Rage bait, a comparison in perceived persuasiveness of Misandry and Misogyny on TikTok

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Abstract

In this study, the perceived persuasiveness of online gender-based hate speech on TikTok is investigated for people aged 18 or older. The study identified two forms of gender-based hate speech: misandry and misogyny. Although misogyny has been more widely known and has been included in previous studies on hate speech, misandry remains understudied. This research aims to fill this gap by including misandry and misogyny and their perceived persuasiveness using the Elaboration Likelihood Model in quantitative analyses. Prior research has shown that content can be divided into high narrative or low narrative content, which is reported to persuade the viewer in different ways.

The research is a mixed method of quantitative and qualitative studies. The quantitative study includes the Elaboration Likelihood Model, Misogyny, and Misandry in quantitative analyses. The data gathered in this research has been collected using a survey. The qualitative aspect of this study builds on the notion of Attention as a mediator for the Elaboration Likelihood Model by asking the participants what catches their attention in the content shown. The answers are included in a Thematic Content Analysis based on the Constructivist Grounded theory. The qualitative findings aim to provide potentially useful insights in addition to quantitative research.

The quantitative findings show individuals aged 18 or older perceive online gender-based hate messages as persuasive to a certain degree, this is influenced by the person's gender, the narrative type of the video, and the attention-capturing elements of the content shown. Female participants in particular have reported to perceive High Narrative content as more persuasive. The female participants on average reported to agree with the idea that videos that showed gender-based hate speech can be viewed as persuasive content (Misogynist and Misandrist). Both men and women reported to be engaged with low narrative content, but the perceived persuasiveness of low narrative videos was not found to be of significance. The qualitative results show that humor, sensitivity and controversy, visual and audio elements, and representation and identification are reported to catch the viewers attention. Moreover, misandrist videos are reported as provocative and empowering, while misogynistic videos are described as unpleasant yet hilarious.

This research acknowledges several limitations which could be improved for further research. The limited quantity of the data collected, the inclusion of limited video examples in the survey, the international characteristics of the sample, and the fact that this research did not include unconscious aspects of persuasion can affect the validity and reliability of the results. For further research, researchers can examine the subconscious processing of

videos online, include more participants, specify the nationality, and include more video examples in the survey.

Preface

This Master's thesis is my final work before ending my five years of studying at Erasmus University. As I started the process of writing my thesis, I wanted to take on a new challenge as I had done a qualitative study approach for my Bachelor's thesis. Although the quantitative approach was sometimes challenging, I enjoyed the process of seeing numbers take on meaning. Starting a research about the perceived persuasiveness of online hate-speech videos and eventually seeing the results of this research is a very fulfilling process. Having experienced the good and bad sides of the social media world myself, I felt a lot of enthusiasm for the subject of perceived persuasiveness, misogyny, and misandry.

I would like to take this opportunity to thank the individuals who have played a significant role in the completion of this Master's thesis.

First of all, I would like to thank my thesis supervisor, Aviv Barnoy, who has guided me throughout the writing process. I appreciate his time, patience, and help. There was no question or idea that was too crazy. I believe this has really helped me to think out of the box.

Moreover, I would like to thank all the participants who have participated in this research by filling in the survey questions. Because of these participants, I have been able to obtain a great sample size which has contributed to the quality of my thesis.

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Table of contents

1. Introduction

In today's digital discourse, TikTok has become one of the world's leading social media platforms, used by millions to create and watch short videos (O'Connor, 2021, p. 4). As much of the world's population spends time on TikTok, those with the intention of using the online space to promote hate and extremism have started creating content on the platform. Hate speech has been a focus of academic research, especially when it comes to misogynistic expressions (Castaño-Pulagrín et al., 2021, p.1). Misogyny, the hatred or dislike of women, is more widely known compared to its opposite, misandry. Hate speech is communication that disparages a person or group based on ethnicity, sexual orientation, nationality, religion, or political preference (Castaño-Pulagrín et al., 2021, p.1). Misandry, hate speech directed towards men, has become a recent reaction to misogynistic beliefs (Jane, 2017, p. 2). Although misogyny has been included in previous research regarding hate speech and hate groups, the concept of misandry has rarely been mentioned or included (Levin & McDevitt, 1995; Duffy, 2003; Lee & Leets, 2002, p. 931). One reason why this type of hate speech remains understudied has to do with the dominance of its opposite party, misogyny (Nathanson & Young, 2014, p. 74). As women have traditionally been viewed as an oppressed group, while men have held untouchable, hegemonic status, misandry emerged as a recent phenomenon that altered the narrative of this traditional power dynamic.

However, social media platforms show more and more misandric content on their pages. Authors Nathanson and Young (2014, p. 74) argue in the Australian Journal of Men's Health, that men have been experiencing misandry but without the acknowledgement that has been seen with women and misogyny. Besides the term misandry becoming demonised, feminists have ironically embraced the term. Popular accounts on Tumblr that participate in producing misandristic content justify this by noting that embracing the term is a defense mechanism (Nathanson & Young, 2014, p. 74). This research is of importance as it explores whether audiences are persuaded by hate speech that targets specific genders. This knowledge provides new, additional information to the field of communication studies by enhancing the existing theories of message processing and persuasion in the setting of hate speech. This research aims to incorporate misogyny and misandry as forms of gender-based hate speech. As such, the study broadens the scope of information on hate speech and contributes to our understanding of the various ways in which gender-based hate speech functions and shapes attitudes among audiences.

The potential of mutual hostility between misogyny and misandry can become harmful for both genders. Due to the nature of both forms of hate speech messages, it is necessary to evaluate their argumentative strength. Gender-based hate speech reinforces negative preconceptions and creates an environment of intolerance and polarization. This study attempts to analyze whether the population perceives misogynist and misandrist content as persuasive. This information can be used to motivate tactics for fighting hate speech on social media platforms.

In the context of social media, different models have been developed to explain what messages are considered persuasive. In a study on attitude-behavior theories in the context of social media (Teng et al., 2015, p. 61), the Elaboration Likelihood Model is found to be the most applicable model in predicting attitude and behavioural changes. This model proposes that individuals can process persuasive messages through the central and peripheral routes, also known as high narrative and low narrative. The central route derives its name from the part of the brain that is used when a message is being processed. When using this path, individuals give the message a lot of thought and elaboration. On the other hand, the peripheral route uses the peripheral section of the brain, resulting in low elaboration, and superficial message processing. The extent to which hate messages are persuasive has already been widely studied with forms of hate speech other than misogyny and misandry (Lee & Leets, 2002; Teng et al., 2015). However the two types of gender-based hate speech, misogyny and misandry, have not been compared in terms of their perceived persuasiveness. This gap in the existing literature and being able to draw comparisons between misogyny and misandry is the stimulant for the proposed research.

Therefore, this thesis explores the following research question:
To what extent do people aged 18 or older perceive online gender-based hate messages as persuasive?

This research uses surveys as a quantitative method of analysis to investigate the persuasiveness of gender-based hate speech online. In the survey, misogynistic and misandristic messages will be presented, and the reaction of the participants as well as their assessment of the message's persuasiveness will be measured using the Elaboration Likelihood Model. The survey also includes a qualitative element as the survey asks the participants what catches their attention in the presented messages. The qualitative aspect of the survey is not the main focus of this research; it does, however, add additional context to the research as it introduces attention as a mediator for the Elaboration Likelihood Model.

This thesis is divided into five chapters. Chapter 2 is a literature review of empirical research that provides a helpful overview of theory regarding the research topic. The literature review also introduces the hypotheses and additional thesis questions of this research. Chapter 3 includes the research design and methods of this study, this entails the justification of the used research method, the operationalization of the used variables, and possible considerations of reliability and validity. In chapter 4, the results of the quantitative and qualitative analyses are presented and the hypotheses are either rejected or accepted. Two independent samples t-tests, multiple regression analyses and a thematic analysis are amongst the analyses that are conducted and interpreted. In Chapter 5, a discussion and conclusion is presented which will critically analyzes the data presented in previous chapters. Possible implications, limitations, or suggestions will also be discussed in this chapter.

2. Theoretical framework

The following section discusses the existing literature on the concepts and theories used in this research. Using this theoretical framework, two hypotheses are formed. Previous research on the concept of hate speech and hate groups identifies hate groups as organizations that advocate violence or unjustified animosity directed toward individuals or groups who are distinguished by their gender, sexual orientation, race, or religion (Levin & McDevitt, 1995, p. 3). People with the same misogynist or misandrist beliefs create a social reality through dramatic messaging. As Duffy mentions in 'Web of Hate' (2003), rhetorical visions created by social media platforms create an environment that exposes individuals to increasingly extreme viewpoints without counterbalancing messages (p. 291). As this research focuses on hate speech messages rather than on hate groups themselves, the following section will explore the existing research on what makes these messages persuasive.

2. 1 The Elaboration Likelihood Model

Teng et al., (2015) found in their study on attitude-behavior theories in the context of social media, that the Elaboration Likelihood Model (ELM) is the most suitable model for predicting attitude and behavioral changes in digital media (p.61). This study includes five major attitude-behavior theories and compares the different theories for effectiveness. The theories include the Theory of Planned Behavior (p.2), the Elaboration Likelihood Model (p.2), the Heuristic Systematic model (p.2), the Cognitive Dissonance theory (p.2), and the Social Judgement Theory (p.4). Each theory or model was tested for effectiveness and trustworthiness in the social media context. The ELM model has gained support from the social psychology and marketing communities, indicating its validity and suitability for predicting and explaining behavioral changes in attitudes (p. 10). The ELM model has practical implications for communication scientists and marketers as this model emphasized the importance of message contents, source credibility, and the characteristics of the audience when determining the results of the perceived persuasion. Because of this, the ELM model is a useful tool for creating communication plans that work in a variety of settings, including social media (p.19). The ELM model is an adaptive theory which is still applicable in modern research and practice, since it has changed over time to address critiques and take new information into account (p. 10). The model is useful for understanding and influencing human behavior. The usefulness of this model is increased by its capability to potentially forecast an attitude change based on factors like message attractiveness and processing elaboration. It is a useful tool for researchers and practitioners who want to influence attitudes and behaviors because of its predictive power.

The Elaboration Likelihood Model unravels how one processes a message, specifically how one might change one's attitude because of a message (p. 727, Srivastava). This model identifies two attitude changes, a momentary change and a more enduring change. This model characterizes itself through motivation, ability, and message factors (Teng et al., 2015, p. 48). Motivation entails the individuals' willingness and motivation to process the information presented to them. The ability is the individual's capacity to process the information presented with the cognitive resources the individual possesses. Lastly, the message factor entails the argument quality and source legitimacy.

The ELM model consists of two routes through which the message is processed, the central and the peripheral route. In the central route, also mentioned as the high narrative route by Lee and Leets (2002), the message requires careful consideration and analysis (p.931). It is argued that the central route has a longer-lasting effect on the individual (Teng et al., 2015, p.48) than the peripheral route. This route involves low elaboration and superficial processing of the message. In the peripheral route, mentioned as the low narrative route by Lee and Leets (2002), individuals rely on basic indications like source reliability, attractiveness, or emotional appeals (p.931). As authors Chou et al., (2022) argue, the basic indications used in the peripheral route are processed using intuitive judgment rather than rational thinking in the central route (p. 3). In this research, the differences in the effects of the Elaboration Likelihood model on men and women have not been discussed.

 Although the Elaboration Likelihood Model proved to be the best model for behavioral changes in digital media, in the research by Teng et al., (2015) the authors made a few remarks on the potential flaws of the model. The ELM model focuses on cognitive processing and may overlook the importance of emotions in behavioral changes (p.22). Moreover, the ELM model might be too complex to apply to real-life situations, critics claim that the ELM's relevance to understanding complicated communication scenarios may be limited because it fails to capture the dynamic and multidimensional character of persuasive processes adequately (p.22). To adapt to the criticism provided by the study by Teng et al., (2015), several improvements of the Elaboration Likelihood model are suggested by other authors in the context of behavioral changes on social media.

The research by Chou et al.,(2022) suggests additional features to the Elaboration Likelihood Model as we know it for online advertisers. One of the features added to the existing elaboration likelihood model is the importance of emotions in online content (p.8). The study found that negatively activated emotions portrayed in content can negatively influence the overall effectiveness of the message. As hate speech activates negative emotions towards a certain group, this could affect the overall effectiveness of the content.

However, this information is based on the effects of advertisements, thus negatively activated emotions in a different type of content might have a different result for the overall effectiveness of the content. In the study by Lee and Leets (2002), the persuasive effect of two types of messages in hate groups from white supremacist web pages was assessed. The study found that while high narratives have a more immediate impact on the individual, the influence of the messages decreases with time. Low narrative messages remain persuasive over a longer period (p. 948). The contents of the message that contribute to making it more persuasive are not mentioned in this study as its focus lies more on the two overarching types of narratives.

Different studies have created additional points of attention for the Elaboration Likelihood Model; however, these studies have focused on media branches other than hate speech. Source attractiveness is mentioned in media advertising studies as an addition to the Elaboration Likelihood Model (Srivastava & Saini, Pornpitakpan). The attractiveness of the content of the message presented to the viewer has an influence on the extent to which a message changes the attitude of the viewer according to Srivastava (p. 727). In a study about source attractiveness and its effect on persuasion by Pornpitakpan, four types of media content are compared. The four types of content are content with attractive female models, non-attractive female models, attractive male models, and non-attractive male models (Pornpitakpan, p. 228). The research found that although there were differences in effectiveness, the results were not significant enough to indicate that source attractiveness affects the persuasion of the viewer. There was, however, a difference in the effectiveness of the source when an attractive female model was shown compared to an attractive male model or an unattractive male or female model. Overall, an attractive model is as effective as a regular-looking model in content. This research suggests that using an attractive model in the content could also have the opposite effect on the message as the viewer's self-image can be deflated when they compare themselves with the model in the content. This theory is used in media advertising as consumers might not be willing to spend money on a product of the model that is attractive to the extent that the consumer critically compares itself (p. 229). Rosaen et al., (2019) approached the level of persuasiveness of a media message differently (p.202). In the study, the participants are presented with media that creates a seemingly parasocial interaction with the viewer to see whether the message is more persuasive in this style of video. The study found that a feeling of interaction does not affect the level of persuasiveness of the message mediated in the content (p. 205).

2.1.2 Attention as a mediator

There are values at play that cannot be controlled by the researcher that could affect the overall influence the content has on the viewer. The viewers' mood or current emotions, as well as the viewers' specific interests, can influence the outcome of the overall influence of the content (Srivastava p. 727). Moreover, as each TikTok user has differentiating time schedules, the amount of videos per person can vary. The varying TikTok usage can affect the possible impact of one video viewed. Authors Feng et al., (2023) introduce the role of attention as an important mediator that influences the impact of the content on the viewer (p. 10). That is why this research describes a phenomenon named the mediation effect, where attention is seen as a gatekeeper that influences the response of the audience to the content shown. The level of interest or involvement of the viewer influences the viewer's engagement with the content. Thus attention can be considered as a significant mediator that influences how the viewer processes the three components mentioned in the Elaboration Likelihood Model. These components are motivation, ability, and message factors (Teng et al., 2015, p. 49). However, this study does mention that while some mediation effects of attention were significant for influencing the viewers' response, the effects of linguistics and source credibility on the viewer's response were not significant. This would indicate that the attention of the viewer and the viewers' response may vary based on different factors (Feng et al., 2023. p. 10). Overall the concept of attention for processing the content has shown to be an important mediator for the other factors that can influence the viewers' attitudes or beliefs. This research will incorporate the notion of attention as a mediator in a qualitative manner. That is why the following research question is introduced;

What attention-capturing elements in the high-and low narrative TikTok videos do people report as engaging in relation to the Elaboration Likelihood Model (ELM)?

This question is not the main point of attention for this research. However, it can provide potentially useful insights in addition to the quantitative research this research performs on the Elaboration Likelihood model.

Although whether or not a message is persuasive to the viewer cannot be measured by looking at the likes and comments on a post, the type of engagement with media content does give insights into what a person finds interesting or entertaining (Shahbaznezhad et al., 2022). Media engagement includes the time spent looking at media content, and liking or sharing the content. Due to the use of personalized algorithms, the type of engagement with media content will influence the content that will continue to be shown to the individual

(Petrillo, 2022). In a study on the engagement behavior of different types of social media formats, the two types of narratives are applied to social media (Shahbaznezhad et al., 2022). The platform on which content is displayed notably influences how media consumers engage with it. Informative content is better received when it is accompanied by a calm photo or video, as it does not take away the attention from the text. For entertaining videos, the opposite works best, videos are best used when communicating an emotional message. Other research took a further look at the parasocial relationships formed online between the platform users. Accounts with a large following that frequently post can create a relationship with their followers.

With the information presented on high narrative and low narrative content, this research presents hypotheses below. The method section will provide further clarification on how the level of involvement, whether high narrative or low narrative, is operationalized.

H1: The average score of perceived persuasiveness in high narrative and low narrative will significantly differ between the genders male and female.

The literature discussed thus far has examined persuasion in media content and the theories related to this subject. Even though the information is not specifically about hate messages online, the theory about persuading a viewer can be deemed as valuable information for forms of hate speech online.

2.2 Misandry and misogyny

The following section focuses on gender-based hate speech. Little research is available about gender-based hate speech specifically, which is why this research looks at a wider range of forms of hate speech to find applicable information for this study. The information found can be deemed valuable for this research as it provides a base of information that applies to the subject of gender-based hate. Hate speech can take form in various contexts, ranging from neo-nazism, misogyny, racism, etc. Woods and Ruscher (2021) describe a rise in hate speech in Europe and The United States (p. 226). As previously stated, hate speech is communication that disparages a person or group based on ethnicity, sexual orientation, nationality, religion, or political preference (Castaño-Pulagrín et al. 2021, p. 1). Author Reed (2009) identifies two basic elements in hate speech, the offender must have indicted hatred, and this hatred is aimed at an identifiable group or member of a group. This group is usually identified by a characteristic that gives them a call for extra protection, as historically the incitement of hatred towards a certain group has

resulted in their prosecution (p. 2). However, new groups that are targets of hate speech can rapidly arise online. The phenomenon grows and changes, adapting to new communication challenges or opportunities (Woods & Ruscher, 2021, p. 226). This partially explains the lack of legislation on hate speech on social media platforms. In the European Union, the legislation of hate speech has tension with maintaining freedom of speech. Those who invoke the right of free speech to defend provocative remarks might do this selectively in ways that are consistent with their prejudices. Moreover, as Woods and Rusher mention, hate speech develops with new forms of hate speech or new target groups (p. 269).

Woods and Rusher identify four types of hate speech, face-to-face hate speech, generally circulated hate speech, group-targeted hate speech, individually-targeted hate speech, and anonymous hate speech (p. 271-272). What the authors describe as unusual about anonymous hate speech online is that it's comparable to face-to-face hate speech and generally circulated hate speech. Online hate speech can be directed towards one person, even though it is not said face to face in a traditional sense. This online interaction then loses the personal connection of a real-life conversation, making the experience less confronting for the confronter. The message can also be sent around and reach a sizable audience, or the exchange online can be seen by other users for as long as they like (p. 272). The anonymity of hate speech online positively influences the recruitment of like-minded individuals (Woods & Ruscher, 2021, p. 226, p. 278). Castaño-Pulagrín et al. (2021) consider gender-based hate speech as a topic that has become more problematic throughout the years (p. 1). Digital media could worsen gender-based violence patterns, bringing forth new kinds of abuse. However, Castaño-Pulagrín et al. (2021) discuss the challenges that are associated with defining hate speech. The definition of hate-speech can be influenced by language nuances, different interpretations of what qualifies as hate speech, and limitations in the available data on the topic. Feminist and antiracist academics argue that trolling can frequently be a type of identity-based harassment (Gray et al., 2017). As mentioned by Hardacker (2022), this definition of trolling is motivated by misogyny (p.83). Trolling is considered an umbrella term for different types of behavior online, however, this research will focus on hate speech.

Although misogyny has been widely known for quite some time, along with the response of different waves of feminism, misandry is a relatively new concept found online (Ringrose & Lawrence, 2018, p.686). Misandry, a term mostly used by men's rights activists to describe feminism as 'man-hating', has been reclaimed by digital feminists (Jane, 2017, p.2). The man-hating attributes that are related to misandry are disputed by author Hedges (2024), who argues that misandry should not be viewed as hatred but rather as a stance

against patriarchal norms (p.2). Hedges states that misogynists who define misandry as hate speech are weaponizing the term by giving it a bad name. Misandric content often takes on a humoristic approach (Ringrose & Lawrence, 2018, p.687). Misandric content or 'trolls' have become mainstream on the internet. As authors Ringrose and Lawrence (2018) argue, the ironic misandry humor found online may become problematic as it leans towards 'white feminism' or female rage (p.687). Although creating opportunities for women to share their rage is crucial for the existence of feminism, misandry is starting to become a part of antagonistic gender warfare (Jane, 2017, p.6). In existing media research about hate speech, the concept of misandry has been rarely mentioned or included. The reason why this type of hate speech remains understudied has to do with the dominance of its opposite party, misogyny (Nathanson & Young, 2014, p. 74).

This research focuses on the genders of men and women, meaning that other types of gender identification are left out. As the research focuses on both sides of gender-based hate speech, the persuasiveness of both types of messages can be compared with the findings from the survey. Based on the existing literature on the persuasiveness of gender-based hate speech, the study presents the following hypothesis;

H2: There will be a significant difference in the average ranking of perceived persuasiveness in messages based on (a) the type of message (misandrist/misogynist), and (b) the gender of the participant .

2.3 TikTok

As stated in the introduction, this research focuses on the social media platform TikTok. As authors Authors Feng et al. (2023) state, attention acts as a mediator for the Elaboration Likelihood Model (p.10). As social media platforms all have different methods of gaining the attention of the viewer, author Erthal (2022) explains that TikTok uses shock and a constant flow of content for the viewer (p. 31-32). Although there is little known about the TikTok algorithm as this is created by a complex computer system, authors believe that the TikTok algorithm can be characterized by the use of shock and immersive experiences (Erthal, 2022, p.31; O'Connor, 2021). The TikTok platform uses shock to stimulate the viewer, eventually, the viewer adapts to the shocking images and normalizes this reaction. The addictiveness of the shock factor of the TikTok videos makes sure the attention of the viewer is not lost. This immersive experience will make the user view one video after another, distracting the viewer from everyday life. The information found in TikTok videos can vary from entertainment to informative content, blurring the line between the types of content (p.32). The users on the platform can repost or re-use information from content, spreading

comments or statements rapidly and often taking the information out of context. This research takes place in the media landscape of TikTok.

3. Research design and methods

The research uses a quantitative survey approach (Konings et al., 2022, p.2970). This approach is a systematic empirical research method which uses numerical data and a statistical analysis to understand social phenomena. The social phenomena are measured and made into patterns, trends, and quantified relationships in an objective and structured manner. In quantitative studies, the importance of replicability is highlighted as quantitative research generally should be able to be replicated with more or less a similar outcome. This ensures the validity and reliability of the research.The advantage of using a quantitative analysis in research is that the researcher is able to obtain a large sample of data. However, this research also has a qualitative aspect to it. A qualitative research is used to comprehend social phenomena from a subjective, interpretive perspective (Flick, 2014, p. 7). This is different from quantitative research which focuses on numerical data and statistical analysis. A qualitative analysis allows for the researcher to deeply interpret perspectives from individuals or groups, this research method acknowledges its subjective nature as the findings can be affected by social and cultural contexts. This form of research can be viewed as flexible for the researcher, who is able to adapt the research to the findings found over the course of the research (Chapman et al., 2015, p. 202). The following section elaborates on the research design and methods of this research.

3.1 Data collection

This research developed a survey to measure the perceived persuasiveness of messages on TikTok. A survey allows for the researcher to gather data along with opinions or attitudes on a certain matter. That is why this research approach is fitting for assessing how persuasive gender-based hate messages are online. This research focuses on one social media platform, to make the research more feasible. TikTok prohibits the spread of violent messages online (O'Connor, 2021, p.5). In the content study by O'Connor (2021) on the existence of hate content from a sample of 1030 videos on TikTok, 87% of the videos remain live on TikTok (p.5). Content producers that create hatred and extremism try to make their content more visible by attempting to 'go viral' on TikTok's 'For you' page. The platform is relatively new and has an apparent lack of regulations. Because of this, a substantially large amount of content is available to use for this research. This makes TikTok interesting to study the level of persuasiveness of gender-based hate messages online.

3.2 Sampling method

This research used a random sampling method by utilizing a survey participant website named Prolific.This website allows for researchers to gather data from a specific population in a high quality, random manner (Sarstedt et al., 2017). The primary requirement

for participation is that the participants must know the website Prolific and be active on the website, the participants would otherwise not be able to engage with the research survey. Because this method of sampling does not involve the inner circle of the researcher and ensures that the participants comply with the research criteria, this sampling method is more representative of the population compared to non-random sampling methods. The participants need to comply with several criteria to provide representative information. The participants are aged 18 or older. A total of 150 participants is required for this research to be statistically significant. An equitable distribution of male and female participants is necessary as gender may influence responses and perceptions relevant to the research. The data was collected from May 20th until June 3rd, 2024.

3.3 The Elaboration Likelihood model

The extent to which a message is considered persuasive by the viewer consists of different elements. This research uses the Elaboration Likelihood Model (ELM) to study the level of persuasiveness (Lee & Leets, 2002; Teng et al., 2015). The usage of already existing scales ensure the reliability of the present research as they have already been proven to be reliable through previous research.The ELM model identifies two types of messages, high narrative and low narrative, and it characterizes itself through motivation, ability, and message factors (Teng et al., 2015, p. 48). These components are mentioned below in combination with other existing scales from previous research. Together,the survey will consist of the following items;

Motivation has been measured by asking the participants if the message grabs their attention and thus makes the participants want to engage in the content. This is based on the first key component of the Elaboration Likelihood Model, motivation (Teng et al., 2015, p.58). According to this model, motivation to engage with the content presented influences the overall perceived persuasiveness of the message. This item is assessed using a 5-point Likert Scale ranging from 1 (Strongly disagree) to 5 (Strongly agree).

Capability has been measured by asking the participants about what the message might have as an effect on people based on seeing the content from the survey. This includes the potential to change user behavior, influence user behavior, and inspire users. This concept and its 3 items are derived from Busch et al. (2013) and Cialdini (2016). This item is assessed using a 5-point Likert Scale ranging from 1 (Strongly disagree) to 5 (Strongly agree).

Social or personal relevance is a key factor that influences how the participant processes the information given in the message. If the topic is considered personally

relevant, better processing of the message will be more likely (Teng et al., 2015, p.58). Social relevance has been measured by asking the participants if they feel that the message is a part of common consciousness. This links to the Social Convergence Theory of Bormann et al.,(1994), and Jones (1997). This entails whether the message requires some type of common knowledge to understand and requires the viewer to be a part of a certain group or gender. This item is assessed using a 5-point Likert Scale ranging from 1 (Strongly disagree) to 5 (Strongly agree).

3.4 Social desirability bias

An implication of the survey can be that gender-based hate speech is perceived as a sensitive topic. People might not feel comfortable sharing their thoughts on the topic as they do not wish to offend one another, or they might feel like their opinions could affect their reputation. This adversity to answering questions about gender-based hate speech relates to the concept of social desirability bias, where respondents might be reluctant to admit to finding the presented messages persuasive (Grimm, 2010, p.3). The respondents might answer the questionnaire in a way they perceive is desirable for society. To bypass this issue, a form of indirect questioning techniques has taken place. The technique this research uses is to frame questions around the understanding of why someone else might find the messages persuasive, rather than asking the respondent whether or not they find the message persuasive. This provides insights into the perceived effectiveness of the messages without directly implicating the respondents' personal views. The respondents are briefed to imagine themselves as the average person.

3.5 Survey flow

The information provided at the start of the survey include that the research is about the level of persuasiveness of TikTok videos. This research is not considered an experiment as all participants receive the same set of questions, this ensures that each individual is exposed to the same stimuli and conditions during the research. The participants are aware of the goal of the research at the start of the survey. This transparency ensures that there is no manipulation of the variables to observe changes in behavior or responses under different conditions. As mentioned in the previous section, the questioning phrase is altered to avoid a desirability bias (Section 4.5 Social Desirability Bias).This, however, is not interpreted as an experimental element in this research.

In addition, participants are informed that all the data is collected anonymously and solely used for academic purposes. They are asked if they are 18 years or older and if they agree to these terms and want to continue. In the case the participants disagree with the terms mentioned, they are sent immediately to the end of the survey. Participants are asked

questions about their nationality, age, gender, and whether or not they have the app TikTik. If so, how much time they spend on it. These demographics are used during the analysis of the data for control.

The survey consists of four parts. The misandric and misogynistic content used for the research are chosen based on the criteria mentioned by Castaño-Pulagrín et al. (2021, p.4). The content portrays either stereotypical ideas, objectification, explicit or hostile language, or statements advocating for violence towards the opposite gender. The first two parts of the survey focus on misandric content, one part being High Narrative and the other part being Low Narrative (Lee & Leets, 2002; Teng et al., 2015). The second part of the survey focuses on misogynistic content, one part being High Narrative and the other part being Low Narrative. The participants identifies the gender to which the message is directed, this way the research measures the gender target of the message according to the participants. The participants then answer questions about the perceived persuasiveness of the different media content. After finishing the survey, the participants are informed that the research focuses on misogyny and misandry. The full survey can be found in Appendix A (See appendix).

3.6 Selection of survey material

The TikTok videos that are used for this survey are selected randomly on the search page of TikTok. The researcher has deleted the app three months ahead, thus the algorithm is not adapted to the preferences of the researcher. Because of this, the TikTok algorithm is less biased towards the user of the platform, making the selection of the videos less biased as well. As stated, the workings of the TikTok algorithm are unknown as it is performed by a complex computer system. This means that the manner in which the search menu is organized can not be manipulated other than the assumption that the algorithm adapts to a user's preferences. To find the videos, the research proceeds to use popular hashtags about misogyny or misandry. As misogyny and misandry are considered a sensitive topic on social media, it is not expected that using the words themselves provides a sufficient amount of videos to choose from. That is why in the search menu of TikTok, common hashtags that are connected to the concepts of misogyny and misandry are typed in. The common hashtags connected to Misogyny and Misandry are found using popular culture articles discussing gender-based hate speech on TikTok and phrases used in these videos. The search menu then proceeds to show videos that contain the hashtags. However, common hashtags that are linked to misogyny or misandry can also be used by the 'opposite' party. Authors Chen et al., (2018) found that phrases used in hashtags to hurt women were used more and more by women themselves on Twitter as a counteract against online mistreatment of women (p.2). That is why this research expects to also find videos with hashtags that are a response to

misogyny or misandry. Should the randomly selected video be this type of video, the researcher continues to click on a different video. The amount of views on the videos vary in the results from the search. As the popularity of the videos might indicate how well a subject is represented in the video, this research uses comparatively popular videos. The research uses the amount of views on the videos as an indication of popularity, starting from 10.000 views.

The model tests two different types of content, one being high narrative and the other being low narrative (Lee & Leets, 2002; Teng et al., 2015). Thus the survey has a composition of four videos, two videos that are misandric and two misogynistic videos. The two videos per form of hate speech are high and low narrative. As mentioned in the literature review, misogyny and misandry are considered as a form of hate speech, the execution of both forms are very different from the other. This means that the misogynistic and misandric content found on TikTok is not comparable in terms of execution (Nathanson & Young, 2014, p. 74). The common types of content thus are evaluated differently. As all videos used in the research have the same format, accounts posting information without scientific backup, does not influence the overall level of persuasiveness. This study solely looks at the difference between misogynistic and misandrist content and the elaboration likelihood model.

The following are the hashtags used for finding misogynist videos for in the survey: #Alphamale #himtoo #hypermasculine #highvalue #patriarchy #antifeminist #females (Willingham, 2022)

The following are the hashtags used for finding misandrist videos for in the survey: #misandry #ihatemen #metoomovement #smashthepatriarchy (Boyle & Rathnayake, 2019, p.3)

3.7 Quantitative data analysis

The research survey was created on the website Qualtrics. The data of the survey has been processed using the program SPSS, where quantitative analyses can be used to analyze and process the data found from the survey. The data analysis performed provide insights that either reject or accept the proposed hypotheses;

H1: The average score of perceived persuasiveness in high narrative and low narrative will significantly differ between the genders man and female.

H2: There will be a significant difference in the average ranking of perceived persuasiveness in messages based on (a) the type of message (misandrist/misogynist), and (b) the gender of the participant .

The scales that have been discussed in the previous section, can be computed into new variables, labeled as the average score of perceived persuasiveness for either Low Narrative videos or High Narrative videos. The two new variables, "LN_Persuasion" and "HN_persuasion" can be included in an Independent Sample T-test with gender as a grouping variable. By comparing the means of the Low Narrative videos and High Narrative Videos, H1 can be either rejected or accepted.

For hypothesis H2, a new set of variables is computed. The average score of persuasiveness can be computed for Misandrist and Misogynist. This results in two variables, labeled as "Misandrist_Persuasion" and "Misogynist_Persuasion". The computed variables are included in an Independent Sample T-test with gender as a grouping variable. Moreover, the 2 variables are each included in a Multiple Regression Analysis with demographic factors such as gender, religion, and educational level as predictors. The results of these analyses provide information to either reject or accept H2.

3.8 Qualitative data analysis

This research includes two types of qualitative questions about what stands out to the viewer or what catches their attention while watching the content presented. After each of the four videos, the participants have been be asked what they think caught their attention in the video, should the video have caught their attention. The answers written out by the participants are put into a qualitative form of data analysis. The questions in the survey about what the participants think caught their attention are related to the theory of attention as a mediator for the Elaboration Likelihood model by authors Feng, Luo, Yu, Wen, and Stepaniuk (2023, p.10). The provided answers are used to answer the following research question in addition to the main research question of this research;

What attention-capturing elements in the high-and low narrative TikTok videos do people report as engaging in relation to the Elaboration Likelihood Model (ELM)?

This research question is introduced to add additional context, it is not the center of attention for the current research. The current research thus becomes a mixed method of qualitative and quantitative to provide better insights into the perceived persuasiveness of gender-based hate speech on TikTok. The results of the open questions in the survey has been processed using a thematic analysis inspired by the constructivist grounded theory

(Mills et al., 2006, p. 7). The Constructivist Grounded Theory stresses how participants and the researchers can have a subjective connection that is characterized by their joint creation of meaning. The researcher must acknowledge that their personal views and values might affect the research outcome, thus it is important to remain as subjective as possible in creating meaning from the data. The researcher is viewed as being a part of the analysis process instead of being an objective observer (p.3). Authors Mills et al. (2006) mention in their examination of key Constructivist Grounded Theory texts that this theory is able to provide additional context to research findings by highlighting the use of creative writing as a means of communication to convey how participants build their worlds (p.8). This methodology is suitable for a range of research settings, making it a very versatile tool for qualitative research.

In this analysis, the answers have been processed using the common themes that come forward in the analyzing process (Chapman et al., 2015, p. 202). This process is an inductive coding process as the coded themes are determined while analyzing the data rather than before the analyzation process. Before starting with the analysis, the researchers must have read through the content of the data several times to ensure the researcher is familiar with it. According to the constructivist grounded theory, the coding process consists of three phases, the 'Open Coding Phase', the 'Axial coding phase', and lastly the 'Selective coding phase' (Mills et al., 2006, p.203). As this research aims to compare the effects of misogynists and misandric messages on TikTok on the viewer and the difference between High Narrative and Low Narrative videos, the answers to the four types of videos have been separately coded. During the Open Coding Phase, the researchers methodically give the responses a code. When examining the codes written down by the researcher, the researcher can find comparable codes and place these together to form Axial Codes. After assembling the Axial codes, the overall themes can be created based on the Axial codes (Mills et al., 2006, p.203). The themes are defined precisely and given descriptive names which encapsulate their main ideas. To ensure the thematic analysis appropriately depicts the data, the researchers go over the analysis to improve them.

4. Results

The following section elaborates on the results of the survey and connects these findings to the theories discussed in the theoretical framework. The results section first elaborates on the quantitative results and afterwards elaborate on the qualitative results from the open questions of the survey. Afterwards the hypotheses are either rejected or accepted based on the data provided by the survey results and the theoretical framework. The data collection from the conducted survey has helped to derive valuable outcomes for the subject

at hand. To make sure the analyses are properly interpreted, one must note that all Likert scales range from 1 (Strongly disagree) to 5 (Strongly agree). The data has both shown results that comply with previous theories and research, while it has also shown additional new themes which could be valuable for future research topics.

The major focus of the data has been relevant to the previous research on the Elaboration likelihood model, where the behavior of people in digital media could be predicted using Motivation, Capability, and Social or personal relevance as predictors. Moreover, the open questions in the survey provided more in depth insights into the attention as a mediator theory which was suggested as an addition to the Elaboration Likelihood Model.

4.1 Data summary

A total of 211 responses were recorded. After data cleaning, N= 150 were included in further analyses. In the final sample the percentage of women is 57% and the male share is 42%. The remaining .7% (N=2) indicated their gender as 'other' or 'prefer not to say'. These participants were included for reliability testing but excluded for further analyses in order to be able to include sex as a binary variable in the multiple regression analysis.

The participants' average age was 28 (SD=1). Due to the international nature of the approached group, 75% of the sample is from Western Europe, followed by 15% of Eastern Europe, followed by 5% from Africa, followed by 2% from North America, and the remaining 2% is from Asia and Oceania. The most named religion was no religion with 56%, followed by Christian with 36%, followed by Islamism with 3% and other with 3%, lastly 2% of the participants were Buddist. The highest educational level of the majority of the participants is University level with 49%, followed by 37% with a college degree, followed by 14% with a highschool degree.

A confirmatory reliability analysis was conducted to confirm the reliability of the scales used in the survey to measure the perceived persuasiveness of the TikTok videos presented to the viewer. The Cronbach's Alpha is 0.805, which indicates a high level of internal validity for the scale used in the survey. Table 5.1.1 presents an overview of the Reliability analysis results.

Table 5.1.1 SPSS Reliability analysis output

Reliability statistics		

Cronbach's Alpha	Cronbach's alpha if deleted	N of items
.805	.804	16

4.2 High Narrative and Low Narrative

An independent samples t-test showed that women have a significant higher perceived level of persuasion for the High Narrative type, (High Narrative, *M*=3.69,*SD*=0.52) than men (High Narrative, *M*=3.41,*SD*=0.71), *t(104.491)=-2.66, p<.05.* Thus H1 can partially be accepted, there is a significant difference for the high narrative type. There is not a significant difference in the average perceived persuasiveness between men and women for the low narrative type, (Women: Low Narrative, *M*=3.64,*SD*=0.45)(Men: Low Narrative,*M*=3.24,*SD*=0.2). Table 5.2.1 presents an overview of the multiple samples t-test results.

Table 5.2.1 Group statistics of Independent samples t-test for High Narrative Persuasion and Low Narrative Persuasion and gender (Male or Female)

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
HN_Persuasion	Male	62	3.4084	.71665	.09101
	Female	86	3.6923	.51506	.05554
LN_Persuasion	Male	63	3.2368	.62225	.07840
	Female	86	3.6381	.45819	.04941

Thus H1 can partially be accepted, there is a significant difference for the high narrative type. There is not a significant difference in the average perceived persuasiveness between men and women for the low narrative type, (Women: Low Narrative, *M*=3.64,*SD*=0.45)(Men: Low Narrative,*M*=3.24,*SD*=0.2).

The findings of the independent samples t-test offer results on the short term perceived persuasiveness of the two types of narratives in the Elaboration Likelihood Model (ELM). In the central route or high narrative, the message requires careful consideration and analysis (Lee & Leets, 2002, p.931). It is argued that the central route has a longer-lasting

effect on the individual (Teng et al., 2015, p.48) than the peripheral route. This route, also known as low narrative, involves low elaboration and superficial processing of the message. With low narrative, individuals rely on basic indications like source reliability, attractiveness, or emotional appeals (p.931). As authors Chou et al., (2022) argue, the basic indications used in the peripheral route are processed using intuitive judgment rather than rational thinking in the central route (p. 3).

The findings presented suggest that women perceive high narrative videos significantly as more persuasive than men, whereas men and women do not have a significant difference in perceived persuasiveness with low-narrative videos. The average man neither agree nor disagreed with the average persuasiveness of the presented Low Narrative Tik Tok videos (M=3.24, neither agree or disagree). The average women did agree that the Low Narrative Tik Tok videos can be viewed as persuasive (M=3.64, agree). Moreover, the average man neither agree nor disagreed with the average persuasiveness of the presented High Narrative Tik Tok videos (M=3.41, neither agree or disagree). The average women did agree that the High Narrative Tik Tok videos can be viewed as persuasive (M=3.69, agree). This difference in perceived persuasiveness between men and women had not been discussed in previous research (Lee & Leets, 2002; Chou et al., 2022 ;Teng et al., 2015,).

4.3 Comparing Misandrist and Misogynist videos

The participants were asked with each video what gender (Male, Female, Neither male or female, or both genders) the participants thought the video was made for. The results show that for the Low Narrative Misandrist video 59% of the participants thought the video was made for women, 27% of the participants thought the video was made for both genders, 13% thought the video was made for men, and lastly 2% of the participants thought the video was made for neither men or women. The results show that for the High Narrative Misandrist video 54% of the participants thought the video was made for women, 35% of the participants thought the video was made for both genders, 10% thought the video was made for men, and lastly 1% of the participants thought the video was made for neither men or women. The results show that for the Low Narrative Misogynist video 58% of the participants thought the video was made for men, 33% of the participants thought the video was made for both genders, 6% thought the video was made for women, and lastly 3% of the participants thought the video was made for neither men or women. The results show that for the High Narrative Misogynist video 46% of the participants thought the video was made for men, 43% of the participants thought the video was made for both genders, 7% thought

the video was made for women, and lastly 4% of the participants thought the video was made for neither men or women.

An independent samples t-test showed that women have a significant higher perceived level of persuasion of misogynist videos, (Misogynist_Persuasion, M=3.78,SD=0.50) than men (Misogynist_persuasion, M=3.54 ,SD=0.74), $t(147.108.274)=-4.015, p<.05$. The t-test also showed that women have a significant higher perceived level of persuasion of misandrist videos, (Misandrist_Persuasion, M=3.55,SD=0.54) than men (Misandrist_persuasion, M=3.11,SD=0.61), $t(146.112.938)=-2.61, p<.05$. These findings offer support for H2 (a), there is a significant difference in the average ranking of perceived persuasiveness in messages based on the type of message (Misandrist or Misogynist). Table 5.3.1 presents an overview of the multiple samples t-test results.

Table 5.3.1 Group statistics of Independent samples t-test for Misogynist Persuasion and Misandrist Persuasion and gender (Male or Female)

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Misogynist_Persuasion	Male	62	3.5397	.61460	.07805
	Female	86	3.7776	.49125	.05297
Misandrist_Persuasion	Male	63	3.1071	.73878	.09308
	Female	86	3.5484	.54213	.05846

A multiple regression analysis was conducted with Average Perceived Persuasiveness of Misandrist videos as dependent variable. Predictors were gender, level of education, and religion. The model was found to be significant, F(4, 124)=3.94 $p<.005$ R^2=.113. Gender was found to be a significant positive predictor of Average Perceived Persuasiveness of Misandrist videos (β=.25, $p<.004$), thereby offering support to H2(b). There is a significant difference in the average ranking of perceived persuasiveness in messages based on the gender (Male or Female). Table 5.3.2 presents an overview of the multiple regression results.

Table 5.3.2 Multiple regression model predicting the relationship between the Average Perceived Persuasiveness of Misandrist videos and Gender, Level of Education, and Religion.

Regression

Variable	β	p
Gender	.250	.004
Level of Education	-.095	.267
Religion	.035	.684
R^2	.113	
F	4	124

A multiple regression analysis was conducted with Average Perceived Persuasiveness of Misogynist videos as dependent variable. Predictors were gender, level of education, and religion. The model was found to be insignificant, $F(4, 124)=1.16$ *p*>.005 R²=.036. Thereby not offering support to H2(b), H2 can partially be accepted. Table 5.3.3 presents an overview of the multiple regression results.

Table 5.3.3 Multiple regression model predicting the relationship between the Average Perceived Persuasiveness of Misogynist videos and Gender, Level of Education, and Religion.

Regression

Variable	β	p
Gender	.175	.054

Level of Education	.046	.606
Religion	.-.030	.737
R^2	.036	
F	4	124

The differences in perceived persuasiveness of misandrist and misogynist content between men and women provides additional insights to the literature previously discussed on gender-based hate speech. In existing media research about hate speech, the concept of misandry has been rarely mentioned or included. This type of hate speech remained understudied because of the dominance of its opposite party, misogyny (Nathanson & Young, 2014, p. 74).

5.4 A summary of the performed quantitative analyses findings

This research stated two hypothesis;

H1: The average score of perceived persuasiveness in high narrative and low narrative will significantly differ between the genders man and female.

H2: There will be a significant difference in the average ranking of perceived persuasiveness in messages based on (a) the type of message (misandrist/misogynist), and (b) the gender of the participant .

In order to test H1, an independent sample t-test was conducted to compare the perceived persuasiveness scores between men and women for both high narrative and low narrative types. The results presented in the previous sections show that female participants have a significantly higher perceived level of persuasiveness for the High Narrative type videos compared to the male participants ((Women High Narrative, *M*=3.69,*SD*=0.52, Men High Narrative, *M*=3.41,*SD*=0.71), *t(104.491)=-2.66, p<.05).*This would mean that for the high narrative type, H1 can be partially accepted as there is a significant gender difference. However, for the Low Narrative content, there is no significant difference in the average perceived persuasiveness between men and women (Women: Low Narrative, *M*=3.64,*SD*=0.45)(Men: Low Narrative,*M*=3.24,*SD*=0.2) . This would mean that, for the Low Narrative content, H1 is not supported. H1 is partially accepted.

In order to test H2, multiple regression analyses and independent samples t-test were conducted with the average perceived persuasiveness of misandrist and misogynist videos as the dependent variables. An independent samples t-test showed that women have

a significant higher perceived level of persuasion of misogynist videos than men ($p<.05$). The t-test also showed that women have a significant higher perceived level of persuasion of misandrist videos than men ($p<.05$). These findings offer support to H2 (a). The predictors for the multiple regression analysis included gender, level of education, and religion. The results indicate that gender significantly predicts the perceived persuasiveness of misandrist videos, thereby offering support to H2 (b) ($p=.054$). However, the multiple regression analysis for mysoginist videos was found to be insignificant (F(4, 124)=1.16 $p>.005$ $R^2=.036$). The hypothesis that there will be a significant difference in the average ranking of perceived persuasiveness based on the message type (misandrist/misogynist) and gender is partially supported as women have a significant higher perceived level of persuasion for both misogynist and misandrist videos compared to men. There is a significant difference in the average ranking of perceived persuasiveness in messages based on the type of message (Misandrist or Misogynist), thus offering support to H2(a). Therefor, H2 is partially accepted.

4.5 Qualitative thematic analysis results

The following section presents the results of the thematic analysis conducted on the responses to four questions in the survey. After each of the four videos (High Narrative Misandrist, Low Narrative Misandrist, High Narrative Misogynist, Low Narrative Misogynist), the participants were asked if the video caught their attention. If so, the participants were asked what caught their attention in the video. The general themes are first discussed. After the general themes, a comparison between the results from the misogynist and misandrist videos and a comparison between the high-and low narrative videos will be discussed. The complete thematic coding scheme can be found in Appendix B (See Appendix).

4.5.1 Four general themes

Four general themes were derived from the thematic analysis of the responses from the question "What catches your attention in the video?". These four themes are 1. Humor, 2. Sensitivity and controversy, 3. Visual and Audio elements, 4. Representation and Identification.

Humor emerged as a general theme in the responses recorded to both the misogynistic and misandrist videos. The participants highlighted the humor in their responses, saying that the videos were designed to provoke a reaction. For example, one respondent noted, "Its funny and triggers people who take it seriously" (Video 1, Low Narrative Misandrist). This was echoed across multiple responses, where humor was reported as a way to attract attention and make the viewer think or be triggered by the controversy.

Secondly, both types of videos were reported to draw attention by using touching on sensitive or controversial topics. The respondents often mentioned that the videos dealt with "touchy subject with extreme views on either end" and "a sensitive socially relevant issue" (Video 1, Low Narrative Misandrist). This uncovered theme shows how the content is perceived by the viewer as engaging because of the provocative nature of the video. The videos addressed societal issues which provoked strong reactions.

The third theme derived from the analysis is the importance of visual and audio elements. The participants pointed out how editing techniques, the attractiveness of the individuals in the videos, and the use of music contributed to the participants' attention for the video. Comments such as "The reel format is generally very attention grabbing" (Video 4, High Narrative Misogynist), and "The music also grasps attention; it sounds almost scary, making you wonder how strong the message will be" (Video 2, High Narrative Misandrist), show the importance of different multimedia elements to capture the attention of the viewer. The aspect of the attractiveness of the person in the video relates to the literature of ….

The fourth and last general theme is representation and identification. Some respondents identified with the content in the videos or felt like some people might identify with the content in the videos. The respondents felt that the videos represented common societal issues or personal experiences. Statements such as "It reflects a certain common experience or mindset" and "It talks about a common topic women often talk about" (Video 2, High Narrative Misandrist) indicate that the participants saw the videos as relatable or reflective of a broader societal narrative.

4.5.2 Comparison of misogynist and misandrist videos

The following section aims to explore the differences in responses of the misogynist and misandric videos. First, in the misogynist videos the participants often described misogynist videos as offensive and humorous simultaneously. The videos were perceived as making a joke at the expense of women, with humor being a key component that made them engaging yet controversial. The theme of making fun of feminism and gender roles was prominent, one participant noted "It has humor and is disrespectful at the same time" (Video 3, Low Narrative Misogynist). Another theme found in misogynist videos was the participants noting how the person in the video appeared of a certain professional status. One participant commented "The man looks like a professor/intelligent so what he says sounds wise" and another says "The man looks like he knows what he's talking about " (Video 4 Misogynist High Narrative).

In contrast to misogynistic videos, misandrist videos were often described as provocative and empowering. The participants noted the explicit expression of strong

opinions about gender roles and men. Comments such as "This video is very toxic and based on hate towards both genders" and "It tries to relate to a certain audience by using a common interaction between genders" (Video 2, High narrative Misandrist) show that the videos were seen as addressing gender issues and so eliciting strong reactions. Other respondents noted the message of the videos as empowering, saying "Some people will find it offensive and others will find it empowering" And "It's a poetic description that men feel better than women but the woman shows her power to prove he is not right" (Video 2, High Narrative Misandrist).

4.5.3 Comparison of High Narrative and Low Narrative Videos

The following section aims to explore the difference in responses to the high narrative and low narrative videos. First, the high narrative videos were noted to contain detailed storytelling and complex messages. The videos often included a longer text or explanation. The participants noted "The text does not align with my own values, therefor also grabbing attention" (Video 2, High Narrative Misandrist) and "He starts off with an ambiguous statement that makes people wonder where he is going with his story" (Video 4, High Narrative Misogynist). The detailed and provoking content was seen as engaging for the participants to explore more in-depth explorations of gender-issues.
The low narrative videos were mostly described as short, punchy, and more reliant on an immediate visual and audio impart. Participants noted "It starts with a bold statement" (Video 3, Low Narrative Misogynist) and "It's short, which makes it easy to pay attention to the whole video…" (Video 1, Low Narrative Misandrist). These comments show that the appeal of the video is partially because of the quick introduction of the topic and the fast pace of the video. As Erthal and O'Conner (2022;2021) mention, there is little known about the TikTok algorithm as this is created by a complex computer system, but the TikTok algorithm can be characterized by the use of shock and immersive experiences (p.31)

To summarize the findings of the thematic analysis and provide an answer to the question; *What attention-capturing elements in the high-and low narrative TikTok videos do people report as engaging in relation to the Elaboration Likelihood Model (ELM)?,* it has been revealed that humor, sensitivity, visual and audio elements, and relatability are the most prominent themes in how the participants view gender-based hate speech videos on TikTok. This both supports and contrasts the research by Authors Feng et al., (2023), who introduce the role of attention as an important mediator that influences the impact of the content on the viewer (p. 10). One of the main themes from the thematic analysis was the importance of audio and visual effects, while Feng et al. found that the effects of linguistics

did not affect the viewers responses (p.10). Moreover, the thematic analysis found that Misogynist videos blend humor with offensive messages while the misandrist videos provoke and empower female viewers. This contrasts with previous literature which describes misandric content as often taking on a humoristic approach (Ringrose & Lawrence, 2018, p.687). High narrative videos engage the participant through detailed content while low narrative videos catch the attention of the participant through an immediate attention grabber and short message. With the mediation effect into account, attention is seen as a gatekeeper that influences the response of the audience to the content shown. The level of interest or involvement of the viewer influences the viewer's engagement with the content. Thus attention is a mediator that influences how the viewer processes the three components mentioned in the Elaboration Likelihood Model (Teng et al., 2015, p. 49). The results of this thematic analysis provides information on what attention-capturing elements in the low narrative and high narrative Tik Tok videos people report as engaging in relation to the Elaboration Likelihood Model.

5. Conclusion and discussion

The following section concludes the research and answers the proposed research question. The findings of the analyses performed together with the findings from previous research provide an answer to the main thesis question. Moreover, the following section discusses the possible limitations of the research and thus proposes ideas for future research on the topic of gender-based hate speech on social media.

5.1 Conclusion

This research aimed to explore the following research question:

"To what extent do people aged 18 or older perceive online gender-based hate messages as persuasive?"

The research first formed a comprehensive theoretical framework with concepts related to the topic of gender-based hate speech. The main concepts found in the theoretical framework are the Elaboration Likelihood Model (Lee & Leets, 2002, p.931; Teng et al., 2015, p.48), attention as a mediator (Feng et al., 2023, p.10), misogyny and misandry (Woods & Ruscher, 2021, p. 226, p. 278). The Elaboration Likelihood Model is a model used to assess the perceived persuasiveness of a message, this model was found to be the most fitting model to assess messages online. The Elaboration Likelihood Model defines three main elements which affect the perceived persuasiveness of a message. These main elements are motivation, capability, and social or personal relevance(Lee & Leets, 2002; Teng, Khong, Goh, 2015). This model identifies two types of narratives that each persuade a viewer in a different manner. The two types of narratives found are high narrative and low narrative (Teng et al., 2015). Moreover, Attention as a Mediator for the Elaboration Likelihood Model was found to create a more nuanced view on the different elements that play a role in persuading a viewer.This research focuses on gender-based hate speech, previous research identified two types of gender based hate speech; misandry and misogyny (Ringrose & Lawrence, 2018, p.686). Although misogyny has been included in previous studies, misandry was left out in previous research. The two types of gender-based hate speech were compared using the Elaboration Likelihood Model.

The performed quantitative analysis indicates that gender,to a certain extent, plays a significant role in the perceived persuasiveness of gender based hate speech videos on TikTok. Women reported a significant higher level of persuasion for both the misogynist and misandrist videos, compared to the men's reports. More specifically, women reported to find high narrative videos more persuasive than men. No significant difference between men and women was observed for the low narrative videos. Because of the difference between High Narrative and Low Narrative types described before, this research suggests that detailed and elaborate content can be perceived as more persuasive to the female viewers. The thematic analysis uncovered four overarching themes for the perceived attention-grabbing elements in the four types of videos (High Narrative Misandrist, Low Narrative Misandrist, High Narrative Misogynist, Low Narrative Misogynist). The four main attention-grabbing elements are humor, sensitivity and controversy, visual and audio elements, and representation and identification. High narrative videos were found to engage the participants by provoking the participants to read an elaborate text or to think about what is

being said in the video. The Low narrative videos in the research captured the attention of the participants through an immediate and punchy presentation.

Concluding the findings, this research found that individuals aged 18 or older perceive online gender-based hate messages as persuasive to a certain degree, this is influenced by the person's gender, the narrative type of the video, and the attention-capturing elements of the content shown. Female participants in particular have reported to perceive High Narrative content as more persuasive. Here, the female participants on average reported to agree with the idea that videos that showed gender-based hate speech can be viewed as persuasive content (Misogynist and Misandrist). Both men and women reported to be engaged with low narrative content, but the perceived persuasiveness of low narrative videos was not found to be of significance.

5. 2 Limitations and recommendations for future research

In the following section, the possible limitations of the research which can be improved for further research on gender-based hate speech on social media are discussed. The limitations mentioned in the following section can improve the reliability and validity of the current research. While the findings of this study provide valuable insights into the perceived persuasiveness of gender-based hate speech on TikTok, several limitations must be acknowledged.

First, one of the limitations of this study is the restricted number of videos used for each category of video in the survey (High Narrative Misandrist, Low Narrative Misandrist, High Narrative Misogynist, Low Narrative Misogynist). One video per category was analyzed, which sums up to in total four videos in the survey. The selected videos were randomly selected on the search page of Tik Tok. Popular hashtags for Misogynist and Misandrist content were used to find fitting videos for in the survey. Because the videos were randomly selected, the choice of video was not a biased choice. However, the limited selection of videos used in the research may not fully represent the wide variety of content available on Tik Tok within the included categories. A variety of different video formats can be found appropriate for both High Narrative and Low Narrative videos. Therefore, the generalizability of the findings can be affected by the limited choice of videos used in the survey of this research. Researchers can consider including a larger and more diverse set of videos to better capture the nuances and range of videos within both the High Narrative and Low Narrative category for future research.

Secondly, as mentioned before, the videos used in the research survey were selected randomly. The random selection of the shown videos from TikTok might have resulted in less representational content for each of the four categories used in the survey. The algorithmic content delivery of TikTok and its diversity of user-generated content found

on the platform can mean that the selected videos might not have been encapsulating the typical characteristics of the content of each of the four characteristics (High Narrative Misandrist, Low Narrative Misandrist, High Narrative Misogynist, Low Narrative Misogynist). Because of the randomization of the selection of the videos, the reliability of the conclusions drawn might be affected.

The third limitation this research notes are the limitations of focusing on the perceived attention-capturing elements of the used videos in the survey. The survey primarily focused on what the participants consciously perceived as attention-capturing elements in the shown videos. The elaboration likelihood model is a model which does not focus on the subconscious elements that might play a role in processing the videos. Although there can be subconscious elements that play a significant role in capturing the viewers' attention and affect the persuasiveness of the video, these subconscious elements have not been taken into account. Subconscious processing could significantly impact the way in which content is perceived and should be taken into consideration for future research.

Lastly, the sampling method can affect the reliability and validity of the research. The sample size of participants for this research was 150 participants, where 57% are women and 42% are men. The distribution of men and women was close to equitable in this research, which is necessary as gender may influence responses and the perceptions relevant to the research. The distribution can be more equitable to provide more accurate results. Moreover, should the sample size have been larger, the results would be more representable to the population. The research did not have location restrictions as it did not focus on nationality as a factor. However, a location limitation can provide more accurate results that represent a smaller population. The research did not take people who identify as 'other' into account when performing the analyses. The amount of people who identified as 'other' was not significant in this sample. However, a significant number of people who identify as 'other' can provide meaningful insights to the proposed research.

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7. Appendix

Appendix A. Survey

Dear respondent,

My name is Saartje Langstraat, I am a student of Media and Business at Erasmus University, My Master Thesis is about how persuasive misogynistic and misandric messages are online. For this research, your input is very valuable. I would like for you to answer the following questionnaire. In this questionnaire, you will be shown 4 videos from the platform TikTok, about which you will answer questions about the persuasiveness of these videos. The questionnaire will take about 7 minutes. I kindly invite you to answer the questions truthfully, as your answers are very valuable for this research.

 CONFIDENTIALITY OF DATA

All information from this survey will be used for research purposes only and will remain confidential and gathered anonymously. There are no anticipated risks or discomforts associated with your participation in this study. This survey is a voluntary participation.

 FURTHER INFORMATION

Thank you for accepting to participate, should you have any questions regarding the questionnaire feel free to contact the following email address: 537809sl@eur.nl. This study follows the guidelines of the Ethics Committee of Erasmus University Rotterdam.

Please fill in the following question with "yes" or "no".

By clicking "yes" below, I approve that I am above 18 years old and am willing to participate in this survey. By clicking "no" below, I am below 18 years old or would not like to participate in this survey.
● Yes
● No

What is your gender?
- Male
- Female
- Non binary/third gender
- Prefer not to say

For the next questions, I invite you to imagine an average person. Try to picture what the average person would think and fill in the questions based on your opinion. Please watch the video below, after this you will answer questions about this video.

Video 1: Misandrist, Low Narrative

To what extent do you agree with the following statements?:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
This video can grab the attention of the average person.	○	○	○	○	○
The message of this video can inspire a person's thoughts.	○	○	○	○	○
The message of this video can influence the behavior of the average person.	○	○	○	○	○
This video reflects on common assumptions about genders.	○	○	○	○	○

(If applicable) Why does this video grab attention?
(Open Question)

For which gender do you think this video is made?
- For men
- For Women
- Neither for men or women
- For both men and women

Please watch the video below, after this you will answer questions about this video.

Video 2: Misandrist, High Narrative

To what extent do you agree with the following statements?:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
This video can grab the attention of the average person.	○	○	○	○	○
The message of this video can inspire a person's thoughts.	○	○	○	○	○
The message of this video can influence the behavior of the average person.	○	○	○	○	○
This video reflects on common assumptions about genders.	○	○	○	○	○

(If applicable) Why does this video grab attention?
(Open Question)

For which gender do you think this video is made?
- For men
- For Women
- Neither for men or women
- For both men and women

Please watch the video below, after this you will answer questions about this video.

Video 3: Misogynist, Low Narrative

To what extent do you agree with the following statements?:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
This video can grab the attention of the average person.	○	○	○	○	○
The message of this video can inspire a person's thoughts.	○	○	○	○	○
The message of this video can influence the behavior of the average person.	○	○	○	○	○
This video reflects on common assumptions about genders.	○	○	○	○	○

(If applicable) Why does this video grab attention?
(Open Question)

For which gender do you think this video is made?
- For men
- For Women
- Neither for men or women
- For both men and women

Please watch the video below, after this you will answer questions about this video.

Video 4: Misogynist, High Narrative

To what extent do you agree with the following statements?:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
This video can grab the attention of the average person.	○	○	○	○	○
The message of this video can inspire a person's thoughts.	○	○	○	○	○
The message of this video can influence the behavior of the average person.	○	○	○	○	○
This video reflects on common assumptions about genders.	○	○	○	○	○

(If applicable) Why does this video grab attention?
(Open Question)

For which gender do you think this video is made?
- For men
- For Women
- Neither for men or women
- For both men and women

What is your age?

Where are you from?
- Eastern Europe
- Western Europe
- Africa
- Asia
- South America
- North America
- Oceania

What is your highest educational level?
- Middle school
- High school
- College/HBO
- University
- None

What is your religion?
- Christian
- Islam
- Judaism

- Buddhism
- No religion
- Other…

This is the end of the survey.

Thank you for your participation in this survey. Your insights are invaluable in exploring the influence of TikTok videos on perceptions of misogyny and misandry.

Your responses remain confidential and anonymous, and will not be used for other purposes outside this research. Should you have any queries or wish to delve further into the research, feel free to reach out to 537809sl@eur.nl.

Please make sure to click to the next page to finalize the survey. Once again, I extend my gratitude for your time and input. Your involvement is pivotal in advancing the knowledge in this area.

Have a nice day!

Appendix B. Thematic Coding scheme

Video 1: Misandric, low narrative video

Open codes:	Axial codes:	Themes:
➢ It's short and could be seen as offensive/sensitive ➢ Short and potent ➢ It's short, which makes it easy to pay attention to the whole video. People also like lie detector tests, especially when someone is wrong. There's a certain tension around it, which makes it interesting. ➢ It takes a short clip out of context and makes it seem like she hates men. ➢ Because it is short, it shows a beautiful woman, and the message is short and makes you wonder. Also, because it makes her laugh, you assume this is a funny opinion to have, which grasps even more attention i think ➢ Short ➢ It is quick ➢ attractive woman, short message ➢ Short and provocative ➢ It is a 3-5 second video, so it's very easy to engage with. Also this Perón has a familiar face so I'm assuming she's some type of celebrity that people know, which makes it more attention grabbing than if it was a random person. Lastly, speaking as a male, she is very pretty, so that definitely grabs my attention ➢ It is a very short snippet with a strong opinion + it's funny	The length of the video is short	Short and visually attractive video
➢ It's short and could be seen as offensive/sensitive ➢ Short and provocative ➢ Because it portrays hate against a group of people. In this case men. They are going to feel attacked by this and will want to defend themselves. ➢ Opdringerig ➢ the words HATE and humor	The statement invokes feelings of frustration and anger	A sensitive socially relevant issue is discussed

➢ It is a well-known person who does something funny that also might offend some people. ➢ It's rage bait. It is supposed to invoke feelings of frustration and anger in people, while also enabling toxic behaviors from the select few who relate to it. ➢ there is a statement that surely will cause reaction ➢ You hear the Words I hate men ➢ Its funny and triggers people who take it seriously ➢ It's provocative ➢ Focus on words "I hate men" ➢ Touchy subject with extreme views on either end ➢ It has a conventionally attractive woman being challenged on a divisive topic. ➢ Sensitive topic		
➢ De vrouw en de erg oude man ➢ Because there's a pretty quirky celebrity involved in it. ➢ A beautiful woman, looking like a movie character ➢ Because of the beauty of the woman ➢ Because it is short, it shows a beautiful woman, and the message is short and makes you wonder. Also, because it makes her laugh, you assume this is a funny opinion to have, which grasps even more attention i think ➢ Nice woman on the screen ➢ It is a well known person who does something funny that also might offend some people. ➢ It has a conventionally attractive woman being challenged on a divisive topic. ➢ Because it's Kanye West's ex ➢ Because of the person in the video ➢ Because it is a celebrity and a little joke ➢ Pretty female , explicitly hating men , old men saying it's a lie: who is he her father or a psychologist ? ➢ It has an attractive woman in it ➢ The woman is looking pretty and her reaction to the man's response is funny to look at.	(Attractive) and famous woman in the video	Attractiveness of the woman

➢ Because she looks pretty ➢ Pretty woman ➢ the video starts with a woman that is attractive. ➢ It is a 3-5 second video, so it's very easy to engage with. Also this Perón has a familiar face so I'm assuming she's some type of celebrity that people know, which makes it more attention grabbing than if it was a random person. Lastly, speaking as a male, she is very pretty, so that definitely grabs my attention ➢ attractive woman, short message		
➢ Because it's a lie ➢ Because it portrays hate against a group of people. In this case men. They are going to feel attacked by this and will want to defend themselves. ➢ It's short, which makes it easy to pay attention to the whole video. People also like lie detector tests, especially when someone is wrong. There's a certain tension around it, which makes it interesting. ➢ It takes a short clip out of context and makes it seem like she hates men. ➢ It is a very short snippet with a strong opinion + it's funny ➢ It's a diirect statement, I'm like okay…. ➢ The editing and first statement "I hate men" ➢ The quote in it ➢ Strong opinion of men and their behavior ➢ Woman claims to not hate man, immediately man denies ➢ Because what is considered to be an honest by a woman is disregarded by the male person ➢ The woman was asked if she hates men and she denies, but the interviwer knew she was lying and called her out ➢ Its a strong opinion ➢ It talks about hating men but the message isn't clear so one would love to hear it again, this time giving more attention ➢ The women and man disagree. ➢ You hear the Words I hate men ➢ It's about not listening, undermining and assumptions	The woman lied about not hating men	The woman in the video was hateful

➢ Pretty female , explicitly hating men , old men saying it's a lie: who is he her father or a psychologist ? ➢ de lach van de vrouw aan het einde. Ze kwam niet over alsof ze zich schaamde dat ze loog of mannen haat. Vond het zelf een ongepaste reactie. ➢ Grote aanmaningen ➢ Because she says it with confidenice and afterwarts the machine tells her shes lying ➢ The editing and first statement "I hate men"		
➢ Because it is pointing to some peoples behaviour ➢ Because it was personal ➢ Because it's a much-discussed topic in our society ➢ Because it basically says that women don't like men and people could take this personally. ➢ Because it's a woman talking that she hates men. While normally it's the different way around ➢ It reflects a certain common experience or mindset ➢ It's living up to the thoughts of some people ➢ It talks about a common topic that women often talk about. ➢ Its relatable ➢ It's starts with a bold statement that people have a strong opinion about. The copy in combination with the statement makes a recognizable view on the world for people. They can either agree or disagree with it but everyone can recognize someone. ➢ Touchy subject with extreme views on either end ➢ I don't know but I think it's the because young people can relate a little bit with the context of the video ➢ Talks about a matter that is very discussed in our current society ➢ Omdat veel mensen zo denken	Socially relevant problem	A sensitive socially relevant issue is discussed
➢ The text is in a kind of "pov" format ➢ The editing and first statement "I hate men" ➢ Using trendy sentences/words like "era"	The overall format of the video was shot	Short and visually attractive video

➢ The editing and first statement "I hate men" ➢ How it is edited, the setup, nothing about what's being said to be honest ➢ it follows a common format of using a movie excerpt as a meme ➢ The faces are really big in screen ➢ Perception of image is is contrast with the words	and attention-grabbing. Using pov and era.	
➢ Its funny and triggers people who take it seriously ➢ Humor ➢ the words HATE and humor ➢ It is a well known person who does something funny that also might offend some people. ➢ Because of her laugh at the end like she doesn't even care ➢ It is a very short snippet with a strong opinion + it's funny ➢ its funny ➢ Because it is a celebrity and a little joke ➢ Because it is short, it shows a beautiful woman, and the message is short and makes you wonder. Also, because it makes her laugh, you assume this is a funny opinion to have, which grasps even more attention i think	The video is perceived as funny	Humor
➢ The creepy guy ➢ Because the male is immediately depending his gender ➢ Pretty female , explicitly hating men , old men saying it's a lie: who is he her father or a psychologist ?	The man in the video	
➢ How amazed the woman is ➢ Hate speech ➢ The woman is looking pretty and her reaction to the man's response is funny to look at. ➢ de lach van de vrouw aan het einde. Ze kwam niet over alsof ze zich schaamde dat ze loog of mannen haat. Vond het zelf een ongepaste reactie. ➢ De lach ➢ Because it's contradictory ➢ Because of body language	The reaction of the woman laughing at hating men	The woman in the video was hateful

Video 2: Misandric, high narrative

Open codes:	Axial codes:	Themes:
➢ It's a controversial topic/opinion ➢ Because of the theme. And the way they talk ➢ Sensitive topic ➢ This video is very toxic and based on hate towards both genders. ➢ It depends. For many, it will be a case of "too long; didn't read", but members of feminist inspired peer groups will likely spend more time actually reading the text on screen due to shared interests and confirmation bias ➢ It wants to trigger people. I think it is generally hateful to men. She doesn't look at individuals, and talks about men like they are all the same ➢ In the first sentences she talks about misandrists. I think that grabs attention ➢ It defies common assumptions ➢ Controversy ➢ It talks about common gender wars ➢ It sets a statement where a men could feel attacked. I agree with this message, its true. But i think many men will be offended. I think many women will also agree with this video ➢ Some people will find it offensive and others will find it empowering ➢ It has the word misandrist in it. Too much text though. ➢ It's a provocative message ➢ Because she talks about misandry ➢ Because she brings up a well known topic and also something that has been around for ages. ➢ Because she speaks about her opinion, while some people strongly disagree ➢ Strong opinion about topic that is controversial ➢ Because its about claiming rights ans roles	The sensitive misandric topic in the video	Misandry is a sensitive topic

➢ The large amount of text covering the woman's face is somewhat unexpected and calls your attention. Again, it deals with a divisive topic. ➢ Wall of text. Strong expressive sayings. ➢ Too much text and from what I can read pretty negative ➢ Because it expresses extreme gender equality opinions.		
➢ It's a trend ➢ Because it is true ➢ Talking about a subject that many can relate to ➢ Talking about a subject that many can relate to ➢ Because the first sentence speaks to the mind of young people. "Imagine not understanding…" ➢ It shows the information based on history ➢ It tries to relate to a certain audience by using a common interaction between genders ➢ I feel like its just "too much" overhype around that misandrits word. Its ok for both genders to be "=" and nothing more. Not some kind of "i will use you to fertilize my garden" … ➢ It tells that men only see women as objects and not as themselves	Common assumptions about men and women	Socially relevant topic
➢ Het klaagzangetje ➢ Music inspires to watch it for a while. Then you naturally start reading. ➢ Alot of text, negative audio, haunting feel ➢ Because of the fact that it isn't something you hear everyday. The video itself alsof grabs attention with the used sound, the filter and the large amount of text on the screen ➢ It grabs attention thanks to used music and a wall of text ➢ The sound and the girls' expression ➢ The song	The sad music	The audiovisual aspects grab attention

➢ The music also grasps attention; it sounds almost scary, making you wonder how strong the message will be ➢ It's the music and the detailed texts		
➢ It shows female power ➢ Fully female energy ➢ It's a poetic description that men feel better than women but the woman shows her power to proof he is not right ➢ Some people will find it offensive and others will find it empowering ➢ Women vs men and using men, also because it looks like it's expected from confident women	Touches on female power	Touches on female power
➢ Long text with the thoughts explained = makes you think and sit with it ➢ ➢ It grabs attention thanks to used music and a wall of text ➢ ➢ Intreging but too wordy ➢ Big text ➢ it has a long text ➢ Lots of text ➢ A lot of copy. ➢ the bold lettering ➢ Because of the fact that it isn't something you hear everyday. The video itself alsof grabs attention with the used sound, the filter and the large amount of text on the screen ➢ Because of the long text ➢ Lot of writing ➢ Wall of text. Strong expressive sayings. ➢ Too much text and from what I can read pretty negative ➢ The large amount of text covering the woman's face is somewhat unexpected and calls your attention. Again, it deals with a divisive topic. ➢ A sad looking woman and the text ➢ The length of words that's been put in. You tend to want to read all of it	Long text that catches attention	The audiovisual aspects grab attention

➢ Because of the text which attracks me to read it carefully ➢ lots of text ➢ Hele lange tekst waardoor je het toch even gaat lezen ➢ Even though this video has a long text to read, the music used can frab the attention of the viewers which will lure them to reading the whole text and watching through the whole tiktok. ➢ i think its because the subject is about who rules the world from gender perspective ➢ It depends. For many, it will be a case of "too long; didn't read", but members of feminist inspired peer groups will likely spend more time actually reading the text on screen due to shared interests and confirmation bias ➢ The text is too long, so I had to pause in order to read it (and therefore grabbing my attention). The text does not align with my own values, therefore also grabbing attention ➢ The big text, makes me curious what it says ➢ It starts with a commonly used phrase ("imagine not…") which makes people start thinking, as well as its explanatory nature ➢ A lot of text ➢ Because of the theme. And the way they talk ➢ Because of the text in the video ➢ Alot of text, negative audio, haunting feel ➢ Because of the intense stare of the woman, and because of the text, although the text is lonf. ➢ It's the music and the detailled texts		
➢ The sound and the girls' expression ➢ Because of the intense stare of the woman, and because of the text, although the text is lonf. ➢ A sad looking woman and the text ➢ The eyes of the girl, disappointment	The sad looking girl	The audiovisual aspects grab attention

➢ Because she's trying to justify misandry by saying "it's just a reaction to misogyny"will engage people to keep reading. They want to be part of the ones to understand (since the video makes it clear it's kind of stupid to not understand) ➢ It wants to trigger people. I think it is generally hateful to men. She doesn't look at individuals, and talks about men like they are all the same ➢ It tries to relate to a certain audience by using a common interaction between genders ➢ It talks about common gender wars ➢ It's a poetic description that men feel better than women but the woman shows her power to proof he is not right ➢ It makes you think: is this indeed going on, this deeply rooted misconception that women are worth less	The video is a reaction to men and misogyny	Misandry is a sensitive topic
➢ Because it is another rage bait tiktok disguised as " nuanced discussion " ➢ It's very cynical and it's a bit of sneer against men ➢ This video is very toxic and based on hate towards both genders. ➢ justifies misandry ➢ There is strong (for someone maybe even controversial) opiniom about mens ➢ It claims almost all men are misogynists ➢ It sets a statement where a men could feel attacked. I agree with this message, its true. But i think many men will be offended. I think many women will also agree with this video ➢ Because she is explaining why women hate men ➢ Women vs men and using men, also because it looks like it's expected from confident women ➢ It contains a very powerful message to women and probably would anger lots of men ➢ Omdat mannen en vrouwen rechten nog altijd een discussie punt zijn.	Hateful message against men	Misandry is a sensitive topic

➢ New perspective ➢ Strange message but no speaking ➢ The text is too long, so I had to pause in order to read it (and therefore grabbing my attention). The text does not align with my own values, therefore also grabbing attention ➢ first time hearing about the word misandry. ➢ Mysterieus ➢ Philosophical ideas ➢ Because of the fact that it isn't something you hear everyday. The video itself alsof grabs attention with the used sound, the filter and the large amount of text on the screen	The video provides a new perspective	The video provides a new perspective

Video 3: Misogynistic, low narrative

Open codes:	Axial Codes:	Themes:
➢ Someone is getting made fun off ➢ Because it's a joke ➢ Comedy against feminism, audio in background ➢ It has humor and is disrespectfull at same time ➢ Because wether true or not it is funny. ➢ It has a 'joke' in it ➢ men in this video is telling a joke. This yellow text and music can grab attention ➢ De grap ➢ Funny ➢ Stupid joke ➢ It looks like he made a joke, the input of the video is to mark it as funny, the soundeffects at the end are supposed to support the laughing afterwards ➢ Insulting ➢ Comedy ➢ The "joke"	It is funny because the woman is being made fun of	The video contains humor

- ➢ Again, the format but also the very shallow jokes and how it is edited to try and make the senseless joke seem wow.
- ➢ Personally I think it's stupid. But I can see why it may grab some people's attention. The format is a podcast/interview where the man ,in a very dry manner, asks the woman a question (the woman in this case being there to speak about more serious matters I suppose), to which she doesn't know the answer, which keeps the watcher in suspense. Then the man gives the answer (again in a very dry manner), which is a childish, misogynistic but slightly funny joke (I have to say that given the seriousness of the subject of the joke and in the current circumstances of the world it's not funny since it takes away the importance and gravity of the work that feminists do).
- ➢ It is meant to be funny to men and to be offensive to women.
- ➢ Dominant man feels better than woman and makes joke of her
- ➢ Because women can feel annoyed while watching the video. The same as the women in the video. Man can watch it and laugh about the 'joke'. For both genders this video can be subject to talk about
- ➢ Funny
- ➢ Its just a joke. Its a big difference between real feminists and just pure "I WANT ATTENTION" people like most of them are
- ➢ It is funny
- ➢ it is so bad that i find it funny
- ➢ Because it is supposed to be funny
- ➢ Witty and recognizable for average viewers over 50
- ➢ The comedy
- ➢ Because it triggers people. Some people find it funny while others find it degrading.
- ➢ people want to see the answer to the joke
- ➢ Because it is portrayed as a joke, it is short again too... and it shows a pretty woman again

➢ Because it's a man who is making fun of a women, who clearly doesn't like jokes like this. ➢ Controversial but funny joke ➢ Funny ➢ It was funny ➢ Because it's funny. The joke is so bad that it's laughable. Unfortunately misognystic men will think this is a serious video and repost it thinking they're making a point. Which leads to the video being misunderstood and thought of as misogynistic ➢ Because of the joke ➢ dry humor ➢ You want to hear the answer to the question/"joke" ➢ De 'grap' ➢ The punchline is pretty bizarre, which sparks curiousity ➢ Vrouwen grappen zijn discussie punten voor de vrouw en mannen vinden het grappig. ➢ The stupidity of the men trying to be funny ➢ Humor, satire ➢ The joke grabbed my attention ➢ There's a joke in it maybe? ➢ The criticism is expressed as a joke ➢ It is funny and relevant topic, but quite sexist ➢ Because it uses common "funny jokes" that anti-feminists will make ➢ It's funny and also offensive ➢ Controversial topic with a funny twist ➢ setting is interessant (talkshow), er wordt een 'grap' gemaakt, muziek aan het einde		
➢ Short, pointy ➢ Jump-cutting and quick conversation. ➢ Because it's short and straight to the point ➢ Because it is portrayed as a joke, it is short again too... and it shows a pretty woman again ➢ It's short and straightforward ➢ Short, relatable topic for most people, and gets to the point fast :) ➢ It starts with a bold statement. ➢ It's short and you know directly what it's about	Length of the video is short	The video is short

➢ It is meant to be funny to men and to be offensive to women. ➢ Because it will probably satisfy men and anger women ➢ because of the attacking language of the man ➢ It made her look dumb and the people who like to stick up for women ➢ Because women can feel annoyed while watching the video. The same as the women in the video. Man can watch it and laugh about the 'joke'. For both genders this video can be subject to talk about ➢ Because a female is sort of being humiliated. ➢ Onaardige benadering ➢ It is a men trying to be better than women and feminism ➢ Rage bait. ➢ Because its stereotypical and rude ➢ Because it ridicules feminism ➢ It has humor and is disrespectfull at same time ➢ Its bizarreIt tries to make a joke out of women, which can be appealing to certain men ➢ It is funny and relevant topic, but quite sexist ➢ Dominant man feels better than woman and makes joke of her ➢ Because its full nonsense and another stupid video of a man thinking he is better than a woman. ➢ Because this man is not showing respect toward the woman	The video is offensive for the woman	The video is offensive towards women and feminists
➢ Because it starts with something controversial. The message, you're a feminist? With yellow subtitles ➢ .i did not think it would be a video to joke about feminism so I was waiting for the response of the interviewee. ➢ Because it starts with a question. ➢ people want to see the answer to the joke ➢ Because a weird question is asked immediately ➢ Because the question makes you thinking ➢ The whole setting. Also, the video starts with a question. You keep watching to know what the woman will answer	The start of the video with a question about feminists catches attention	The video starts off by asking a question

➢ Because the question makes you thinking ➢ The question at the beginning ➢ Directe vraagstelling ➢ The way the question is asked ➢ The tone of the man grabs the attention because it makes his intentions unclear at first.		
➢ Because it's funny. The joke is so bad that it's laughable. Unfortunately misognystic men will think this is a serious video and repost it thinking they're making a point. Which leads to the video being misunderstood and thought of as misogynistic ➢ Men trying to embarrass women ➢ Because some man still think women can't be equal to men the statement in the video is the same as that joke that women only belong in the kitchen ➢ Because it uses common "funny jokes" that anti-feminists will make ➢ Bad example for misogyny. A man can also be a feminist. ➢ Sexism ➢ Authority of the man being better than the woman ➢ Misongyny ➢ Because its misogonistic and rude ➢ again, its about gender power ➢ The attention grabbing depends on the context surrounding it, i.e. hashtags etc - it could be viewed from two ways. Either a feminist inspired user wants to riddicule a stereotypical mysagonist or an anti-feminist likes jokes about feminism	This video is related to misogyny	The video contains misogyny
➢ It makes fun of feminism. ➢ Its just a joke. Its a big difference between real feminists and just pure "I WANT ATTENTION" people like most of them are ➢ That feminists don't have a point at all ➢ jokes about newave feminists ➢ Because the men is neglecting the womens right ➢ The attention grabbing depends on the context surrounding it, i.e. hashtags etc - it	The video is offensive towards feminists	The video is offensive towards women and feminists

could be viewed from two ways. Either a feminist inspired user wants to riddicule a stereotypical mysagonist or an anti-feminist likes jokes about feminism ➢ Because it ridicules feminism ➢ using a buzzword such as feminism and comparing it to something unrelated ➢ It talks about feminism and makes a joke about how feminists have little to convey during discussions by saying 'at least a knife has a point'.. ➢ Because some man still think women can't be equal to men the statement in the video is the same as that joke that women only belong in the kitchen ➢ Anti feminist ➢ Because the man makes fun of feminists		
➢ Because of the correct language / interview style ➢ De stem ➢ Interview style ➢ Directe vraagstelling ➢ setting is interessant (talkshow), er wordt een 'grap' gemaakt, muziek aan het einde	Interview style	The style and editing of the video
➢ men in this video is telling a joke. This yellow text and music can grab attention ➢ Because it starts with something controversial. The message, you're a feminist? With yellow subtitles ➢ Usage of subtitles in yellow.	The yellow style of the text	The visuals, style and editing of the video
➢ Because it is portrayed as a joke, it is short again too... and it shows a pretty woman again ➢ De vrouw	The woman in the video is attractive	The visuals, style and editing of the video
➢ Its bizarre ➢ The punchline is pretty bizarre, which sparks curiousity	The content is bizarre	The video touches upon a sensitive, harsh topic
➢ Comedy against feminism, audio in background	Music in the video	The style and editing of the video
➢ Because its stereotypical and rude	The video is harsh towards a sensitive	The video touches upon a sensitive, harsh topic

	well-known topic	
➢ Vrouwen grappen zijn discussie punten voor de vrouw en mannen vinden het grappig. ➢ The stupidity of the men trying to be funny ➢ again, its about gender power ➢ Because it triggers people. Some people find it funny while others find it degrading. ➢ Agressieve toon onaangenaam ➢ The man's attitude is ridiculous, is to be pitied ➢ Again, it is a divisive topic, which would garner attention in itself, and has a confrontational tone which might attract people due to the inherent "drama". ➢ The same often discussed topic. People have a strong opinion about this ➢ It's funny and also offensive ➢ Because its so harsh ➢ It challenges some pointless societal standards ➢ Controversial topic with a funny twist ➢ Short, relatable topic for most people, and gets to the point fast :) ➢ Cause its stupid and will start a discussion ➢ Very one sided, very pro women ➢ It's sexist and controversial.		

Video 4: Misogynistic, high narrative

Open codes:	Axial codes:	Themes:
➢ The motivational sound in the background ➢ background song, along with good point ➢ Muziek op achtergrond ➢ popular music and strong message ➢ Sound ➢ Black and white theatric feeling. Music in background. Well dressed character preaching idea ➢ Because of the sound and the dramatic vibe on the video ➢ The dramatic music	There is motivational music in the bakcground	The video is shot in a visually attractive manner

➢ The music and the text on screen draw you in as a viewer ➢ The editing (music, black and white, text) ➢ Because of the music, subtitles. ➢ Because it again is tarring a whole group of people with the same brush. This time it's women that are going to feel attacked. It's all based on sparking discussions for views and likes. ➢ It's in black and white, contrasting with most tiktok videos and therefore spiking a person's attention. Also, the transcript of the video is in the middle of screen, and it starts with a possibly controversial sentence. People will want to know what he's gonna be talking about.		
➢ It's a professional setting ➢ Because of the set up ➢ Aesthetics ➢ The setting that the person is portrayed like he is talking about important things, and he starts off with a ambiguous statement that makes people wonder where he is going with his story ➢ misguided opinion based on his limit and misguided views. ➢ The subtitles, the fliters and the length of the person speaking are pleasing ➢ Style of the video ➢ it looks inspirational ➢ Aesthetic ➢ The reel format is generally very attention grabbing. And again, the topic I think is relatable and generic enough for most people	The set up of the video attracts attention	The video is shot in a visually attractive manner

➢ Visually attractive and short	The video is visually attractive in black and white	The video is shot in a visually attractive manner
➢ The editing (music, black and white, text)		
➢ The music and the text on screen draw you in as a viewer		
➢ Black and white theatric feeling. Music in background. Well dressed character preaching idea		
➢ Usage of black and white filter.		
➢ Because it is black and white vid		
➢ The setting that the person is portrayed like he is talking about important things, and he starts off with a ambiguous statement that makes people wonder where he is going with his story		
➢ misguided opinion based on his limit and misguided views.		
➢ The subtitles, the fliters and the length of the person speaking are pleasing		
➢ Because of the black and white and because of the man seeming to be very knowledgable and serious (trustworthy), and because of the music. Also, the message is powerfully told		
➢ Because of the music, subtitles.		
➢ Because it again is tarring a whole group of people with the same brush. This time it's women that are going to feel attacked. It's all based on sparking discussions for views and likes.		
➢ It's in black and white, contrasting with most tiktok videos and therefore spiking a person's attention. Also, the transcript of the video is in the middle of screen, and it starts with a possibly controversial		

sentence. People will want to know what he's gonna be talking about.		
➢ Man in pak ➢ The setting that the person is portrayed like he is talking about important things, and he starts off with a ambiguous statement that makes people wonder where he is going with his story ➢ misguided opinion based on his limit and misguided views. ➢ man ziet er slim uit (pak, bril) en praat interessant ➢ The man looks like a professor/intelligent so what he says sounds wise ➢ How the guy is dressed, the format and a very easy to grasp comparison ➢ Because it looks like a professional is speaking	The man is wearing a suit and appears to be professional	The man in the video appears and acts professional and smart
➢ People like the comparison between genders ➢ Mannen die uitspraken doen over vrouwen gaan vaak viral. ➢ Gender inequality ➢ For me as a women, it grabs my attention because a man talks about a women (not in a positive of negative way per se) he talks about the way he sees things. It is not wrong or right. Just his opinion. I think in general woman can feel attacked because he his this opinion ➢ He gives something to think about can we tell people (not only women) the truth without getting into a fight ➢ Because it makes you rethink about gender roles	The comparison between men and women grasps attention	The video is about the difference between men and women

➢ How the guy is dressed, the format and a very easy to grasp comparison ➢ The difference between man and women how they are being judged ➢ It talks about why men are usually told the truth about life but women aren't. ➢ Because he explains a difference he notices between men and women. ➢ I am not sure but it grabs my attention. He's comparing situations ➢ Men can't tell the truth to women because they do not accept the truth, according to this man ➢ Because it tries to make an argument about gender inequality but in the favour of men. ➢ Again a men feeling better than women ➢ It blames women ➢ The comparison between men and women that is made grabbed my attention, as it made me think about it ➢ It's about the difference between what you can say to men or women and how in reality we want the same but we always treat each other differentlyeThe comparison between men and women that is made grabbed my attention, as it made me think about it ➢ It's about the difference between what you can say to men or women and how in reality we want the same but we always treat each other differentlye		

➢ i think because in a way it says that men underestimate women ➢ Because there are a lot of different opinions about this topic and he chose a side ➢ This video shows gender inequality. ➢ That men always tell the truth and women don't ➢ It opened with a firm and potentially inflammatory statement, and made sweeping comments about both main groups of society.		
➢ Kevin Samuels plays into men's insecurities very well ➢ Its popular figure Kevin Samuels ➢ It doesn't reflects the average opinion of men, just of a small group of men ➢ It tries to relate to men by coming across as inspirational and facts ➢ Many men will find it relatable	Some Men find the statement relatable	The video is relatable or true to a group of men
➢ I recognize the statement		
➢ A controversial opinion is stated at the beginning ➢ There are many different oppinions ab this ➢ Another perspective that people normally don't put out ➢ Again a degrading video to put women down ➢ The reel format is generally very attention grabbing. And again, the topic I think is relatable and generic enough for most people ➢ It's critical thinking ➢ Again a controversial statement ➢ Misogyny	A controversial, socially relevant opinion is being stated	A controversial, socially relevant opinion is being stated

➢ He gives something to think about can we tell people (not only women) the truth without getting into a fight ➢ It talks about a subject that is sensitive nowadays and that should be discussed more ➢ Bold statements, bold & bit copy ➢ It plays into a feeling someone might have ➢ Sensitive topic ➢ It opened with a firm and potentially inflammatory statement, and made sweeping comments about both main groups of society. ➢ Men in this video is giving a strong statement im short time so it csn be interesting ➢ Again a men feeling better than women ➢ Strong opion in short time with someone who is looking like someon who achived something ➢ Because there are a lot of different opinions about this topic and he chose a side ➢ The provocative opinion ➢ Because it again is tarring a whole group of people with the same brush. This time it's women that are going to feel attacked. It's all based on sparking discussions for views and likes. ➢ It is thought provocative ➢ Because in society there are double standards that are heavily enforced, and even though the message behind this one might not be rage-bait, it is due to the fact that this can be heavily misconstrued as such.		

➢ It points out an inequality in a way wich is relatable for men ➢ It's in black and white, contrasting with most tiktok videos and therefore spiking a person's attention. Also, the transcript of the video is in the middle of screen, and it starts with a possibly controversial sentence. People will want to know what he's gonna be talking about.		
➢ The man is looking very secure and confident ➢ The setting that the person is portrayed like he is talking about important things, and he starts off with a ambiguous statement that makes people wonder where he is going with his story ➢ misguided opinion based on his limit and misguided views. ➢ The gentleman in the video looks like a wise man that's what would grab the attention of people. ➢ man ziet er slim uit (pak, bril) en praat interessant ➢ I don't really know. As if some very knowledgeable and philosophical person is sharing his wisdom. ➢ Man looks like he knows what he's talking about ➢ He looks serious ➢ Black and white theatric feeling. Music in background. Well dressed character preaching idea ➢ Strong opion in short time with someone who is looking like someon who achived something	The man appears confident and knowledgable	The man in the video appears and acts professional and smart

➢ Because of the black and white and because of the man seeming to be very knowledgable and serious (trustworthy), and because of the music. Also, the message is powerfully told ➢ It tries to relate to men by coming across as inspirational and facts		
➢ Because of the tone of his voice ➢ Serieus ➢ Overtuiging ➢ The subtitles, the fliters and the length of the person speaking are pleasing ➢ The speaker talks sense and it's quite a clear Message ➢ İt disguises itself as if it's logical ➢ Rustige benadering ➢ Because of the black and white and because of the man seeming to be very knowledgable and serious (trustworthy), and because of the music. Also, the message is powerfully told ➢ I don't really know. As if some very knowledgeable and philosophical person is sharing his wisdom. ➢ Indringend ➢ popular music and strong message	The message is told in a clear and calm manner	The man in the video appears and acts professional and smart
➢ background song, along with good point ➢ popular music and strong message ➢ It feels recognizable to me ➢ Its just the plain truth in this era.	The message in the video is relatable or true	The video is relatable or true to a group of men

➢ Because it let you think about the message ➢ He tells the truth and Lets people think about themselves		
➢ It's clear and to the point ➢ Short idea ➢ short and to the point ➢ Short snippet of speech ➢ Men in this video is giving a strong statement im short time so it csn be interesting ➢ Jump-cutting, fast-speaking person and subtitles to catch-up.	The video appeared short and straight to the point	

Appendix C. AI declaration Page

Student information:

Name: Saartje Langstraat
Student ID: 537809
Course name: Master Thesis CM5000
Supervisor name: Aviv Barnoy
Date:27-06-24

Declaration:

Acknowledgement of Generative AI Tools
I acknowledge that I am aware of the existence and functionality of generative artificial intelligence (AI) tools, which are capable of producing content such as text, images, and other creative works autonomously.

GenAI use would include, but not limited to:
- Generated content (e.g., ChatGPT, Quillbot) limited strictly to content that is not assessed (e.g., thesis title)
- Writing improvements, including grammar and spelling corrections (e.g., Grammarly)
- Language translation (e.g., DeepL) without generative AI alterations/improvements
- Research task assistance (e.g., finding survey scales, qualitative coding verification, debugging code)
- Using GenAI as a search engine tool to find academic articles or books

☑ I declare that I have used generative AI tools, specifically Grammarly, in the process of creating parts or components of my thesis. The purpose of using these tools was to aid in generating content or assisting with specific aspects of thesis work.

☐ I declare that I have NOT used any generative AI tools and that the assignment concerned is my original work.
Signature: [digital signature]
Date of Signature: [Date of Submission]

Extent of AI Usage
☑ I confirm that while I utilized generative AI tools to aid in content creation, the majority of the intellectual effort, creative input, and decision-making involved in completing the thesis were undertaken by me. I have enclosed the prompts/logging of the GenAI tool use in an appendix.

Ethical and Academic Integrity

☑ I understand the ethical implications and academic integrity concerns related to the use of AI tools in coursework. I assure that the AI-generated content was used responsibly, and any content derived from these tools has been appropriately cited and attributed according to the guidelines provided by the instructor and the course. I have taken necessary steps to distinguish between my original work and the AI-generated contributions. Any direct quotations, paraphrased content, or other forms of AI-generated material have been properly referenced in accordance with academic conventions.

By signing this declaration, I affirm that this declaration is accurate and truthful. I take full responsibility for the integrity of my assignment and am prepared to discuss and explain the role of generative AI tools in my creative process if required by the instructor or the Examination Board. I further affirm that I have used generative AI tools in accordance with ethical standards and academic integrity expectations.

Signature:

Date of Signature: 27-06-24