



# Male Identities in Late Digital Capitalism: Unpacking Men's Narratives about Women on Brazilian Social Media

**Verónica Ferreira**

*University of São Paulo / Center for the Study of Violence*

## **Abstract**

This research explores the discourses and social dynamics constructed on social networks by groups in the so-called manosphere as well as their roots and whether these discourses are successfully imported into Brazilian contexts. The study will focus on the gender identity narratives created by men who identify with these groups or singular influencers with similar discourses. The main aim of this research project is to examine the construction of gender narratives in Brazilian online communities of men; to explore how these communities represent and construct their identity, often through discourses of anti-feminism and misogyny, and how these representations vary across social media platforms and geographical contexts. This research is informed by Critical Theory (Discourse, Narrative, Gender and Media Studies) and uses a mixed-methods approach that combines systematic literature review, critical discourse analysis and digital ethnography (non-participant observation, in-depth interviews and focus groups) to analyse data collected in online and offline environments. The research will identify and develop strategies to counteract the negative effects of these communities, promote gender equality and the prevention of misogynistic violence, and inform public education policies on Internet use.

**Keywords:** masculinities; discourses; internet; gender script; antifeminism