

Who is
Andrew Tate
and why do young
men relate to him?

RESEARCH SERIES

**What's really going
on with young men?**



EDITION 3
January 2023



Andrew Tate has been described as the ‘Trump for Teenagers’. So who is he and what do young men really think about him? What is it about him and his perspectives that young men connect with, and what is it that they don’t like? Most importantly, what is this telling us about the current state of masculinity and what do we need to do moving forward? We decided to get a preliminary ‘pulse check’ on Tate and asked 1,300+ young men about their perspective - their responses are presented in this report.



Acknowledgement of Country

The Man Cave acknowledges the traditional custodians of the land on which our offices are located, the Wurundjeri people of the Kulin Nation, and we pay our respects to elders past, present and emerging.

We acknowledge that Sovereignty has never been ceded and that Aboriginal and Torres Strait Islander people continue to live in spiritual and sacred relationships with this country.



The Man Cave (TMC) is an Australian preventative mental health and emotional intelligence charity empowering communities to raise generations of healthy young men.

Introduction

In late 2022, Andrew Tate became a household name for young men globally. In a matter of months, he gained a substantial online audience amounting to 740,000 followers on Youtube and 4.6 million followers on Instagram before his account was deleted (Holpuch, 2022). As his following grew online, his followers and perspectives transferred to the physical world too. In particular, the influence of his views moved into Australian classrooms, leaving educators feeling frustrated, parents confused and young women feeling unsafe.

Our school program facilitators began to notice Tate’s increasing influence in classrooms with boys, while educators told us of their growing concerns. As an organisation that seeks to empower communities to raise generations of healthy young men, we wanted to find out more about his influence and impact, digging beyond the surface level.

In this third edition of our research series, we share the findings from a survey of 1,300+ young men conducted in late 2022. While this research was brief (5 questions), we decided it was important to get an initial understanding of the impact Tate was having on young people and educators. The findings paint a picture of why Andrew Tate is - or is not - resonating with young men, highlight a deeper need in young men that is not currently being met, and outline steps that can be taken to counter his influence. In partnership with Dr Katie Wood (Clinical Psychologist) and Dr Catherine Orr from Swinburne University, we’re excited to share this research with you.

Who is Andrew Tate?

Tate is a former kickboxer and reality TV star who exploded on social media in late 2022, quickly gaining a global following amongst young men. He was born in the US, grew up in the UK and had a challenging childhood with divorced parents and no wealth, a story he uses to paint himself as a self-made man.

Tate's Hustler's University

Interestingly, Tate blew up on social media because his followers and students from his Hustler's University (HU) course were posting videos to social media. HU is an online course that teaches young people, some as young as 13, how to be a modern entrepreneur and make money from cryptocurrency and other technology. As part of their US\$50/month membership, users were encouraged to post Tate's content to their personal social media pages. The content ranged from general motivational videos aimed at inspiring men to take on a physically healthy lifestyle, to more dangerous content that was explicitly misogynistic, homophobic, sexist and conspiratory.

Romanian arrest

In January 2023, Tate, his brother and two others were arrested by Romanian authorities on allegations of human trafficking. Authorities allege "the suspects formed an organised crime group in early 2021 with the purpose of recruiting, housing and exploiting women by forcing them to create pornographic content meant to be seen on specialised websites for a cost." They deny the charges.

What do young men think?

The story has evolved very quickly in just a few months and his influence on young men, as well as concerns around the radicalisation of young men online in general, has been a point of unease for parents and educators around the world, including Australia. While concern and commentary has grown about his influence on young men, no one has actually asked young men directly about their perspective. We wanted to understand if young men actually know who Andrew Tate is, and if they did, how much they actually relate to or look up to him.

Why this is important

Our research with young men over the past two years has demonstrated that they feel disconnected from the world around them and disempowered to take part in crucial conversations around topics like mental health, masculinity and consent.

We know the end result of boys feeling disconnected and disempowered are the harrowing statistics we know all too well: high rates of male suicide and gender-based violence.

Investing in positive, preventative mental health and emotional intelligence programs like ours provides us with a real, rare opportunity to change these narratives, and we can't waste it. Understanding what young men think about Andrew Tate, and masculinity more broadly, provides us with a helpful roadmap for change.



What young men really think of Tate

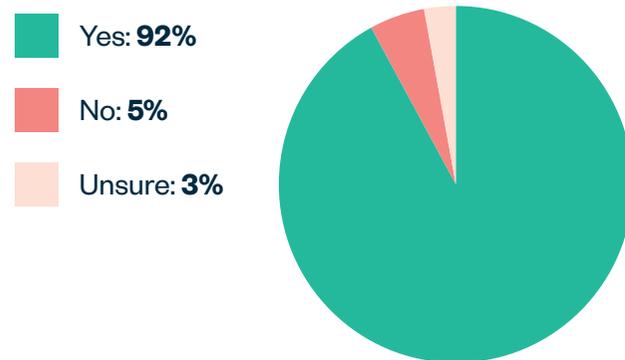
What did we do?

Between September and November 2022, we asked 1,374 young men to respond to 5 questions as part of our post-workshop evaluation.

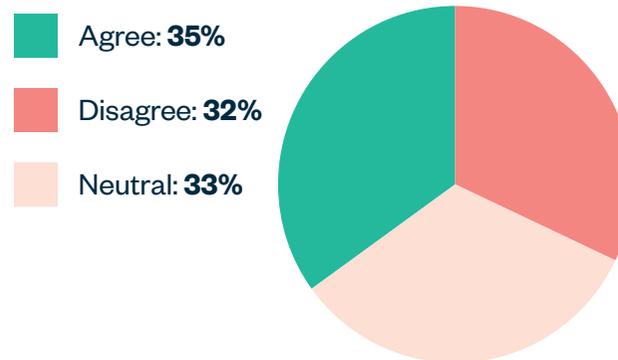
We calculated the quantitative responses and also conducted a thematic analysis on the two qualitative results for the young men that knew Tate (1,258). Responses were coded into key themes, while also being coded as either 'for' (eg. in support of) or 'against' Tate (eg. not in support of) and also 'split' (eg. both for and against Tate). Comprehensive demographic data, methodology and results are included in the appendix.

What did we find? Summary of Findings

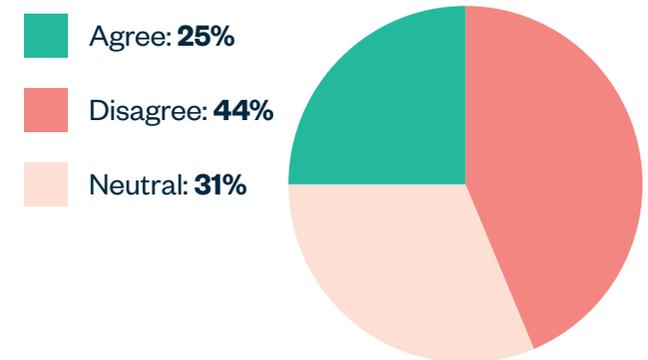
Do you know of Andrew Tate?



To what extent do you agree or disagree that Andrew Tate is relatable?



To what extent do you agree or disagree that you look up to Andrew Tate as a role model?



Why young men *do* connect with Tate

We found that over one-third of boys (35%) reported 'relating' to Tate and a quarter (25%) reported 'looking up to him as a role model'. We asked young men to explain their answer and found 4 overarching themes emerge from their responses (refer to appendices for comprehensive findings):

1. He has an inspirational work ethic

"I think he is right in the sense that you have to have a killer mentality to get where you want to be"

2. He voices relatable opinions and beliefs about the world

"He has right opinions and knows what he's talking about"

3. He is a brave, confident and caring person

"Being so confident about himself and being so brave to fight for what he feels is right"

4. He defends men and traditional male values

"I can relate to having to step up as a man and provide for others"

Why young men *don't* connect with Tate

We found nearly one-third of young men (32%) reported not 'relating' to Tate and nearly half (44%) reported not 'looking up to him as a role model'. We asked young men to explain their answer and found 5 overarching themes emerge from their responses (refer to appendices for comprehensive findings):

1. He is misogynistic and sexist

"He's a misogynist and his views on women, and their relationship with men, is terrible."

2. He holds the wrong views and values more broadly

"His ideals are really off the mark. His views and treatment of others goes against everything I have ever held to be true."

3. He is a rude, arrogant, bad person

"He is an egotistical and arrogant guy."

4. He promotes toxic masculinity and traditional male stereotypes

"He's a poor role model because he tries to make people live up to a stereotypical man."

5. He exploits others for his personal gain

"He scams the fans who look up to him for money."

Why some young men *sit on the fence*

Around a third of respondents (33% and 31% respectively) neither agreed or disagreed that they found Andrew Tate to be relatable or a role model. When we analysed the open-text responses, we found 3 key themes:

1. They hadn't formed an opinion on him yet

"I don't know much about him so I would not be able to say"

2. They didn't feel able to articulate an opinion

"I'm not sure"

3. They had a split perspective on him

"I do not relate to some of the jokes he makes but he is misunderstood, he is trying to show men how to be strong again and steer away from the softness that the world is making"

Digging deeper

When we analysed the open-text responses to both questions, we found 10% of responses represented a 'split opinion', where young men expressed they connected with some aspects of Tate's character and opinions, but not with others. For example:

*"**Anything** relating to hard work and the outcomes it can have I agree. **However** any outlook that brings women down and says they need men to provide for them. That's all nonsense."*

*"I relate to the fact that he is able to inspire young individuals around the world to stand up for themselves and improve themselves **but** I don't resonate with his toxic, sexist, and misogynistic side of conversation."*

*"He's good in the sense that he doesn't care about what others think- which is a good way to see life. **But** he is a poor role model in the way that he doesn't take accountability for his words and actions."*



From the experts

We partnered with **Swinburne University** on this project, who validated the data analysis and provided an expert opinion on why young men are so drawn to Tate.

Authors

Dr Katie Wood (Associate Professor)

Dr Catherine Orr

Swinburne University of Technology



Adolescence is a period of significant maturation of cognitive and social skills¹.

These changes support the process of individuation whereby young people **establish their own identity** and **self-concept**. As part of identity exploration, adolescents often look for role models with whom they can relate and, unlike in childhood, these role models are often found outside the family unit ^(2,3). **Public figures** are relevant to identify formation because they provide different versions of the self that can be **experimented with** ^(3,4). When adolescents feel restricted in their social environment, like during COVID, then their identity can be shaped through **developing connections, albeit unrealistic ones**, with role models who are less accessible and who might also be from different **sociocultural backgrounds** ⁽³⁾.

The current findings suggested that Andrew Tate's particular success as an influencer might be due, in part, to the fact that he **talks explicitly about identity and the roles that men should be fulfilling**.

Adolescents are more receptive to novel experiences and people but, with increasing maturation, they are better at making independent decisions. They can also better organise their thinking about different topics, and have greater capacity to integrate more complex information ⁽⁵⁾. While the process of identity formation involves **exploration of different role models**, young people also have the capacity to reject influences that are not consistent with their developing values and ideal self. Unlike children, **adolescents are also better at theorising** about abstract information, and debate what is just and true ⁽⁶⁾. This helps to explain why some of the young men surveyed were able to think beyond the explicit content presented by Tate to consider the wider implications for them and society. Understanding the adolescent brain also helps to explain why **some of the boys expressed ambivalence** about Tate: **they admired his motivation and his strong work ethic but rejected his views about women**.

Critically, we note that these data were collected **before Tate's recent arrest** and the revelations of the harm that he is accused of causing. We can see how young men have the capacity and the motivation to **integrate these events** into their impressions of Tate. Taken together, the findings reinforce the important need for young men to encounter a variety of **role models**, and for the adults in their lives to remain **curious, respectful and validating** about how they are navigating the process of **identity formation**.



What next?

Conclusion

It's clear that Tate is a **divisive character** and the fact that young men are drawn to him is something we should be concerned about. While he provides great **motivational advice**, this also comes with **dangerous misogynistic** and sexist perspectives that young men are adopting as part of his broader belief system. **Now is not the time** to let the algorithm continue to serve content to young men that is toxic. We need to intervene.

Whether you support Tate or not, seeking to shut down discussion around him is **not the path forward**. This would only be a **band aid solution** that does not address the root cause - young men lacking healthy male **role models**. From our work, we know many boys feel disconnected from the world around them. We know they are desperate for positive stories and examples of what it means to **be a man of character, conviction and clarity**.

This is the **void** that men like Tate seek to fill, and right now, it's working.

The radicalisation of young men into extremist groups through online forums and social media platforms is already happening in Australia and beyond. These young men are **feeling alienated by society**, and Tate along with many others, are providing young men with a sense of **belonging** that they're not getting anywhere else.

The popularity of men like Tate reinforces the need for **preventative, early intervention services** which provide teenage boys with impactful programs, healthy male role models and resources. Programs like ours, which are delivered by our group of **diverse, relatable, highly-trained facilitators**, do exactly this.

If we want to help **steer boys away** from people like Tate, telling them off won't work. We need to give boys the **space to express themselves** and explore with them the **nuance** of highly-charged topics. We also need to stop telling young men what version of **masculinity they 'shouldn't be'** and present back to them an **evolved and clear model** that is attainable and inspirational.

How to have the Tate chat

From our programs working with nearly 40,000 young men, we've learned a few key principles about how to have challenging conversations. Here are 5 tips for how you can have the 'Tate chat' with a young man that connects with him:

1. Do your research

Before you jump to criticising Tate, establish your own informed opinion. Watch some of his content (see page 9) and see how it lands with you - what do and don't you agree with and why?

2. Create the space

Create the space to have the 'Tate chat' sooner and do so with an intention of understanding and curiosity. Invite the other person in and help them feel like it's a safe space.

"Have you heard of Andrew Tate? Can we talk about him? I don't know much about him and would love to hear from you."

3. Seek to understand

You will have a far more productive conversation if you seek to understand their perspective. If they feel that you're looking to prove them wrong and catch them out, they will most likely withdraw. (**tip: you need to also genuinely be curious**)

"I'm curious to understand - what is your opinion on Andrew Tate and his content?"

4. Close powerfully and acknowledge them

Once you feel like the conversation has reached a natural conclusion, thank them for being so open. If you feel comfortable, you can also acknowledge them for leaning into the conversation.

"Thanks for sharing your honest perspective, I know it takes courage to do that, and it's helped me understand."

5. Stay connected and curious

Andrew Tate is just one small part of what is real in young men's worlds at the moment. Remaining curious about their experiences whilst also sharing your own will create deeper relationships.

The above might seem simple, but putting it into practice is the important part, especially if you don't agree with the person you're speaking with.

Want to have a group chat?

Want to create space at your school to have a chat with your students about Tate? We're seeking expressions of interest for a new educator training program that will give you the tools, process and training from our expert team to have the chat.

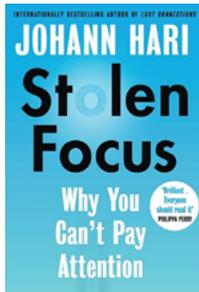
To **express your interest**, please email us at hello@themanecave.life
To **stay across our research and impact**, jump onto www.themanecave.life



Learn more

Want to learn more about Andrew Tate and why he's appealing to young men? Here's a list of helpful resources we've been leaning on at the Cave!

Read



Stolen Focus

Johann Hari

Hari is an investigative journalist who outlines the social media-driven world we live in today and how it's impacting our lives. An insightful and confronting book that explains a lot.

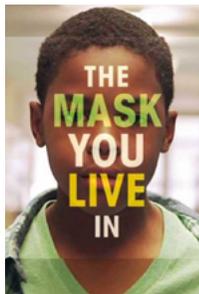


The Making of Men

Dr Arne Rubinstein

Arne left medicine 25 years ago after seeing countless teenage boys through his practice that were withdrawn and disengaged. His book will help you better understand the world of a teenage boy and how you can support him to grow into a healthy young man.

Watch



The Mask You Live In

Documentary

A groundbreaking documentary that unpacks the pressures young men face during their teenage years and the devastating impact it has on their lives and the people around them.

[Click here to watch on YouTube](#)



The Social Dilemma

Netflix Documentary

This documentary is a riveting journey that will show you just how much our lives are impacted by social media technology, and especially how it impacts young people.

[Click here to view on Netflix](#)

Listen



Australia Today's Morning Agenda

with Natarsha Belling

Hunter Johnson, Man Cave CEO, speaks to Natarsha Bellings about why we're seeing an increase in emotional, physical and sexual abuse and how young people being exposed to online content is impacting their mental health.

[Click here to listen online](#)



ABC News Daily

Matt Defina, Head of Impact & Organisational Psychologist at Man Cave, speaks with Samantha Hawley about who Tate is and why young men are connecting with him.

[Click here to listen online](#)

Overheard

There's a few phrases connected to Tate that you might have overheard in the hallways or at home. They showed up in our data as well, so here's a little explanation of what they actually mean.

Top G

24 young men (2% of respondents) referenced Tate being a Top G (e.g. "He's a top G and a legend"). 'G' in this context generally denotes 'gangster', and refers to Tate being seen as highly-skilled, intelligent and successful, a man who is respected for his power and influence.

What colour is your Bugatti?

16 boys (1% of respondents) referenced Bugattis e.g. "he has a Bugatti, I don't" and "what colour is your Bugatti?" It has become a common catchphrase used to deflect serious discussion about Tate, inferring that people who are anti-Tate don't have status symbols like luxury cars.

Want to understand for yourself?

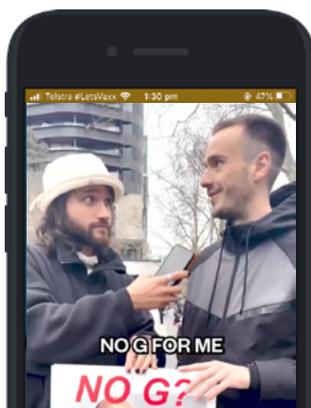
[Click here](#) for a short, 4min compilation of some of Tate's content.

Warning: this clip contains swearing and abrasive content that can be triggering.

Our interview with young people on Tate

We hit the streets late last year to ask young people what they thought of Tate. Their opinions might surprise you.

[Click here to view](#)



Acknowledgements

This Report

The report is part of an ongoing series - 'What's really going on with young men?' The report was prepared by The Man Cave in partnership with Swinburne University who reviewed the data analysis and contributed to the paper.



STUFF™

TMC is also sponsored by STUFF, an ethical hygiene brand for men. STUFF donates a portion of sales to The Man Cave and has supported over 400+ young men from low socio-economic backgrounds to go through our programs. If you want to support us, buy STUFF.

www.websiteofstuff.com

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Authors & Contributors

Matt Defina

Head of Impact, Organisational Psychologist
The Man Cave

Freya Rowland

Impact & Research Coordinator
The Man Cave

Dr Katie Wood

Clinical Psychologist & Course Director
(Master of Psychology & Master of Counselling)
Swinburne University

Dr Catherine Orr

Clinical Neuropsychologist & Course Director
(Clinical Psychology)
Swinburne University

Research Background

Research Approach

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Improvements

Further Research

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Research Approach

Aims & Hypotheses

This research intended to answer the following questions:

- How popular is Andrew Tate with young men?
- Do young men relate to him? Why?
- Do young men look up to him? Why?

Method

We collected data from boys who attended our Level 1 school workshops over a two month period from 04/09/22 to 07/11/22. These are day-long workshops which we deliver in school to groups of approximately 30 boys, led by teams of our facilitators. We delivered approximately 75 workshops during this time period and gathered results from 1,374 young men.

We collected data through a survey, which we administered to participants as part of our standard post-workshop evaluation surveys. Our facilitators oversaw survey completion at the end of each day's workshop. Each school that participated gave pre-approval for us to ask participants questions about the program along with more general questions about what they're connecting to in their lives (eg. Andrew Tate).

We asked participants the following five questions:

1. Do you know who Andrew Tate is? (Yes / No / Unsure)
2. To what extent do you agree or disagree that Andrew Tate is relatable? (5-point Likert scale from 'strongly disagree' to 'strongly agree')
3. What is it about him that you do or don't relate to? (Open-text responses)
4. To what extent do you agree or disagree that you look up to Andrew Tate as a role model? (5-point Likert scale from 'strongly disagree' to 'strongly agree')
5. What makes him a good or poor role model in your eyes? (Open-text responses)

Demographic Data

Year Level

1,374 boys responded to our survey. Year group data is attached to just over ¾ of survey responses (1,057 responses, 77% of all responses). This is a result of how our internal data and survey administration systems work; if a boy doesn't follow all survey completion processes as intended, such as only completing the post-workshop survey and not the pre-workshop survey as well, it results in some gaps in what data is associated with their survey responses. However, we have year group data for a significant proportion of survey responses, as outlined below.

Table 1: Year level of questionnaire respondents

Year group	Number of responses	Percentage of responses
7	97	9%
8	282	27%
9	313	30%
10	211	20%
11	42	4%
12	112	11%
Totals*	1,057	100%

*We have year group data on 1,057 respondents (77% of total respondents)

School Type & Location

Respondents came from 31 schools. We have school type, region type and state data attached to nearly every survey response. Where we don't, it is because boys have incorrectly responded to the survey question that asked them to select their school, and have either selected the wrong school (instances of this identified by there being only a single response from the whole data set purportedly from that school) or have typed in their own first name and surname instead of school name.

Table 2: State (VIC or NSW) in which respondents go to school

State	Number of responses	Percentage of responses
VIC	879	67%
NSW	441	33%
Totals*	1320	100%

*We have year group data on 1,320 respondents (96% of total respondents)

Table 3: Type of region in which respondents go to school

State	Number of responses	Percentage of responses
VIC	879	67%
NSW	441	33%
Totals*	1320	100%

*We have year group data on 1,320 respondents (96% of total respondents)

Table 4: Type of school which respondents attend

State	Number of responses	Percentage of responses
VIC	879	67%
NSW	441	33%
Totals*	1320	100%

*We have year group data on 1,320 respondents (96% of total respondents)

Results

Knowledge of Andrew Tate (Q1)

We received 1,374 responses to Question 1, 'Do you know who Andrew Tate is?'. We found that 1,258 respondents (92%) said 'Yes', they did know who Andrew Tate was. 75 respondents (5%) said 'No' and 41 respondents (3%) said they were 'Unsure' who Andrew Tate was. Each of the subsequent questions did not garner as many responses as Question 1. We have inferred that this is because, while 1,374 boys started the survey, there was a slight drop-off in completion rates as boys moved beyond this first question through the rest of the survey. Each subsequent question garnered 1,264 responses.

Quantitative Analysis & Results (Q2 & Q4)

We received 1,264 responses each to Questions 2 and 4, 'To what extent do you agree or disagree that Andrew Tate is relatable?' and 'To what extent do you agree or disagree that you look up to Andrew Tate as a role model?'. For questions 1, 2 and 4, we grouped responses together into agree/strongly agree, neutral and disagree/strongly disagree. This gave us both the count and the percentage of responses which fell in each category in the limited-set response options.

We carried out quantitative analysis of the responses on Qualtrics using the in-built Stats iQ software. This software allowed us to exclude responses to Questions 2 and 4 from boys who were not familiar with who Andrew Tate was. The logic behind this exclusion was that boys who weren't familiar with who Andrew Tate was would not be able to meaningfully tell us what opinions they had on him. Once these responses were excluded, we were left with 1,226 responses to Questions 2 and 4 on which to carry out our data analysis.

Question 2: To what extent do you agree or disagree that Andrew Tate is relatable?

Table 6. Categorisation of responses to survey question 2

Response category	Count	Percentage
1 = Strongly disagree AND 2 = Disagree	396	32%
3 = Neither agree nor disagree	400	33%
4 = Agree AND 5 = Strongly agree	430	35%
Totals	1,226	100%

Question 1: Do you know who Andrew Tate is?

Table 5. Categorisation of responses to survey question 1

Response category	Count	Percentage
Yes (1)	1,258	92%
No (2)	75	5%
Unsure (3)	41	3%
Totals	1,057	100%

Question 4: To what extent do you agree or disagree that you look up to Andrew Tate as a role model?

Table 7. Categorisation of responses to survey question 4

Response category	Count	Percentage
1 = Strongly disagree AND 2 = Disagree	545	44%
3 = Neither agree nor disagree	375	31%
4 = Agree AND 5 = Strongly agree	306	25%
Totals	1,226	100%

Quantitative Analysis & Results (Q3 & Q5)

We received 1,264 responses each to Questions 3 and 5, 'What is it about him that you do or don't relate to?' and 'What makes him a good or poor role model in your eyes?'. We carried out qualitative analysis of the responses on Qualtrics using the in-built Text iQ software. Once we had excluded the responses of boys who were not familiar with who Andrew Tate was, we were again left with 1,226 responses to Questions 3 and 5.

We ran a thematic analysis on the responses to Questions 3 and 5. We ran this thematic analysis on two levels. Starting with a high-level categorisation, we coded all responses according to whether they included a meaningful reason 'FOR' him being a role model, 'AGAINST' him being a role model, represented a 'SPLIT' opinion by alluding to both reasons for and reasons against, or did not include any reasons and so were coded as 'OTHER'. To illustrate this high-level categorisation, examples of each are given below:

- 'FOR' = "I think he's a great role model because he has a strong work ethic"
- 'AGAINST' = "I disagree with his attitudes towards women"
- 'SPLIT' = "I relate to his life story and how he's overcome challenges, but I don't relate to his over the top lifestyle"
- 'OTHER' - "I don't know"

Responses coded as 'OTHER' were excluded from further data analysis.

We ran a more detailed thematic analysis to pull out sub-themes within each main category. For example, within 'FOR', some sub-themes include 'He defends men and traditional male values' and 'He motivates them to be their best selves'.

Some boys' responses have been codified with multiple themes and sub-themes if they provided more than one reason for and/or against in their response. This resulted in a higher number of overall coded 'tags' than there were boys' responses, because some responses attracted multiple tags.

Question 3: What is it about him that you do or don't relate to?

We received a total of 1,226 responses from participants. 337 responses were deemed not applicable and coded as 'Other' (refer to the above section for an explanation), leaving a total of 889 responses to analyse. The remaining responses were coded based on the key themes

that appeared, resulting in some responses receiving multiple thematic tags. Therefore, for this question, a total of 1132 tags were generated (see table below for more detail). Additionally, 140 responses were tagged as 'split'.

For or Against AT being relatable?	Response reason	Number of tagged responses	Percentage of 'For' or 'Against'	Quotes
Against	Misogyny and sexism	247	40%	i think that what he said about women is wrong and unkind. I am not a sexist man.
	Views and values (controversial, disrespectful)	104	17%	His ideals are really off the mark. His views and treatment of others goes against everything I have ever held to be true.
	Arrogant and materialistic	72	12%	He is an egotistical and arrogant guy. His obsession with materialistic possessions, and how that defines his identity, whether it be cars or women.
	Bad character (rude, immoral)	64	10%	He's not a good dude. He's just an aresehole.
	Toxic masculinity and male stereotyping	57	9%	He is relatable in that men can find it empowering to hear this voice tell them all the things they should be, but he promotes ideas of toxic masculinity that are outdated and harmful to young men
	Exploitative	34	6%	He scams the fans who look up to him for money. He got rich by doing not so good things and got famous by saying controversial things.
	Extreme communication style	25	4%	i think he is an extremist who goes to far. Just think he's over the top.
	Appearance (bald)	9	1%	I'm not bald
Total Against		612	100%	
For	Views and values (truthful, knowledgeable)	138	27%	he has right opinions and knows what his talking about
	Good character (brave, caring, cool)	99	19%	Being so confident about himself and being so brave to fight for what he feels is right
	Work ethic and motivation	85	16%	think he is right in the sense that you have to have a killer mentality to get where u want to be
	Defends men and traditional male values	81	16%	i can relate to having to step up as a man and provide for others
	Business and finances	31	6%	his view points on money and buisnesses
	Attitude to women	24	5%	That girls are very complicated to deal with
	Attitude to men's mental health	23	4%	I relate to the fact that you should use your emotions as motivation for you to do better, whether that be going to the gym or a more mental change
	Similar life experiences (kickboxing, challenges, bullying)	16	3%	We have both had problems. Him being bullied in primary school
	Misunderstood and vercriminalised	12	2%	The fact that he is persecuted because of snippets of what he says taken out of context and scrutinised.
	Appearance (bald)	11	2%	i am a guy so is he
Total For		520	100%	
Total Tags For and Against		1132		
Split Responses		140		

Question 5: What makes him a good or poor role model in your eyes?

We received a total of 1,226 responses from participants. 362 responses were deemed not applicable and coded as 'Other' (refer to the above section for an explanation), leaving a total of 864 responses to analyse. The remaining responses were coded based on the key themes

that appeared, resulting in some responses receiving multiple thematic tags. Therefore, for this question, a total of 1,098 tags were generated (see table below for more detail). Additionally, 114 responses were tagged as 'split'.

For or Against AT being relatable?	Response reason	Number of tagged responses	Percentage of 'For' or 'Against'	Quotes
Against	Misogyny and sexism	192	32%	He's a misogynist and his views on women, and their relationship with men, is terrible.
	Views and values (controversial, disrespectful)	169	28%	His values are completely backwards" and "I just don't believe everything he says
	Bad character (rude, immoral)	63	10%	He's just not a good person
	Toxic masculinity and male stereotyping	61	10%	He's a poor role model because he tries to make people live up to a stereotypical man
	Exploitative	60	10%	I find him as a poor role model for young men, as he largely takes advantage of his young male audience to run a pyramid scheme
	Arrogant and materialistic	31	5%	He thinks he's better than everyone
	Extreme communication style	21	3%	I think he is a bad role model not cause of what he says but the way he words it", he "Makes good points but takes it too far
	Appearance (bald)	10	2%	He's bald
Total Against		607	100%	
For	Work ethic and motivation	153	31%	His ability to give motivation in being in better health
	Good character (brave, caring, cool)	115	23%	How he shows who he is and doesn't care what people think about him
	Defends men and traditional male values	112	23%	He tells men that they matter and women are only trying to put you down to be stronger than you
	Views and values (truthful, knowledgeable)	111	23%	He can be good as he is wise and says some smart stuff
Total For		491	100%	
Total Tags For and Against		1098		
Split Responses		114		

Limitations & Improvements

It's important to acknowledge limitations and improvements for future research. There were 2 key limitations.

Firstly, we asked participants the same question to describe how they do or don't relate to Andrew Tate, or do or don't think of him as a role model. This led to the unintended consequence that it allowed boys to give reasons for or against him being relatable/a role model, regardless of whether they'd previously indicated that they themselves did or didn't relate to him. So, for example, some boys who had previously indicated that they strongly relate to him, then gave reasons why they didn't relate to him to some extent (presumably to qualify their previous answer), rather than provide what we wanted, which was an explanation of their previous answer. In future questionnaires we will utilise question logic.

Secondly, participants completed the questionnaire at the conclusion of a full-day program as part of the workshop evaluation. While we are still learning how this might have impacted their responses, there is a chance that fatigue following the program may have influenced their responses.

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Further Research

More detailed research should be conducted into understanding what it is about people like Andrew Tate that make him appeal to young men. For example, focus groups with young men would allow for follow-up questions and uncovering the attitudes or belief systems that may be informing their perspective. Secondly, future research could also focus on including the perspectives of people around the young men, for example, female peers, teachers and also parents. This would provide a richer level of detail and a better understanding of how multiple groups in the same community view a certain topic. This will also likely lead to better solutions being designed in response.

