

Misogyny

Giving parents and carers everything they need to know about online issues, including insights and experiences direct from young people.

What is misogyny?

Misogyny is the hatred or dislike of, or prejudice against, women and girls. This can be shown through a wide variety of behaviours including devaluing women's opinions or abilities, objectifying women, or violent behaviours such as threatening women. Online misogyny includes:

Misogynistic comments under videos made by women

Influencers using their platform to share misogynistic views

Casual sexism or misogyny in chats between friends

Sexualised comments when playing as female characters or using female avatars

"...hate towards girls and women and even just thinking, like having assumptions about how girls should be or how they should act' Young person, 18

What are young people's concerns about misogyny?

- It can normalise harmful behaviours online and offline, affecting how people treat women and girls in their lives, such as boys not following instructions from female members of staff
- It can affect women and girls' self-confidence or change their behaviours both online and offline such as being less likely to post online or speak up
- It can lead to women and girls being harassed in online and offline spaces
- It may lead to physical violence against women and girls online and offline
- It can lead to exclusion of women and girls
- It can lead to further hateful views

Where are young people seeing or experiencing this online?

- Social media
- Influencers
- Comments on posts and videos
- Video platforms such as YouTube
- Games and gaming chats
- Forums
- Messages and links from friends
- Group chats
- Messaging platforms with people they only know online

"You can't escape it at all." Young person, 16

What are the concerning behaviours and attitudes to look out for?

There are no simple or clear things to look out for. Some vulnerabilities that people with misogynistic views can exploit in children are: anger, isolation, resentment, jealousy, loneliness, self-esteem issues and stress.

Listen out for:

- Comments about kindness and empathy being weak
- A perception that boys and men are losing power and influence
- Expressing the belief that people should conform to traditional gender roles

What do young people want parents and carers to know about misogyny?

- Young people are seeing this content more than you think
- It can start at a young age and is not always obvious
- Algorithms push this content to boys, regardless of what they are interested in

'I think it poses like a real threat to women as a whole' Young person, 16



How can parents and carers help with this issue?

We would recommend that you work on the basis that your child will be seeing misogyny online now or will see it in the future.

- Have discussions with your child about misogyny online and how it impacts people
- Clarify that these beliefs and behaviours are not ok, and not just something we have to accept as part of going online
- Support your children when they are upset by misogynistic content and report misogynistic posts and accounts. Remind them to come to you if they see misogyny online
- Use parental controls and content filters to limit the chances of them seeing harmful content
- Supervise younger children and choose age-appropriate games and apps for older children
- Question and break down any misogynistic comments, views or attitudes that your child displays and in anything they watch or listen to. Remain calm and non-judgemental in these discussions

'Parents need to be having these conversations with their kids instead of kind of brushing it off as like an online game or something that doesn't really matter.' Young person, 17

Talking to your child about misogyny online

Here are some discussion points and questions that you can use with your child. We have grouped them by age but would encourage you to look at all the ideas and choose the ones most appropriate for your child.

	Under 11s	11-14s	15-18s
Explore	Explore their experiences of disrespectful or mean behaviour online. • Do you see girls being treated differently in games or in the comments? • What would you tell someone who is being treated unkindly because of their gender?	Explore their understanding of misogyny and when young people might see or experience it. • Do you know what misogyny is? • Do you only see or hear misogyny online?	Explore the types of misogyny that exist online and what can be done about it. • Is misogyny an issue amongst young people your age? • What do you do when you see misogyny online?
Discuss	• How these mean comments can make girls and women feel. • Any thoughts or questions they have.	• Actions people can take if they see misogyny online • What can happen when these views are not challenged	• How misogyny spreads online and impacts women and girls • How misogyny is part of the wider experience of prejudice, discrimination and violence against women and girls • How young people can work together to challenge misogyny that appears online
Support	Encourage them to talk to you if they see or hear anything targeting women and girls online. Work together to find and look at the reporting systems on the apps and games they use. Find further support or information from specialist services like Stop Hate UK		

