

**How toxic are we really?**

**To what extent are negative social media comments towards men showing feminine traits related to toxic masculinity and what other factors are influencing their opinion?**

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**Bachelor Thesis**

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## **Abstract**

**Introduction:** Gender fluidity in men is on the rise, but not yet commonly accepted in society, and therefore often met with negative reactions that can lead up to toxic masculinity.

**Research relevance and objective of study:** Many male celebrities are starting to show themselves more gender fluid on social media, and there are mixed reactions to this. In this study, the connection between gender fluidity and toxic masculinity on social media is established, as it is analyzed how much toxic masculinity exists in comments concerning men showing gender fluid traits online, and if these reactions stem from toxic masculinity only, or if there are other underlying concepts to these.

**Methods:** 522 comments that were left on two individual tweets concerning Harry Styles' Vogue cover in a dress were scraped from Twitter manually, and analyzed via a human coding content analysis, using an iterative coding approach.

**Results:** Toxic masculinity does exist to a certain extent, and can even be classified into insults, prejudices, jokes and rumors, with insults being almost always being intentionally toxic, and prejudices mostly being unintentionally toxic. However, just looking at the number of statements containing toxic masculinity, there are a number of other factors that influence these individuals' views of the situation, so this is not due to toxic masculinity alone. These are including the individual view of how masculinity should look like, or the affinity towards the person shown in the post that influence the commenters behavior.

**Conclusion:** This study serves as a good start as to looking into the topic of toxic masculinity online, and where it might be coming from. Due to some selection bias and bias towards the topic in general, the results might look different in a different situation that includes another individual than Harry Styles. In general, toxic masculinity does exist online, and because it is not always the only concept that is behind negative comments, it is important to look more into where it is actually coming from.

*Keywords:* toxic masculinity, gender fluidity, social media

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## **1. Introduction**

### **1.1 Problem Setting: Gender Fluidity and Toxic Masculinity**

Nowadays, the term “gender fluidity” is not a strange concept to most people. According to the Cambridge Dictionary (2021), fluidity is “the quality of being likely to change repeatedly and unexpectedly”. Connecting this to the concept of gender, fluidity means not being confined to a binary gender, so male or female. It is also not static - it can change over time, as you can find yourself anywhere on the spectrum, so one does not have to say, “I am always female in any situation for my whole life” (Government of Canada, 2020). There is considerable diversity in how individuals and groups understand, experience and express gender and the fluidity around it. This is also influenced by their socio-cultural interaction with their surroundings (Government of Canada, 2020). As already mentioned, this concept is becoming more and more common to people in society nowadays. In a poll by a popular news magazine, in which more than 1,000 young adults participated, it was found that more than half of millennials (born between 1981 and 1996 (Beresford Research, 2022)) believe that there is no binary gender, but rather that there is a spectrum that does not only contain male and female, but also everything in between or even both (Rivas, 2015). To gain insight about individuals that consider themselves gender fluid in some way, students in Minnesota were asked about their gender expressions. 29% of assigned male at birth participants and 41% assigned female at birth participants said their expression is equally male and female, so it goes in no specific direction (Rider et al., 2018). The term gender expression refers to how a person outwardly expresses their gender identity, by different clothing, hair styles, makeup etc., and they can be more masculine, more feminine, or anywhere in between, making them rather androgynous (Jairath & Daima, 2021).

The problem, even in modern society, is that young girls are still told that they can be more fluid in their gender identity, and be more “boyish”, but boys are most often told to act like a male and adopt to the stereotypical norms (Chitrakorn, 2019; Jairath & Daima, 2021). This can then very quickly lead to stereotyping gender roles that are automatically assigned to men. If these stereotypes get so anchored in the individuals’ mind that they think everyone should adhere to these stereotypes, another concept comes into play. When people assign these kinds of stereotypes to men and expect them to act in such a way that they are the strong, unemotional, “masculine” gender, and do not accept any other behavior, this can sometimes lead to so-called toxic masculinity (Messina, 2020). This concept describes a “set of attitudes and ways of behaving stereotypically [that are] associated with or expected of men, regarded as having a negative impact on men and on society as a whole” (Oxford Dictionary, 2022). Men can be so pressured by these stereotypes and behaviors that are expected from them, that it can become unhealthy for them and for their surroundings. This happens not only mentally, but also physically, as the feeling of superiority because of gender can lead to aggression (Rotundi, 2020). Especially on social media, this can get evident in the comments and replies to posts containing content of men wearing clothes that are not “typically male”.

## **1.2 Research Context: Gender Fluidity in Fashion on Social Media**

Society is progressing in terms of gender stereotypes, especially on social media. Nowadays, about one in four LGBTQ+ youth identify as gender fluid (Carlisle, 2021), and overall, younger individuals are more likely than the youth of previous decades to identify as nonbinary or gender fluid (Diamond, 2020). In recent years, the acceptance of gender stereotypes has also decreased, making people able to express themselves and their identities more, most often creatively through, for example, art or fashion (Lee, n.d.), which is the focus of this analysis. Brands and companies are now also starting to incorporate gender fluidity and transsexuality more and try to blur gender stereotypes and the gender binary (Watson, 2021).

Fashion is one of the most acknowledged ways to show the identity of the self (Kodžoman, 2019), and the demand for gender fluid clothing is growing. This demand is starting to be met by make-up brands like We Are Fluide (We Are Fluide, 2022). Other brands also move towards the non-binary and gender fluid identity in their marketing strategies (Cannon, 2021). This development might be due to stereotypes seemingly diminishing because people do not want to restrict themselves anymore. They rather want to show how they feel on the inside to their surroundings (Lee, n.d.). Even bigger companies like Gucci already implement more “feminine” clothing designs in their outfits, and, for example, dress up male artists like Harry Styles in a more genderfluid way (Rotundi, 2020). He was wearing rather feminine clothing at the Met Gala in 2019 (Figure 1) and at the 2021 Grammy’s. Other male artists like musician Lil Nas X (Figure 1) or musician and actor Jaden Smith (Figure 1) have also bent and blurred the boundaries between masculine and feminine clothing, making the fashion scene more androgynous and less strictly binary (Jairath & Daima, 2021). Jaden Smith in particular has always worn whatever he wanted and states that he does not care about that other people may judge him for this, even though he does receive a lot of backlash on his fashion choices (“You just have to believe in yourself, you know. The world is going to keep bashing me for whatever I do and I’m going to keep not caring.”- Jaden Smith in Giannini (2016)). He has also launched his own genderfluid clothing line to show how it really does not matter if your clothing is gender specific (Bhagchandani, 2020).



**Figure 1.** Harry Styles at the Met Gala 2019 (Gala, 2019); Lil Nas X at the 2020 Grammys (Marder, 2020); Jaden Smith at a photoshoot in 2016 (Smith, 2016)

Especially when public figures like Jaden Smith or Harry Styles, who is popular among the current younger generation (Morning Consult, 2020), express themselves in such a way and post this to social media, it has a big influence on their followers. Styles, for his part, has inspired young audiences on TikTok and Instagram, purely through his music, videos, and social media presence (Jairath & Daima, 2021). Through the rise of platforms like TikTok, but also through “older” platforms like Twitter or Instagram, young men who are interested in fashion and make-up can share their interest with the world and gather a like-minded audience that encourages them. Since there are a lot of viral trends that incorporate, for example, more feminine looks for men, users do not hesitate to participate in exploring the more androgynous or fluid side of fashion and beauty. This is also why, for example, male beauty vloggers like Jeffrey Star or Manny MUA have gained a lot of popularity over the last few years (Jairath & Daima, 2021). It is important to note that not only queer individuals make use of these ideals, but also cisgender, heterosexual men who want to experiment or break away from the gender binary participate in these online trends. Through this, the conversation and analysis surrounding gender identity and expression has been growing bigger and bigger over the last years, especially on social media platforms – however, the whole concept of breaking away from the gender binary is not completely accepted and normalized in our overall society (Jairath & Daima, 2021).

However, there are often still harsh and extreme reactions online to the topic of gender fluidity. A lot of times, the response to a post regarding gender stereotypes and fluidity is mostly positive, especially when a public figure like Harry Styles is involved, as a lot of people already like him (Morning Consult, 2020) and it seems as if it is then easier for them to say something positive about it. But there is also severely negative response, be it because people feel more anonymous on the internet and feel like they can say anything, or because they just want to get their opinion across (Parent, 2018). These reactions do not only stem from “smaller”, non-popular and non-famous individuals that might just not be a fan of the person posting or really do have an extreme opinion about the topic, but also “bigger”, more famous personalities, like for example conservative influencer

and political commentator Candace Owens, who reacted on Twitter in a very extremely criticizing way to Harry Styles expressing himself by wearing a dress on the cover of Vogue (Figure 2) (Owens, 2020; Vogue Magazine, 2020). She tried to project on society as a whole that this kind of behavior can be seen as a threat to mankind, as she is of the opinion that “There is no society that can survive without strong men” and that we should “Bring back manly men” (Owens, 2020). Other people, however, also might have other reasons as to why they do not support the expression of gender identity in such a way. By taking a quick look at the social media comments (Owens, 2020; Vogue Magazine, 2020), it seems like these include, for example, a connection to the author of the post, religious backgrounds, or political positioning. This does not mean that toxic masculinity is completely inapplicable as a reason for the negative comment, but rather it means that there are multiple factors influencing these individuals’ behaviors.



**Figure 2.** Harry Styles on the cover of Vogue (Bowles,2020)

### **1.3 Research Question**

To further analyze if these comments really stem from toxic masculinity, or if they are also or solely motivated by another background, it makes sense to look into them in a more detailed way. This way, hopefully the following questions can be answered. *To what extent does toxic masculinity exist on Twitter in relation to individuals who express gender-fluid aspects? What other concepts contribute to those negative comments towards gender fluidity?* To answer the research questions, a content analysis was conducted of two key Twitter posts concerning Vogue’s issue from November 2020 with Harry Styles on the cover. By carefully coding the responses, it can be found out how many people comment negatively and what their backgrounds and motivations seem to be.

### **1.4 Research Gap and Relevance**

The problem with the concept of toxic masculinity, especially the kind that can be found on social media, is that it has not been researched a lot in the context of gender expression and gender fluidity. When reviewing academic literature about it, it became apparent that most studies and articles related

to toxic masculinity are most often about misogyny or feminism thriving on social media (Simões et al., 2021) or sexual harassment towards women. Ringrose et al. (2021), for example, explored girls and young women receiving unsolicited dick pics on Snapchat, and discovered that there are certain double standards in society that relate to nude pictures by men sent to women versus by women sent to men. This shows the difference between the genders and therefore the existence of gender roles and stereotypes. Not only gender stereotypes, but toxic masculinity specifically was also often analyzed in relation to the political debate, be it in the US (Pizarro-Sirera, 2020) or in other parties like the German AfD (Daddow & Hertner, 2021). It was found that often, the harassment of women in politics is simply accepted or even tolerated (Daddow & Hertner, 2021).

A topic that was also often studied is the portrayal of men in the media (Salter, 2020; Harriger et al., 2021), which mostly resulted in the observation that characters in children's media reinforce gender stereotypes. A study by PettyJohn et al. (2018) found that men supporting a hashtag relating to #MeToo on Twitter that was intended to engage men in fighting sexual violence were often attacked or put down by other users, and a lot of antifeminism and hostile sexist attitudes were shown, which can also relate to the topic of toxic masculinity. Knudsen & Andersen (2020) analyzed a campaign by Gillette that was supposed to bring attention to toxic masculinity and intended to fight hegemonically masculine gender norms. This study is similar in that it also analyzes toxic reactions in relation to a situation that is supposed to bring awareness to the blurring of gender stereotypes and the fight against gender norms.

Another study incorporated the social media aspect but analyzed comments based on racism (Lloret-Pineda et al., 2021), which is helpful for the method of this study, as some concepts could be related to toxic masculinity as well, but not really contributing to the theoretical background, as the topic is a slightly different one. Although the already conducted studies are somehow related to gender, stereotypes, and social media, the concept of gender fluidity, as well as the use of social media, have not been well integrated with the concept of toxic masculinity. Many articles are also related to the forming of gender stereotypes in different societies, comparing men's and women's products, or about the LGBTQ+ community. There are more journalistic than academic sources on the topic at hand. This study is relevant in that it is connecting toxic masculinity on social media to genderfluid expressions in men, and therefore adds value to what has already been studied about toxic masculinity, also in that maybe there can be a start to finding ways to fight against toxic masculinity, if it is known where the issue is coming from.

## **2. Theoretical Framework**

The theoretical framework provides definitions on masculinity itself and then establishes the concept of toxic masculinity to act as a basis for the further research that is conducted in the study that this report revolves around.



## 2.1 Masculinity as a Concept

To start with, it is important to understand the concept of gender today. According to the research of West & Zimmerman (1987), gender is socially constructed and gets reinforced through the understanding of gender norms that are accepted in society and the reactions to gendered behavior of other people – so if you get accepted or rejected by society. This means that both males and females should have specific attributes that society projects on them to be generally accepted, and if these attributes and traits are not there, or even get replaced by much different, “opposite” traits, these people will get rejected by those around them (West & Zimmerman, 1987). Whitehead & Barrett (2001) added that gender is a concept, but one that is unfixed and that is continuously constructed and reinterpreted through interaction in society, and through context (Bowman, 2020) – what gender means today is not the same thing that it meant 50 years ago, because society is continuously evolving and changing (Whitehead & Barrett, 2001). There is this kind of gendered performance and concept of what each gender should be like because it is a pervasive, involuntary part of society that all people participate in, even though they might not be realizing it (Butler, 2008). Much of this is rather unconscious and often neither remarked upon by other people, nor even noticed by those who are automatically using the gendered concept (Bowman, 2020). And because everyone is doing it in one way or another, even though not on purpose, it influences how people perceive themselves and each other and how they interact towards each other (Jairath & Daima, 2021). It is, however, rather hard to stop society from automatically applying gender roles, as this is, like already mentioned before, a mostly unconscious process that people first need to be made aware of before they could be able to change it.

It is helpful to see what “being masculine” entails in the world of gender roles. While in 1954, masculinity was connected to the traditional family, entitling the man of the house with the primary function of the “breadwinner” (Parsons, 1954), in later years, it was established that men (as well as women) should own some strictly defined characteristics, including being young, married, white, urban, heterosexual, and fully employed (Goffman, 1963). Goffman (1963) also found that men adopting the assigned features were to be more accepted by society and that anyone not complying with these traits would automatically feel inferior and unworthy, because of possessing “uncommon” or undesirable traits or social aspects, much related to what was said about gender before in this review.

Beynon (2002) adds that masculinity should not be confused with the concept of “maleness”, which would rather relate to biological rather than social factors. He sees masculinity as the “child of culture”, which is always framed very diversely in multiple times, places, and contexts, just like gender is in general. Edwards (2021) agrees as he says that all men experience and approach masculinity differently, also due to race, sexuality, and social class. So how masculinity is formed depends on several factors – there is no one definition of masculinity that could be applied everywhere and on anyone; it could only be defined as a wide and complex concept with a set of physical,

psychological and behavioral characteristics associated with being a boy or man (Rotundi, 2020). The performance of masculinity often needs to be validated by other men to see if the behavior still fits to the expected aspects of society (Rotundi, 2020). In general, like with the concept of gender, masculinity and the expectations that come with this can be really challenging for a lot of individuals, as they are trying to conform to what society wants to see and hear from them. Adichie (2015) summarizes it like this: “We do a great a disservice to boys in how we raise them. We stifle the humanity of boys. We define masculinity in a very narrow way. Masculinity is a hard, small cage, and we put boys inside this cage.”

Overall, gender as well as masculinity are both hard-to-define, society-constructed concepts that change as fast as society itself. As some studies already established (Adichie, 2015; Rotundi, 2020; Edwards, 2021) these concepts can be rather challenging for individuals, as they get put into a position where other people expect a lot from them, most importantly being able to conform to the norms made by society. This can lead to restriction in their individuality or pressure to conform. Extreme examples of masculinity are hegemonic and toxic masculinity, which will be discussed in the following parts.

## **2.2 Toxic Masculinity**

### *2.2.1 Toxic Masculinity as a Concept*

The concept of toxic masculinity is often left underdefined (Harrington, 2020), but already existing literature suggests that it is about possessing specific traits that are connected to masculinity, but it is more extreme (Kupers, 2005), as men are putting their and other people’s mental and physical health at risk just to adhere to these norms (Rotundi, 2020). Salam (2019) explains the concept as the effects of a worldview that leans towards making the traditionally masculine behaviors, traits, and norms into an extreme version to the extent that these have a negative, destructive impact on society. The mentioned concept of hegemonic masculinity is described as legitimizing and explaining the male dominant role in society over women and other gender identities, mostly those who are perceived as “feminine” (Rotundi, 2020). Toxic masculinity is a subset of hegemonic masculinity and emerged within the mythopoetic men’s movement in the 1980s, which was founded by Shepherd Bliss, who then made the term “toxic masculinity” to characterize his father’s militarized masculinity (Harrington, 2020). The concept is furthermore characterized by the enforcement of rigid gender roles and involves, for example, needing to compete with others in an aggressive and dominant way (Kupers, 2005). Moreover, toxic masculinity is an endorsement of misogynistic and homophobic views (Parent, 2018). Grewal (2020) explains that toxic masculinity basically means amplified masculinity and gives as an example a man that is overly aggressive towards women to show dominance and power and never shows emotions, as he perceives these as feminine, which would make him fragile and weak. Sayings like “men don’t cry”, “man up”, “be a man”, and “stop being such a girl” further amplify these mentioned feelings (Grewal, 2020), which can be a problem as these sayings are often connected to the mentioned gender roles that are anchored in society.

The reason why toxic masculinity is described with such a strong adjective, is because it almost prevents men from being human, as it forces them to suppress their emotions and constantly being strong, even if there would be a need to be comforted or supported. It describes a state of being poisonous and harmful, just like the impact toxicants have on the body (Rotundi, 2020). The term is used to define these negative consequences experienced by whole society: They are unhealthy, risky and violent behaviors that men are required to perform to be socially validated. Masculinity becomes toxic when these traditional masculine behaviors are constantly reproduced to the point that they almost seem natural and like they are common sense (Rotundi, 2020). Edwards (2021) adds that masculinity also becomes toxic when men act based on these stereotypical, hegemonic norms in a negatively impacting way. He also states that toxic masculinity is an overemphasis of these stereotypical aspects, like aggression, the need to dominate, toughness, and an opposition to anything considered feminine that harms not only the other people in these men's lives, but also themselves. But society has really adapted to this, as boys and men get bullied for not being able to control their emotions, being laughed at for being a "nerd" (Edwards, 2021). When men feel pressured by never leaving the ideals of "typical" masculinity, it can have negative outcomes like psychological conflict and violence, but also outcomes such as the pressure of conforming or refusing to seek out medical help, which can be bad both for men's physical and mental health (Edwards, 2021).

The term toxic masculinity is often criticized, mostly because it is misunderstood (Edwards, 2021). For example, critics understand the concept as putting masculinity itself in a binary judgment and setting it up as a completely negative societal force (Edwards, 2021), although in reality, as already mentioned, toxic masculinity is simply an overemphasis of certain "typically masculine" behaviors. Another misunderstanding that Salter (2019) found, is the belief that the term refers to masculinity as an "illness" that is connected to aggression, and men that are being men are shown as having been infected by it, which then leads to abusiveness and violence. Vinopal (2020) states that even men that are not necessarily antifeminist, or anything the like, believe that the term describes masculinity itself as toxic and pushes men to be less masculine and more "feminized". Furthermore, they claim that the issue of "toxic femininity" is neglected and therefore the aim is to weaken or even eliminate men. Many men react to this by feeling as being told to be wrong for being men and to adopt new behaviors. They might automatically not let go of toxic behaviors because they are considered as unhealthy for being masculine (Kimmel, 2018).

### *2.2.2 The Impact of Toxic Masculinity*

To understand this concept further, considering the impact it has on men and society as a whole seems to be important as well. Heke (2021) suggests that it can have negative effects on identity construction, which is already being formed in early childhood within the family. Children develop stereotypes regarding gender, at a very young age already, and next to their parents, media especially provides a powerful way for children to learn about society, however they often reinforce these stereotypes (Harriger et al., 2021). Being influenced by these factors can lead to negative characteristics, which

might include toxic masculinity and overall identity insecurities (Heke, 2021). According to Rotundi (2020), toxic masculinity reproduces and reinforces existing gender hierarchies and strongly affects men, women, and the LGBTQ+ community. Following up on this, she says that people who do not conform to the masculine norms are marginalized and often discriminated, for example through homophobia. Especially for men, heterosexuality becomes the default, so anything that deviates from this will be seen as “inferior”. Also, men that express a desire for other men are seen as more feminine, this results in a strong repudiation for homosexual individuals and to anxiety from always being observed by other men, trying to show them that you are not gay (Rotundi, 2020). Toxic masculinity promotes traditional gender roles, gender norms and gender binarism by reproducing structural inequalities between genders and forcing men to be a certain way to be recognized in society (Rotundi, 2020). This sometimes also leads to the situation that a man feels so much power and dominance that he feels an allowance to sexually harass and assault women, and to see them as a sexual object for men’s pleasure. The dominant masculine identity is then coming through, which seems to be aggressive, powerful, and always on the sexual hunt (Rotundi, 2020). Furthermore, it is evident that one is more likely to find a man in a position of power, for example on a job or in politics, as men are seen as this more powerful and dominant part of society (Purnell, 2019). Grewal (2020) also adds that for men themselves, there is a constant pressure of always acting masculine and a constant competition on “who is more manly”. For example, already for children, superheroes are often depicted as very muscular and manly, which could lead to body dissatisfaction in men, as they are taught that this should be a kind of standard when you want to be especially masculine (Harriger et al., 2021). Men are then often suffering from mental illnesses, depression, or anxiety because of this, and are also much more likely to commit suicide, especially because there is a stigma around getting (mental) help as a man, as it makes you seem weak (Grewal, 2020). It is also important to teach society that, for example, sexual assault happens to men, too, and not only to women, as men often do not get heard or taken seriously when it comes to them being a victim in this kind of situation. This can then again also lead to mental unhealthiness (Purnell, 2019). Thus, there is a definite need to make therapy and mental illnesses a normality in society to prevent this kind of toxic behavior.

### *2.2.3 Toxic Masculinity on Social Media*

On social media, toxic masculinity is maybe even more apparent than in offline daily life. People so seem to be more toxic online, as these platforms provide anonymity and impersonal interactions (Parent, 2018). This means some people might feel freer in voicing their opinion in a very strongly negative or toxic way, as their username takes the place of their actual name, and it makes them much less easy identifiable (Parent, 2018). Even when they are not completely anonymous, many users find it easier to perform toxicity online than in live, face-to-face, in-person communication (Parent, 2018). Furthermore, there is a wide range of online opinions, and it is easy to find groups of the opposing opinion and perform negative acts on them, for example “trolling” an individual for expressing opinions contrary to their own (Parent, 2018). This happens rather often on social media these days, as

already found by Pizarro-Sirera (2020) in the online political debate when analyzing Tweets by Donald Trump. Daddow & Hertner (2021) also found that politics in general seem to be a place of toxic masculinity, but this is something not necessarily related to social media.

Ringrose et al. (2021), however, analyzed the normalization of sending unsolicited dickpics via social media and found that this seems to be a great part of youth digital culture. The way these pictures are handled by men and boys can be seen as toxic. This is mostly because they often try to prove their masculinity by sending them out, and thereby possibly harming the women who are receiving them, as this can already be seen as sexual harassment online.

On another note, Knudsen & Andersen (2020) went to analyze campaigns by Gillette and Lynx on social media, that were used to start making men aware of toxic masculinity and activate them to fight against it. These managed to bring toxic masculinity to a new level of societal attention, so they made it a topic that is discussed and known amongst people. This means people are aware that toxic masculinity exists and can point it out in comments of other users.

The study by PettyJohn et al. (2018) incorporated a Twitter content analysis to study the reactions to a hashtag (#HowIWillChange) intended to engage men in fighting against sexual violence and “rape culture”. They found that many users used the “not all men” rhetoric and promoted sexist attitudes, claiming that men are being unfairly targeted. Further, men supporting #HowIWillChange were attacked and put down by others, heavily promoting toxic masculinity, which was, however, not further studied in this research. This is why it is important to look at toxic masculinity in this context more carefully.

Lloret-Pineda et al. (2020) conducted a similar study with the aim of examining racism in Twitter comments relating to COVID-19. They investigated different types of racism in these comments and evaluated Twitter users’ positive and negative reactions regarding racism toward Chinese individuals. The researchers also tried to find an approach to conceptualize racist online discourse and aimed to create advocacy for the people that received these negative comments, to minimize racism on social media. This was not connected to any type of gender stereotypes or toxic comments in particular, but it served as a good basis for starting to study another form of users putting other people down in an online environment. Furthermore, they give an inspiration of possible codes to analyze toxic masculinity in Twitter comments, as they give the example of insults, prejudices, jokes and rumors (Lloret-Pineda et al., 2020) that can be stated and spread towards the topic. This can not only be connected to racism, but also to toxic masculinity, as it is both connected to individuals being put down by others. Moreover, they introduce the distinction between intentionally and unintentionally racist discourse on the internet (Lloret-Pineda et al., 2020), which can be projected onto this study as comments being intentionally or unintentionally toxic, so people being aware of that they are expressing toxic masculinity with their statement, and it maybe even being their intention, as opposed to people who are not aware that their comment might be including toxic masculinity.

Because social media, especially Twitter, has already become apparent in these studies, this

research will be similar, as it focuses on analyzing these comments concerning toxic masculinity. The most important input from the other studies is that Twitter seems to be a place where any controversial topic, is heavily discussed. Also, gender stereotypes and roles often play a big part in these conversations, therefore a lot of diverse content can be taken from the platform for analysis. Some codes could also be taken from the racism study of Lloret-Pineda et al. (2020) and projected onto the topic at hand. Furthermore, now it will also be analyzed what other factors there are in negative comments, to not only focus on toxic masculinity alone.

### **2.3 Summary**

To summarize, toxic masculinity is an extreme view of the stereotypically masculine attributes, which can lead to poor mental and physical health in men. It can also induce aggression towards other men, who are not complying to these typical norms, and women. Especially on social media, this becomes more and more apparent. To analyze the social media comments, it is important to look at the sentiment of the statement to see if the comment is in favor or against toxic masculinity. Furthermore, concepts that are found as content in the comments, for example religious view, political opinion or view on men and masculinity, as already mentioned before, can be used as input for analysis.

## **3. Methods and Design**

To be able to answer the research questions, a Twitter post containing “feminized” men, more specifically the singer Harry Styles, in its content was identified to be a good fit to be able to analyze the extent of toxic masculinity or other behaviors in the comments and replies. With these posts, a content analysis was then conducted. This allows to draw inferences about the producers and audience of the comments that are analyzed and makes it easy to find out about the purposes and messages of the communicated content (Luo, 2019). It also enables researchers to sift through large volumes of data in a rather easy and systematic way (Krippendorff, 2012). As this analysis was used to find out to which extent the content of the replies was placed due to toxic masculinity, there were two levels to the analysis. Firstly, metrics like the likes, comments and retweets were coded, to see how popular the post was. Furthermore, more concepts were added to the scheme, like racism, sexism, or the fact that people might just not like Styles in general.

### **3.1 Post Selection**

The Twitter posts that were chosen were two that belonged to the same discussion back in 2020. One of them is Vogue’s Post from 13<sup>th</sup> November 2020 about Harry Styles wearing a dress on their cover (Vogue Magazine, 2020), and the other one is an answer by Candace Owens from 14<sup>th</sup> November 2020 that went viral, which heavily criticized men wearing dresses in today’s society (Owens, 2020). These two were the most prominent, viral and controversial ones back then that revolved around the topic of men in dresses and Harry Styles on Vogue. This whole situation and topic were chosen because it received a lot of backlash and was very controversial when the Vogue came out in December 2020 (Perez, 2021). There were a lot of celebrity reactions to the cover itself, Harry Styles

expressing himself in the way he wants to, and of course also to the rather down putting reply of Candace Owens. For example, Billy Porter, a homosexual actor, criticized Harry Styles and Vogue that they acted as if Styles would be the first one ever to wear dresses on magazine covers, red carpets, etc., while he sees himself as the pioneer in this (Tonks, 2021). However, this was a reaction from the LGBTQ+ community. There were way more reactions online (from celebrities and regular users) on both posts that stem from another perspective, namely the one of toxic masculinity or gender roles/stereotypes. To see what kind of people react in a toxic manner and also, if these negative answers are only connected to toxic masculinity or maybe also to other variables, the comments and replies of the two named posts were analyzed.

### **3.2 Sample**

The chosen posts had a total of 7,989 & 15,426 retweets in the time frame of the 13<sup>th</sup> and 14<sup>th</sup> November 2020 until the 30th May 2022, as well as 6,641 and 40,683 quoted tweets in that same time frame. It was, however, not possible to code all these comments in this content analysis, therefore it was decided to make a sample per post out of these comments. This was planned to be done as a random sample with the statistical programming language R, however as the tweets were already quite old, there was a problem with accessing the comments for data collection, and there was unfortunately no time to figure this out. Therefore, the tweets were manually scraped by the researcher and put into a Word document, in the order that the Twitter algorithm suggested them. This means that, after logging into the researcher's personal account, all Tweets were chosen in the order that they were shown on the timeline. Only comments that were posted in another language than English were left out of the analysis, as well as ones that solely contained a GIF, video, or photo with no text. Other than that, all comments were chosen, so not only the ones about Harry Styles, toxic masculinity, or other specific concepts. When the end of the timeline was reached, some comments with a high number of answers to them (>80) were chosen and the answers were also scraped until a good number of comments was reached. Here, often it happened that one-word-answers (e.g., "disagree", "no", etc.) were left out as they did not seem to add any value or new insights. If there would have been more time to analyze a higher number of comments, more or even all answers to the comments could have been scraped as well. There was some selection bias in that it was the researchers' personal account, so the Twitter algorithm might have selected the Tweets that seemed more interesting to the account owner than other, which means that comments about Harry Styles could have shown up more than if another account would have been used.

Through this, 271 & 250 (N = 521) comments could be accessed. The information put into the analysis contained the date of the comment, the name of the person who posted it and the text, so the content of the comment. The finished document that could then be uploaded into the coding software ATLAS.ti can be found in Appendix B.

### 3.3 Coding Procedure and Themes

In this case, iterative coding was used, as this makes sure the data is analyzed repeatedly, so new codes can continuously be generated, reviewed and tested. This can happen based on the insights gathered from coding the first parts of the data (Awati, n.d.). First, preliminary constructed codes were made based on what was already found by reading through the comments on the Twitter posts mentioned (Vogue Magazine, 2020; Owens, 2020). Furthermore, after a literature search, codes from already existing studies were used to inspire the codes used in this research. Codes concerning toxic masculinity were taken from a study by Lloret-Pineda et al. (2020), which had some codes that could be used for the concept of toxic masculinity as well, for example if individuals engage in intentional or unintentional toxic discourse. Lloret-Pineda et al. (2020) took Tatum's Antiracist Theorization as a basis of their themes used in the codebook, and decided on distinguishing between individual, cultural, and institutional racism. It was decided to take the codes for individual racism and project them onto individual toxic masculinity, as cultural and institutional racism were thought to not occur as often in individual Twitter comments, and furthermore it was the concept that was most reported in their results (Lloret-Pineda et al., 2020). Individual racism was split up into active and inactive racism, in which the former included physical aggression, verbal aggression, change in relationships and bullying, and the latter included prejudices, jokes, and rumors/promotion of rumors. These codes were also chosen for this study, however for active toxic masculinity, only verbal aggression was chosen, as the others were often hard to distinguish on social media.

These were then arranged into a first code book draft, which can be found in Appendix C. While manually scraping the tweets, this code book was alternated a bit, according to the topics that were found while doing so. After working on the code book again, the first 10% of the corpus were coded with this final draft to ensure consistency. After interrater coding, the final code book, which is illustrated in Table 1, was made from the results of this procedure, some codes were alternated, added or taken out of the analysis.

**Table 1.** Finalized Code Book

Code Name	Description
<b>General Codes</b>	
Date – Year	Indicates in which year the comment was posted
Date – Month	Indicates in which month the comment was posted
<b>Statement Sentiment</b>	
Statement Sentiment – Positive	Statement is positive in general or towards another user
Statement Sentiment – Negative	Statement is negative in general or towards another user
Statement Sentiment – Negative – Criticism	Negative statement is meant as criticism
Statement Sentiment – Ambivalent	Statement is not clearly positive or negative exclusively
Statement Sentiment – Neutral	Statement is a fact, not powered by emotions
<b>Sentiment Towards Topic</b>	
Sentiment – Positive	Comment is positive towards gender fluidity/ negative towards toxic masculinity



Sentiment – Negative	Comment is negative towards gender fluidity/ positive towards toxic masculinity
Sentiment – Ambivalent	Not clear what the position towards the situation is
Sentiment – Neutral	Comment seems to have no opinion on GF/TM
<b>Toxic Masculinity (TM) Codes</b>	
TM – General Mention	Any direct mention of TM, not toxic itself, as this will be classified by the other codes
TM – Insult	Attacks self-concept, including name-calling, teasing or mockery
TM – Prejudice	Preconceived judgment or opinion, usually based on limited information, can also be used for stereotypes
TM – Rumors	Story of uncertain or doubtful truth
TM – Jokes	Use of humor to maintain toxicity
<b>TM Discourse Codes</b>	
TM Discourse – Intentionally Toxic	Message is communicated with the goal to hurt or harm another person
TM Discourse – Unintentionally Toxic	Message where the communicator is not necessarily aware that the statement has a toxic impact; can also happen when the statement is seemingly positive
<b>Concept Codes</b>	
Author – Candace Owens	When the author of the tweet is talked about
Author – Vogue	When the author of the tweet is talked about
Gender – General	Anything concerning gender in general, that cannot be associated with only men or masculinity
Gender – Men & Masculinities	Statement concerns men and their display or masculinity or masculinity as a concept in general
LGBTQ+ – General	Anything concerning LGBTQ+ that cannot be associated with the specified LGBTQ+ codes
LGBTQ+ – Homosexuality	Statement concerns homosexuality or homosexual individuals in any way
LGBTQ+ – Gender Fluidity or Non-Binary	Statement concerns gender fluidity or gender fluid/ non-binary individuals in any way
LGBTQ+ – Transsexuality	Statement concerns transsexuality or transsexual individuals in any way
Religion	Statement relates to a religious view, or e.g., contains a quote from the bible
History	Statement contains any historical facts or assumptions
Political View	Statement relates to political view, politics in general, or contains a fact/assumption
Fashion & Clothing	Anything that concerns style, fashion, or clothes
Personal World View	When someone feels like something is personally (not) for them, or any opinion that has to do with how the world is or should be
Fame & Popularity – General	Statement relates to famous individuals or for example the music industry or Hollywood in general
Fame & Popularity – Harry Styles	Statement relates to Harry Styles as a person or artist
Fame & Popularity – One Direction	Statement relates to One Direction or Harry Styles' association with them
Other Concepts	Anything that cannot be assigned any of the previous codes

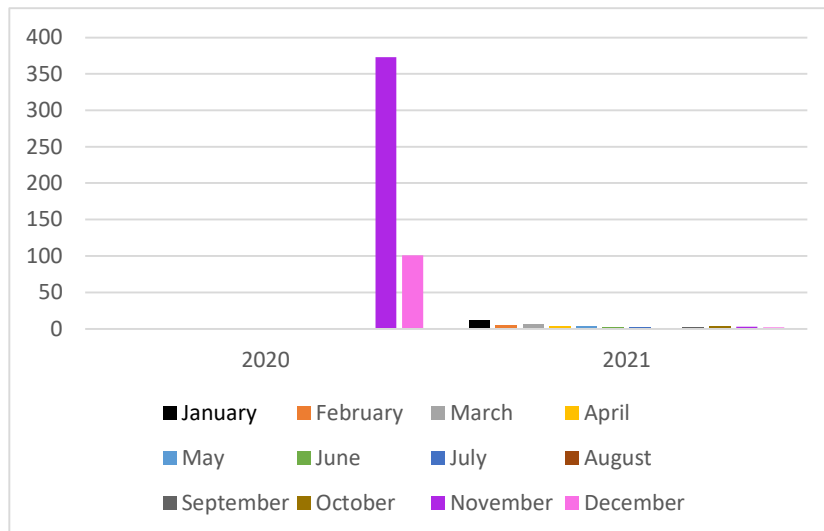
Unrelated	Advertisements, bots, etc., which have nothing to do with the topic/ issue at hand
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### 3.4 Interrater Reliability

A second coder was instructed to code the first 13% (N = 68) of the comments to ensure interrater reliability. The coder received the code book as well as the already prepared comments in ATLAS.ti. After coding, Krippendorff's Alpha was calculated via ATLAS.ti, which resulted in a score of  $\alpha = 0.674$ , which is significant, as the lowest conceivable limit is  $\alpha = 0,667$  (Glen, 2016). However, some changes to be made became apparent while coding the first 10%. Therefore, a new code group was added, to indicate the general sentiment towards the topic. This way, the sentiment of the statement itself as well as the statement towards gender fluidity and men in dresses could be distinguished more easily, which is important because sometimes the statement itself is negative, for example towards another user, but in general shows a positive opinion towards the topic. "Statement Sentiment – Negative" also got another sub code in the form of criticism towards another user, to be able to explain further why the comment was negative. Furthermore, the codes "Strategically Toxic" and "User" were deleted, as they were not really used often and therefore not as important for later analysis of results. The code "Unrelated" was added because some comments did not relate to the initial tweet and topic at all, but rather talked about something else, for example a call to action on voting for Harry Styles at an Award show. In the end, some codes were renamed to more understandable concepts, for example, "Personal Values" was renamed to "Personal – World View", as this was more fitting to what should be expressed with this code. After the code book was adjusted, it was used for the final coding round on all comments. While coding, the comments were also often divided in smaller sections, as many of them talked about different topics at once.

## 4. Results

The sample contained a total of 373 comments from November 2020 and 102 from December 2020 as well as 45 from 2021 in total – in 2022, there was only one comment in May. This seems to be reasonable, because both Tweets were posted in November 2020. A visualization of this can be seen in Figure 3. This means that people commented back at the time these posts reached them, and then over time, the amount of Tweets got way less, as it seems that these specific Tweets got less relevant.



**Figure 3.** Distribution of comments over time

#### 4.1 Overall Sentiment

The overall sentiment towards gender fluidity and the topic of men wearing dresses was positive, with 276 comments or sections of comments saying something positive for it, or something negative against toxic masculinity or gender stereotypes. These could be as simple as

*“Incredible. Even more manly in dress. I love it.”*

or of more positive towards the topic at hand, but also a criticism towards society, for example:

*“A glorious display of beauty—inner and outer—and a landmark Vogue spread to be celebrated. Clothes do not make a man; his/hers/their actions do. Individuals who’ve been assaulted by ‘real’ men may understand. Patriarchy and toxic masculinity have failed society. Bravo!”*

132 of the comments were ambivalent, often because of a sarcastic undertone that could not determine what the actual sentiment towards the topic is, for example:

*“So many Queer men out there but nah, give us the str8 one”*

*“In 1000 yrs time, archaeologists will discover a set of videos, they will watch them & a new prophet will be hailed. A man who predicted how this country would be 50 years before it happened...his name Monty Python!”*

or because the comment did not talk directly about the topic:

*“Why do so many people make such a fuss. There are so many serious problems going on.”*

276 of the comments showed a negative sentiment towards gender fluidity, such as

*“Oh dear. What’s happened to Vogue? It’s become detached from the class and chic it once aspired to.”*

*“In the real world we have bigger concerns than playing dress up. This is pathetic and pointless. Do something useful and contribute to society please.”*

of which 90 seemed to be related to toxic masculinity, for example:

*“Bro... Maybe get some testosterone injections.”*

*“Just what this world needs, more girly men. This is so perverse it makes my stomach hurt.”*

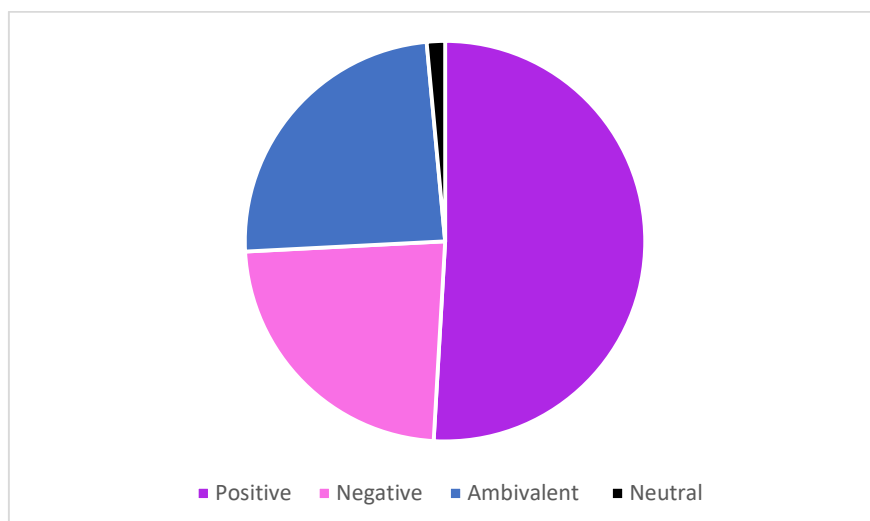
Most of the negative comments were not necessarily related to toxicity but to other concepts, as for example to the Vogue magazine itself or that this topic seems to be unnecessary and that there are more important topics that should be addressed in the society we are living in today. The comments that were toxic, though, were obviously connected to the commenter’s view of masculinity and gender roles.

8 comments were neutral, so simply stating something with no further intention of expressing an emotion towards the topic, like

*“Bowie lost a lot of young fans in the 1970S because they thought he was too much a freak!”*

This comment in particular simply states how the situation was in the seventies but does not elaborate on how the sentiment towards the topic at hand is.

A summary of the overall sentiment towards gender fluidity can be found in Figure 4.



**Figure 4.** Overall sentiment towards gender fluidity

## 4.2 Concepts Beside Toxic Masculinity

### 4.2.1. Most Mentioned Concepts

The top 3 mentioned concepts were those coded with “Fame & Popularity – Harry Styles” (n = 85), which related to comments that talked about him as a person, “Gender – Men & Masculinities” (n = 80), concerning anything that has to do with men as a gender and how they are or should be behaving, and “Other” (n = 66). Examples of comments that entail these concepts are:

Fame & Popularity – Harry Styles:

*“Harry in any clothes he puts on it's just beautiful!!! HARRY WE LOVE YOUUUU”*

*“you look beautiful harry!! i love this shoot sm”*

*“When has he worn dresses out on a regular day out? Only on magazine covers”*

Gender – Men & Masculinities:

*“Only here in America are men SO WEAK AND THREATENED that they think every thing anyone does is an attack on their masculinity...”*

*“Incredible. Even more manly in dress. I love it.”*

*“i think you’ve missed the definition of what a man is. masculinity alone does not make a man”*

Other:

*“I bet \$10 he gets laid in that dress a million times more then you in those pants.”*

*“Bring back my lost African culture that was stripped by Europeans. Bring back the lives of people who were killed who were innocent. Bring back the loved ones of those who have died due to Corona. Many other things to discuss”*

The two examples of the category “Other” are very characteristic, as it was very often mentioned that in different cultures, it was and is normal to wear more feminine clothing, so skirts or dresses.

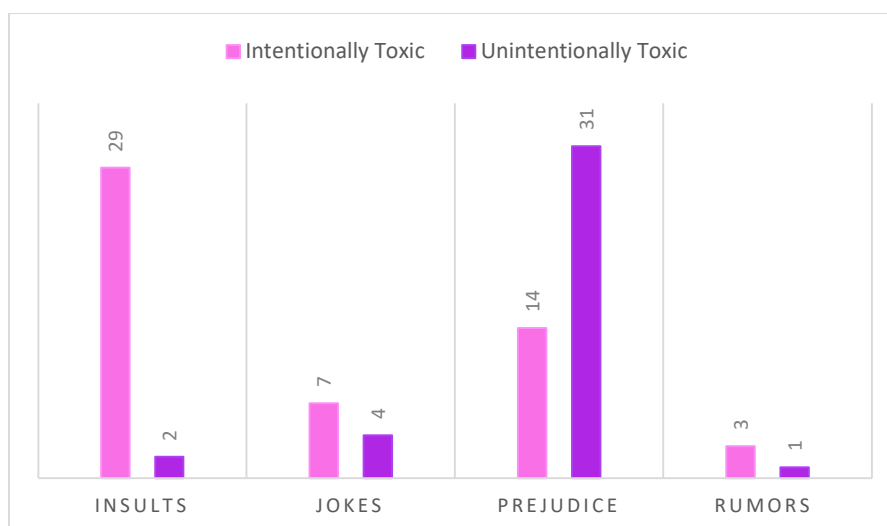
Furthermore, people often seem disappointed that this is such a big criticism point, although there seem to be many more and also more important problems in society. Other comments in “Other” also included sexual assumptions or jokes about men expressing their gender identity in a fluid way.

### 4.2.1 Least Mentioned Concepts

The concepts that were mentioned least were “LGBTQ+ – Homosexuality” (n = 4), “LGBTQ+ – Transsexuality” (n = 2) and “Fame & Popularity – One Direction” (n = 0). Most comments did not seem to be connected to the LGBTQ+ community as much, except for maybe gender fluidity and non-binary individuals. Also, the band One Direction was never mentioned, as the statements were mostly about Harry Styles as an individual person.

### 4.3 Toxic Masculinity Types

Toxic masculinity was generally detected by users 16 times – this was mostly the case when they said that they do not like how toxic the comments are or that they feel like toxic masculinity is definitely existent in there. Looking at the different types of toxic masculinity and the types of discourse around it, 57 comments seemed to be intentionally toxic, while 66 seemed to be unintentionally toxic. The type of toxic masculinity that was most used were prejudices (n = 46), followed by verbal aggression/insults (n = 37) and then jokes (n = 12) and rumors (n = 7). Compared with the study by Lloret-Pineda et al. (2020), the numbers were similar, except for the fact that prejudices in this study were coded way more often than verbal aggression. Also in their study, there were slightly more rumors than jokes. These types of toxic masculinity are not completely exclusive, as they do sometimes overlap. However, while coding, the concept that became most evident in the comment was associated with it. For example, when a comment contained both a prejudice and a rumor, but the rumor seemed to be stronger, the comment was coded with rumor. The relation of the types of toxic masculinity and the discourse can be seen in Figure 5. It becomes evident that insults are almost always intentional, and prejudices are more unintentional, but can be intentional as well. Jokes and rumors can be both almost equally. Going along with this, the most concepts that were coded with intentionally toxic masculinity were “Gender – Men & Masculinities” (n = 18), “Fame & Popularity – Harry Styles (n = 7) and “LGBTQ+ – Gender Fluidity” (n = 6). For the unintentional toxic masculinity, the first two top concepts were the same, but the third one was “Other” (n = 8). So, intentionally toxic comments were mostly made towards men and their portrayal of masculinity, Harry Styles as a person, or towards people that are gender fluid or seem to be expressing a kind of gender fluidity in any way.



**Figure 5.** Toxic Masculinity Types on Social Media

#### 4.3.1 Insults

In Figure 6, the concepts that were mostly talked about when toxic masculinity became evident are shown. It became apparent that insults were most used in relation to “Gender - Men & Masculinities”, “Other”, and “Fame & Popularity – Harry Styles”. The following comments are examples of insults from these concepts that were intentionally and unintentionally toxic respectively:

Intentionally Toxic Insults:

*“He looks absolutely ridiculous, and the vast majority of sane people think the same thing.”*

*“And that is what is mean to be modern masculinity? Yeah wouldn’t touch that with a barge pole”*

Unintentionally Toxic Insults:

*“Nonsense!”*

*“No thanks, I’ll pass”*

*“Mental illness”*

Insults were most often coded when the statement was intentionally trying to hurt or harm another party. However, these were not always intentionally toxic, as this was only used when the insult related to the view of gender stereotypes and masculinity, so was connected to these toxic stereotypes one can have about men. Other insults, like the mental illness one, were placed to harm another person, but not necessarily with the intention of showing people how “a man should be”. However, connecting mental illness to a man wearing gender fluid clothing is toxic, just not intentionally.

#### 4.3.2 Jokes

Jokes were most used in relation to “Other” and “Fame & Popularity – Harry Styles” and then “Gender – Men & Masculinities” and “LGBTQ+ – Gender Fluidity” equally. Examples for (un)intentionally toxic comments here are:

Intentionally Toxic Jokes:

*“Loads of soyboys would be shaking their fists at you for this...if they had the strength to lift their arms.”*

Unintentionally Toxic Jokes:

*“Men in fluffy dresses: makes me laugh and gag at the same time. Men in kilts: swoon! Compare this pic with that laughable mess of your pics: [pic of shirtless man in skirt]”*

Jokes in particular are often not intentionally toxic, but rather unintentionally, because people rather focus on making the joke and being funny, often also in a “dark humor” way, but do not notice that they are making a toxic comment.

#### 4.3.3 Prejudices

Prejudices became most evident towards the concepts of “Gender – Men & Masculinities”, “Personal World View”, “Religion” and “Gender – General”. Intentionally toxic prejudices included comments like

*“Lord help us all! These soft handed Starbucks coffee drinking skinny jean wearing man ladies havent ever had a real woman in their lives!”*

while the unintentionally toxic prejudices included examples such as

*“A woman wants man with rough hands, hair on his legs, a big chest, a wide back, a chisel strong face. A man that can build something with his hands and lay pipe.”*

*“‘A woman shall not wear a man’s garment, nor shall a man put on a woman’s cloak, for whoever does these things is an abomination to the Lord your God.’ Deuteronomy 22:5 ESV.”*

Prejudices are mostly unintentionally toxic, as people do have some kinds of stereotypes anchored in their understanding of society, but do not notice that they are actually toxic towards the concept of masculinity. Some of these prejudices, however, also contain some kind of insult (like in the example of the Starbucks-drinking man ladies) and therefore are more intentionally toxic than the prejudices that, for example, contain a bible quote which people just blindly follow because of their belief.

#### 4.3.4 Rumors

Rumors were only very seldomly used, namely concerning the concepts of “Fame & Popularity – Harry Styles”, “Gender – Men & Masculinities”, “Fame & Popularity – General” and “Gender – General”. Mostly, they were connected to intentional toxic masculinity, like

*“The culture and chemicals in modern living is definitely feminising men. I imagine there is a lot more men with low sperm counts as a result. Women tend to go for manly men when ovulating, that says a lot! Our bodies know.”*

The one comment that was related to unintentionally toxic rumors was the following:

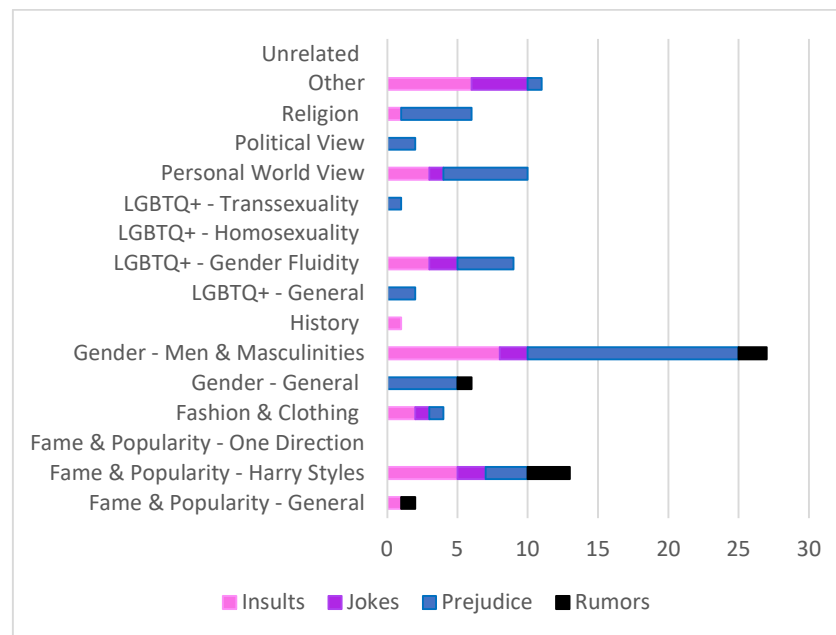
*“He’s lost the plot. Thinks he’s that big a star he can get away with this crap. He ain’t. Just made a fool of himself.”*

Rumors were a little harder to pin down, as they were not easy to differentiate from stereotypes. But here, they were chosen when there was a prejudice that turned more towards the “rumorous” direction, for example ones that were spread about why Harry Styles is engaging in such a specific topic, or ones that were going further than just stereotyping about gender expressions.

In general, insults and prejudices were the most easily distinguishable, and jokes and rumors were less used but still impactful, especially because they often also include an insult or a prejudice themselves. Insults were often more intentionally toxic, while prejudices were of course more



unintentional, as they are more anchored in society and therefore their senders do not realize how impactful they might be.



**Figure 6.** Concepts by Toxic Masculinity Type

#### 4.4 Additional Topics

There were additional themes that could be found while coding the comments, which should be addressed. For example, many people simply found the dress he is wearing ugly, and the fact that he is wearing a dress as a man does not seem to be important. However, it is often still said that men are being feminized in situations like this, to which many people responded with the fact that women often wear pants and suits as well, which would, to their logic, masculinize women as well. Candace Owens herself also often wears suits, which was then criticized by the people who were trying to prove her own point wrong. But, of course, because of the gender norms that have been established in society to this day, it is often more accepted if women wear pants or show other more “masculine” traits, than if women show “feminine” traits (see also: Chitrakorn, 2019). Other people that are in favor of expressing gender fluidity also brought up the argument that clothing is only fabric, and that this does not change anything about the masculinity of a man, or that they should not be wasting all their energy ranting about a “piece of fabric”. Furthermore, many people are not opposed to men wearing dresses, but do not think it should be that big of a topic, phrases like “it’s not philosophical”, “not creative”, “it was already done before” were characteristic of this opinion. In addition to this, the LGBTQ+ community, more specifically the gay community, seems to be disappointed as a supposedly straight male in a dress gets so much attention, even though according to them, there would be gay artists that could take over this role. Other negative comments included the assumption that he is only doing this photoshoot for clicks and money, as well as to stay relevant, and would never wear a dress in his personal daily life. What is also important to mention that a lot more Harry Styles fans and

celebrities like Elijah Wood or Olivia Wilde commented on the Candace Owens post than on the Vogue Tweet.

## **5. Discussion**

The objective of this study was to find out to what extent toxic masculinity exists on social media and to what other concepts negative comments can be connected. Therefore, to answer the research question, a content analysis of Twitter comments was performed in regard to toxic masculinity concepts as well as other general concepts.

The main conclusions and findings say that the general sentiment towards the topic of gender fluidity in men was in total more positive, but still a lot of negative comments existed. Out of these negative comments, way less than half of them were connected to toxic masculinity in particular, which suggests that a lot of other concepts were involved next to it. These concepts included statements about the singer Harry Styles as a person, about men and masculinities and their role in society, and about other concepts that could not be assigned to the already made codes at hand, which often included cultural connections or comments about the sexual life of people who are expressing themselves in a gender fluid way. This could mean that people do not necessarily care about the fact that a man is wearing something that is not exclusive to his gender norms, but often also about who that person is, so they make comments about if they like the person or not, and then automatically connect what he is doing with their sentiment about him. Also, some people seem to have a specific idea about how a masculinity of a man should look like and express this in their comments about the situation as well. This does not always mean that they make completely toxic comments, but they just talk about how they view men in their idea of how the world should work. However, these types of comments could very quickly become toxic, when they included, for example, an insult towards men that are not conforming to their idea of gender norms.

The most used toxic masculinity types were insults and prejudices, which suggests that prejudices are anchored in society, so people automatically think this is how it should be and this is how a man should act and look like, and if this does not happen they might even get aggressive. People often feel like they are right when they show more aggressive behavior, as they push their opinion – in their point-of-view the only right one – onto everyone else as well. In general, the toxic masculinity voiced in the comments was mostly unintentional, even though the difference to the number of intentional comments was not as big. This connects to what was established in the theoretical framework, that sometimes these toxic gender norms and stereotypes can be unconsciously anchored in our minds. As mentioned before, these codes were inspired by the study of Lloret-Pineda et al. (2020), and their results looked similar, but not completely different. In the study at hand, there were way more prejudices than anything else, and the number of jokes and rumors was practically switched around. The question here is if these dimensions are dependent on what topic/situation the study is analyzing. For example, are there way more prejudices connected to gender and gender fluidity than there are for racism? Especially because it makes sense that these codes could possibly

applied to any situation in which there is extreme criticism, like the gender discussion, racism or maybe also homophobia, these comparisons could be examined in future research.

Because there were generally a lot of positive comments about Harry Styles, a kind of bias could have been that there were a lot of fans in the comments that were simply supporting what he is doing, of course then also not being opposed to gender fluidity, but still not being completely unbiased about the situation. So, in another situation that includes another person as the main character, or just a person that is neutral and that people do not generally know, the reactions might have been different. It is possible that the comments would have not been as positive, but rather more ambivalent or maybe even neutral. It is not really to expect that all positive comments would turn into negative ones, but the results would definitely change. Despite this, sometimes, even the Harry Styles fans were unintentionally toxic by trying to convince other users how manly he is, for example by stating how many muscles he has or how much weight he can lift, which would make him way more manly. This behavior is also slightly toxic, because it is again applying traditional gender norms to him.

The category “Other” is still very broad with different topics, so maybe that is something that could be categorized more, as a lot of “Other” codes means less concrete results, because this category contains a lot of topics. For example, there were cultural assumptions and facts, criticism by the gay community, criticism about Candace Owens’ double standards, as she is also wearing clothing that is technically – according to her definition – gender non-conforming, or simply comments about the article and photoshoot itself that had nothing to do with the dress Harry was wearing.

Overall, most people were in favor of gender fluid attributes in men, but there were a lot of negative comments towards it. Even though not all of them were connected to being toxic towards masculinity, the comments that did include toxic statements seemed to be rather strong, as they included insults, jokes and prejudices that were often intended to hurt or harm another human being or showed how much toxic masculinity is still unconsciously anchored in society’s minds. This just goes to show how harmful it can still be, which is why a fight against toxic masculinity should still be on our agenda.

## **5.1 Limitations and Recommendations for Future Research**

As for limitations of this research study, it can be said that using Twitter is the first limitation in itself. It is not really possible to analyze GIFs, pictures, or videos that don’t include text when coding, but only posts that contain words in a text. Furthermore, some tweets or comments were already deleted by the time of analysis, or the access to seeing the tweet was restricted by the user. Some accounts were also already banned, as Twitter seems to be quite quick and strict about this. Also, as already mentioned in the method section, the comments were scraped via the researcher’s personal Twitter account, which might have biased which comments the algorithm shows first, therefore there could have been a bias towards comments about Harry Styles as a person, and also more positive comments towards gender fluidity.

Moreover, the tweets used were already quite old, about one and a half years earlier than this research took place, so it takes a lot of time and effort to get them, both manually and automatically, scraped into a document. But, as soon as the comments were in a document, the coding could immediately start and there were no further preparations needed, so that might also be a good thing. Another thing about analyzing tweets is that often people are very jokey or sarcastic, and sometimes pose rhetorical questions, which makes it less easy to give the statement a clear positive or negative code, so one has to be really careful about these things when coding and analyzing. Also, it sometimes is a bit hard to understand if the statement is positive/negative towards the initial tweet and topic, or if it concerns a comment that was made before this. To make it easier, in this study, the sentiment towards the initial tweet was coded every time. However, it became apparent that not every negative comment is automatically also toxic towards masculinity, but it still happened that while coding a type of toxic masculinity was projected on some negative statements, even though it might have only been negative towards another concept.

Because the comments were manually scraped, there could of course only be a limited number of tweets for analysis, making this a rather small study. For example, most of the time only the initial answers to the original tweet were taken into account, instead of looking at every single answer in the thread – although that sometimes also was the case. However, it was mostly looked at high engagement comments as they were at the top of the page. If all the answers could have been analyzed, the results could have been different in that maybe the overall sentiment would have shifted a bit, or another concept would have been higher up in the ranking. Also, the tweets are mostly from 2020 or the beginning of 2021, as it would have taken simply too much time to find the newest tweets, or all the answers to one comment while scraping. Therefore, it would be useful if sometime in the future, this study could be conducted in a broader manner, and then these tweets could be looked at again, to get a full picture of the discussion on this topic. Also, changing the method completely to more personally approach the target audience via interviews or focus groups would make for more detailed results. In general, it would also be important to create a more random sample, to prevent selection bias.

Looking at the codes inspired by the study of Lloret-Pineda et al. (2020), it is also worth noting that these were initially used to measure racism, however in this study they were taken to analyze toxic masculinity. This means that some of the codes were perhaps used or interpreted differently now than in the original study. Moreover, in this study, the “TM Discourse” codes were used on top of the “TM Type” codes, to further classify the statement. In the original research, either the discourse or the type code was used, which might have also been due to differences in interpretation of the codes and the statements. Also, not all of the original codes from the racism study were used in this one, as some seemed to not be applicable in this context in the beginning. However, maybe it would have been smart to include more of the codes that Lloret-Pineda et al. (2020) used, to have a full range of codes belonging to active and inactive/passive racism, or in this case, toxic

masculinity. This way, the studies could have also been compared more and it would have become more evident if there is a difference between comments about racism and comments about gender fluidity containing toxic masculinity. This would be something that can be recommended for future researchers.

Another recommendation for future research is that maybe it would be good to look at another platform than Twitter, for example Reddit, to find another target group and maybe also be less restricted in access to the comments. This way, there would be a higher number of comments, and therefore the results could be even more validated, as the sample could be bigger then. Again, for example the overall sentiment could shift in a different direction, or there would be different concepts coming across more than they do now. Furthermore, it might be good to deepen the topic by not conducting a content analysis, but a study that works with individuals being able to disclose their opinion. For this, one could make a survey, focus group, or maybe even diary study concerning the topic of gender fluidity in men online. This lets the researcher look more “behind the scenes” as to how toxic masculinity is formed, where it is coming from, and why people react the way they do. This study could, for example, include the question “What would you have commented if you would have seen this post?” and then the participants would need to elaborate on why they would comment this and what they think about the situation themselves, how they rate the other main reactions to it, etc. There might also need to be a way for participants to indicate whether they already are a Harry Styles fan, or at least like him, or if they are not, as this might heavily influence their decision.

A positive about performing a content analysis on any kind of social media platform is, that anyone has access, and anyone can comment, which makes the analyzed target group bigger. This means, the researcher gets the general initial opinion of the broad society instead of only looking at a smaller specified group that already has certain preconditions. This would be even clearer in a content analysis with automatically scraped comments, as there would be an even broader spectrum of time and different users.

This study can serve as a first look at the connection between gender fluidity and toxic masculinity on social media, and a more deepened content analysis and a more detailed study, looking at the background of the individuals, would be recommended to get more findings on the topic at hand.

## **6. Conclusion**

The objective of this study was to find out to what extent toxic masculinity exists in Twitter comments on posts that show men expressing gender fluid aspects. Furthermore, the intention was to see if there are further underlying aspects to this concept. This was done via a human coding content analysis.

It was found that half of the comments were positive towards gender fluidity, which is already a really good result, but these might have been different if another person and another situation was studied, as it is possible that the overly positive results stem from a bias of individuals that are a fan of Harry Styles. Also, most of the negative comments that existed were connected to toxic masculinity in

some way.

This means that toxic masculinity does exist on Twitter, and it can be classified in insults, prejudices, jokes and rumors, whereas insults and prejudices were most commonly found. Insults were mostly intentionally toxic, which makes sense as insulting people normally means intentionally harming them, while prejudices seemed to be unintentionally toxic most of the time. This can be explained by the fact that the prejudices we hold are most often unconsciously shaped and anchored in our minds, and most of the time people do not want to intentionally harm others by applying these stereotypes to them. Often, these people are not realizing that what they are saying is hurtful towards other individuals or groups.

Toxic masculinity was often not the only concept that could be found in the comments of users, there were some underlying concepts, like their perception of gender, whether they like Harry Styles as an artist or a person, or cultural and religious values or sexual preferences. This shows that toxic masculinity is not a simple concept that can be easily detected and therefore also easily pushed aside, but rather that there are different backgrounds and anchored concepts to it that make this kind of toxicity even more fastened in society.

This study works as a good open start to explore the topic of gender fluidity and toxic masculinity more, as further studies could work more on the detailed backgrounds of where toxic masculinity is coming from, and maybe already on ways to achieve advocacy, especially online. The ride to fighting toxic masculinity begins here.

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## Appendices

### Appendix A – Search Log

Date	Search Engine	Search String	Total Hits	Relevant Results	Remarks
23.03.2022	Scholar	“toxic masculinity” definition	7.750	-	Too many results
23.03.2022	Scholar	“toxic masculinity” AND “social media”	4.310	-	Too many results
23.03.2022	Scholar	“toxic masculinity” AND “social media” AND reactions	3.851	-	Too many results
23.03.2022	Scholar	“toxic masculinity” AND “social media” AND “young adults”	637	5	
23.03.2022	Scholar	“toxic masculinity” AND Twitter	3.300	-	Too many results

23.03.2022	Scholar	<b>"toxic masculinity" AND Twitter AND Harry Styles</b>	151	7	From one of the results, I could <i>snowball</i> a lot of sources from their references (done on 27.03.2022).
23.03.2022	Scholar	<b>"toxic masculinity" AND Twitter AND "young adults"</b>	356	2	From one of the results, I could <i>snowball</i> a lot of sources from their references (done on 26.03.2022).
23.03.2022	Scholar	"toxic masculinity" AND Instagram	1.550	-	Too many results
23.03.2022	Scholar	<b>"toxic masculinity" AND Instagram AND Harry Styles</b>	103	2	From one of the results, I could <i>snowball</i> a lot of sources from their references (done on 26.03.2022).
23.03.2022	Scholar	"toxic masculinity" AND Instagram AND "young adults"	241	1	
23.03.2022	Scholar	"toxic masculinity" AND related concept	6.030	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND layers	2.510	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND gender fluidity	7.520	-	Too many results
23.03.2022	Scholar	<b>"toxic masculinity" AND "gender fluidity"</b>	297	5	From one of the results, I could <i>snowball</i> some sources from their references (done on 27.03.2022).
23.03.2022	Scholar	<b>"toxic masculinity" AND "gender fluidity" AND "young adults"</b>	52	3	
23.03.2022	Scholar	"toxic masculinity" AND "gender fluidity" AND young adults	276	-	Nothing relevant/new
23.03.2022	Scholar	"toxic masculinity" AND gender fluidity AND "young adults"	912	-	Too many results
23.03.2022	Scholar	"gender fluidity" AND "young adults"	1.050	-	Too many results
23.03.2022	Scholar	<b>"gender fluidity" AND Harry Styles</b>	512	3	From one of the results, I could <i>snowball</i> a lot of sources from their references (done on 27.03.2022).

23.03.2022	Scholar	<b>"gender fluidity" AND "social media" AND "young adults"</b>	490	2	From one of the results, I could <i>snowball</i> some sources from their references (done on 27.03.2022).
23.03.2022	Scholar	"toxic masculinity" AND "non-binary"	1.130	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND "non-binary" AND "young adults"	192	-	Nothing relevant/new
23.03.2022	Scholar	"toxic masculinity" AND "non-binary" AND young adults	1.010	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND identity	8.300	-	Too many results
23.03.2022	Scholar	<b>"toxic masculinity" AND "identity development"</b>	486	5	
23.03.2022	Scholar	"toxic masculinity" AND "gender identity"	2.510	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND "male gender identity"	92	1	
23.03.2022	Scholar	"toxic masculinity" AND "gender identity" AND development	2.370	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND "gender identity" AND young adults	2.250	-	Too many results
23.03.2022	Scholar	"toxic masculinity" AND "gender identity" AND "young adults"	390	2	
23.03.2022	Scholar	"toxic masculinity" AND "male gender identity" AND young adults	88	-	Nothing relevant/new
23.03.2022	Scholar	"toxic masculinity" AND "male gender identity" AND development AND "young adults"	9	-	Too little results
23.03.2022	Scholar	"toxic masculinity" AND "male gender identity" AND development AND young adults	85	-	Nothing relevant/new
23.03.2022	Scholar	<b>"gender identity development" AND "social media" AND "young adults"</b>	606	4	
23.03.2022	Scholar	<b>"toxic masculinity" AND androgyny</b>	681	4	
23.03.2022	Scholar	"toxic masculinity" AND LGBTQ	1.870	-	Too many results

24.03.2022	Scholar	<b>"toxic masculinity" AND "LGBTQ Community"</b>	639	4	
24.03.2022	Scholar	"toxic masculinity" AND LGBTQ AND "social media" AND "young adults"	416	1	
24.03.2022	Scholar	"toxic masculinity" AND "gender roles"	3.140	-	Too many results
24.03.2022	Scholar	"toxic masculinity" AND "gender roles" AND "gender identity"	1.330	-	Too many results
24.03.2022	Scholar	"toxic masculinity" AND "gender roles" AND "gender identity" AND "young adults"	241	2	
24.03.2022	Scholar	"toxic masculinity" AND "gender roles" AND "social media"	1.500	-	Too many results
24.03.2022	Scholar	"toxic masculinity" AND "gender roles" AND "social media" AND "young adults"	310	-	Nothing relevant/new
24.03.2022	Scholar	"gender roles" AND "social media" AND "young adults" AND "gender identity"	3.400	-	Too many results
24.03.2022	Scholar	"gender roles" AND "gender identity development" AND "young adults"	940	-	Too many results
24.03.2022	Scholar	"toxic masculinity" AND Harry Styles	345	3	
24.03.2022	Scholar	"toxic masculinity" AND Harry Styles AND "social media"	207	-	Nothing relevant/new
24.03.2022	Scholar	"gender roles" AND Harry Styles AND "social media"	2.090	-	Too many results
24.03.2022	Scholar	"gender identity" AND Harry Styles AND "social media"	1.670	-	Too many results
24.03.2022	Scholar	"gender identity" AND Harry Styles AND androgyny AND "young adults"	240	3	
24.03.2022	Scholar	Harry Styles AND androgyny AND "social media"	302	-	Nothing relevant/new
04.05.2022	Scopus	"toxic masculinity"	156	3	

04.05.2022	Scopus	"toxic masculinity" AND "social media" AND "young adults"	None		
04.05.2022	Scopus	<b>"toxic masculinity" AND "social media"</b>	11	2	
04.05.2022	Scopus	"toxic masculinity" AND Twitter AND "young adults"	None		
04.05.2022	Scopus	"toxic masculinity" AND Twitter	3	-	
04.05.2022	Scopus	"toxic masculinity" AND "gender fluidity"	None		
04.05.2022	Scopus	"toxic masculinity" AND "gender fluency"	None		
04.05.2022	Scopus	"gender fluidity" AND "social media" AND "young adults"	None		
04.05.2022	Scopus	"gender fluidity" AND "social media"	2	1	
04.05.2022	Scopus	"gender fluidity"	147	2	
04.05.2022	Scopus	"gender identity"	33,613	-	Way too many results
04.05.2022	Scopus	<b>"gender fluidity" AND "gender identity"</b>	40	5	
04.05.2022	Scopus	"toxic masculinity" AND "gender identity"	3	-	
04.05.2022	Scopus	"toxic masculinity" AND androgyny	2	1	
04.05.2022	Scopus	"toxic masculinity" AND "gender fluidity" AND "social media"	None		
04.05.2022	Scopus	<b>"toxic masculinity" AND men</b>	61	6	This should be enough, there is a research gap I can define now.

## Appendix B – Manually scraped Twitter comments

VOGUE MAGAZINE TWEET (GRAY = answers to previous comments)

@voguemagazine	"There's so much joy to be had in playing with clothes. I've never thought too much about what it means—it just becomes this extended part of creating something.": Read our full December cover story starring <a href="#">@Harry_Styles</a> here: <a href="http://vogue.cm/Pdns6GQ">http://vogue.cm/Pdns6GQ</a>	13.11. 2020
@Paynomindtowts	These people are absolutely repulsive. They are offspring of the devil. This is not about being gay I have good gay men friends who are absolutely appalled by this behaviour. Art has always	14.11. 2020

	being kidnapped by sick people. Atrocities have been made in the name of art.	
@Annakhait	What is wrong with you people? absolutely insane and demonic	14.11.2020
@koinoyeo	Not a trump supporter thinking they're allowed to have an opinion	16.11.2020
@annathebanana00	This is what you call demonic? What about like, i don't know...rapists or something? Like seriously people? We're this upset by a man in a dress?	16.11.2020
@tired_wintah28	you could never put in your bio "follower of Jesus" if you do this kind of thing! respect everyone, "Love each other as I've loved you"! he didn't do anything to u, so why don't u stop wasting your time in sending hate to a lovely person & go read the Holy Bible? educate yourself	17.11.2020
@Minkiemom17	Have you ever worn pants? Because there was a time people would have said the same about you.	18.11.2020
@kasigofs	Piece of fabric = demonic. And we're the insane ones...	18.11.2020
@GundyBurner	d- hunnnny hu uh U the demonic one suppressing someone for BEING THEMSELVES. Not vry 'Christian' like what happens to love all? What happens to no judgments? Seem to forgot YOUR rules when they don't apply to u funny how that shit works ;)	12.05.2021
@Clairenadingma1	Demonic:D what are you on about? Men in the bible used to literally wear dresses. IT'S JUST CLOTHING GET A GRIP	19.11.2020
@tuff_commander	A hundred years ago boys use to wear dresses. And try were more religious back then when compared today.	20.11.2020
@malena_yaleee	Stayed in the older generation? Where could you not express your likes out of fear? The clothes have no gender, if you want it or you think it will look good, you put it on and that's it.	19.11.2020
@Elih321	Why do so many people make such a fuss. There are so many serious problems going on.	20.10.2021
@TanaSWilliams4	There was a time when David Bowie could have put his shoes under my bed any night.	19.11.2020
@ShaunKattenhorn	Disgusting.	18.11.2020
@VictorT_Wx	Not sure why everyone is so worked up about this. He can wear whatever he wants. Wearing a dress for artistic purposes doesn't make him less of a man. It's literally just a piece of cloth. If you don't like it just move on	30.11.2020
@JamesChimo	USA will behind from China since some radical liberal people can't distinguish their gender anymore. China has built strong military with masculine men. USA has build confused generations that they cannot even to protect their identity. We'll lose big if we have war with China!!	17.11.2020
@irishwol	Jesus wore a dress. The Scots regiments fought WW1 in skirts. The Romans wore nifty little short dresses but if course they aren't famous for having a masculine army or anything. It's almost as if the men of other nations don't need trousers to stop their bollocks falling off.	25.11.2020
@itsjustgigi	Just what this world needs, more girly men. This is so perverse it makes my stomach hurt.	23.11.2020



@AundraWilliams3	I am so confused ...like what? This world is so wicked and perverse! Why does the music and entertainment world push this?! Jesus help us!!	16.11.2020
@chiraagmathur	Only motto of photoshoot : Fashion should be about fun, Random articles per se clothing do not have a gender. Everyone should be encouraged to be their authentic selves and can wear whatever they want Candace Owens & Trumpets : This is the forced feminisation of the West West : [historic pictures of men wearing skirts and dresses]	18.11.2020
@mrhyne68	If my husband wanted to wear dresses, he would be divorced! Playing dress up isn't a good thing when you're supposed to be a grown man.	19.11.2020
@tswftrry	the comments on this disgust me, harry looks AMAZING and he's in Vogue!!! we are all so proud of you H	16.11.2020
@JJmanning1	I legitimately don't understand why this bothers so many people. How does any of this affect your life in any way? The clothing is beautiful. Harry seems like a decent guy. Don't like it? Scroll right on by.	17.11.2020
@happierhrry	just a friendly reminder that harry styles looks AMAZING in this photoshoot and that candace owens brother fucked her husband	17.11.2020
@B4Armageddon	Playing with clothes.. great.. my kids do that.. as a loving parent I make sure they don't embarrass themselves in public though	14.11.2020
@BlackMagic63	Bro... Maybe get some testosterone injections.	14.11.2020
@ElizabethGrbev1	I love him and these photos have just put me off.... unless you are trans I don't think you should wear a dress as a man	17.11.2020
@MindlessCriss	You know testosterone doesn't make more of a man or less of it, it doesn't give you any of the stereotypes	17.11.2020
@foolforftdt	Harry Styles is one of the strongest men because he's able to express himself fully and be proud of it. Leave him alone and understand that people can wear whatever they want. It's literally a piece of fabric.	17.11.2020
@NeoNate88	...what? Can you not see his muscles? Like I get that you're upset, but let's not just come be ridiculous.	18.11.2020
@ashaxgeorge	AYO WE GOT SOME TOXIC MASCULINITY HERE	18.11.2020
@max_spooky	That's not how clothes work but okay	07.06.2021
@ByEzenwanyi	I know it might be shocking, but we already have a gender doing this. They're called women.	14.11.2020
@lot4kys	and i know this might be shocking but men have wore skirts and dresses since even prehistory	18.11.2020
@Meadow1004	miss girl go look at old photos of historical men. they were all in dresses	18.11.2020
@MontyLoVania	Fine, but if you've worn anything other than a dress or skirt, you're a man now. You wanna make rules up, we get to as well.	18.11.2020
@quinoasalade	Why not have all genders wear skirts? They look pretty on men, women and everybody else. Why not have other people wear a piece of fabric that has been worn by men, women and everybody in between for decades?	17.11.2020

@Xiomara94136513	And I know THIS might be shocking, but since when did clothes have a gender? Women also wear jeans, and t-shirts, sweat pants. I don't see where the "gender" comes in with those? Why does it have to play a part with dresses?	17.11.2020
@mzprips	We can't all have the wit of Mark Twain but it's nice to see attempts.	03.05.2022
@MissMegalylnn	I know this might be shocking but we already had a gender wearing pants too, but that didnt stop us STRONG WOMEN from making them make pants for us*. *now, if we could just make them make POCKETS THAT HOLD THINGS	17.11.2020
@DiedJustNow365	There was a time when Men acting like Women were called out as Weak minded Failures and Women acting like Men were called out as Dirty women. But now we don't do that anymore. As a result, we get this. Failure of Human Specimen.	14.11.2020
@SoulGrown	Men cannot wear dresses simply because it looks hiddeous on us... NATURAL BORN WOMEN are the most Beautiful creation god has given us, miss me with this propaganda bull shit!	19.11.2020
@Eugene646	Fabulous I wear pink shorts. [pic of himself on a golf course in pink shorts, green tee]	13.11.2020
@RNRetVirginiaT	Men in fluffy dresses: makes me laugh and gag at the same time. Men in kilts: swoon! Compare this pic with that laughable mess of your pics: [pic of shirtless man in skirt]	14.11.2020
@zeitgeist032	The feminization of men right here. God I like this guy but, he has no idea how much bad he is doing to society with this.	15.11.2020
@SitaodiaTrump	I bet \$10 he gets laid in that dress a million times more then you in those pants.	18.11.2020
@GurlzupMy	Also, I guess we all should just continue restricting straight white men into that box we put them in; how dare they try to leave it!	19.11.2020
@GurlzupMy	How is a man expressing himself and wearing what he wants hurting anyone? You're just jealous that he get to look pretty and you don't.	19.11.2020
@rm_parkerr	hes wearing clothes- i think we'll be ok-	14.10.2021
@max_spooky	You're right this is what makes society crumble, nazi Germany happened because Hitler put on a dress once, definitely not because of his toxically masculine Napoleon complex	16.11.2020
@angelaisaloser4	if you like him then why are you bothered is there any reason to why him wearing a dress is bothering you? Clothes don't define who you are clothes are just pieces of fabric that cover you there's nothing more too it	20.11.2020
@_kylemagee	what is he doing society please tell me. creating a world where people can wear whatever they want? YU	18.11.2020
@AbbyJohnson	Bring back masculinity.	15.11.2020
@egtea	Shame on women for judging this man and his fashion choices!! As women we have all struggled with the ever changing "ideal" feminine body! Hey Let's bring back the waif model look! Pearls and red lipstick wouldn't have saved your femininity in the 90's...starvation would have!	20.11.2020
@jake72866277665	yes abby tell em!!!!	25.11.2020

@StewartLttle	Masculinity hasn't gone anywhere. He doesn't stop being a man because he's wearing a dress	29.11.2020
@Carolin04834391	PLEASE I don't know why this offends you. It's clothes. You have no right to tell someone living their life happily, like you I hope that they are not masculine for wearing a clothing. CLOTHES DO NOT DEFINE MASCULINITY OR FEMINISM	05.01.2021
@thececerae	It's so funny to me how he has all the toxic people mad over some damn fabric. Clothes have no gender. People can wear whatever they want and it does not dictate who they are as a person. Get over it.	16.11.2020
@edredmny	Men being men is what helps humanity move forward. I wouldn't trust this guy making future decisions for me because he's confused why he's on this earth	02.12.2020
@hotbuttahhh	Our country is too prosperous and too bored. We've lost touch with our true nature. Men want to be women and women want to be men because we're all so freakin lost and purposeless that we don't know what it is to be a man or what it is to be a woman.	16.11.2020
@rm_parkerr	hary isnt trans- hes just wearing a dress BRO	14.10.2021
@MsWildflowerx	A woman wants man with rough hands, hair on his legs, a big chest, a wide back, a chisel strong face. A man that can build something with his hands and lay pipe.	23.11.2020
@Anothercordova	So I guess that applies to any woman who want to fight in a ring, a woman who wants to rebuild an engine, a woman who wants to manage a Fortune 500 company, a woman who wants to wear pants, cut her hair short and be the sole breadwinner of her home while hubby raises kids?	02.12.2020
@JudeSinger	No, we don't. Most women want a partner who is smart, self-confident, sensitive and caring and with a sense of humor. If you want a hairy body, a dog is a better choice.	02.12.2020
@maggie37206	Why do you assume that you can speak for what a "woman" wants in a man?	03.12.2020
@ablocke7	All women want the same thing? That's insulting.	03.12.2020
@elle_borella	No YOU find that attractive. Some other women and other genders find other things attractive. Smdh.	04.12.2020
@amievol6	fun fact: 40k issues of this magazine have been sold and I've had to traverse to every corner of my city to look for one only to realise there's a waitlist. so yes, there is high demand for this magazine because some people aren't close minded.	01.12.2020
@ItsAnnMariePepe	The feminization of men is tragic	14.11.2020
@LeighAnnBerry2	What happen to the manly man? I miss seeing just a good looking well dressed man, that's not in a dress! Sorry just the way I feel!	16.11.2020
@lechatnoir414	These comments are so toxic men been wearing dresses and floofy clothes for thousands of years??? He looks great. <a href="https://www.bustle.com/style/were-dresses-made-for-men-skirts">https://www.bustle.com/style/were-dresses-made-for-men-skirts</a>	16.11.2020
@delbiyonce	So many Queer men out there but nah, give us the str8 one	13.11.2020

@catrryroad	this has nothing to do with sexuality. this has to do with gender roles in fashion. you don't have to be queer to wear a dress. that's the whole point. he's wearing a dress because he likes dresses.	14.11.2020
@catrryroad	the whole point of this article was to explore stereotypes in fashion. you're playing right into that stereotype by complaining that a supposed straight man is wearing a dress. 1. he's unlabeled so don't assume someone's sexuality 2. even if he was straight, he can wear a dress	14.11.2020
@_babyboy	Seriously. There are so many queer artists who are brilliant but ok lets praise the straight guy in a dress again	13.11.2020
@katie_love	Umm, Harry isn't straight and he dresses like this all the time. Why the hate is on this? Even if Harry was like Timothee Chalamet who identifies as straight & experiments w/gender fluid clothing that is huge for pushing the definitions of what is masculine.	13.11.2020
@GadSaad	Truly enlightened. Most women are driven into a sexual frenzy when confronted with guys in dresses. Progressive sexuality. [Also retweeted.]	14.11.2020
@StudentOfDrA	That's why they are doing this to men. They are playing with the CNS of humans by switching role norms and feminizing men while encouraging masculinity in females. It's a kill-the-egg/depopulation psychological operation.	14.11.2020
@onker9	He's lost the plot. Thinks he's that big a star he can get away with this crap. He ain't. Just made a fool of himself.	14.11.2020
@sugar_boogers	Perhaps he isn't trying to turn anyone on, but just simply wearing what he wants to wear	14.11.2020
@Lewisfest	I would assume that he had been robbed of his clothes and had to wear what he found in the bag his mother had given him to drop off at the Salvation Army.	14.11.2020
@_mmitharry	ma'am this isn't the 1900s. It's time to move on and except the fact that men can wear whatever they want just like how women can wear whatever they want	16.11.2020
@jillteresa1	Is this a bad time to mention Jesus wore dresses?	17.11.2020
@StewartLttle	Or he just decided he wanted to wear a dress today	29.11.2020
@hsthesuperstar	Harry Styles makes history by being the first male solo act to cover Vogue SO PROUD OF MY MAN	14.11.2020
@Julie9621	What's creative about that?	14.11.2020
@Hermittao	It creates a market for their magazine. Feminists like to see Men in Dresses. It's an opportunity to laugh & feel superior.	14.11.2020
@rm_parker	its just breaking gender roles? hes wearing a dress its not creative its just an outfit, a design for the dress was creative maybe	14.10.2021
@85Deebo	Maybe he's just a poof....	18.11.2020
@Hind8112	Wow, what a great achievement. Frontline health workers could not be as "brave and stunning" as Harry!	14.11.2020

@vaporfireproof	I'm disgusted by these replies. Toxic masculinity is real and I'm so proud of Harry for being himself and embracing his feminine side without caring what other people think.	16.11.2020
@ClaudeN_R1	Not wanting to wear dresses does not count as toxic masculinity.	16.11.2020
@Mom54Mimi	Nonsense!	18.11.2020
@RePerfectNow	At last someone said it Shout it!	17.04.2021
@jason_barnick	Anyone that pretends this is masculine is fooling themselves.	18.11.2020
@Oris_Hickok	No thanks, I'll pass.	23.11.2020
@alohacraigepoo	Mental illness	02.12.2020
@TheMaShiKai	Lol this is what people are freaking out over? Bowie did this in the 70s and people back then freaked out less than these dorks.	16.11.2020
@Softwindroses	Wow! It's true though. But we sense Bowie was doing his own thing... Harry seems to be 'trying too hard' to be 'woke'.	16.11.2020
@VixenNoir	Exactly! We don't have to stop at Bowie!	18.11.2020
@chrisbracewell3	But Bowie had Style and Talent.	18.11.2020
@Aussie_Enigma	As did Kurt Cobain and Nirvana.. I found this to be a very interesting article. <a href="https://bustle.com/p/the-history-of-men-skirts-58088">https://bustle.com/p/the-history-of-men-skirts-58088</a> I can't believe how many people are freaking out about this, LOL.	22.11.2020
@sharon_iyamu	They got nothing to do. Everyone has to follow a certain norm in their eyes. Leave people to be who they want to be, how they want to dress.	20.11.2020
@ArvuAndBoxCrew	Dennis Rodman did it, and even married himself and everyone was just like "Oh that's just Dennis Rodman being Dennis Rodman" And no one DARED question the masculinity of a 6ft 9 inch dude known for throwing hands in every Basketball game he was in.	20.11.2020
@DarrellPozzi	Bowie lost a lot of young fans in the 1970S because they thought he was too much a freak!	18.11.2020
@LiloFedora	For a few centuries well-to-do men had as much fun with clothes as the women did. Wigs, tights, heels, ruffles, capes, tunics, broaches... <a href="#">@RealCandaceO</a> If you wear pants, a few thousand years of society would have frowned greatly on you and said you were unfeminine.	02.12.2020
@nickcad	The world wasn't built by men that wanted to play with girly clothes it was built by men that wanted to use their biological advantage of strength to build hunt and defend.	14.11.2020
@beckisjohnson	Pure silliness. This is not masculinity. The end of masculine men is the end of society. History says so.	16.11.2020
@MindyP92367073	Look at all these people up in arms about what kind of material a human drapes on their body. Honestly, it's almost comical. They're offended over cloth.	23.11.2020

@tired_wintah28	YOU ALL ARE SO DISRESPECTFUL!!!!!! WHAT'S WRONG WITH YOU GUYS?!????! HE IS NOT HUMILIATING HIMSELF!! HE IS REVOLUTIONARY, HE'S BREAKING THE BARRIER OF WHAT IS "MASCULINE" & "FEMININE". THIS MAN IS BRAVE ENOUGH TO EXPRESS HIMSELF THROUGH FASHION. & HE LOOKS STUNNING, INSPIRING	16.11.2020
@shaunonsite	The women that support this are the same ones that ask, "where are the good/strong men at?"	16.11.2020
@josiahvalcarcel	When has he worn dresses out on a regular day out? Only on magazine covers seems like queer baiting to me ion like it	18.11.2020
@1Flowerlover	Other than the opinion that he looks hideous in this out fit... he can wear whatever he wants to wear...there is no accounting for poor taste	06.12.2020
@Golding314159	This is gender appropriation.	14.11.2020
@z_andrews	Pathetic a man would put a dress on!!	18.11.2020
@BRANDONHILTON	MEN have been wearing skirts and dresses in different cultures and countries FOR CENTURIES! Only here in America are men SO WEAK AND THREATENED that they think every thing anyone does is an attack on their masculinity...	17.11.2020
@pilligaprincess	Just another example of modern urban illness. He needs to spend time with real men working on a cattle station and go hunting and camping a lot more	17.11.2020
@posh_trish	excuse me... [puking emojis]	18.11.2020
@JaggeGm	I wonder what his younger teenage girl fan base think of this. I truly hope they haven't seen it.	15.11.2020
@Wednesday_Aj	Hi as one of his young teenage fans. I'm really happy the shoot took place and have never bought something faster, proud of him for dressing the way that makes him happiest and I think he looks great TPWK	18.11.2020
@JackWolf15	This is disgusting	17.11.2020
@izabela_okay	you are [disgusting]	23.11.2020
@janicemarysack	That is truly one of the stupidest things I have ever seen... I can't stop laughing	17.11.2020
@Lia76481962	Is that so? Because from a wider perspective, it's just fabric. Only with interpretation YOU/SOCIETY make it (fe)male...	20.11.2020
@piggyspearl	There is joy in doing you. And there will always be opinions. It's cloth people. Clothing doesn't make the person. Contrary to popular belief. It's cloth!! Women have dressed in many different "cloths" throughout the ages. What the hell is different. Harry keep doing you!!!	03.12.2020
@jasgreek63	Elvis would be proud...remember him shaking his ass and causing a ruckus in the 50's....the end of the world!!! It's only rock n roll and I like it	03.12.2020
@emma_york789	The men that are mad at Harry are pissed because what women find attractive is changing, and they can't comprehend that. With their toxic masculinity, they probably aren't getting any.	19.11.2020

	The women who are mad at Harry are pissed because he looks better in a dress than they do.	
@riserace4good	What a disgust! Ppl go have a checkup!	21.11. 2020
@ArvuAndBoxCrew	People complaining about men wearing dresses would be considered sexist for saying a woman can't wear a tuxedo or a suit. Maybe the problem is putting gender on clothing?	20.11. 2020
@kan_peach	I think all you people hating on this man's choice of clothes is disgusting!!! Clothes do not make the man and <a href="#">@Harry Styles</a> has shown us all he is awesome on every level. If he wants to where thongs and a mini skirt and rock a tube top too he can do as such, its his prerogative	20.11. 2020
@lydb1d	and people need to understand that this isn't about YOUR preference of what your man wears, it's about what the man likes himself. and we need to understand to respect people's decisions in the end. suit dress pants skirt. They don't mean anything besides clothes and creativity.	28.11. 2020
@LisaKn0wsA11	I am glad I have not bought this sh1tty magazine for more than 20 yesrs! This is a farce! [clown and laughing emojis]	14.11. 2020
@corpsity	i'm so proud of harry for finding himself and being able to do what he wants. it literally lead him to be the first man on a solo cover of vogue.. wow. i'm so happy right now	15.11. 2020
@SameeraKhan	The fuck is this shit	16.11. 2020
@USA010117	Thankfully weak men such as this one who are creating weak times will eventually give way to strong men and better times in the future. Necessary evil I guess.	14.11. 2020
@jsgoldthorpe	I don't have any deeper opinion on this beyond how ridiculous he looks	18.11. 2020
@AddoNawal	RIP to society	17.11. 2020
@coenvermeeren	I would like to suggest a name change: "Vague Magazine" ? you like?	18.11. 2020
@nnasrat	Yuck! Disgusting	20.11. 2020
@diregineez	In 1000 yrs time, archaeologists will discover a set of videos, they will watch them & a new prophet will be hailed. A man who predicted how this country would be 50 years before it happened...his name Monty Python!	14.11. 2020
@LlamaQueenKelly	I'm especially disgusted that woman are on here shouting about wanting "men to be men". You wouldn't even be in the positions you are, you wouldn't have the vote, you wouldn't be working, you wouldn't have the rights you have now, if it was how it "used to be"!!	18.11. 2020
@tgphelan1	Good for you <a href="#">@Harry Styles</a> , if it feels good and you're not hurting anyone, do it. All you melts crying that everyone doesn't conform to your boring, rigid gender conformity can drown in a sea of mayonnaise. Bravery, courage, strength, intellect aren't eroded by wearing a dress.	16.11. 2020
@LudsDaily	LMAO the West call themselves free, but they are the most self oppressed, fearful people ever and even pretend to extend that oppression onto others. Dude relax, one guy wearing a dress	16.11. 2020

	won't shorten your supply of macho men. Life is about variety. [A dude wraps himself in some fabrics and everybody loses their minds]	
@YeahOkMiKay	Obviously you women are just mad that you could never look that good in that dress	18.11.2020
@dracosalive	You remain silent while there are children dying around the world, people murdered for their race, for loving who they love — yet Harry Styles wearing a dress is the tipping point for all you people to show your outrage embarrassing.	18.11.2020
@satanimir	He looks great and to everyone screaming and panicking over this — grow the Hell up.	18.11.2020
@RosaGut96443976	Listen if you don't like it don't look at it let him be he is a handsome young artist comfortable in his skin and sure of who or what he is so leave him the F...alone.	19.11.2020
@tsiisboll	Harry Styles but make it S T U N N I N G he looks so good in a dress I'm jealous and these comments hating on him are making me lose my few last braincells like grow up and get your head out of your ass he looks great	09.12.2020
@WendyPettigrew2	No wonder that actress went back to her family.	16.03.2021
@MelanieChristi2	this is downright horrid perfect display for the 48uly48a48 of men and their masculinity.	14.11.2020
@yuvika_v06	This has absolutely NOTHING to do with men and their toxic masculinity. Harry Styles is more successful than most of the men replying to this calling him gay and saying being gay is the worst thing in the world when it really isn't. His orientation shouldn't concern you period.	16.11.2020
@davidebrady	Cosplaying a woman, offensive when its other races though	14.11.2020
@HPCASEY17	So disgusting. Man up!	13.02.2021
@Emma_A_Webb	@Iromg plank	14.11.2020
@Iromg	Next month: Playing with hats	14.11.2020
@likeaboss_890	Gross.	17.11.2020
@taylorsthgh	get a better layout and then you can talk	17.11.2020
@JudiEdw43825621	One must assume Anna Wintour was totally OK with this. One Brit asking another Brit to 'dress' up to be on the cover page of the rag mag she runs.	19.11.2020
@JesseKrauss	What a weirdo.	02.12.2020
@mebeingme28	To all those shitty men saying this is too girly.. just know I will happily choose Harry over all of of u.. however ,alpha' or ,macho' you are!!	04.01.2021
@CandyEastSheets	Also, I can't believe there are so many saying that the U.S. needs MORE masculinity, as this makes us look weak.First off,whether male or female—military requires uniforms.Second, IF we had a	18.11.2020



	WW3, then whomever...just got their asses kicked by men who are secure & wear dresses!	
@DrMan_Hat_Tan	The saddest thing about this is he's probably hating every fuckin minute of it. His agent told 49uly49a was a „good move“	14.11.2020
@KatyKimberley	He enjoys it. Harry is gay just hasn't come out of the closet like Lewis Hamilton	16.11.2020
@Dticesr69	In a world like the music industry and Hollywood. You can wear whatever you want. Men are women & Women are men you can be an IT! They dont live in reality! If a construction worker showed up in !a dress, Not! I don't want my man dr in a dress! Reality People!	02.12.2020
@boie_zoie	If you look in the history of men fashion you will see that men wore dresses, high heels and wigs.	07.12.2020
@kinkswaugh	Oh dear. What's happened to Vogue? It's become detached from the class and chic it once aspired to.	14.11.2020
@ForagingForever	A society of strong men is easily controlled.	14.11.2020
@AishaCrypto	damn, what have you been eating lately? A dress is a piece of fabric! You are the one who's getting all shaky, not Harry.	14.11.2020
@Passwort12345	I bet that at the Vogue HQ the men call him "Harriet" behind his back	15.11.2020
@iLoveJuls1234	we love you harry.	19.11.2020
@MoureenKananda	King of winning proud.proud.proud	13.11.2020
@_vectorize_	The natural evolution of Theon Greyjoy after having his bits chopped off	14.11.2020
@apschi	Oh please! So much nonsense. Wear whatever you like, just don't try to make us believe there's anything philosophical in it.	14.11.2020
@dickvanpsych	Joy... He doesn't look very joyful. Meanwhile 49uly49a and asia are laughing at the west.	14.11.2020
@TKLIAN	It looks like shit	18.11.2020
@HRC4000	And that is what is mean to be modern masculinity? Yeah wouldn't touch that with a barge pole	14.11.2020
@Sozzinski	This is David Bowie in 1971. Hardly 'cutting edge' eh, Vogue? Same old, same old from an industry that run out of ideas and talent. Boring.	14.11.2020
@busybee8009	I'm all for people wearing whatever they bloody well like, but this is just for clicks. Insulting is the word the comes to mind.	14.11.2020
@wendy_fabulous	Vogue went rouge years ago. They have lost their way and have no idea how to get back. Does anyone buy this trash anymore. I haven't bought it in years.	14.11.2020
@Ashaldaron	Every lady part in the room just dried up like the Sahara in 49uly. [GIF of dried up Spongebob]	14.11.2020
@AngieNo56848967	I don't care who you are, that dress is fn ugly, and why does it look dirty?	18.11.2020
@DSTARNOW	Looks super weak. I denounce.	05.12.2020
@BronwynEmilyJ	I have no issue with <a href="#">@Harry Styles</a> wearing these clothes. The issue I have is how jealous I am over that dress. I want that	16.11.2020

	dress and I hate dresses, and pretty much anything that's really girly	
@forbes780	That's the problem, why do you want Men to be "girly"?	18.11.2020
@ItsMe_GT_	This guy walked past me and my ex at some restaurant once, about a year ago. He's such a tiny guy. The Internet claims this boy is 6ft but I'm 6'1 and he woulda been lucky to line up with my lips . I'd say 5'8 140ish	18.11.2020
@Avavruskova	r/thathappened	19.11.2020
@Llovesstyles1	Do evil behind closed doors and point fingers at a guy who wore a dress and call him a 'demon' if like but remember man is not judge God is n He shall judge all of us. Some people will be surprised. Let them who want to spread hate do it. BUT SPREAD LOVE.	17.11.2020
@7BlackThunder	<a href="#">@Harry Styles</a> sold his man soul for fame.	18.11.2020
@tulinufolla	these replies are absolutely disgusting and my faith in humanity is once again destroyed	18.11.2020
@trainorsaurus	Class, that next years halloween costume sorted	18.11.2020
@lajlablom	it's the last day of voting harries!!! VOTE HARDERRRRRR!!! RT TO VOTE! I'm voting for Fine Line for Favorite Album Pop/Rock at the <a href="#">#AMAs</a>	16.11.2020
@islyneve	What really is the point of him in a dress? I think it's just silly. I won't buy that issue.	17.11.2020
@itsYourGrace	Big reason why more young women look to older MEN for romance! Imagine having to be stuck w this dude in a dress in time of crisis? <a href="#">#PrayForAmerica</a> the devil is working overtime.	17.11.2020
@ashleys_meeting	Whatever.. I love it. Ya'll causin' a fuss only wish you could look half this sexy.. in just your mAsCuLiNiTy cLoThEs.	18.11.2020
@Flysosweetly	Life is short! Do what makes you happy. If you don't like it move on. Don't criticize someone else for being confident enough to wear something out of the ordinary. Oh, being a construction worker, or rancher, etc doesn't make you masculine, just ask any woman with those jobs!	18.11.2020
@cloudyram	I applaud you!Who says only women can wear dresses?And who says you're not a man if you do?If a man has long hair is he less of a man?Women wanted to wear pants...is it manly for them to wear pants?Let him and everyone else wear what they want, let them be free and happy <a href="#">#TPWK</a>	18.11.2020
@biscoffbiscuits	it is absolutely sickening to see all the replies asking "Jesus help we need You and masculinity now more than ever." as a christian it breaks my heart that people seem to be devout christians yet fail to grasp the most important aspect of it as a whole KEEP DOIN WHAT YA DOIN	18.11.2020
@michaelpavano	<a href="https://www.youtube.com/watch?v=Kb6PGqNQe8A">https://www.youtube.com/watch?v=Kb6PGqNQe8A</a>	18.11.2020
@JohnnyQuan	You go Harry. [Pic: "I'm not ashamed to dress 'like a woman' because I don't think it's shameful to be a woman." – Iggy Pop]	18.11.2020

@MbShellb81	Looks ridiculous.	18.11.2020
@uzisfather	these comments are so stupid, let harry do what he wants. just because alot of you have been brought up to believe that wearing dresses is feminine doesnt mean it is, its just your perception on it has been cultivated by culture and media	23.11.2020
@AmandaSocwriter	I've never seen anything so ridiculous in my life.	15.11.2020
@1a100a10101	im guessing you don't have mirrors in your house	20.11.2020
@Shebaroman	Incredible. Even more manly in dress. I love it.	19.11.2020
@waterfriction	I don't think that's how masculinity works.	19.11.2020
@onehumanfamily2	I'm shocked {& appalled} at the comments I've read here. Why are so many of you in any way upset by this? It's clothes. Perhaps you should pause & reflect on why you have this strong negative reaction to something like this, instead of showing your small mindedness online. [GIF: "Our differences could be our strength"]	16.11.2020
@L_Morales70	The real problem here is that these young kids today will just just eat this up. What a joke!	17.11.2020
@Canadianboy81	Hahahahaha	18.11.2020
@ABDDATA	A glorious display of beauty—inner and outer—and a landmark Vogue spread to be celebrated. Clothes do not make a man; his/hers/their actions do. Individuals who've been assaulted by 'real' men may understand. Patriarchy and toxic masculinity have failed society. Bravo!	18.11.2020
@AnnetteCrocket7	Nahhh..	18.11.2020
@camjohn_	I'm gonna shoot a deer and drink a lot of beer tomorrow to get this picture out of my head. [GIF: "WTF"]	14.11.2020
@petstarr	Look at all the scared little boys in the replies, how sad. Love this fabulous shoot and Harry!	16.11.2020
@Jan50109265	sick	18.11.2020
@AaralynRose	Woah! Trying out a new style? Very cool! I like the ruffles on the dress, along with the fancy layers. <a href="#">#WorkTheDress</a>	19.11.2020
@Ravioli51738309	These comments are so toxic men been wearing dresses and floofy clothes for thousands of years??? He looks great.	19.11.2020
@Meera_K_Nair	And you guys blame the bullies.!	24.11.2020
@KaSouna	I didn't consider Harry Styles cool. Now i do. That looks heckin awesome	28.11.2020
@PB_noJ	People used to be scandalized when women wore men's clothing. They said trousers were "unfeminine" and called for the return of "real women". FFS it's just a piece of clothing! I think it's amazing for a man to wear a dress/skirt if he wants to! Very cool.	03.12.2020

@bgentleman	Wow I love you in that green jacket!!! Women had to fight for the right to wear pants because it was seen as too masculine. Pretty sure it hasn't caused the downfall of womanly women! Thank you Harry Styles & Vogue magazine for being amazing! <a href="#">#clothesaregenderfluid</a> !!	03.12.2020
@LizabethColvin	Absolutely stunning photos. Whoever did Harry's hair deserves major credit for playing it against the architecture of the clothing. Love!	04.12.2020
@louis91vibes	I'm not surprised by the hateful comments. People hate what they're not comfortable with. Harry just made history as the first solo Male to cover, changed the norm that was held for 128 yrs and there's thousands of people that feel more accepted for who they are because of Harry.	15.11.2020
@ZanzibarCrumpet	The state of these replies!! Imagine being so boring, having such a limited worldview that the sight of a man in a dress makes fills you with rage and dread. It's fabric guys. Fabric.	16.11.2020
@MayaTomlinson13	It's sad that some people are so insecure in their masculinity and femininity that they really think men wearing dresses is an example of "masculinity" as if that's not a social construct to keep people in boxes but what do I know? I just know <a href="#">@Harry_Styles</a> looks gorgeous	16.11.2020
@miaaavita	The most perfect man in this world, ignore the bad comments they are not ready for today's world. Please be as happy as you can. I LOVE YOU <a href="#">@Harry_Styles</a> <a href="#">@voguemagazine</a>	17.11.2020
@DreTop1a	All these toxic comments. People forget how the Romans dressed. Hell, Celtic men wear kilts to this day! [Pic: "The sit the fuck down award"]	17.11.2020
@SiriuslylmaNerd	For all the people asking for the manly men to come back, which part would you like; wearing high heels (yup, they did it first), wearing make up (yup, they did that too), wearing wigs, the color pink (originally for boys)...the list goes on. Maybe just let people be themselves	17.11.2020
@tenderguard	He just doesn't look good or happy in those dresses. Don't see any of the boyish spark he used to have.	19.11.2020
@Carlieross35	Truth is he is not a style icon dressed in a dress or otherwise. Dull and drab. Quite bland. Like Vogue.	22.11.2020
@WarningTrigga	I thought Harry was straight lol am confused <a href="#">#GOD</a> SAVE US!	18.11.2020
@hattyshouse	wearing a dress doesn't make you gay. And harry never talks about his sexuality	18.11.2020
@BiancaMacIntyr1	All the boomers and gen x'ers be having in shock. All they need is a stick and some crooked teeth lol	13.12.2020
@crazbeau	He looks fucking gorgeous.	18.11.2020
@0to62	Don't usually agree with Candace but she's 100 on this one	18.11.2020
@kittyglitter10	I absolutely love this!!!	18.11.2020
@Lilsparadise	Disturbing	18.11.2020

@November_Amber	I love that grey dress!	18.11.2020
@JulieAn23427071	I don't care if Harry likes this- The look is terrible on ANY man!	18.11.2020
@d03144049	He is amazing	18.11.2020
@Pia71863039	You're golden	18.11.2020
@dV2fE4zGA5lmHaK	This is beautiful	18.11.2020
@hsthesuperstar	Many legendary artists or any person who wants to change the world and trying to do something new has received backlash during start of their careers but later they were called legends and they received the respect they deserved [screenshot of article: "Harry Styles is the rock star we need, and the pop star we deserve"]	15.11.2020
@Camryn_M_	everyone seems to be brainwashed by "the rules of society" so it seems i'm one of the first to say that i am proud of harry and i think he looks amazing! treat harry the way he would treat you, with kindness	16.11.2020
@houserry28	Harry in any clothes he puts on it's just beautiful!!! HARRY WE LOVE YOUUUU	16.11.2020
@Danebythecoast	Harry is AMAZING! So creative, always having fun with clothes Masculine vs feminine fashion? Well, just look back a few 100 years [Pictures of paintings of historic male figures in dresses/skirts/rompers]	16.11.2020
@Destana1xx	What the hell is wrong with these comments? Clothing has no gender, the toxic society made it seem that way. Harry did amazing with these looks and I applaud him.	16.11.2020
@S_T_B_C_radio	"The woman shall not wear that which pertaineth unto a man, neither shall a man put on a woman's garment: for all that do so are abomination unto the LORD thy God." - Deuteronomy 22:5	17.11.2020
@wombt_	people are seriously freaking out about this? we have such a long way to go	18.11.2020
@andrea21862891	I would like this if he were smiling normally and not looking all pervy in it. Rock the dress but rock it with a smile on your face.	18.11.2020
@DebMill60979261	Yuck.	18.11.2020
@purplegrll	You look wonderful, love this so much <a href="#">#genderfluid</a> <a href="#">#strongmenweardresses</a>	18.11.2020
@EssentialCTP	Sodom and Gomorrah anyone?	18.11.2020
@sapph1cslut	you look beautiful harry!! i love this shoot sm	18.11.2020
@SemperTrump	In the real world we have bigger concerns than playing dress up. This is pathetic and pointless. Do something useful and contribute to society please.	18.11.2020
@Fezls	We need the 60s back	18.11.2020
@westtexassteve	Yeah, he is a rope smoker	03.12.2020

@redbeardedlife	Ladies I'm 36, Single, can cook and clean....And we can go anywhere in the world you want to .....As long as I get the window seat lol [pic of himself in the car with a pipe in his mouth]	15.11. 2020
@RealJohnDennis	God <a href="#">@Harry Styles</a> is going to regret this.	16.11. 2020
@shrubey	Was <a href="#">@SquareEnix</a> involved in that first one in any way!? Just saying... <a href="#">@FinalFantasy</a> <a href="#">#SeymourGuado</a> [pic of Seymour Guado]	16.11. 2020
@happierhrry	why tf does c*ndace owens tweet have more likes then this...	17.11. 2020
@GermanCarranza3	This isn't normal	18.11. 2020
@naomichalamet	IN LOVE WITH THISSS	18.11. 2020
@ThatOneTurtle11	hecc yeah, rock whatever you're wearing	18.11. 2020
@thekingrodney	Yuck!	18.11. 2020
@Colorado_N8tive	His spouse must be proud. All this time I just thought he was a great voice. He's so much more	14.11. 2020
@reliefnexttolou	Harry, you are gorgeous. Thank you for this beautiful issue. Everthing is perfection.	14.11. 2020
@hzrrybby	Every single reply to this tweet saying he's "humiliating himself" just radiate small d*ck energy. Check yourselves. He's absolutely killing it in every way.	14.11. 2020
@MoonGin2100	I've never been so SHOCKED in all my centuries! That dress needs some frilling up, his name is STYLES. Big Styles. [historical pic of several men wearing big colorful dresses]	17.11. 2020
@HNI87	Gosh what's happening? Even kids back then looked way more masculine. [old pic of schoolboys wearing suits]	17.11. 2020
@TreyBest6	Why is everything so stupid?	18.11. 2020
@pirategroyper	if you to want conquer or parasitise a society that you could never win against in direct conflict, then subvert and ostracise the only ones capable of defending it. Brilliant strategy	18.11. 2020
@irishlife22	PLEEEEEEASEEEEE!	18.11. 2020
@aintgirlnomore	the comments trigger me so much	18.11. 2020

#### CANDACE OWENS TWEET

@RealCandaceO	There is no society that can survive without strong men. The East knows this. In the west, the steady feminization of our men at the same time that Marxism is being taught to our children is not a coincidence. It is an outright attack. Bring back manly men.	14.11. 2020
@oliviawilde	You're pathetic.	16.11. 2020

@moosejaa	He looks absolutely ridiculous, and the vast majority of sane people think the same thing. It's called an opinion, and everyone is still allowed to have one last I checked.	17.11.2020
@FlorioGina	Not nearly as pathetic as a man in a dress.	16.11.2020
@omar75tafur	Classic of Hollywood. Mock people they don't agree with	16.11.2020
@adamnewman1	I truly feel sorry for people who are scared of a man taking a pic in a dress but who aren't scared of an out of control pandemic of Orange Monster who is truly threatening our way of life. Priorities, I guess.	16.11.2020
@Jembystarlight	I love what you wrote interestingly my auntie wrote the same exact thing to Candace in June. Candace got her kicked off Twitter, my auntie is Jamaican. Who knows how guess Candace is only ok with white people calling her pathetic. On behalf of my auntie a million thank you's	02.12.2020
@buckysharper	EXACTLY ALWAYS DEFENDING HIM	04.01.2021
@bettyjimcr	Just nowadays I can understand the real intention in this post	14.01.2021
@sarisa_shrestha	Miss Cockburn supporting her co-worker so true	09.09.2021
@maddenewcomm	YUP TELL HER QUEEN OLIVIA. I love you	16.11.2020
@felipec	What's wrong with celebrating the manliness in men?	03.12.2020
@Juleen28916918	Thank you for this	03.12.2020
@guitarrystyles	go off ma'am	04.01.2021
@BarstoolZ	wow she really is	05.01.2021
@swiftyyyylicious	olivia saving her man YES	04.01.2021
@POPOLOGYNetwork	It is correct that masculine is being sought to being eradicated and <a href="#">#humiliation</a> is a rite of passage. Selling of thy values to a moral low is <a href="#">#fashionable</a> ... Not for long. Masculine has only been asleep, it will awaken.	08.09.2021
@audreyj0211	Strong men? How about being comfortable with his own skin and not scared about how people like you will react? That man is strong! That comment is totally pathetic and not necessary. Harry Styles is a freaking strong man who doesn't care about any barriers. That's powerful.	16.11.2020
@audreyj0211	If this man is not manly enough for you, I simply think your gender barriers are just rubbish at this point. "Bring back manly men" yes Harry scream it louder for the people in the back!!	02.12.2020
@happierhrry	idk about you but i think that there is nothing more manly then a man being so secure with his masculinity that he can wear a dress	16.11.2020
@symmetricloop	What would Marxism have to do with a man wearing a dress? Choosing what to wear is a form of self-expression, I totally	26.11.2020



	support freedom of expression and individuality, and, as a libertarian, I couldn't be more against communism.	
@JarrodW81126724	Lord help us all! These soft handed Starbucks coffee drinking skinny jean wearing man ladies havent ever had a real woman in their lives!	14.11.2020
@Idklmean	You can criticize his attitudes and his clothes, but he's a straight rich international celebrity. i think he's had more than a few "real women" lol.	25.12.2020
@noirgirl2001	Harry Styles is way more man than you could ever hope to be.	06.02.2021
@biancao41349400	sir.. Jarrod... this is Mr. Harry Styles..please he can dress like this and take your wife without trying or anyone he wants tbh he can rilly, that is if you even have a wife.	16.11.2020
@DHatelibs	You got it. I had to actually work all my life	03.12.2020
@morgscott	With receding hairline and eff-up skin like that, why are you talking?	05.12.2020
@Working_Woof	Well I mean I'm gay so why would I want a woman?	23. 11.2020
@purplealice1210	Judging from your scrawny ass pic neither have you. p.s. sisters don't count	04.12.2020
@Don_the_Trucker	Sorry I'm gay and the opposite sex does nothing for me, stay in your lane hetero man	29.11.2020
@JecoroDrunkAF	Yes, because no rock star has ever worn women's clothing before this. And no woman in history has ever wanted to fuck those rock stars.	21.03.2021
@tpwkmyway	yeah cause taylor swift, camille rowe and kendall jenner aren't real women	29.12.2021
@Versace_Christ	Shut your broke ass up	03.12.2020
@ZaneHenderson18	you're disgusting.	10.07.2021
@D0mina_Diana	Bye the way, as a Celtic American? I like men in kilts. Some of the sexiest men wear tartan skirts: [Pic of man in skirt]	16.11.2020
@xOnlyAngel	before you say bring manly men back please look take a moment to look at yourself wearing a SUIT [Pic of Candace Ownens in a pink suit]	29.11.2020
@alexgrand25	I am gonna enjoy mocking you for the next 16 years (8 yrs for Joe + 8 for Kamala) like I had over the last 4 years.	02.12.2020
@ichabkeinenBock	I'm so disappointed to read this. Our societies don't depend on "strong" men. They depend on women and men equally!!	02.12.2020
@harrysboobear28	Imagine TRYING to drag harry styles just remember sis he doesn't care he know he has the biggest fandom in the world that will always have his back so shut up please remember to always treat people with kindness or we will egg your house	25.11.2020
@Angel34857129	Hi love just found this and would like to kindly say... Fuck off, if you don't like it don't look at it, its that simple but don't you dare come here just to attack an absolute KING he has done nothing to hurt you except wear clothes that aren't considered manly. Continued	28.11.2020



@AAA883	"A woman shall not wear man's clothing, nor shall a man put on a woman's clothing; for whoever does these things is an abomination to the LORD your God." Deuteronomy 22:5. I wouldn't argue with God.	19.11.2020
@elijahwood	i think you've missed the definition of what a man is. masculinity alone does not make a man	16.11.2020
@KellyMartin_UK	The culture and chemicals in modern living is definitely feminising men. I imagine there is a lot more men with low sperm counts as a result. Women tend to go for manly men when ovulating, that says a lot! Our bodies know.	02.12.2020
@NoFucksNic	Candace just admit you're mad Harry looks better in a dress than you	30.04.2021
@carrotsareelite	CLOTHES HAS NO GENDER. this is pathetic	28.11.2020
@AnnaPollutro	I totally agree with Candace. Men are a rare commodity, they always were when trying to find a nice one. But now...what in this world has happened to our men ladies...seriously!!	07.02.2021
@soli_Jesum	Deut_22:5 "A woman shall not wear a man's garment, nor shall a man put on a woman's cloak, for whoever does these things is an abomination to the LORD your God."	14.11.2020
@pharbsgarden	Your husband VS Harry styles...now Mrs.Owens plz educate me on who's more of a "manly-man" ... [pic of Harry Styles next to pic of Candace Owens' husband]	16.11.2020
@cactus00l	harry styles can put on a dress and feel absolutely no shame because he is secure enough in his masculinity to do so. His masculinity is not threatened when he steps outside of the box as it shouldn't be. A man who did not feel "manly" enough would have shied away from doing this	24.11.2020
@Harrys_Babe25	I don't know about you but Harry Styles is very manly. You're just jealous because he looks better in a dress than you do.	24.11.2020
@Mely85062734	Ma'am, I don't know if you hate people, but a man wearing a dress doesn't make him any less masculine. It is like saying that a woman who wears pants and a shirt is less feminine.	15.03.2021
@iOutsideJu	In fact, it is much better to live without "Strong Men". I prefer to live with Men who have brains and who know that by wearing a dress, it does not make you more or less feminine. THE CLOTHES HAVE NO GENDER TPWK;;	02.12.2020
@joeknife	Exactly which 80s hair band looked so manly? I forget.	02.12.2020
@42Minnesota	Hm. So then pants are masculine right? Therefore women wearing pants are masculinizing themselves? Doesn't make sense right? So do politics.	03.12.2020
@justsmileurgood	Amd this "womanly" man still richer than you	25.11.2020
@karmeefloress	a man can be strong and put on a dress. The personality of a man / woman has nothing to do with how they dress. educate yourself	02.12.2020
@LiLiGoGo19	Which manly men? For thousands of years, men wore robes, dress-type garments, kilts, etc., and were strong and often lived violent lives. The clothes don't make the man.	02.12.2020

@Bri_Yonceee	It's funny bc it's Gucci. The entire outfit from head to toe is Gucci. I think you're more mad they would never dress a monster like you. And I think you're mad bc he's on the cover of VOGUE.	02.12.2020
@saribethrose	Meanwhile, your dear leader unabashedly wears makeup, a wig, and dances to "Macho Man" by The Village People. [GIF of Trump dancing]	16.11.2020
@bone00afide	Actually Candace, Real men do as they please, dress as they please, and act as they see fit without regard or need for validation from you. That's what's manly. Well done <a href="#">@Harry_Styles</a>	16.11.2020
@MarkSmitb	Manly men like this? [picture of Trump playing tennis]	16.11.2020
@nialls_hoover	I could only find you wearing suits - bring back feminine females [pictures of Candace Owens wearing suits]	16.11.2020
@DanielNewman	Candace, Harry is the Definition of a "Stong Man". Not men copying other men out of FEAR, trying to act "Masculine"	17.11.2020
@Zeuss43986475	I never thought I could agree with <a href="#">@Candice</a> Owen's about anything. In fact I don't even respect her. She is a self hating hypocritical bigot. But on this she I totally agree. I have a 4 year old son and this would never be part of an example of what a man is coming from me.	04.12.2020
@DWP1	Someone needs to tell this Harry Styles he's not a girl and put on his big boy clothes.	17.11.2020
@unhealthytruth	You and I differ on this because I'm an actual small government libertarian so he can do what he wants.	17.11.2020
@lydb1d	it's so sad to see the man who is so unproblematic and always preaches kindness being brought down. he's a good person, wearing a dress or wearing a suit. Your clothes should not determine how manly or feminine you are. or who you are as a person.	28.11.2020
@Rebecca16669215	Candace, I have agreed with some things you have said previously. However, I do not agree with pointing fingers at certain people like this publicly. Especially someone like Harry Styles who constantly preaches about being kind. He's a man and old enough to know what he wants.	04.12.2020
@NicholasFerroni	But our founding fathers wore powdered wigs, blouses and high heels? [pic of painting of founding fathers]	16.11.2020
@Sarah_Itto	YES GOD please bring back strong, confident, manly men.... I can't stand men whining over some celebrity wearing a skirt. Men are not supposed to be that weak	27.11.2020
@4_u2no	when a man returns back to his Creator, that man becomes a real man, AWAKENED. Today, most men, not all, most are woke. Woke is eating from the "Tree of Good and Evil. Awakened from above is "Eating from the Tree of LIFE." I applaud Candice for being LADY to point this out.	03.12.2020
@Foxythecat1	Agreed! Proud boys! Stop the madness with the dresses. Bring manly men back. [picture of the Proud Boys in skirts in front of a building with an American flag]	05.01.2021
@RuleSeagulls	Harry Styles looked fabulous and he can wear a dress if he wants too. It is not an attack on masculinity, it's just showing	10.01.2021

	that men can also wear dresses and skirts. It doesn't make them weaker, it just makes them more fashionable.	
@P8melissa	This country has embraced demasculating men! Its ridiculous.	14.11. 2020
@Olivia_A_Green	Thank you for speaking up about issues our society faces nowadays <a href="#">@RealCandaceO</a> As long as we have people like you there is still a chance to save humanity.	16.11. 2020
@phsicallyimfine	Dear Candace Owens, whose name I've never fucking heard of until 2 days ago, and I wish it had stayed that way: [screenshot of an Instagram comment by @shrevekasey: "Miss girl can't even practice what she preaches. Going by your logic, you wearing a suit is an "outright attack" to society. But no, you can do whatever you want and "dress like a man" right? Internalized misogyny at its finest. Toxic masculinity doesn't exist? This is literally an example of toxic masculinity. You are adding to it. THIS is what toxic masculinity is. Men having to fit a stereotypical "manly man" IS toxic masculinity. What don't you understand? Clothing has no fucking gender. Whoever YOU identify as is who you are. Men showing their feminine side does not make them any less of a man, and neither does dressing masculine. Grow the fuck up and realize you are being a hypocrite, and being completely disrespectful."	17.11. 2020
@rafarafaqlaq	And newsflash. It's not that people are sudden "feminizing" men. It's that in a somewhat free society people are more and more comfortable to be their true selves. Feminine men have ALWAYS existed and we're just being ourselves.	25.11. 2020
@Split16Banana	Yep this has been so un manly since the 18th century . Btw it's un feminine like to wear a suit so what's your argument on that topic?	02.12. 2020
@jfo911	<a href="#">@voguemagazine</a> <a href="#">@Harry Styles</a> Predictably shallow. Open your mind. Clothing can be a creative expression and fun, or practical and functional, or all of it.	02.12. 2020
@alwaysproof	For more men like harry styles, amen	02.12. 2020
@Brian_196c	Let's start out by having a president that doesn't need a motor-scooter to go across the street, and can walk down a ramp by himself.	03.12. 2020
@FFlower1985	A DRESS IS JUST CLOTHES!!!!!! IT SHOULDN'T DEFINE WHETHER WE SAY IF SOMEONE IS "MANLY" OR NOT!	03.12. 2020
@straightNOgayHL	Look away from politics and norms etc and just look at Harry. If wearing a dress makes him feel happy what's so wrong with it? He's not forced, he's not trying to take away masculinity (whatever that is) he's just wearing a dress and it makes him happy. What's the problem?	02.12. 2020
@susan_massaro	Clothes certainly do NOT make the man. Haven't you heard? And Marxism is a term you throw around as if you know what it means. Show us how it's taught to children as anything other than a political doctrine.	02.12. 2020
@romiioi	Harry Styles can pull/lift 500 pounds with just his upper body. That's more than enough to handle the dead weight of your career, Candace.	15.11. 2020

@shan_boo_	stay mad knowing that no one will ever know your name while harry styles name will go down in history as one of the most amazing, talent, and groundbreaking people ever!	16.11.2020
@BeAShoe	Yes! Please tell me what strong <a href="#">#ProudBoys</a> are wearing theses days. Is that a bullet proof thong? [pic where you can see the underwear, supposedly a thong, on a Proud Boy]	16.11.2020
@LaceySnyder87	This is how jesus dressed... [pic of a painting of Jesus in front of a crowd of people, all wearing "dresses"]	16.11.2020
@BeauTFC	You're right this is appalling. Horrible color palettes for him. If your masculinity can be called into question because somebody wore a dress in Vogue, I have some bad news for you. Signed, A stereotypically "manly" man	16.11.2020
@roberts_jilian	There is no society that can survive without delicate women. This is an outright attack. Bring back feminine women [pics of Candace Owens wearing suits and sweaters]	16.11.2020
@hig68	Oh.. so let me get this straight.. That whining and Twitter tantrum coming from the WH is that of a manly man.. Sure Jan.. sure..	16.11.2020
@BarbBanfieldRN	There is no society on earth that does not have feminine men. Or masculine women. Even Rudy Giuliani likes to crossdress.	16.11.2020
@theskybandit	Ah yes, the "men in skirts are feminine" theory. Sit down. [Several pics of men in dresses throughout history and around the world]	16.11.2020
@Larrys_child28	<a href="#">@RealCandaceO</a> this you??? That's why you're pissed??? [screenshot from an older tweet of 2020: "Yes, my husband did cheat on me with my brother. Yes, he said no when I asked to join them."]	02.12.2020
@Mikaufoxy	I have a better idea. Mind your own goddamn business about what other people wear. Anyone can wear a dress, and they're not going to bend themselves over to your will just because you find their choice of fashion objectionable.	03.12.2020
@MarcioNovelli	All your favourite rockstars wore dresses [collection of pictures of people like Kurt Cobain or Iggy Pop wearing dresses]	16.11.2020
@sapphiresdust	This is coming from the person who thinks trump is a strong man	16.11.2020
@JarrodW81126724	Lord help us all! These soft handed Starbucks coffee drinking skinny jean wearing man ladies havent ever had a real woman in their lives!	14.11.2020
@Montejp231	Dear Candace. Don't ever ever ever ever ever ever ever ever speak for men. Ever ever ever. You think a strong man is the obese one below. [pictures of Trump]	16.11.2020
100 @Tam_Resist	<a href="#">#ProudBoysOnStandby</a> the 2nd Amendment applies to <a href="#">#LGBTQ</a> too, sweetie. Best to leave them alone. [pictures: 1) White Terrorism, a thing America ignores and refuses to treat like other terrorists (with a gun that has the flag of the US on it); 2) "Proud boys, stepping down, standing by" with a pic of three dancing men almost naked and in boots; 3) "Proud boys on standby" with pic of very "manly" men with beard and very trained in Wonder Woman costumes]	16.11.2020
@Dfw2401	This is the traditional male attire of many Asian countries. Most eastern males have similar outfits. If you think Strong	17.11.2020

	Eastern Men = Pants, then sit down Karen [family pic of men in traditional Eastern gowns]	
@canyonmoonblu	hate is very draining and leads to a very miserable existence. But, to be honest, knowing that you will have a miserable life is truly bringing me such immense joy. staying ignorant will get you nowhere in life while the people you're trying to bring down will only thrive.	16.11. 2020
@Susie25639513	If he wants to wear a dress to fight in battle so be it but if female is NOT attracted to idea "I'm free to express". "Not attracted" he's nice, ok but women aren't attracted to men in a dress, it's Freedom to express "hell to the No" & I've already know how history looks on men	26.11. 2020
@symmetricloop	What would Marxism have to do with a man wearing a dress? Choosing what to wear is a form of self-expression, I totally support freedom of expression and individuality, and, as a libertarian, I couldn't be more against communism.	26.11. 2020
@1dstann_28	bringing down a man who has inspired so many people to not be afraid to show who they really are. bringing down a man who is filled with courage, strength and beauty. i admire him for making the statement that clothing has no gender. now that is a real man! <a href="#">#bringbackmanlymen</a>	02.12. 2020
@Xerial	What are you talking about the East knows this? From Kpop to Filipino culture. Asian countries know being "manly" isn't defined by the West's toxic masculinity. Asian males wear make up and dance in sequence. Wearing a dress doesn't make anyone less "manly".	02.12. 2020
@danie202089	We know he has a bigger following do you think if he was a black man he could wear a dress on the cover and still have any chance of success??	02.12. 2020
@DHatelibs	Most loved by who or what ?? He's a sick person and thinks he's doing a great thing but I can speak for myself..Candace is more respected by everyone with a brain and loved far more than the freak	03.12. 2020
@goat2_u	Do y'all have that same energy when the pastor is banging kids?	02.12. 2020
@sexestaquarius	that nigga ugly	02.12. 2020
@RobNero1	That was also the time when women were told to be silent. Be careful for what you wish. Men and women are more than their clothes, hair and skin, Candace. You should definitely know this by now. You are disappointingly retrogressing.	04.12. 2020
@Palle_Hoffstein	Candace, half the men in your country are terrified of being seen holding their wife's purse.	16.11. 2020
@HwsEleutheroi	Here you go. A real man from back in my day. Oh, and a great President, too. [Picture of Ronald Reagan]	14.11. 2020
@Brasilmagic	The president who started the downfall of the American middle class that produced economically anxious men who turned their anger mixed with ignorance to idolizing a broke old grifter like Trump.	15.11. 2020
@paola31382423	Here you go, a real man. Oh, and an amazing artist who's motto is treat people with kindness, and who donated 1.2	16.11. 2020

	million dollars just from his first tour. [picture of Harry Styles (in dress)]	
@moreBLKlove	Conservatives love to talk about how great of a president Reagan was but completely sidestep the fact that he was racist	17.11.2020
@CatLikesDrugs	[Meme: "Ronald Reagan in hell waiting for heaven to trickle down on him"]	16.11.2020
@treasonstickers	You're a Black white supremacist AND a female patriarchist? Who hurt you?	14.11.2020
@HootieSmith1	CLOTHES DONT HAVE GENDERS HARRY STYLES IS CONFIDENT CLOTHES DONT HAVE GENDERS HARRY STYLES IS CONFIDENT CLOTHES DONT HAVE GENDERS HARRY STYLES IS CONFIDENT CLOTHES DONT HAVE GENDERS HARRY STYLES IS CONFIDENT CLOTHES DONT HAVE GENDERS	16.11.2020
@Gabbi_Martinez	Blows my mind that people are attacking him yet he's the LEAST problematic person in Hollywood. He preaches nothing but kindness and people have the nerve to be rude to him for being... himself. Makes no sense. Don't like what he wears close your eyes or move PLEASE.	16.11.2020
@JaggedGirl1989	I have to respectfully disagree with you. Clothes have always been a way of expression for every gender. Just b/c a man wears a dress doesn't make him any less of a man. Women are aloud to wear tuxedos.	14.11.2020
@roseslotus	tell me why society can't survive without 'manly' men? brute strength doesn't maintain or improve our existence. intelligence does. innovation does. creativity does. these things are not gendered. nor are they determined by attire. so what exactly is harmful about femininity?	15.11.2020
@FryMeFalafel	Man & Woman work together like 2 sides of a coin in many imperceptible ways, like an incomprehensibly complex machine. Liberals want to destroy that system entirely. Why? Because they think they're smarter than nature and God. It's about way more than "brute strength."	18.11.2020
@StevenTrustrum	Candace Owens: "In the west, the steady feminization of our men at the same time that Marxism is being taught to our children is not a coincidence. It is an outright attack. Bring back manly men." History: [pic of painting of several historical men in dresses and skirts]	16.11.2020
@_BillyTheFish_	Loads of soyboys would be shaking their fists at you for this...if they had the strength to lift their arms.	14.11.2020
@AbrahamNR	I'm pretty sure the most clear tell of never having eaten pussy is using the term "soyboy"	17.11.2020
@happierhrry	still cant believe u said this.. you really thought you did something with this tweet. i-	16.11.2020
@crtjeg09	The only thing she did with this tweet was show how homophobic and close minded she is...	16.11.2020
@lesleyabravanel	Says the self hating black woman whose idea of a strong man is a failing, flailing flaccid fascist who uses people like her to advance its racist causes. [pic of Trump]	16.11.2020
@NewEmergingKing	We're Making Men Great Again at the X for Boys! There will be no feminization of our boys! These will be protectors of their women and children! <a href="http://thexforboys.org">http://thexforboys.org</a>	16.11.2020

@Tomlinsunxx1	I'm a 16 year old girl and i'm more educated then you will ever be, why can't people express themselves the way they want to, if harry wants to wear a dress then he can wear a dress, He's the sweetest person in the world, he's always spreading kindness and telling his fans	17.11.2020
@MrsC985	Here is a picture of you in trousers. Does this make you a masculine woman or are you just talking [poop emoji]? [pic of Candace Owens in jeans]	17.11.2020
@BondeShreya	You are one of most close minded people I have ever witnessed .if he wants to wear a dress then let him wear a fucking dress just like you wear a suit or any t-shirt or whatever . And for your kind information men can be manly by wearing anything they want.	06.11.2020
@Maria58479075	Do you know who candice is?? Candice nuts fit in your mouth I'm so funny ikr! [many laughing emojis]	03.12.2020
@kaijuhime	Yes, bring back manly men! Because western men have NEVER worn skirts or dresses. [picture of old paintings with men in dresses or skirts]	16.11.2020
@DmacMktg	It's not 1500 anymore. He looks ridiculous.	16.11.2020
@ADORELOU91	CLOTHES DON'T HAVE GENDER [pics of the Vogue photoshoot with Harry Styles]	16.11.2020
@CK320usmc	Sure they do. Thats why when you go shopping, they are separated into men and women's sections	19.11.2020
@MarlinKleaves	Does anyone consider "proud boys" to be the same thing as "strong men"? Wearing a beard, shouting, and threatening people with guns is not equal to being a strong man. That's what I see as someone trying to overcompensate for insecurities.	16.11.2020
@Vivianibarra	Strong men concede!	16.11.2020
@Sirisha69572042	These pictures are really sad.. How can anyone interfere with God's creation in this way. This world that this cabal gives us is outright disobedience to God.	17.11.2020
@Vespa_Girl	Remind me, which chapter of the Bible covers fashion? I've forgotten.	20.11.2020
@letendredd	Strong men can wear whatever dude. Steady feminization? Feminity is an illusion, so is masculinity. Anyone can do whatever they want. Strength has no relation to a piece of fabric. If you are disturbed by a man wearing a dress, it's your problem, not his.	24.11.2020
@ConteZero76	Gaius Julius Caesar was known as "Every woman's husband and every man's wife" according to Svetonius. Not enough manly ?	24.11.2020
@chrisgalea	Men who wore kilts weren't manly?	16.11.2020
@LauraJedeed	If masculinity can be undone with a simple change of clothes, it was never very strong to begin with	16.11.2020
@mellylissa13	I miss the days where a man could show his manliness and it was welcomed. Men in dresses won't make strong men in the future.	02.12.2020
@FreeYurMindset	Bring back my lost African culture that was stripped by Europeans. Bring back the lives of people who were killed who	20.11.2020



	were innocent. Bring back the loved ones of those who have died due to Corona. Many other things to discuss	
@RubeuhmScutuhm	Personally I would've thought we had left the „clothes define gender“ mentality behind when women didn't get sued for wearing pants anymore but go off I guess, dwelling in the past can be nice sometimes	27.11. 2020
@mariaclaracuba	This man only preaches kindness and yet you still have the need to bring him down because of what he wears!! This is agonizing!!!	02.12. 2020
@manthe_monica	Candace is spot on!! I have found myself asking this same question ironically... what happened to the manly men! I mean, be who you are but this is some kind of cultural shift and I wonder... is chivalry really dead?	05.12. 2020
@joissmrt	Toxic masculinity=bad Masculinity=good works for me Men is dresses=good doesnt work for me You dont want masculinity shoved in your face don't shove feminine men in mine.	14.12. 2020
@AbeRobledo	I usually agree with you on political posts, but your view on this social topic is wrong. The Romans, Greeks, Aztecs, and Scottish men wore skirts and dresses. As a man that hunts, fishes, shoots guns, has a bird dog... I think men should be able to wear whatever they choose.	05.12. 2020
@hs_adore	stay mad. this man is the sweetest and kindest person you will ever meet. he is so confident in his masculinity that he doesn't care what you or others like you think. he looks amazing <a href="#">#ARIAsHarryStyles</a>	16.11. 2020
@kanswercity	Yes, I know from experience how most ladies are turned off by us Sāmoan men with our girly long hair and flowers and skirts. [pictures of Samoan men in traditional gowns/skirts, mostly shirtless and tattooed with a lot of muscles]	16.11. 2020
@loribblue6	Harry, I'm afraid, has joined the 'desperate to be relevant' spoons	03.12. 2020
@alannawilgus57	I completely agree. All this effort to make men into women and women into men is an affront against our Creator. The left wants to promulgate this narrative in order to destroy the family unit and Christian values. I respect and admire your courage to speak out against this.	22.11. 2020
@eliselucass	Isn't this you... wearing a suit? If you want to bring back "manly men" then you also might want to consider bringing back feminine women who don't wear suits, but instead dresses [pic of Candace Owens in a suit]	17.11. 2020
@DrPepper61	Agree 100%	28.11. 2020
@angiexfearless	I didn't expect more from someone who supports a foolish macho who only wants blood, money and power. Do you want those men?	02.12. 2020
@lak3_of_fire	Are you serious? haha. Clothes have no gender	29.11. 2020
@matryoskadoll	You will never be on the cover of Vogue. Jealous?	02.12. 2020
@ShattockMolly	This tweet makes me so angry! F*UCK toxic masculinity. Harry styles looks AMAZING. Hate to state the obvious Candace but a piece of fabric isn't designed for any specific gender and most	05.12. 2020



	importantly that fabric DOES NOT define your capabilities and if you are "manly" or not	
@LuvleyLouis	Looks like Candace needs a bit of education	17.12.2020
@SaintOfPride1	Harry is out there living his life like a human being. Meanwhile, in DC, this politician who needs to focus on "making America great again" is hemorrhoid raged about... A man in a dress and comparing that to marxism... This is why I'm not a Republican or Democrat anymore. Jesus.	24.12.2020
@Magfly926	Their is no one more pathetic then <a href="#">@RealCandaceO</a>	05.01.2021
@sarahonlyangel	i wonder just how much clout you got from this	07.01.2021
@Georgie60257773	Girl. Literally just no. The world is changing and people like you aren't ready for it.	09.02.2021
@bromham6	Can a society survive without strong women? Does wearing a dress make you weak? People need to get out of other people's business.	17.03.2021
@vuccyew	F*CK TOXIC GENDER NORMS	19.03.2021
@LoudHarveyLefty	The left isn't saying that men should be feminine. What they're saying is that men should wear or be what's comfortable for them. If a man wants to be manly, that's fine; if a man wants to be feminine, that's also fine. What's not fine is enforcing gender norms on anyone.	27.11.2020
@littledovescry	Men have worn robes and gowns all throughout history. [GIF of Jesus in a gown]	16.11.2020
@ebennet18	"A woman shall not wear a man's garment, nor shall a man put on a woman's cloak, for whoever does these things is an abomination to the Lord your God." Deuteronomy 22:5 ESV.	16.11.2020
@JDNEngland	Are these your manly men [laughing emojis; pic of Proud Boys carrying Trump banners]	16.11.2020
@officialHJesus	Can you confirm that you 'didn't have to take your clothes off' to have a 'good time'?... [picture of Candace Owens with a slight beard and a shirt that says "BOY"]	16.11.2020
@rafaelshimunov	Did somebody say East? [Screenshot from article: "In Hindu mythology, Vishnu's female avatar, Mohini, seduced Shiva, leading to the birth to the god Shasta (or Ayyappa). Shiva himself is often represented as Ardhanarishvara, an androgynous composite of Shiva and Parvati with a body that is male on the right-hand side and female on the left."]	16.11.2020
@SUNFLOUVRE	the sooner you realize that the way a man dresses has nothing to do with his manliness the better off we all will be, this shouldn't bother you.. it's just clothes!	16.11.2020
@daniisok	Clothes don't make a man. Attitude does. Confidence does. Character does. Intelligence does. Kindness does. Compassion does. Passion does. If you are only looking at the wrapper, then you aren't seeing what's really there. Just my 2 cents.	25.11.2020
@KayaGrigsby	An article of clothing does not mean a man is not strong. An article of clothing does not determine who a person is.	14.11.2020
@Hi_Performer	The guy in the dress is not manly. This is indisputable	14.11.2020

@RationalDis	Reject the West. Embrace the East. [pictures of Eastern gowns]	15.11.2020
@javiervoncount	"A society cannot survive without strong men. The East knows this" The East: [GIF of men in dresses dancing]	16.11.2020
@jim_shier	Why is the left so obsessed with cross dressers?	16.11.2020
@ElGrimshaw	Why is the right so obsessed with pointy white hoods?	16.11.2020
@onlyangelsdress	The handsome [picture of Harry Styles in suit and blouse with a banana] The talented [picture of Harry Styles in that same suit and a pomegranate]	02.12.2020
@L_M_S_S_A	You are pathetic. Harry is an amazing strong Men. He is so inspiring and kind. You're just jealous because he looks better than you in that amazing dress	23.03.2021
@tpwkmyway	bRiNg BaCk WoMeNy WoMeN [picture of Candace Owens in suit]	29.12.2021
@daveharvey222	The biggest flaw with your argument is that what you consider to be strong men are usually very fragile babies in adult bodies.	16.11.2020
@daveharvey222	Is it the shirtless photo of Putin that gets candace going? News flash: Putin actually has small man syndrome and compensation issues [Pic of Putin standing in front of a way taller man]	16.11.2020
@MikeRGreenhalgh	Pathetic. Hes trying to be relevant! He never was and never will be. If I was his father I'd feel like I failed!	02.12.2020
@aimee_staker	He doesn't need to try , he could be dead for 10 years and still be more relevant and loved than u	04.12.2020
@LiveWellLeeds	This 'Barbie & Ken' model of gender is extraordinarily naive & riddled with basic sociocultural inaccuracies. It is hard to see who would benefit from such infantile constructs & easy to see the damage done by expectation of adherence to it.	22.11.2020
@DannyIndio	She's acting like "manly men" back in the day didn't wear togas, skirts, kilts, wigs, or kimonos back in the day. Wait until she finds out they wore makeup too.	16.11.2020
@alphpicasso	Unfortunately, the wokes want the sissification of men.	14.11.2020
@mike9omalley	You mean like wearing makeup? [pic of Trump in which he has a makeup border on his face]	16.11.2020
@marisasmelange	Total sissy, and the fashions are do ugly.	28.11.2020
@Rosie_Abc_111	The ignorance in this post is just amazing	02.12.2020
@lokipoems	gosh you're so ridiculous it's kinda embarrassing me	11.12.2020
@Georgia60257773	Girl. Literally just no. The world is changing and people like you aren't ready for it.	09.02.2021
200 @Kenzihall4	Clout chasing	29.04.2021
@GetRammed69	That's why I haul 12,000 lbs of steel beams in my 2020 Dodge Ram like a man	14.11.2020

@HESOGOLDEN	tough men don't have to brag about being tough	15.11.2020
@Cterp23	[screenshot of tweet: "Exhibit 1: They think Trump, and old men who wears more makeup than most drag queens and is afraid of stairs, ramps, heights, germs, vegetables, immigrants, POC, strong women, releasing his taxes, testifying under oath and signing up for the draft, is an "alpha male""]	16.11.2020
@yourauntfigure	they must have dropped you when you were a child, no other possible explanation	02.12.2020
@louisloveshaz28	harry really said fuck off with kindness	02.12.2020
@vivtsya	Garbage take	02.12.2020
@PhantomPhan	Kind of an overreaction just because you're jealous that he looks better in a dress than you do. Should we follow your example and accuse you of not being feminine enough because you wear suits?	02.12.2020
@BriceDub	It's only clothes, get a life!	04.12.2020
@rstirling6	Sounds like post-nuptial regret. Did your husband borrow your dress without asking?	25.12.2020
@SUBSPITYPARTY	how does a dress represent how much manliness you have, get out of your stereotypical ways.	10.05.2021
@whitneyfaith_16	Girl no one asked you	24.07.2021
@gerarddockery	There is no society that can survive without feminine women. The East knows this. In the west, the steady masculinization of our women at the same time that feminism is being taught to our children is not a coincidence. What's sauce for the goose....take off dem' pants then, lady.	04.05.2021
@hexxuss	Awww bless your heart. Don't be jealous just because <a href="#">@Harry_Styles</a> wore it better than you would. Your day will come, maybe, sunshine - so chin up!! <a href="#">#PRIDEAlly</a> <a href="#">#ToxicMasculinityInFemales</a>	15.11.2021
@DEFUNDCHAUVIN	Remember that you can only influence their maturity and life skills, not their characteristics or sexual preferences. Just a thought.	28.05.2021
@LT18HS16	What makes a man manly? Can you educate yourself first? H can pull more than 500 pounds on a rope with just his upper body. He does spin classes, lift weights, runs, boxes. Shall I go on. Stop being so judgemental and full of hate!	15.11.2020
@jever12309177	I don't care hat he does or how strong he is he still doesn't look manly in a dress. Fact	16.11.2020
@genesis_4k	Its just a fricking piece of clothing, woman! Everybody is allowed, nowadays , to wear whatever they like, even you are a man or a woman! How about you RESPECTING and TOLERATING other people as you want to be RESPECTED and TOLERATED. Don't start a riot now	28.11.2020
@twinkfruit	someone pls BRING BACK BRAIN IN HER HEAD	02.12.2020
@vltina02	Get a life	02.12.2020

@PoeticTruth__	Can't wait til you finally go away forever.	02.12.2020
@ChristinaLesyk	Ignorant. You going to get back in the kitchen and be dependent on some dude?	03.12.2020
@minnie_jax	He's not just manly, he is THE man. Beloved. I never heard of you until you talked trash about Harry. Who are you ma'am? PS nice suit.	03.12.2020
@OnTheJaggedEdge	What is it you're so desperately trying to communicate? Your tweet makes you sound utterly simple.	04.12.2020
@Heidicamille	He must really need a pay check, bless his little, frilly heart..	08.12.2020
@Isdart95	THERE NO ONE WAY TO BE A MAN. Men are "manly" by their own definitions. And who are you to even comment on being "manly" as someone who's a woman?	02.12.2020
@Bobbyt645	I'm with you. Feminism has ruined our men and our women.	03.12.2020
@BethKmitch1	The same manly men that are wife beaters and bullies. I'll pass. Bring on the men who are in touch with thier femine side. Save us from the patriarchy. You are in a dangerous mindset if you think manly men will save us instead of step on us. Get with the now. It's 2020 not 1950	03.12.2020
@BrociuousKara	Manly men like Hitler, right? 'Cause we know how great you think he was.	03.12.2020
@czekboi	I would not wanna have your hang-ups. 21st century anyone?	03.12.2020
@Katheri59117632	Choke	03.12.2020
@susan1007	Yuck! Who thought this was a good idea! Run out of females to do the fashion????	03.12.2020
@TomandJerrytie	But you can wear a suit and it's ok for black people to be Republican I really dislike hypocrites	04.12.2020
@krutownboy	Y'all please leave <a href="#">@RealCandaceO</a> alone. She may be a "flat ironed hair", pants suit wearing, republican woman. But she has the right to speak her mind when real manly men are talking.	04.12.2020
@crimmy	Strong Irish men wear skirts and will chop a tree in 2 hits but go on about how clothing determines how manly you are	17.11.2020
@venusstarchild	Thinking about canceling my <a href="#">@voguemagazine</a> subscription. This among many other articles in there I don't like ...	14.11.2020
@MsBeatrixKiddo	Be honest, you didn't have a subscription to begin with. Highlights is more your speed, no? [pic of Highlights magazines]	16.11.2020
@Juno_Flame	I was thinking about Harry today. Wondering if he is being used to influence the youth. Everyone has an agenda. I just feel he looks ridiculous. Really really ridiculous.	14.11.2020
@elohpx	if harry's version of "influencing the youth" is making sure everyone feels accepted and loved then i'm incredibly thankful that we have him as a role model and not you	16.11.2020
@IGotNuttinFoYah	Overly masculine men that have been told to "man up " all their lives and "stop crying like a little b*tch" is the perfect storm for what we got on January 6, 2021.	12.01.2021

	<a href="#">#realmenweardresses</a> or kilts or tunics or kaftans or robes. Sooooooooo	
@iamchrisdotlove	"I do not permit a woman to teach or to exercise authority over a man; rather, she is to remain quiet." - manly enough for you?	20.11.2021
@Jayrea_UK	What a load of tosh! Throughout history "acceptable" dress for men and women has oscillated. No one bats an eye at women wearing trousers and nor should they. Have you never heard of the Regency period when it was derigurre for men to wear elaborate wigs...	02.12.2020
@Jayrea_UK	Make-up and eye catching fashion? Don't you know anything of the natural world. For many species it is the male who has more exotic, colourful makings or plumage. Have you never seen pheasants or ducks? Educate yourself. <a href="#">@Harry Styles</a> is following a centuries old tradition.	02.12.2020
@ZaffranRiver	By your logic women/girls shouldn't wear trousers. Fortunately, gender stereotypes are becoming assigned to herstory books.	05.12.2020
@DaxxSus	Luckily, skirts are way more comfortable than jeans.	05.12.2020
@kcharboneau30	This you? in a suit? i think you should be more feminine. [pic of her in a suit]	17.11.2020
@DrummaKing_	Kas:) you and the point are complete strangers like the POINT flew over yo head.. you don't get it	27.11.2020
@BondeShreya	You are one of most close minded people I have ever witnessed .if he wants to wear a dress then let him wear a fucking dress just like you wear a suit or any t-shirt or whatever . And for your kind information men can be manly by wearing anything they want .	06.11.2021
@sebroche	Says the woman who looks like she married Ken's baby brother	16.11.2020
@KatiePe15605319	Lmaoo you tell them. I'm writing a paper and using these comments in it and I love it	16.06.2021
@rahziajohnson	We have no way of knowing what the future could entail with a more feminine society because for years masculinity and the idea that men are better leaders/women can't do anything but serve & make more men had been pushed. Don't comment on change until we actually see the effects	19.11.2020
@daniisok	Clothes don't make a man. Attitude does. Confidence does. Character does. Intelligence does. Kindness does. Compassion does. Passion does. If you are only looking at the wrapper, then you aren't seeing what's really there. Just my 2 cents.	25.11.2020

## Appendix C – Initial Code Book

Code Name	Explanation	Example
<b>Statement Sentiment</b>		
Sentiment – Positive	When the statement is positive towards gender fluidity, or negative towards toxic masculinity, or similar	"I'm disgusted by these replies. Toxic masculinity is real and I'm so proud of Harry for being himself and embracing his

		feminine side without caring what other people think.”
Sentiment – Negative	When the statement is negative towards gender fluidity, or positive towards toxic masculinity, or similar	“I’m gonna shoot a deer and drink a lot of beer tomorrow to get this picture out of my head”
Sentiment – Ambivalent	When the statement is ambivalent, so has positive and negative aspects to it, when you cannot really assign the codes positive or negative to it exclusively	
Sentiment – Neutral	When the statement is neutral, so a mere fact, and not powered by emotions	
<b>Toxic Masculinity (TM)</b>		
TM – General	This code in general will be used when there is any direct mention of toxic masculinity. (Also when the comment itself is not toxic); everything that IS toxic masculinity will be classified as active or inactive	“These comments are so toxic men been wearing dresses and floofy clothes for thousands of years??? He looks great.”
TM – Active; Verbal Aggression	Message that attacks self-concept, including insults or name-calling, teasing and mockery	
TM – Inactive – Prejudice	Preconceived judgment or opinion, usually based on limited information	
TM – Inactive – Rumors	Actual circulating story of uncertain or doubtful truth	
TM – Inactive – Jokes	Use of humor to maintain toxicity	
<b>TM Discourse</b>		
TM Discourse – Intentionally Toxic	When the message is communicated with the explicit goal to hurt or harm another person	
TM Discourse – Unintentionally Toxic	Online messages where the communicator is not aware that their arguments have a toxic impact; this can also happen when the statement is seemingly positive (or reversed negative)	
TM Discourse – Strategically Toxic	Using discourse to make a point that is part of a broader argument designed to persuade the public or gain	

	political support but is still toxic	
<b>Other Concepts</b>		
User	When the author of the comment talks about themselves or about/to other users	"I'm guessing you don't have mirrors in your house"
Author – Candace Owens	When it is talked about the author of the tweet. It can also happen, that below the Vogue tweet, Candace Owens will be mentioned, for example.	"Thank you for speaking up about issues our society faces nowadays <a href="#">@RealCandaceO</a> As long as we have people like you there is still a chance to save humanity."
Author – Vogue	See above	"Vogue went rouge years ago. They have lost their way and have no idea how to get back. Does anyone buy this trash anymore. I haven't bought it in years."
Gender – General	Anything concerning gender in general, that cannot be specifically associated with only masculinity or men.	"This is gender appropriation."  „They're literally clothes. How does that make him not strong? Are you saying females are weak? I think your viewpoint is."
Gender – Men & Masculinities	A statement that concerns men and their display of their masculinity. Can also concern masculinity as a concept in general.	"This is downright horrid perfect display for the assault of men and their masculinity."
LGBTQ+ – General	A statement concerning anything LGBTQ+ that cannot be associated with any of the other LGBTQ+ codes that are following.	"So many Queer men out there but nah, give us the str8 one"
LGBTQ+ – Homosexuality	When the statement, in any way, concerns homosexuality or homosexual individuals.	
LGBTQ+ – Gender Fluidity or Non-Binary	When the statement, in any way, concerns gender fluidity or gender fluid/ non-binary individuals.	
LGBTQ+ – Transsexuality	When the statement, in any way, concerns transsexuality or transsexual individuals.	"Unless you are trans, I don't think you should wear a dress as a man"
Religion	When the statement relates to religious views or, for example, quotes from the bible or another script.	"Deut 22:5 "A woman shall not wear a man's garment, nor shall a man put on a woman's cloak, for whoever does these

		things is an abomination to the LORD your God."“
History	A statement containing any historical facts or assumptions.	“She’s acting like “manly men” back in the day didn’t wear togas, skirts, kilts, wigs, or kimonos back in the day. Wait until she finds out they wore makeup too.”
Political View	A statement that relates to a specific political view, politics in general, or contains a fact or assumption that has to do with politics.	“He's literally wearing clothes that's it that's the tweet there's no "leftist propaganda" it's just a man wearing something so idk what ur complaining about”
Fashion	Anything that concerns style, fashion, clothes, that talks about if something looks good or not, etc.	“Just slapping on a dress is not fashion forward or styling” „That dress looks awesome!“
Personal Values – General	When someone feels like something is personally for them or not for them, or any personal opinion.	“I am a ‘real woman’ whatever that is supposed to mean... and I love when men wear dresses”
Personal Values – Parenting	Something to do with how we raise our children or how it is supposed to go.	“Playing with clothes.. great.. my kids do that.. as a loving parent I make sure they don't embarrass themselves in public though“
Fame & Popularity – General	When the statement relates to famous and popular individuals, or for example the music industry. Also, when it is for example criticized that people only do something to be popular, this would fit here.	“There’s a kind of ritual in Hollywood where a man has to dress like a woman at least once to gain success. It comes much easier for them after they do this creepy shit for the big wigs.”
Fame & Popularity – Harry Styles	When the statement solely relates to Harry Styles as a person or an artist	“Harry Styles makes history by being the first male solo act to cover Vogue SO PROUD OF MY MAN”
Fame & Popularity – One Direction	When the statement relates to One Direction or Harry Styles’ association with them	
Other	Anything else that can not be assigned any of the previous concept codes	-