "free" break + 2 hour commute + 1 hour errands/cooking/getting ready supports the system that hates him

the virgin martin



Trawling through hundreds of memes parroting a near-identical message, with the same visual choices is utterly disorientating. Truth becomes first mutable, then subjective, then irrelevant.

The incel meme is left in a realm devoid of meaning. Its' constituent parts are heinous and vulgar, yet it remains nothing more than an anonymised outward display of mere understanding.

Meaning degenerates into signalling. The incel shares, repeats and creates memetic iterations to disseminate a signal of accordance with the prevailing narrative.

As the meme is distributed and edited, it becomes shrouded in lore, appearing legible but hardening itself against outsider understanding, in a manner akin to the piracy of a film online. This '*poor image*' inevitably winds up as another piece of consumable digital detritus, bearing its own marks of distribution and adulteration⁽⁴³⁾.

Embedded amongst a sickening malaise of pictures of Hitler, caricatures of men with weak chins and cartoons of Jordan Peterson in tears, sits a foundational message:

I UNDERSTAND. I AM ONE OF YOU.

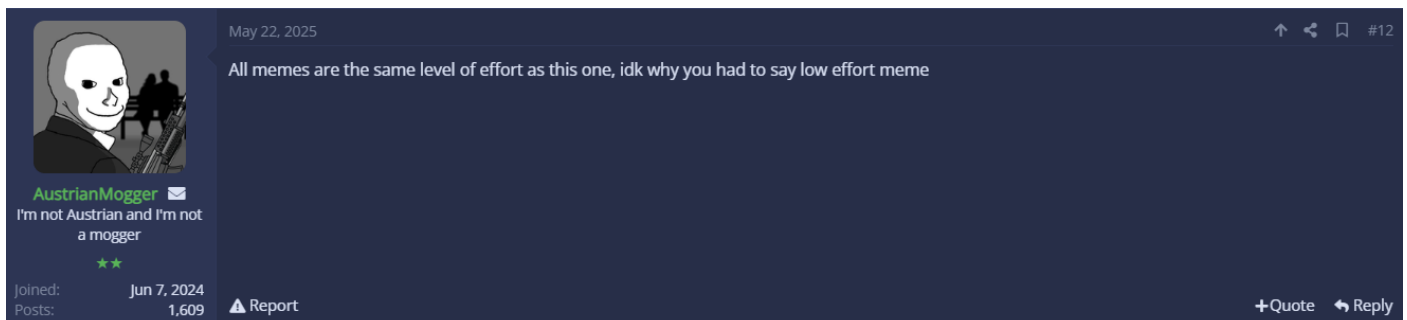


43. Steyerl, Hito. 'In Defense of the Poor Image - Journal #10'. Accessed 1 September 2025. <https://www.e-flux.com/journal/10/61362/in-defense-of-the-poor-image>.

5 somewhere between normie and sub5



Is it *right* to write off such objectionable material as being simply a visual trick? Indeed, such material has been used to incite real world violence, not to mention the millions of individuals who have been influenced by its content.

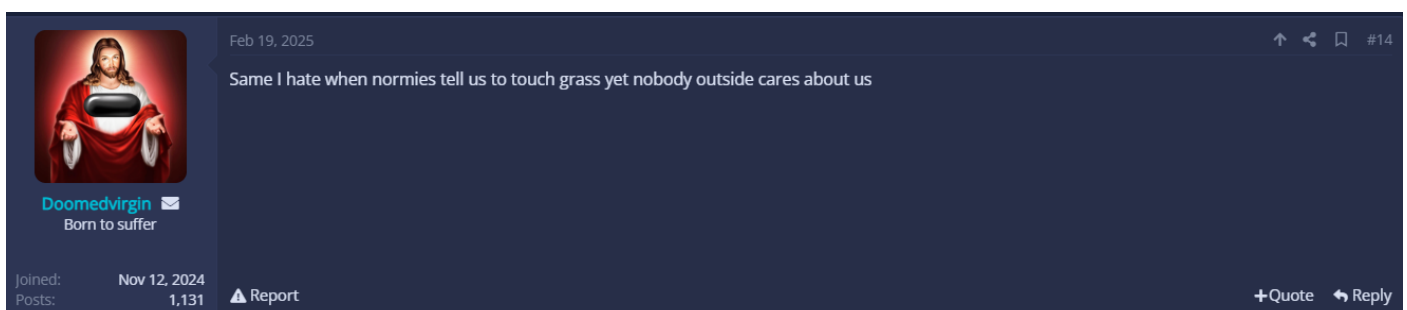


Whilst it is undoubtedly correct to condemn this language and imagery, the use of it as a tool in the incel arsenal actually goes far deeper; not only does it function as the dialogical glue between incels, but it fundamentally initiates the core outlooks that define incel-dom.

As has been established in terms of the online far-right, if memes '*are serving as building blocks of ideological meaning*'⁽⁴⁴⁾, then it is vital to question what facet of the ideology benefits from the use of the visual meme.

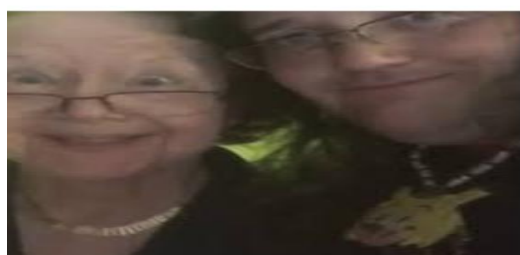
The crude and predictable nature of incel memes is suggestive of a concern not only with total categorization but also with a hyper-visual mode of interacting with the world.

Therefore, what an incel can *see* and then theorise *from* is of far greater importance than what they can *feel, sense or rationalise* from the outside world.

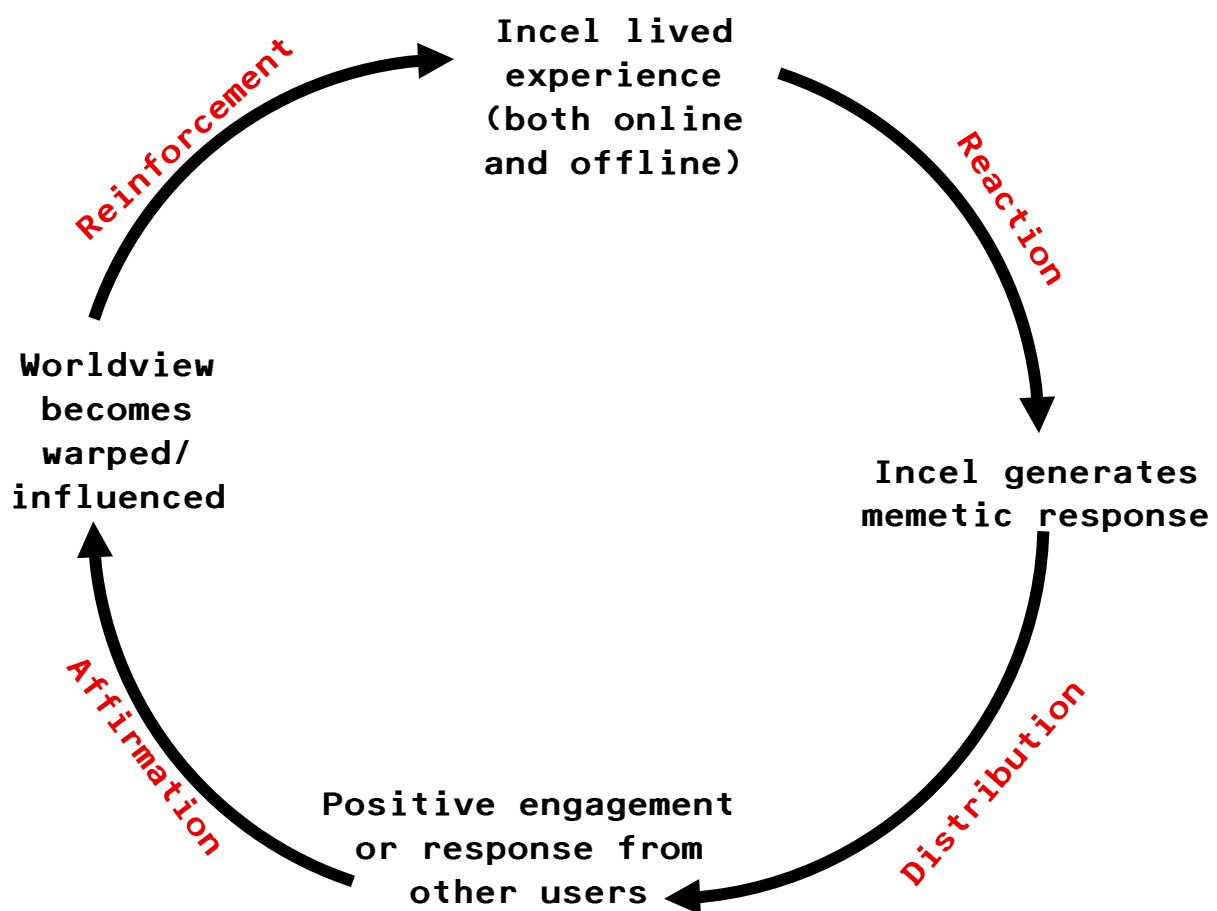


44. DeCook, Julia R. 'Memes and Symbolic Violence: #proudboys and the Use of Memes for Propaganda and the Construction of Collective Identity'. *Learning, Media and Technology* 43, no. 4 (2018): 485–504. <https://doi.org/10.1080/17439884.2018.1544149>. pg.2

In this way, the meme becomes both an indicator of and the logical end point for this visual mode of interaction with the world.



The incel/meme relationship becomes symbiotic where first the incel sees the world, generates a visual memetic response to conform to the ideology, interacts with like-minded others through imagistic communication, and is then reified in their status as an incel and their outlook on the world.



The process of visual engagement within incel forums.

The process is cyclical. It accelerates over time – as more incels leave the subculture, only the most staunch individuals remain, forever raising the threshold of bad taste and irony to which a 'good' meme should conform.



When considered through a Baudrillardian lens, this process becomes all the more fatalistic. In a loose sense, the 'media' which Baudrillard describes in *'Simulacra and Simulation'* could be seen manifest in the top postings from users on such forums, since for many of those who frequent the site, the ramblings of renowned users are presented as canonical and authoritative, in a manner akin to the presentation of the news in print over the last few decades.



This kills the man.

Baudrillard details how an endless repetitive assault by the media has led to the *'...implosion of the social in the masses'*⁽⁴⁵⁾, which in turn extends to a reduction of meaning at the ground level, in this case the semiotic choices contained within a meme.

45. Baudrillard, Jean. *Simulacra and Simulation*. Translated by Sheila Faria Glaser. *The Body, in Theory - Histories of Cultural Materialism*. Univ. of Michigan Press, 2019. Pg. 81

In other words, this bombardment of information does nothing to locate meaning; instead it obfuscates the already depleting springs of truth/essence contained within our overworked modes of communication.



As such, it is no wonder why incel-dom has adopted such a brash and convoluted visual mode of communication. As Baudrillard states: *'Whoever is under-exposed to the media is desocialized or virtually asocial.'*⁽⁴⁶⁾ – it is therefore unsurprising that the more committed incel engages so heavily, constantly testing the peripheries of taste and irony with their postings – since the looming threat of isolation is ever present and amplified within these environments.

The users wade around in a pit of memes and denigration; the mechanics of the site encourage engagement, whilst the anonymity afforded to them prompts increasingly repulsive responses.

This tendency towards the destruction of semiotic meaning within memes is deliberate, beneficial to the cause, and plays out in real time.



If the user has nothing to lose but everything to gain by retaining a fleeting affiliative attachment to fellow incels and to the cause, then taste and aversion to problematic content are the first things to fly out the window.

It is through this mechanism of visual communication that reduces the incel's perspective to a binary world view concerned primarily with aesthetics.

This hyper-optical memetic discourse reinforces a mode of dialogue that prioritises outward appearance above all else.

And even though much of the interaction on sites such as incels.is is text-based, the visual environment and imagistic discourse that runs through communication eventually props up the conceptual basis for the ideology itself.

6 no such thing as a blind incel [conclusion]

File: [1751944252768959.jpg](#) (201 KB, 1416x1296)

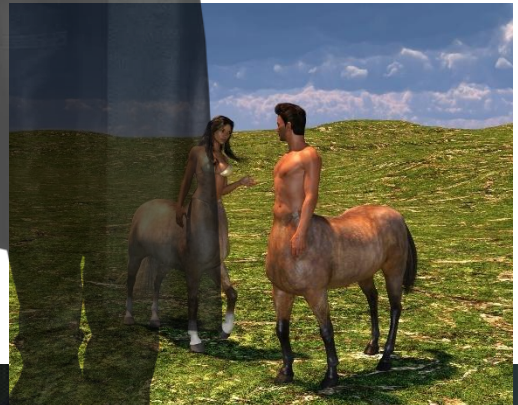


☐ Anonymous 09/09/25(Tue)13:17:01 No.12516116 [Reply] ►

have you ever felt the urge to be nice to me?

>> ☐ Anonymous 09/09/25(Tue)13:18:32 No.12516118 ►

not 2 u specifically, no




>>82447877


Can you look like a cute girl?




As I open up *incels.is* once again, I am confronted by the same visual barrage as every other time previously. Even months later, the same characters are loitering, eager to engage with some of the newer recruits.

Stupid Clown can still be seen occasionally.









Stupid Clown 
I hate women
★★★★★
Joined: Nov 29, 2022
Posts: 39,600

 Report

Yesterday at 1:36 AM

If discovering the bp ruined your life then it's effects on you couldn't be that serious.

    #9

 +Quote  Reply



uninstall
Banned
Joined: Jan 10, 2018
Posts: 3,599

 Report

Nov 25, 2018

weatherface said: 
it seems to be over!

it is

INHIBITION



UNINSTALLING...

<https://www.youtube.com/watch?v=tOoVFir-Eas>

The current iteration of the internet is perhaps the most optical it has ever been. Engagement is gamified and attention is capital. Every fragment of media depends on its' ability to ensnare visually.



**You constantly get
banned and make
new accounts even
though it's against the
rules?**



Yes.

It is in this sense that incelism is the logical endpoint for disenfranchised, isolated and romantically unsuccessful young men. Trained in their ability to discern, disseminate and deconstruct online media, and unwavering in their nihilistic self-loathing, incelism provides the perfect environment within which to exercise their fleeting power, and to dance around the boundaries enforced by a society which rightly questions the utility of prioritising the straight, white, young, western man.

The hyper-categorization that runs like a spine through the incel corpus necessitates a reductionist world view, where the incel can only attribute worth through narrow, frontal parameters, and where opposition to such classification is akin to rejection of a foundational truth.

Images naturally become the preferred currency for a philosophy which appoints outward appearance as paramount.



The 27 year old GOOMBLER

Goes to casino 5 nights a week

Never wins more than \$20, either loses or breaks even

"I lost my match play. Oh well"

"I'm leaving tonight and never coming back haha"

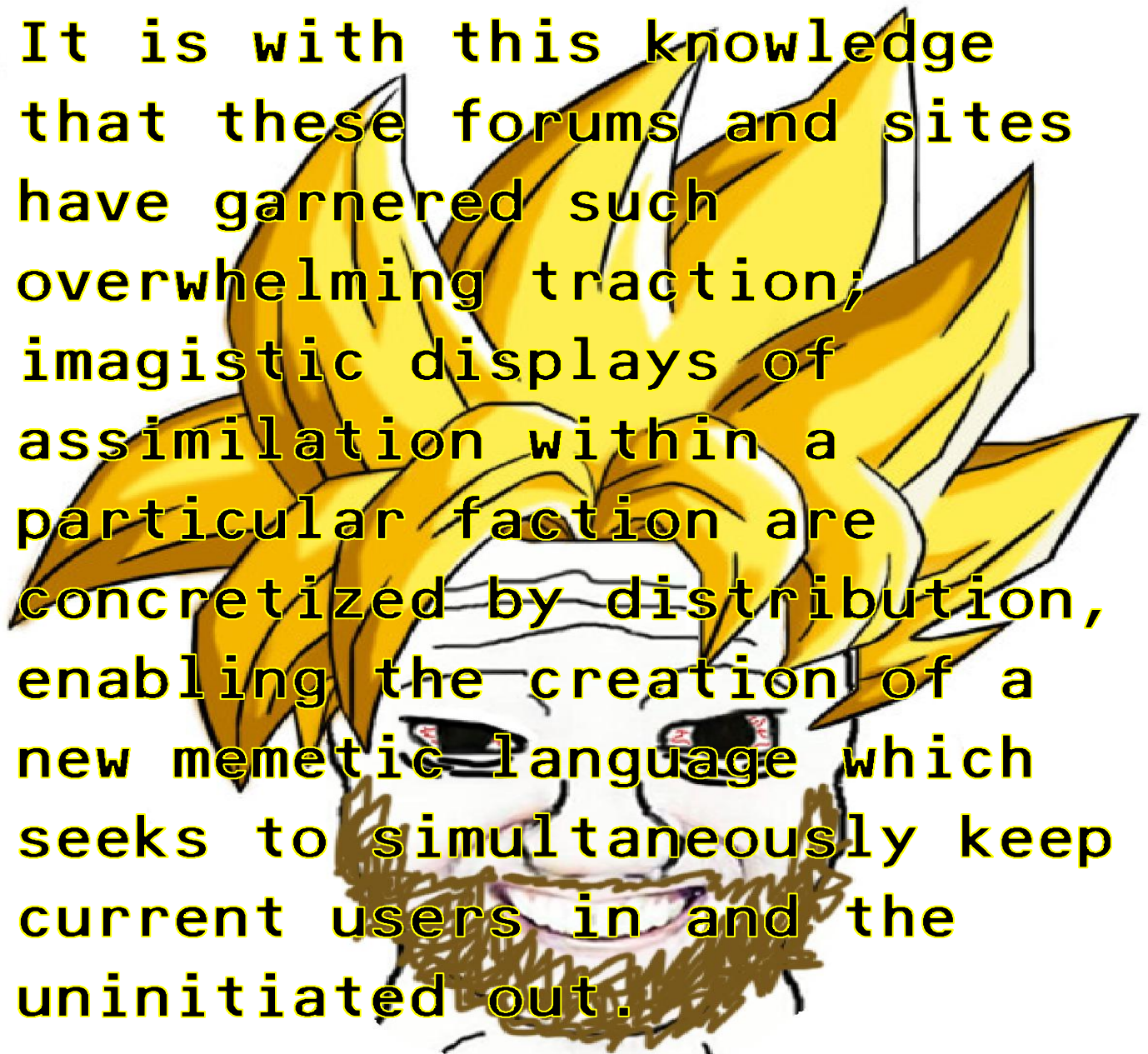
Likens himself to rich asians betting thousands.
Is not rich and never will be

Could have spent
the \$200 he lost
On his electric bill

nicotine addiction



It is with this knowledge that these forums and sites have garnered such overwhelming traction; imagistic displays of assimilation within a particular faction are concretized by distribution, enabling the creation of a new memetic language which seeks to simultaneously keep current users in and the uninitiated out.



The internet is plagued by groups of radical ideologues, eager to spread messages of hate, and whilst it would be disingenuous to posit that this one poses the greatest threat of all, it is indeed plausible to suggest that incel-dom has been able to harness the aesthetic systems of the net with such success that it survives as one of the most potent and pathological philosophies to emerge in the digital age.

In incel-dom, nothing is sacred.

Everything is an attack.

>> ☐ Anonymous 05/05/18(Sat)15:45:20 No.45166513 ►

If only you knew how different things could be.

I PISS and SHIT all over the place.

Maybe sometimes perhaps
women have it easier and
perhaps looks matter more than
anything else sometimes not
always but perhaps



Do you wanna go out
sometime?



No



Blackpilled again



afterword

as a visual artist working today, my practice has often flirted with the internet. my work has primarily dealt with themes of masculinity, and it seemed disingenuous to continue down this route without a thorough examination of how masculinity is enacted in digital spaces.

i was unprepared for the level of abuse, vitriol and obscenity that is commonplace on these sites; and this disgust has not vanished. in better understanding the pernicious nature of this ideology, it has done nothing to quell my instinctive reaction to look away. during the long nights of research for this paper, i was forced to engage only in short bursts with this content, since it typically became physically nauseating after around thirty minutes.

i am still somewhat unsure as to why i didn't fall victim to this totalising philosophy. it might have something to do with an artistic engagement with digital aesthetics from an early age – perhaps i was able to spot the tropes of visual radicalisation just soon enough to not fall prey.

either way, i am happy to close this avenue of exploration for now. questions still remain, and no solution has made itself known; but for the present moment it is time to clean off the Cheeto dust from my fingertips, pour the flat

mountain dew down the sink, and try not to slip
on the novelty anime rug on the way out.



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