

Leeds Prevent

Glossary of terms within the Incel and Manosphere movement

[Updated March 2023]

To aid professionals in understanding the incel ecosystem, this guide offers a general introduction to incel terminology, logic, and symbols. In order to interact via internet forums and disseminate their philosophy, incels have created their own coded, highly specialised language. We seek to equip professionals with the knowledge they need to recognise members of the incel community, understand their worldviews, and communicate with them in an informed, skilled manner.

Some of the language you will find in this resource can be explicit and should not be viewed by young people. Viewer discretion is advised, and Leeds City Council **do not** promote the use of these terms.

The most widely used terms are shown in bold below.

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| 2D>3D | The belief that 2D 'girlfriends' - which are AI chatbots, female anime or video game characters - are better than 3D (real-life) girlfriends. |
| 80/20 | This is interpreted by the incel community in the context of dating and assumes that 80% of women have access to the top 20% of men in a society, meaning that the 'bottom' 80% of men are left with the remaining 20% of females between them. |
| Alpha | A confident man who tends to be a leader within social groups, work, and/or with women. |
| AOC | Age of consent. |
| Ascend | To "ascend" is to leave incelhood and access sex with a woman. This sex must not be paid for (e.g. escortcels have not ascended). |
| Atomic Blackpill | Sometimes referred to as the Nuclear blackpill. The Atomic blackpill is any fundamental proof that women are shallow and are exclusively attracted to male physical traits. It includes 'blackpill science' experiments for example, Tinder profile screenshots showing flirtations between women and a conventionally attractive male profile, despite him having the phrase "convicted three times for rape of a child" in his bio. |
| AWALT | Acronym for "All Women Are Like That". An assumption that all women are driven by the same essential 'female nature' which drives their (mating) behaviour. |
| Based | The act of not caring about others' opinions or being politically correct - incels are often praised for being 'based'. The term originally referred to someone addicted to smoking crack cocaine. |
| Becky | Beckys are the majority of the female population and are subordinate to Stacy's. They are 'average' looking and have lower social status. According to incels, their SMV (or 'Sexual Market Value' - an index of physical attractiveness) averages between three to seven out of 10. |



Beta Orbiter A Beta Orbiter is a man who spends a significant amount of time with a woman, feigning interest in her ideas and opinions, in an effort to date her. This term is often used to describe men who follow female content producers on social media.

Betabux Any man who is not a Chad who is in a relationship with a woman. Women only settle for betabux either after they have hit 'the Wall', and can no longer access sex with Chads, or if they are secretly continuing to have sex with Chads while with a betabux. Women seek out betabux men for financial support.

Blackpill The blackpill philosophy argues that an individual's dating success is determined wholly by their physical attractiveness and is thus determined at birth. Therefore, men who are genetically inferior cannot access sexual and romantic relationships.

Bluepill According to incels, an individual who has 'swallowed' the Bluepill remains in a state of blissful ignorance and has not yet woken up to the fact that society discriminates against males, rather than females.

Bone smash theory The notion that bones grow when exposed to repeated trauma. This is a violent method of looksmaxxing used by incels to change their physical appearance.

The difference between Chad and non-Chad (incel) is literally a few millimeters of bone.



Catfishing Creating a fake social media profile for the purposes of abusing or defrauding an individual online.

Cel (suffix) Common used: Heightcel, Baldcel, Stuttercel, Pedocel, Currycel, Fakecel etc.

Chad The alpha male believed to be favoured by society due to stereotypically Aryan good looks, genes, bone structure, hair, and height.



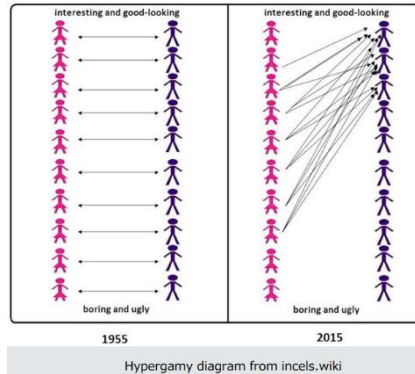
Chaddam An Arab Chad.

Chadfishing A form of catfishing where incels create dating profiles using images of conventionally attractive men. It is usually used to prove that women are more likely to interact with someone online if they are physically attracted to them.

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| Chadlite | A term used to refer to a lower tier Chad. |
| Chadpreet | An Indian Chad. |
| Chang | An East Asian Chad. |
| Cheerleader Effect | The belief that women in groups appear more attractive than they would individually, like a group of cheerleaders. |
| Cock carousel | The concept that women in their 20s 'ride the cock carousel', jumping from man to man, before settling down with a less attractive male in their 30s. |
| Cucks | From the word cuckold, cucks are men who are emasculated through their own behaviour, for example by following the bluepill or wageslaving for a society that oppresses them. |
| Dogpill | The incel belief that women are having sex with dogs and that they would prefer to do this over having sex with an incel. |
| Fapfuel | Material used by incels to masturbate. |
| FBIcels | A joke term referencing online incel communities' possible surveillance by the FBI. 'FBIcels' refers to FBI agents posing as incels. |
| Femcels | There are women who identify as incels but they are not welcomed on incel message boards and not accepted by the incel community. |
| Femoid/Foid | A shortened version of 'femanoid' - which is a combination of female and humanoid. A dehumanising term suggesting women are not human. |
| Game | Techniques used by pick-up artists (PUAs) to manipulate women into having sex. |
| Giga (prefix) | A prefix describing something as the 'ultimate' version. When placed in front of 'Chad' or 'Stacy' it indicates ultimate physical attractiveness, or the top 0.1% of men/women. When placed in front of lifefuel such as giga-lifefuel it indicates the ultimate example of lifefuel for an incel. |
| Going ER | Named after Elliot Rodger, this term is used by incels to describe or laud the act of committing mass murder, or murder-suicide. |
| Goy/Goyim | Hebrew and Yiddish term for a non-Jewish person, synonymous with "gentile." Used by far-right and occasionally incel forum users to signify their non-Jewish ethnicity, reclaiming what they interpret to be a derogatory term used by the Jewish community as a way of taking pride in the fact that they are not Jewish. |
| Gymmaxxing | Going to the gym to improve one's physical attractiveness in order to access sex. |
| Halo Effect | The tendency to unconsciously view an attractive person as innocent, and assign them positive characteristics such as honesty, talent and intelligence. Incels see this social bias demonstrated by the case of Jeremy Meeks, whose mugshot was shared by the police in Stockton, California. Meeks' photo went viral due to his good looks, and after completing his sentence, he was offered a modelling contract. |
| High T | High levels of testosterone. |
| High-tier | According to incels, an individual with above average physical attractiveness |
| Hitting the wall | Women reaching their late twenties and ceasing to be sexually attractive |

Hypergamy

The belief that women are evolutionarily predetermined to “marry up” by seeking out the most attractive alpha male. Hypergamy is premised on the belief that women are more sexually selective and will leave less suitable men for men who are more physically attractive and have a better socioeconomic standing.



ITcucks

Refers to members of the subreddit r/IncelTears who monitor incel forums and post screenshots of disturbing content on Reddit for ridicule and admonishment.

JB

Jailbait. A sexually desirable girl just below the age of consent. The girl is considered ‘bait’ because she is a temptation to commit a crime by engaging in sex with an underage girl.

JBB

“Just Be Black” the suggestion that certain behaviours that allow you to access sex are only available if you are black (e.g. thugmaxxing).

JBPill

Jail Bait Pill. This is part of the ‘pill’ terminology and refers to accepting that “jail bait” is an anti-male concept that prevents incels from accessing sex with ‘prime’ aged girls.

JBW

“Just Be White” the suggestion that certain behaviours that allow you to access sex are only available if you are white (e.g. SEAmixxing).

JFL

Just Fucking Lol. This can be used as a ‘tag’ on incel posts to describe the theme of the post, or as a comment. It is most often used in relation to examples of ‘normies’ behaving in ways incels believe to be stereotypical, such as openly talking about their preference for physically attractive people.

Jihadpill

Accepting that the only way of accessing sexual and romantic relationships is by becoming a jihadist or committing jihad.

Jihadmaxxing

Accessing sexual and romantic relationships by becoming a jihadist.

KHHV

Kissless, hugless, handholdless virgin.

Landwhale

A term incels use to refer to an overweight woman.

LARP

Stands for “Live Action Role Play” when used by incels, it describes someone who is pretending to be someone they’re not.

LDAR

Lay Down And Rot is a phrase claiming that self-development, positive behaviour or corrective actions (such as looksmixxing) are pointless, and that an individual’s situation cannot be improved. To LDAR is to give up on activities that are inconsistent with a “rotting” lifestyle. Acceptable “rotting” behaviour includes browsing incel forums, watching pornography, withdrawing from human contact, and remaining in bed.

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| Lifeluel | A term for something that encourages incels to continue living. |
| Lookism | A theory of objective beauty that draws on eugenics and scientific racism. It is grounded in both redpill and blackpill ideology. Incels engage with lookism terminology either to rate physical attractiveness or discuss whether it effectively explains their lack of sexual success |
| Looksmaxxing | Any attempt made to improve one's looks to reach their greatest aesthetic potential. This includes a number of methods of self-improvement, such as going to the gym, getting a haircut, improving one's style or taking steroids. |
| Low T | Low levels of testosterone. |
| Low-tier | According to an incel, a low-tier normie has below average physical attractiveness. |
| Maleleader Efect | The opposite of the Cheerleader Effect. When the most attractive man in a group looks more appealing than if he was alone, and his male companions appear less attractive. |
| Manlet | A term used to describe a short man or man with a small physique. |
| Manosphere | Term for the collection of online anti-feminist, misogynistic, pro-men communities. The four distinct areas of the manosphere are the MRA, MGTOW, PUA and incel communities. |
| Marcel | An incel who is married. |
| MGTOW | A subsection of the manosphere which advocates that men withdraw from romantic relationships with women, including refraining from having children other than through surrogacy, and enforce a strict gender hierarchy. |
| Mogs/Mogged | An act of dominating someone by being more physically attractive. One can be mogged on a variety of physical characteristics (e.g. "height mogged" or "wrist mogged"). MoneyMaxx MoneyMaxxing refers to engaging in any activity that will earn money, in the hope that becoming wealthier will increase your sexual market value (SMV), and in turn your dating success. |
| MRA | (Men's Rights Activists) A subsection of the manosphere focused on political and legal change that advances men's interests, such as reducing divorce settlements and child support payments, as solutions to their perceived oppression. |
| NEET | Standing for "Not in Education, Employment or Training". Living a NEET lifestyle is respected by incels because it represents the act of removing oneself from an oppressive society. |
| Nice guy/ nice guy syndrome | A label/term for men who believe they are entitled to relationships because they possess personality traits that make them good partners. |
| Normie | An individual who is not part of the incel community. |
| NPC | Stands for Non-Player Character, referring to automated characters in video games who cannot be controlled. NPCs are understood by gamers as basic, pre-programmed entities who can't think for themselves, relying on present coding and graphics. For incels, NPC has become a term for individuals who are seen as part of 'the system' and believe in politically correct or left-wing narratives and are not awake to the 'truth' of the world (see Redpill , Blackpill). |

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| Omega | A man who has trouble interacting with the female population and thus has 'no prospect' of a relationship. |
| PinkPill | The female version of the incel blackpill. Although incels do not believe women can be part of their community, there is a small group of women who believe that no matter how hard they try to fit society's idea of a 'perfect woman' they will never find a partner. |
| PSL | Rating A 10-point scale used to rate an individual on their physical attractiveness. PSL is an acronym of PUAHate, SlutHate and Lookism - three defunct online forums where the PSL rating system was created and proliferated. |
| PUA | (Pick-up Artists) A subsection of the manosphere that follows the redpill ideology. PUAs' goal is to maximize the number of women they have sex with through learning "game", or techniques that manipulate women into having sex. |
| r/Braincels | An alternative subreddit for r/incels, which was banned in 2017 for breaching Reddit policy. In 2019 r/Braincels was also banned. |
| Ragefuel | Acts, events, or information that make incels angry. |
| Redpill | Refers to an individual waking up to the real world. Those who subscribe to the redpill ideology argue that women are markedly better off than men. |
| Roastie | A term used to describe a woman who is sexually active. The slang originates from the idea that a woman's genitals change shape after having sex, sometimes to resemble roast beef. |
| Scientific Blackpill | 'Scientific' evidence used by incels to support their ideology. This evidence is usually misinterpreted data from wider scientific or economic studies, which is used by incels to explain women's behaviour. |
| SEAMaxx/SEAMaxxing | The attempt to improve one's dating ability by travelling to Southeast Asia. This is based on the theory that native Southeast Asian men are not desired by women, and that white men with 'Nordic' looks are preferred, therefore making it easier for a white, Western man to access sex in Southeast Asia. |
| Sexual Marketplace | The sexual marketplace is the modern-day dating world. |
| Simp | A man who invests a significant amount of his time and money in a woman who isn't romantically interested in him. |
| SMV | An acronym for "Sexual Market Value". This is a metric that measures an individual's sexual desirability. According to the incel community, this is the primary measure of an individual's worth. |
| Soyboy | Slang term used by incels (and others) to describe feminist and/or left-wing men who lack 'necessary' masculine qualities, based on the myth is that if men drink dairy-free milk alternatives they become weak and feminine. |
| Society | An extension of the Soyboy, suggesting that society (usually the commenter's) has lost its strength and integrity by pandering to left-wing politics, feminism and LGBTQ+ inclusion. |
| StatusMaxx | To StatusMaxx means to increase one's social status, in efforts to increase their SMV and dating success. Some examples of StatusMaxxing would include adopting a particularly impressive career, succeeding in athletics, or becoming famous. |

Stacy

Is the female counterpart to a Chad. She is a female archetype at the apex of the social and sexual hierarchy. Stacy's have their pick of sexual and romantic partners for this reason, they are hated by incels, and are a target for online vitriol, humiliation, and physical violence. A typical Stacy will only date Chads.



Stormcels

Stormcels are incels who openly self-identify with the violent far-right. The prefix 'storm' references Stormfront, the popular white supremacist website.

Sub 8 Law

The incel belief that men with a PSL rating below 8 are unable to access sexual or romantic relationships.

Sub 9 Law

The incel belief that men with a PSL rating below 9 are unable to access sexual or romantic relationships.

Suifuel

Short for suicide fuel, suifuel is an idea or post that drives an incel further into self-hate, fuelling their desire to kill themselves.

The Wall

The Wall, or the "agepill", is the maximum age that a woman reaches before her SMV starts to decrease. According to incels this age is 25.

TicTacs

Used in the context of a woman overdosing on TicTacs, implying any attempt at suicide is just attention-seeking behaviour.

TikTokpill

An example of incels keeping up with current trends, the TikTokpill claims that the social media platform TikTok is dominated by Chads and Stacy's.

Tyrone

A black Chad.

Wagecuck

A male who works, and therefore contributes to a society that is inherently oppressive to men. Incels who work describe themselves as wagecucks.

Waifu

An animated, fictional female character, usually from anime, that an individual has a romantic feeling for.

White Knight

A man who rushes to a woman's aid in any situation. He usually acts heroic or protective in order to feel better about himself.

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Email: prevent@leeds.gov.uk

Telephone: 0113 5350810

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