



## INCEL EXTREMIST RHETORIC

Involuntary celibates (incels) are men who believe society and women are to blame for their failure to develop romantic or sexual relationships. In recent years, incels have conducted acts of violence against women and men who they view as successful at dating. Incels often use specific rhetoric in online posts and chatrooms to express their misogynist sentiments, to incite violence, or to express self-hate. This language is used to build camaraderie among like-minded men and is repeated in the manifestos and social media posts of men who have perpetrated incel-related attacks. Below are terms used by the incel community and examples of their origins and use in violent attacks.

### EXAMPLES OF ORIGINS AND USE

#### ISLA VISTA ATTACK

In 2014, 22-year-old Elliot Rodger killed six people and injured 14 others in a stabbing, shooting, and vehicle ramming attack at the University of California, Santa Barbara. Before Rodger committed suicide, he posted a 137-page manifesto and a YouTube video detailing his hatred toward society and women. His manifesto and video became a source of ideology and language for incels. Rodger's words were cited in subsequent incel-related attacks.

*"I don't know why you girls aren't attracted to me, but I will punish you all for it...I'm the perfect guy and yet you throw yourselves at these obnoxious men instead of me, the supreme gentleman."*



Police board of Rodger attack (Source: The Guardian)

#### TORONTO VAN ATTACK

In 2018, 25-year-old Alek Minassian killed 10 people and injured 16 others in a vehicle ramming attack in Toronto, Canada. Minassian told police that he considered Rodger a "founding father" of the incel movement who inspired his own attack. Minassian said he hoped to inspire a "beta uprising."



Van used in Toronto attack (Source: BBC)

*"The Incel Rebellion has already begun! We will overthrow all the Chads and Stacys! All hail the Supreme Gentleman Elliot Rodger!"*

#### TALLAHASSEE HOT YOGA SHOOTING

In 2018, 40-year-old Scott Paul Beierle killed two people and injured five at a hot yoga studio in Tallahassee. He posted videos, writings, and songs that appealed to incel sentiments. Beierle's posts were removed after his attack, so the incel community did not originally claim him. After an incel forum user found and spread Beierle's misogynistic content, the incel community dubbed him Saint Yogacel.



Scene from the hot yoga attack (Source: BBC)

*"...the position, the situation, the disposition of Elliot Rodger, of not getting any, no love, no nothing...that was me, certainly, as an adolescent."*

### TERMS AND DESCRIPTIONS

#### GENERAL TERMS

##### AMOG

"Alpha Male of Group"- the man in a group who commands the most attention. "Mog" is the verb form and means to feel intimidated by a supposedly better man

##### Becky

A derogatory term referring to an "ugly" woman

##### Blackpill

Sexual fatalism; to accept that you have no sexual value and will never have a romantic partner

##### Bluepill

To believe that kindness toward women will increase chances of a relationship. Term is not exclusive to incels, but others use the term to mean ignoring reality

##### Chad

The opposite of an incel; a "perfect" man who can supposedly get any woman even though he does not treat women well

##### Femoid/Foid

Demeaning term referring to women as less than human

##### -Maxx

Used as a suffix to mean maximizing or focusing on an attribute, usually a physical one (i.e. looksmaxx, killmaxx)

##### Normies

Individuals not part of the incel subculture

##### PSL

Stands for "Pickup artists/Sluthate/Lookism"— Incel-related ideas

##### Redpill

To believe women are only attracted to a small subset of men with certain physical features. Not exclusive to incels, but others use the term to mean "waking up to a truth"

##### Stacey

The "perfect" woman who incels believe spends her days lusting after Chads

#### SELF-IDENTIFIERS

##### -Cel

Subset of incel based on physical features, interests, race, or defining traits

##### Clowncel

Referring to an incel who identifies with and admires the Joker character from the DC Comics series

#### VIOLENT INTENT

##### Day of Retribution

Idealized day in which incels will strike back against Chads and women; also referred to as "Beta Uprising" or "Incel Rebellion"

##### Go ER/ER/Go Rodger

To follow the example of Elliot Rodger and go on a killing spree. The letters E and R are sometimes capitalized in unrelated words to imply the same (i.e. sEcuRity)

##### My Twisted World

Name of Rodger's manifesto- seen as a basis of incel ideology

##### RGIF

"Raping Girls is Fun"— an online extremist community of incels who believe they should harass and assault women as payback

##### Saint Alek

Referring to Alek Minassian

##### Saint Elliot

Referring to Elliot Rodger

##### Saint Yogacel

Referring to Scott Beierle

##### Supreme Gentleman

How Elliot Rodger referred to himself. Women go after Chads even though incels are "Supreme Gentlemen"

#### SELF-HARM LANGUAGE

##### Cope

A means – an act, thought process, item, or person – of mitigating self-hate

##### LDAR

"Lie Down and Rot"— To give up on participating in society

##### NEET

"Not in education, employment, or training"

##### Rope/Roping

Intent to commit suicide

##### Suicide-fuel

Something that makes the individual dive deeper into self-hate; i.e. seeing happy relationships or men who are with multiple women