

HOW TO TACKLE ANDREW TATE'S EXTREME MISOGYNY AND IT'S IMPACT ON YOUNG PEOPLE



Who is Andrew Tate?

Andrew Tate is a content creator who became a major internet celebrity in 2022. He is a former professional kickboxer who in 2016 acquired notoriety after appearing on the reality TV show *Big Brother*. Tate was asked to leave the show after due to a sexual assault and physical abuse investigation.

Andrew Tate made his money from operating a pornographic webcam business, while also producing his own content for YouTube where he spoke about a range of issues, most notably attacking feminism and insulting women.

In late 2022, Tate was arrested on charges of human trafficking and he is accused of running a “lover boy” scheme, tricking women into romantic relationships with him and then forcing them to create explicit content for OnlyFans.

HOPE not hate polling has found that over 67% of young people have watched, listened to or read content from Andrew Tate.

This is greater than the proportion of our poll who had heard of Prime Minister Rishi Sunak (67%), London mayor Sadiq Khan (45%) and Labour leader Keir Starmer (42%)

Why does Andrew Tate pose a danger to young people?

Due to his extreme misogyny, racism and homophobia, Tate poses a real danger to young people online. Large numbers of young men are consuming his content and he is widely celebrated for having brought back ‘traditional masculinity’.

Tate’s misogynist, homophobic and racist content is seen online by millions of young people. His confidence, his money and his lifestyle are all carefully crafted to make his brand of hateful content seem aspirational.

Tate’s violent misogyny is harmful and he goes far beyond ‘women belong in the kitchen’ jokes. Tate’s targeting of young men has had a direct negative impact on young women as his ideas are carried by young men both on and off-line.

Consuming Tate’s content often opens young men up to more extreme content. Tate is a close associate of the far-right extremist Stephen Lennon (aka Tommy Robinson) and has a long history of close association with a variety of far-right figures in the UK and America. Tate is able to bring followers in with his misogynistic content and then introduce them to his far-right friends and his dangerous conspiracy theories.

HOW CAN I SPEAK TO YOUNG PEOPLE ABOUT ANDREW TATE AND WHAT SHOULD I DO WHEN ANDREW TATE IS BROUGHT UP?

1. Check in with them, are they aware impact of what they have done/said?

Often children are simply unaware of the impact that some of the language they use can have on people around them. This can be because either they have not thought through the consequences or they believe the phrase is considered mainstream and deemed acceptable to use (e.g. "That's so gay"). Getting young people to understand the full impact and empathise with those affected can prevent issues from reoccurring.



2. Ensure they fully understands why it is wrong

Without fully understanding why certain comments – such as belittling girl gamers – are unacceptable, young people are unlikely to change their behaviour. Simply being told off for being misogynistic normally only teaches them not to use that language in front of you.

Try getting them to comprehend why you disapprove will help them reassess their actions so that they can remove those thoughts or opinions through their own evaluation.



3. Allow open discussion on the topics

With the internet and social media, it is very easy for young people to



access extreme opinions and beliefs. People like Tate work hard at dressing up their beliefs on social media to make them seem appealing to hook people into their group. Then they will drip feed more and more extreme ideology. Allowing children to ask questions on items they have seen online without fear of rebuttal will create a more healthy dialogue where there can be sensible discussions about the dangers these ideologies can lead to.

4. Don't leave any issue unaddressed

Extreme beliefs and hatred towards another group often starts with the smallest of things. Sexist jokes and casual discriminatory language often go unchallenged but start the process of normalising these opinions. Best option is to calmly nip it in the bud.



WHERE CAN I FIND MORE SUPPORT ON ISSUES LIKE THIS?

At HOPE not hate we work with teachers, pupils and parents to help them recognise and tackle the signs of hate through education workshops and training.

We work with hundreds of schools to train teachers and teach students to challenge prejudice.

To request a session for a school, or to donate to keep these resources free to schools visit:

<https://hopenothate.org.uk/communities/in-schools/>

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