

	NOT PRESENT (0 Points)	MINOR TRAITS (.25 Points)	MODERATE TRAITS (.50 Points)	MAJOR TRAITS (.75 Points)	FULLY PRESENT (1 Point)
THINKING					
1. Misogyny	<ul style="list-style-type: none"> Believe women have a fluid, diverse value Respect for agency and personal choice Value diversity 	<ul style="list-style-type: none"> A preference to see women in certain roles Not vocalized unless asked Preference for certain physical traits in women 	<ul style="list-style-type: none"> Outspoken and opinionated belief about women's roles Lack of appreciation for a woman's individual choice Notion of ideal beauty 	<ul style="list-style-type: none"> See women only as partners or sexual conquests for men Debate and insult those who disagree Vague threats toward women 	<ul style="list-style-type: none"> Believe women should be controlled by men Seek out like-minded people Make threats, attend or organize protests, insult others
2. Racism	<ul style="list-style-type: none"> Appreciate diversity Respect for all races Recognize systematic oppression and unconscious biases work to change them 	<ul style="list-style-type: none"> Express racist, anti-Semitic thoughts, though often subtle and defended on other grounds Deny racism, but words or posts display otherwise 	<ul style="list-style-type: none"> Outspoken racism and/or antisemitism Deny systematic oppression and white privilege 	<ul style="list-style-type: none"> Espouse the superiority of white, straight, cisgender people Engage in harmful debate and insult those who disagree Vague racist or Antisemitic threats 	<ul style="list-style-type: none"> Believe that white men are the truly oppressed class in today's society Espouse to the BBC Theory Display anger at interracial relationships
3. Blackpill	<ul style="list-style-type: none"> Unaware of this term or philosophy or reject its basic premise 	<ul style="list-style-type: none"> Aware of blackpill philosophy and vague about their feeling towards it or unaware but argue there is a biological and genetic element to beauty that is a leading component of attraction 	<ul style="list-style-type: none"> Believe the genetics play a primary role in beauty and it is deterministic Reaffirmed in their genetic make up or angry or sad about their deficiencies 	<ul style="list-style-type: none"> Subscribe to Chad/Stacy ideal Explain relationship success or failures based on this concept Share the ideas freely, attempting to introduce the concept and build connections 	<ul style="list-style-type: none"> See genetics as the only factor in sexual attraction Experience either extreme depression and hopelessness or empowerment based on their personal genetic attractiveness
4. Inaccurate Self-Conception	<ul style="list-style-type: none"> Have a healthy self-concept See themselves accurately with a mixture strengths and deficiencies 	<ul style="list-style-type: none"> A slight sense of low-self-esteem, or a slightly over-inflated sense of self-worth and confidence May by willing to change based on input from others 	<ul style="list-style-type: none"> Pronounced negative self-esteem or an overly confident sense of their value and attributes Committed to seeing themselves this way and resist alternative opinions to shift their viewpoint 	<ul style="list-style-type: none"> Strongly held belief about their worth based on appearance, social skills or intelligence Seek others who support their self-view Believe these traits are unchangeable 	<ul style="list-style-type: none"> Blind-spot to their self-concept that radically over- or under-estimates their appearance, dating abilities or intelligence Either despondent about their self-worth or have an all-powerful sense of entitlement
5. Fame Seeking	<ul style="list-style-type: none"> Express a normal desire for success and attention that is in balance with others having equal attention and success May experience disappointment when ignored or denied attention, take steps to moderate those feelings 	<ul style="list-style-type: none"> A heightened desire for attention and fame Seek opportunities to draw attention to their efforts and find a larger purpose Able to moderate disappointment by trying harder 	<ul style="list-style-type: none"> Driven to be the center of attention and acknowledged for their unique place in the world Frustrated at others when they are not able to achieve their goals or when others fail to acknowledge their special traits 	<ul style="list-style-type: none"> Angered when others do not see the world from their viewpoint Self-worth is tied to having others acknowledge them Seek out others who support their views and share videos or writings to spread their views 	<ul style="list-style-type: none"> Desire to be the chosen one with a sense of purpose that has alluded them Need to set wrongs right, unmasking injustices they have endured See violence as the best way to spread their message
FEELING					
6. Rage	<ul style="list-style-type: none"> Express a normal range of frustration around dating and romantic involvements Return to normal when the disappointment abates, or they find supportive ways to work through their anger 	<ul style="list-style-type: none"> Flair ups related to perceived slights, injustices experienced, and difficult situations Often related towards women who are unwilling to date them or men who are seen as "less than worthy" to have the attention from attractive women 	<ul style="list-style-type: none"> Upset when they see attractive women with men who are "less than" they see themselves Voice their frustration to others, complain and vent about their difficulty and are increasingly upset at the unfairness of the situation 	<ul style="list-style-type: none"> Increasingly rageful at women, men and society who they see as continually blocking them from dating Increasingly angry and vent and share their indignation and wrath online and in groups that share their beliefs 	<ul style="list-style-type: none"> Fly into a rage and act impulsively Feel justified in their actions because of the unfairness of their situation and the need for revenge Engage in threats and ultimatums towards others
7. Hopelessness	<ul style="list-style-type: none"> May have fleeting thoughts of the future not being better than their current situation Reasonable about their expectations 	<ul style="list-style-type: none"> Sad about not having a better tomorrow Frustrated at the amount of effort they are putting into dating with little gain 	<ul style="list-style-type: none"> Feel increasingly desperate and hopeless that things will ever be different Less willing try different approaches 	<ul style="list-style-type: none"> Little to no success at pursuing women Reject alternative ideas and ways to try to approach women May adopt a blackpill philosophy 	<ul style="list-style-type: none"> Experience a total futility and desperation at the idea they will ever be able to find a partner May begin to have suicidal or violent/vengeful thoughts
8. Catastrophe	<ul style="list-style-type: none"> Negative life events and difficulties with dating are seen as unfortunate and upsetting but temporary setbacks that are able to be overcome with a positive attitude and support of friends 	<ul style="list-style-type: none"> Negative dating experiences are difficult to overcome and begin to be seen as deterministic for a more negative future Find a sense of hope again, but often over-emphasize negative experiences 	<ul style="list-style-type: none"> Rejections are given a larger emphasis and directly lead to a spike in depression (lack of eating, sleeping, sadness, isolation) or anger (venting online, yelling, storming off) 	<ul style="list-style-type: none"> Lack of success in dating has led to a reduction in a willingness approach women Prone to extreme emotions when faced with rejection Vilify those they desire through objectified language 	<ul style="list-style-type: none"> Any new attempt socializing, are met with extreme behaviors Isolate and find others online who support their beliefs Frame attractive woman) or the obstacles in front of them (men) as worthless and evil
9. Disability	<ul style="list-style-type: none"> Able to overcome mental health issues with assistance from therapy, medication or other resiliency efforts 	<ul style="list-style-type: none"> Mental or physical illness issues that make dating and social interactions more difficult Increased effort and support from others allows for limited success overcoming these limitations 	<ul style="list-style-type: none"> Consistent challenges in meeting women and overcoming the social or physical limitations that prevent them from success May seek help or assistance from therapy, friends or family, but still have little success in achieving their desires 	<ul style="list-style-type: none"> Difficulties related to their illness, even with support, make it almost impossible to reach their dating goals Increasingly isolated and depressed or angry with their situation and an uncaring society that has left them behind 	<ul style="list-style-type: none"> There is no opportunity for success in dating the women they desire, even with intense effort and support from friends, counseling and family Despondent, hopeless and potentially suicidal or experience intense rage and anger
10. Abandoned	<ul style="list-style-type: none"> May experience sporadic feelings of being alone or misunderstood Connect with others to overcome these feelings and return to a sense of balance 	<ul style="list-style-type: none"> An awareness they are often left behind, forgotten or neglected Return to a sense of balance through their own resiliency and/or with support from others such as friends, family, or a therapist 	<ul style="list-style-type: none"> Increasingly anxious and worried things will not get better A relationship may have ended or a friend or family member moved away Worry they are not good enough to have people care about them 	<ul style="list-style-type: none"> Feel alone and uncared for in their life Few friends and are resistant to the idea that people truly care for them Increasingly depressed and isolated 	<ul style="list-style-type: none"> Pervasive sense of hopelessness and despair and believe no one cares about them Efforts to support them are met with suspicion May struggle with suicidal thoughts or violent fantasies

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BEHAVIOR					
11. Approach Behaviors	<ul style="list-style-type: none"> No aggressive or threatening behavior Express feelings verbally and work through any difficulties 	<ul style="list-style-type: none"> Frustrated at difficulties with dating but does not yell or gesture May argue or express dissatisfaction with women they want to date being out of their reach 	<ul style="list-style-type: none"> Upset at others who are able to date successfully No direct yelling or throwing of objects, they become upset and huff, storm off, or otherwise communicate their frustrations 	<ul style="list-style-type: none"> Impulsively display frustration, yelling and anger in attempts to flirt with or date women Fueled by adrenaline and frequently fly off the handle Increased anger at the futility of finding a woman 	<ul style="list-style-type: none"> Enraged at women who reject them Engage in yelling, throwing objects and challenging A history of inappropriate and unwanted advances or touching of women or girls
12. Howling	<ul style="list-style-type: none"> No evidence of any threats or larger frustrations related to women, alpha males or societal influences that negatively impact their ability to date women 	<ul style="list-style-type: none"> May be some social media posts or off-hand comments about frustrations related to dating or social connections to women No threats or intimidating comments to others 	<ul style="list-style-type: none"> Occasional posts or comments that have a shaming or negative quality towards women, men, or society Comments are designed to insult but lack any threatening quality 	<ul style="list-style-type: none"> Increased social media posts or interactions that display frustration and dissatisfaction Shame, intimidate, and frustrate those who they feel are responsible for their pain and difficulty finding a woman 	<ul style="list-style-type: none"> Frequent expressions of frustration related to dating and incel concepts Transient threats, ultimatums and comments are made Share their views and beliefs
13. Suicide	<ul style="list-style-type: none"> No suicidal feelings or desire to kill themselves Difficulties experienced in finding a connection with women are resolved by support from friends, family or therapy 	<ul style="list-style-type: none"> Increase in thoughts of depression and a worry that it will always be this way No suicidal intent Driven by frustrated attempts to connect with women 	<ul style="list-style-type: none"> More bad than good days The depression pairs with a feeling of hopelessness in connecting with women No direct threats of suicide but may be increased thoughts considering suicide 	<ul style="list-style-type: none"> Increasing thoughts of suicide related to failure with women Share thoughts of suicide, despair and hopelessness with others and online Attempts to support or help are rebuffed or unsuccessful 	<ul style="list-style-type: none"> Intense feelings of suicide and threats of carrying it out (often as a murder/suicide) Intense frustrations related to thwarted connection to women Connect to others online who share similar beliefs
14. Past Attacks	<ul style="list-style-type: none"> Passive knowledge of past incel attacks but little commentary or opinions about them 	<ul style="list-style-type: none"> Knowledge of past incel attacks, particularly those that occur out of anger at not dating No direct support for these attacks, but there may be mentions of context and extenuating circumstances 	<ul style="list-style-type: none"> Increased mentions of past incel attacks Express empathy for the attackers Might not mention past attacks directly but show evidence of studying past tactics 	<ul style="list-style-type: none"> Knowledge of and support for past incel attacks Willing to see the killing as a useful message for those who don't appreciate the full nature of the problems facing incels 	<ul style="list-style-type: none"> Detailed knowledge of past incel attacks Refer to attacks often Speak positively about past incel killings and describe the attackers as heroes or martyrs
15. Redpill	<ul style="list-style-type: none"> Lack of knowledge about the redpill philosophy and no arguments or vocal encouragements for others to follow this philosophy 	<ul style="list-style-type: none"> Some knowledge about redpill philosophy May have taken some tentative steps to improve in order to attract women 	<ul style="list-style-type: none"> A deeper understanding of the redpill philosophy Efforts to follow the guiding principles of the concept Seek advice from discussion boards, incel websites and dating videos 	<ul style="list-style-type: none"> Believe in the redpill approach and have a commitment to improving and being more successful in dating Share these ideas with others in conversation and online 	<ul style="list-style-type: none"> An intense buy-into the redpill philosophy and engage in active steps to improve their dating prospects Argue with others to convince them of the value of this approach
ENVIRONMENT					
16. Incel Materials	<ul style="list-style-type: none"> Lack of knowledge or exposure to any incel literature or philosophy 	<ul style="list-style-type: none"> Read a bit more incel material and may be open to the ideas but are still questioning and exploring Do not discuss these concepts online or with others regularly 	<ul style="list-style-type: none"> Exploration of incel ideas A general sense of resonance and agreement with the ideas May talk tentatively with others about the concepts but are aware others would find these ideas insulting 	<ul style="list-style-type: none"> A detailed understanding of incel ideas Connected to online discussion boards and website Adopt these concepts and challenge others who differ with their opinion 	<ul style="list-style-type: none"> A deep and expansive knowledge of incel concepts and active engagement online Alternative viewpoints are routinely dismissed Heated debates and arguments with others
17. Rejection	<ul style="list-style-type: none"> Have not approached many women and/or have had the expected mixed success May have felt rejection, but had a healthy reaction 	<ul style="list-style-type: none"> Minor attempts to flirt or have conversations with women, but there was no effort to approach woman or ask them out 	<ul style="list-style-type: none"> Attempts to meet women were difficult and met with little success Felt a lack of interest from women Beginning to feel hopeless that this will change 	<ul style="list-style-type: none"> Numerous times where attempts to form a connection or ask a woman out were unsuccessful Believe women aren't interested in them and they have no value or desirable traits 	<ul style="list-style-type: none"> Pervasive and continual rejection from women Told directly it was because they were unattractive or lacked certain qualities Intense feelings of frustration, hopelessness and anger
18. Bullied	<ul style="list-style-type: none"> Have not experienced bullying behavior from others or have been teased 	<ul style="list-style-type: none"> May have experienced some negative feedback and teasing about their appearance, dating skills and/or social worth Limited in terms of the impact on their self-esteem or hope for a better future 	<ul style="list-style-type: none"> Experienced teasing often about their appearance and ability to attract women Bullying may be public and cause deeper feelings of embarrassment 	<ul style="list-style-type: none"> Bullying happens both in person and online Feelings of depression, sadness and hopelessness May attempt to take solace in incel websites and discussion groups 	<ul style="list-style-type: none"> Frequent bullying, teasing and a loss of face in front of others May perceive bullying when it is not present, feeling like everyone is making fun of them Intense feeling of worthlessness, sadness and anger
19. Failure to Change	<ul style="list-style-type: none"> Either no attempt to change behavior or attempts to change have been successful 	<ul style="list-style-type: none"> Desire to attempt to improve communication skills, reduce anxiety and find ways to better approach women Not yet had a chance to try these techniques out very often but are hopeful 	<ul style="list-style-type: none"> Efforts to improve dating or sexual outcomes have been made and met with difficulty and failure There is will a slight willingness at trying again 	<ul style="list-style-type: none"> A continual negative outcome when they attempt to change how they approach women Glimmer of hope things could be different, but feelings of worthlessness and exacerbation Seek out online support 	<ul style="list-style-type: none"> Meet failure at every turn Convinced this is their lot in life and are unwilling to try to change again in the future Vindictive and angry at those they see as responsible for their plight
20. Free Fall	<ul style="list-style-type: none"> An overall positive outlook on their life and supports, such as friends and parents, are in place and sufficient 	<ul style="list-style-type: none"> Difficulties or loss experienced by the individual that cause them to struggle to stay positive Connect with friends and family but feel increasing out of step with them 	<ul style="list-style-type: none"> Loss and personal problems are increasingly common Ignored by, or meet difficulty and judgment from, friends and family 	<ul style="list-style-type: none"> Familiar with the incel world Women remain far out of reach and even the faint hope that they would be successful in with them is increasingly unlikely Seek social connection online 	<ul style="list-style-type: none"> A public event or major life change exacerbates the situation Little stability in their lives and no hope of dating Participate online and reinforce their negative self-view