



## Incel language and stereotypes

<p>'Pilling' - Concept comes from the red pill/blue pill metaphor from The Matrix (1999)</p> <ul style="list-style-type: none"> <li>• <b>Red</b> Pill - realisation that feminism and modern society works against men. The red-pilled have realised women are only interested in high-status men.</li> <li>• <b>Black</b> Pill – fatalistic belief that looks, height, and genetics completely determine male romantic success and self-improvement is hopeless.</li> <li>• <b>Blue</b> Pill – ignorant of "reality" as defined by red-pilled or black-pilled individuals and believe in love and equality.</li> <li>• White pill - represents hope (opposite of the black pill) that men can improve their circumstances with effort.</li> </ul>	
AWALT	(All Women Are Like That) – Belief that all women are inherently manipulative, superficial, or untrustworthy.
Becky	Dismissive term for an average or "plain" woman
Beta	Opposite of an alpha male
Chad	Alpha male; attractive, confident, and perceived to have easy access to relationships with women. 'Chad' is usually white, 'Tyrone' is black, both are young and muscley
Cope	Used to mock those who try to improve themselves or disagree with incel ideology
Cuck	Male whose partner has cheated on them with a Chad.
Foids (Femoids)	Dehumanising term for women, short for "female humanoids"
LDAR	Stands for 'lay down and rot' reflecting a hopeless outcome.
Looksmxing	Idea that incels must improve their appearance (often in extreme ways) to have any chance at relationships.
Normies	Conformists who are not part of the incel subculture
Roastie/Holes	Derogatory term for women
Simp	Overly submissive male who does too much for women without receiving anything in return.
Stacy	Attractive, desirable woman who is shallow and only interested in "Chads."