Qeios

Peer Review

Review of: "Reproducing Misogyny: The Indian and Malayali Manosphere"

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This is a pleasant read, which demonstrates an impressive grasp of the existing research literature on the topic. The focus on the Indian manosphere is much needed, and you do well to call for additional research. I am surprised there is no mention of the potential impact of the uneven sex ratio of India caused by the preference for male children (which could be a potential cause of involuntary celibacy among "extra" men?) Also, grounding the Indian and Malayali manospheres in their specific cultural context (including gender ideology, the law, family court system, religious beliefs and norms, etc.) would be useful.

My concern is mostly, however, about the nature of the paper. While it is an impressive synthesis, you should demonstrate more clearly the added value of the paper, your original contribution to the state of knowledge. Instead of abstract formulas, you should state that this is maybe the first (?) academic exploration of the Malayali manosphere, etc. Put simply, a research paper should provide original knowledge. If this is meant as a synthesis, you should state it. If this is meant as a call for further research into the Indian manosphere, you should also put it this way (although this would then maybe be more suited as an essay/commentary for a journal).

I believe this is an important topic and that you put considerable work into reading the literature. You just need to change the framing to make sure that the originality and added value of your work are stressed. This might require adding your own empirical exploration of the phenomenon so that you contribute to the state of knowledge (could be qualitative, on online material, or interviews, could be quantitative, on online data too). Indeed, as things stand, I assume most journal reviewers would be frustrated by the lack of methods and of original research results.

I am wishing you all the best in conducting this important work.

You can find below some specific comments about the text.

"It includes constituents such as men's rights activists (MRAs), *Incel*s (involuntary celibates), *Red Pill* groups, Men Going Their Own Way (MGTOW), pick-up artists (PUAs), and fathers' rights groups among others."

To give weight to your typology, you could cite Ribeiro et al. 2021 or Rothermel et al. 2022, who use it.

« One more facet regarding the Incel community is the suggestions based on narrative reviews that hardened identification with the Incel community may be associated with certain mental disorders and mental health issues"

This is not just based on "narrative review"; there is growing survey evidence to show their high levels of psychological ill-being: (https://www.gov.uk/government/publications/predicting-harm-among-incels-involuntary-celibates/predicting-harm-among-incels-involuntary-celibates-the-roles-of-mental-health-ideological-belief-and-social-networking-accessible)

"India has 22 scheduled languages" – Maybe explain what this means to a non-Indian audience.

"One such creator named Sarthak Goel, who describes himself as a "Men's Personality Development Mentor & Life Coach," has a subscriber base of more than 551,000 on YouTube. He is active on other platforms such as Instagram and Facebook as well. The most popular video on the channel had more than 1,204,000 views as of December 2024 and provides advice on how to develop a *playboy* mindset, an obvious reference to the sexual objectification of women."

The double commas inside the figures are confusing.

"A case in point is that of the controversial influencer Elvish (Siddharth) Yadav, who has a total subscriber count of more than 23 million and 3 billion on YouTube as of December 2024."

I assume the word "views" is missing after "3 billion"?

"with the numbers estimated to be more than 50 lakhs."

This is an Indian-specific way to count (which I had to look up); I'd recommend converting this (5 million).

"There are social media content and blog posts that paint intersectionality as a form of identity politics and as a major reason for the difficulties faced by young men and for them being 'oppressed'. This is an improvisation over the much simpler explanations used on western manosphere spaces[47]."

I disagree with the last sentence; I would say this is a very common trope in the English-speaking manosphere as well.

"Men's Rights activism is found both online and offline in Kerala. There have been instances where men accused of sexual harassment were felicitated when they were released on bail by self-proclaimed men's rights activists."

Source? Media report?

Declarations

Potential competing interests: No potential competing interests to declare.