

D·PREP

Understanding the Incel for BIT, Threat Assessment and Title IX



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Incel Risk Rubric Overview

Thinking

Thinking qualities are related to cognitions the individual has that increase the buy-in to the incel worldview. These beliefs are often hardened and inflexible, supported by online discussion boards and those the individual surrounds himself with on a daily basis.

1. **Misogyny:** Here the individual has an over-arching, negative and limited view of women. He describes women in an objective, one-dimensional manner and see the heart of their worth as a sexual possession. This often manifests in seeing women in a binary, like Madonna or whore, saint or sinner, Stacy or Becky. He sees a woman's beauty through a Caucasian, euro-centric perspective (e.g., blonde, tall, blue eyes). When these women are outside of his reach, the only access the incel believes he has is through killing Chads or raping Stacys.
2. **Racism:** There is a lack of appreciation for diversity or any divergence and a sense of superiority of the white race over all others. This would also include anti-Semitic beliefs, homophobic, and transphobic beliefs.
3. **Blackpill:** There is an acceptance of the superiority in the genetic characteristics of the alpha male and female. He accepts the futility of the biological fate he has been assigned and lives with a sense of hopelessness, inferiority, and growing rage at the lack of sexual prospects available to him. Given the fatalistic view of this thinking, their only access to women becomes killing Chads or resorting to Stacy rape fantasies.
4. **Inaccurate Self-Conception:** This bi-furcated construct exists on two extremes on a spectrum. On the one end, the faulty view of self is overly negative and leads to low self-esteem and value. On the other end, he sees himself as all-powerful and possesses an overly inflated sense of value and entitlement.
5. **Fame seeking:** There is a larger desire to achieve fame and make a statement, to be the chosen one with a sense of purpose that alluded him throughout his life. This may come at the end of a long struggle where they find worth in the idea of communicating a larger message to society to set things right and un-mask the injustices they have endured.

Feelings/Emotions

These are the sentiments and corresponding reactions to their thoughts or experiences from others. They are often intense feelings that drive behaviors.

6. **Rage:** There is an intense anger and rage directed toward women, alpha males, other non-white males seen as "less than," and/or the society at large for contributing to his marginalized status without a chance for redemption.
7. **Hopelessness:** A pervasive sense of sadness and desperation at the prospective of considering the future. There is a sense of futility and desperateness regarding any positive change in the future
8. **Catastrophe:** Unfortunate negative events such as a breakup or difficulty obtaining a first date are given a larger, catastrophic emphasis that provide a frame for the individual being a worthless failure.
9. **Mental or Physical Disability:** A mental or physical illness that creates an increased difficulty in social connection with both interaction and reading social cues. There is a difficulty in understanding the rules of flirting and he struggles to form relationships. This most commonly is related to Asperger's/Autism Spectrum Disorder (ASD), depression, social anxiety or personality disorders.
10. **Abandoned:** Pervasive feelings of being misunderstood, neglected, abandoned or deserted. He feels alone in the world and that no one seems to care about his troubles or descent into increasing pain.

Behavior

These behaviors are often the outward manifestations of the cognitions, feelings and emotions. Behaviors are particularly important as they relate to the risk factors outlined in chapter eight and provide observable data that can be consistently acted upon by a BIT/CARE team.

- 11. Approach Behaviors:** A term first coined by Meloy (2014), this describes behaviors that threaten others. They are often impulsive, affective, adrenaline filled actions that should be seen as approach behaviors moving toward harming attractive women, the alpha males who have them and a society that unjustly supports this biological deck stacked against the incel.
- 12. Howling:** A term coined by Calhoun and Westin (2009), howling refers to conditional, transient threats that are made against others primarily to intimidate and to force a fight, flight, or flee reaction. This howling often occurs on social media.
- 13. Suicide:** The person makes a suicide attempt or statement. This is often done out of frustration and may be an attempt to control and influence a woman or others. These suicide attempts can occur frequently and are often related to the incel's frustration in dating relationships
- 14. Past Attacks:** He references past attacks, shootings or negative actions toward women to praise to other violent actors. This can occur in writing, on social media or be spoken to friends, classmates and co-workers. This may include an infatuation with prior killers/actors and collecting information about them.
- 15. Redpill:** He seeks to change his behavior, status or worth through physical exercise, cosmetic surgery, or obtaining wealth to attract women. He believes these efforts will make a less genetically worthy male be able to obtain a higher rated female through altering aspects of his appearance, increasing wealth or status.

Environmental

These environmental factors represent historical and cumulative experiences that further escalate the individual toward isolation, hardened thoughts and potential violence.

- 16. Incel Materials:** He is frequently exposed to incel and/or white supremacist/nationalist, homophobic, ableist, ageist, transphobic, or anti-Semitic ideas through peers, media, and family messaging and/or websites and discussion boards. Alternative viewpoints are routinely dismissed without exploration or empathy.
- 17. Rejection:** Women reject advances from the person related to sexual approach with the assumed reason being related to genetics, lack of women's interest, or their preference for males who are superior.
- 18. Bullied:** He is teased about his appearance, especially being sexually unattractive or unable to find a sexual partner. This bullying often occurs in front of others, further escalating his difficulty finding connections with others and embarrassing him, causing feelings of negative self-worth or lack of acceptance from others.
- 19. Failure to Change:** Previous attempts at changing thoughts or behaviors have been met with frustration and exacerbation. These change attempts are often steps in the right direction such as attending therapy, learning more about dating from apps or self-help books, and listening to and connecting with friends.
- 20. Free Fall:** He exhibits a low sense of self-worth and has experienced difficulty finding acceptance from others, such as friends or parents. There may have been abuse, traumatic loss, or family change/discord, all feeding into feelings of worthlessness.

APPENDIX H Incel Terms and Descriptions

Alpha Male	A bold, confident leader, opposite of a Beta	Femoid/Foid	Demeaning term referring to women as less than human
AMOG	"Alpha Male of Group"	FOOS	"Fall on One's Sword"
Becky	An average young woman, subordinate to a Stacy in looks and status	Go ER/ER/Go Rodger	To go on a killing spree, like Elliot Rodger; the letters E and R are sometimes capitalized in unrelated words (i.e. sEcuRity)
Betabux	A romantic relationship in which the man provides financially for his partner; often used to imply that the woman is only with him for his money	Heightpill	A subset of blackpill, which suggests women are primarily drawn to tall men
Beta Male	A weak man; the opposite of an alpha	Incel/Inkwell	Involuntarily celibate man; common subsets include: Baldcel: Bald or balding Currycel: Indian Clowncel: Identifies with and admires the Joker from <i>Batman</i> Fakecel: Pretending to be incel to be edgy or to fit in Framecel: A man with the bone structure of a young teen Gymcel: Believes he can compensate with muscles Heightcel/Shortcel: A short man who is an incel because of his height Mentalcel/ medcel: Has psychological illnesses or medical issues Workcel: Too preoccupied with work for a relationship
Big Black Cock Theory (BBC)	The theory that black men are inherently more virile and sexually appealing, making them able to "dickmog" (see mogging) other races	Juggernaut law	The theory that you can't stop a woman's dating potential; unattractive and flawed women make men feel like they have a chance, so they will still have their pick of men
Blackpill	The belief that genetics predetermine one's status and desirability; women are only attracted to those with superior genes	LDAR	"Lie Down and Rot"
Bluepill	A term taken from the Matrix movies that generally means to ignore reality; in this context it is the belief that relationships are formed based on compatibility and kindness and respect toward women	-Maxx/-Maxxing	An attempt to improve dating chances by improving an aspect of one's life (e.g., looksmaxx)
-Cel	This suffix can be used to define one's subset within the incel community based on physical features, interests, race, or defining traits (e.g., a gingercel is an incel who has red hair)	Mewing	An attempt to improve one's jawline by holding the tongue hard against the roof of the mouth; created orthodontist Mike Mew
Chad	An ideal male specimen; Chads can attract nearly all women easily; ethnic counterparts are Tyrone (black), Chaddam (Arab), Chadpreet (Indian), Chang (East Asian)	Mog/Mogging	The shortened form of AMOG, to mog is to be more good-looking or superior in some way
Chadfish	Pretending to be an attractive man in your photos when you are not one	My Twisted World	Name of Rodgers' manifesto, which is often seen as a basis of incel philosophy
Cope	Adopting a false but comforting belief to avoid the hash truth; often used by trolls to mock everyday activities	NEET	"Not in education, employment, or training"
Cuck	Short for cuckold, this is a man with an unfaithful wife/girlfriend; also used for men who are considered weak or servile and often used as a derogatory term for men with moderate or progressive views	Noodlewhore	An Asian woman
Day of Retribution	Idealized day in which incels will strike back against Chads and women; also referred to as "Beta Uprising" or "Incel Rebellion"		

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PSL	An acronym for the forums "PUAHate.com/Sluthate/Lookism.net"	Saint Elliot	Elliot Rodger (Isla Vista Killings)
Pump and dump	Having sex with a woman who is looking for a relationship with no intention of pursuing a relationship	Saint Yogacel	Scott Beierle (Tallahassee Yoga Studio Shooting)
Redpill	In the Matrix movies, the redpill wakes one up to the truth of reality; in incel circles, it is the belief that all women are attracted to the most alpha man and that one can compensate for poor genes by working out or gaining wealth or status	Soyboy	An effeminate, feminist or non-fighting man, with low athleticism; incels believe soy lowers testosterone
RGIF	"Raping Girls is Fun"	Stacy	The female counterpoint to a Chad; the ideal woman who is out of reach for any non-Chad man
Rope/Roping	To commit suicide	Supreme Gentleman	How Elliot Rodger referred to himself; women are attracted to Chads even though incels are "Supreme Gentlemen"
Ropfuel/Suifuel	Suicide fuel; something deeply depressing that drives self-hate (e.g., an attractive woman in a relationship with someone you consider less attractive than yourself)	Thot	A woman who has many casual sexual encounters
		The Wall/Agepill/milkmired	The inevitability of age making men and women less fertile and attractive

Isla Vista Killings, CA, 2014

Thinking					Feeling					Behaviors					Environment				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	1	1	1	1	1	1	1	1	1	1	1	.50	1	.50	1	1	1	1
																		19.50	

Thinking

- Misogyny:** (1) This is commonly mentioned throughout the manifesto. Women are seen as one-dimensional objects of desire, often objectified based on their attractiveness and body shape or hair color. They are an object to be acquired to give him a sense of meaning and value.
- Racism:** (1) There are numerous references to Asians, Mexicans, and blacks in a derogatory manner. He expresses frustration that these “lesser” males are able to achieve what has been denied to him, a more superior male.
- Blackpill:** (1) In his manifesto and corresponding attack, it is clear that Rodger rejects the prospect that things could ever be different for him. He sees the system as fixed and his only path as revenge.
- Inaccurate Self-Conception:** (1) In his writing, Rodger interestingly oscillates between extreme self-loathing regarding issues such as his height and heritage and over-inflated sense of self and entitlement.
- Fame Seeking:** (1) Rodger desires to create change and make himself known through his attack and writing. He wishes others to understand why he ultimately killed others and himself.
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Feelings/Emotions

- Rage:** (1) He often references his intense anger about how he has been treated, why others disregard him and what is owed and expected to be given to him. This is recounted in fights at parties and several incidents where he engages in affective violence, throwing beverages at those he hates.
- Hopelessness:** (1) There is a continual thread related to the void of hopelessness that he finds himself in throughout his writing. The ending attack occurs partially due to the idea that he will always be denied the future he feels he deserves.
- Catastrophe:** (1) Many examples throughout the writing highlight the exaggerated emotions he attaches to perceived failures in obtaining a relationship or being rejected socially.
- Mental or Physical Disability:** (1) He writes about his experiences in therapy related to his difficulties with mental illness. Whether tied to depression, Autism Spectrum Disorder (ASD) or a personality disorder, Rodger is continually struggling with social interactions with others, in part due to these problems.
- Abandoned:** (1) Throughout his writing, Rodger talks about the emotional impact of being alone, isolated, neglected, and worthless.

Behaviors

- 12. Approach Behaviors:** (1) Rodger mentions a dozen incidents where he throws things at individuals and couples based on an impulsive rage at not being given what he wants.
- 13. Howling:** (1) Near the end of his life, he makes numerous threats and gestures at parties indicating transient threats to beat up or kill others in a fight.
- 14. Suicide:** (1) He writes extensively about his hopeless thoughts and a desire to kill self.
- 15. Past Attacks:** (.5) While not explicitly mentioned, Rodger talks about practicing at a shooting range, countermeasures related to taking down videos, outwitting police during a questioning prior to the attack. This offers significant evidence that he studied past attacks to improve on them.
- 16. Redpill:** (1) Throughout his writing and YouTube videos, Rodger references attempts to make himself more desirable to women through increasing his status and wealth. He writes about working out at the gym to boost his self-confidence and become stronger.

Environment

- 17. Incel Materials:** (.50) Primarily, he talked on discussion boards and computers related to chat, games and sharing of naked pictures of women. It was likely he was reading about these ideas and talking to others about incel-related concepts. Some of this may be because the case is older and the propagation of these issues were not as prominent.
- 18. Rejection:** (1) Throughout his writing, he shares stories of women ignoring him and not being receptive to his advances.
- 19. Bullied:** (1) He mentions frequent bullying and teasing in writing and YouTube Videos.
- 20. Failure to Change:** (1) Rodger talks at length about attempts to change through improving his status, working out, and attending therapy.
- 21. Free fall:** (1) Rodger mentions struggling often with grades at his different colleges, low self-esteem and feels a lack of acceptance from others.

LA Fitness Shooting, Collier Township, PA, 2009

Thinking						Feeling				Behaviors					Environment				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	1	1	1	1	1	1	.5	1	1	0	1	0	1	1	1	1	1	1
																			17.5

Thinking

- Misogyny:** (1) Sodini has a one-dimensional view of women as young and attractive.
- Racism:** (1) His blog opens with a lengthy diatribe about how black men should each have a white woman because white women like them more.
- Blackpill:** (1) After many attempts to buy into the redpill strategy through working out, dressing nice, and attending classes to teach him additional skills successfully date younger women, he ultimately saw this to be a futile effort.
- Inaccurate Self-Conception:** (1) At the heart of his problems, was a sense of surprise that 48-year-old man would have difficulty dating younger women. He saw himself as less than, but mostly because he didn't appreciate high expectations, he had placed on himself. He shares in the blog that he has had sex 50-75 times, but the women were never attractive enough for him. They never made up for the way he saw himself.
- Fame Seeking:** (1) There was an element that Sodini wanted to be seen and acknowledged, writing a detailed account of his efforts and leaving a note explaining his reasoning. At the heart of this was him obtaining the fame and attention he was denied so long by the attractive young women who rejected him.

Feelings/Emotions

- Rage:** (1) Sodini recounts several times the anger that he felt at being looked over at his job, how other "lesser" men had obtained women that he would never find.
- Hopelessness:** (1) At the core of his reasoning was a knowledge that his time had past him by and he would not ever reach his goals. All that was left was to punish women.
- Catastrophe:** (1) Sodini's irrational thinking is present throughout his blog, estimating 30 million women had rejected him and that he had no worth because he was successful at dating women thirty years his junior.
- Mental or Physical Disability:** (.5) While not explicitly stated, many of Sodini's videos showed a limited understanding of social connections and emotions of others. There may have been some larger mental illness issues that contributed to his inability form connections and adjust his perspective and goals.
- Abandoned:** (1) Sodini certainly felt rejected and left throughout his life. His blog recounts relationship problems with his brother, mother and father. He felt rejected most by the women who never reciprocated his desire or attraction.

Behaviors

- 11. Approach Behaviors:** (1) Sodini practiced his attack plan by showing up to the gym and then “not having the guts to carry it out” and there was a point where he brought an inert hand grenade on a bus prior to the attack.
- 12. Howling:** (0) Sodini was not public about his attack plan and hid his frustrations through a password protected blog. He seemed to save most of his writing in this manner.
- 13. Suicide:** (1) He expressed frequent thoughts of suicide and took his life in the attack.
- 14. Past Attacks:** (0) There is not mention publicly of past attacks.
- 15. Redpill:** (1) Sodini, in many ways, was an exemplar of the type of person who looked for ways to overcome his limitations (age, looks, money, status) to attract women.

Environment

- 16. Incel Materials:** (1) Sodini killed himself prior to the incel movement becoming more widely known, though he did attend courses taught by those who very much espoused the philosophical underpinnings of the movement.
- 17. Rejection:** (1) Sodini often cited the rejection by women and inability to form these connections as frequent occurrences and laments in his blog.
- 18. Bullied:** (1) Sodini mentions being treated badly by his family, bullied by his brother and often struggled to understand and connect with others. There is not mention of workplace bullying, but it would be likely he experienced this as well.
- 19. Failure to Change:** (1) Despite numerous attempts at working out, taking classes on how to date younger women and constantly documenting in his blog efforts to overcome his low-worth, Sodini was ultimately unsuccessful at change.
- 20. Free fall:** (1) Sodini had a good job, but seemed to lack and family, peer support. While aspects of his life were together (finances, owned his own home, good job) the more important elements (friendship, a spouse, larger meaning).

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Treatment Approaches

Active Listening [PC]

While it may be a challenge to accomplish, active listening is the key to addressing the problem with the incel. At the heart of his frustrations is a belief he is worth less than everyone around him and that he does not have value. To counter this belief, the therapist must emphasize the basic concepts taught to us in year one of our training; attending and focusing, really focusing, on what they are saying gives them an opportunity to feel heard and understood. If this sounds rudimentary, find a psychologist or social worker who has been offering therapy for a long time, perhaps even someone close to retirement or already in retirement. Ask them what was most effective in their practice. We guarantee they won't talk about technique. Instead, they will tell you about listening, caring for the person, understanding from their perspective, and reaching out to them with a sense of hope for a better future.

If you are not familiar with psychotherapy or clinical practice, this concept may seem surprising and somewhat pedestrian. You may reflect: Isn't there more to it than that? Didn't they learn something more in their years of study, mastering various theories and technical applications of treatment? Isn't there more to it counseling than just listening well to someone like a good old Aunt Ruth, offering a cup of tea with a sympathetic smile and assurances that, indeed, things will get better?

And we would say: Yes, of course. There is certainly more to the field of clinical psychology and psychotherapy than smiling knowingly and offering hope. Graduate training in research methods and various treatment theories provide an important scaffolding to the work we do. Knowing how and when to refer a patient for inpatient treatment, groupwork, medication support, and offering exercises and meditations they could do to improve their mental health. However, this is not the soul of good treatment. These technical skills and knowledge of theory are not sufficient. Learning to listen and project care to the incel, while offering hope for a better tomorrow; these are most essential concepts to bring him away from this dangerous, self-destruction indoctrination.

Carl Rogers (1961), the humanistic psychologist and father of the **Person-Centered Approach** to treatment offers the following: "...when someone understands how it feels and seems to be me, without wanted to analyze me or judge me, then I can blossom and grow in that climate" (P.62). Empathy and congruence are the essential qualities to help the incel find a new way of being. Empathy means seeing the world from someone else's eyes, understanding from their perspective. Congruence is about the therapist conveying a sense of genuineness and authenticity to the client. We tend to trust those who we can understand and who seem honest and direct about their goals.

At the heart of active listening is the therapist conveying understanding to their client. The clinician demonstrates an ability to listen in a non-judgmental manner that, in turn, creates a more fertile and supportive place for the incel to share his perspective with a decrease in defensiveness and hesitation. Imagine normal, household glass. The incel client enters the session with a gallon jug of water and sees the therapist has only a normal glass. He can't pour all the water from his jug into your glass. In other words, he refrains from sharing because he knows the clinician won't be able to contain the volume of information he needs to share. When the therapist adopts an open, non-judgmental, active-listening-based stance, it's as if they bring a five-gallon bucket to each session. It can contain what the incel client needs to share.

Rogers offers this in his book, *A Way of Being* (1980), "...empathetic listening. This means the therapist senses accurately the feelings and personal meanings that the client is experiencing and communicates this understanding to the client. When functioning best, the therapist is so much inside the private world of the other that he or she can clarify not only the meaning of which the client is aware but even those just below the level of awareness. This kind of sensitive, active listening is exceedingly rare in our lives. We think we listen, but rarely do we listen with real understanding, true empathy. Yet listening, of this very special kind, is one of the

most potent forces for change that I know” (p.116).

Lost, Naked and Alone [ExT]

In his book *Existential Psychotherapy* (1980), Irvin Yalom explains that we each confront four ultimate concerns in life. These are 1) dealing with the vastness of the freedom of our choices, 2) the anxiety that exists when contemplating death, 3) wrestling with what it means to be connected with others yet ultimately alone, and 4) coming to terms with an ultimate meaning in our existence. While there is an overlap in each of these areas, Yalom offers this broad picture for clarity’s sake and the expectation they will fold back into each other as the reader explores the different concepts.

These four challenges correspond well with the struggles faced by the incel. While a more advanced therapeutic concept, we believe it will be helpful to see how some of these struggles directly relate to the struggles the incel faces. They offer insight into some of the theoretical challenges they may be facing that underpin their sadness and rage.

Freedom: While freedom may seem initially like a novel and easy concept to accept, Yalom encourages us to look at the other side of freedom: How do we all cope with the freedom we have? What do we see when we look out into the infinite space of possibility? Like many of us, the incel struggles with the vastness of his choices. Get married and have a family or be the jet-setting playboy. Settle for a femoid that is less than his ideal Stacy and there must be a reckoning as all other options become unavailable for a time. Refuse this concept and date freely without restriction and miss out of the stability and ease that comes with being in a monogamous relationship. Everywhere you look, you are faced with more and more choices. How can someone look into his infinite options for life and choose a path that he can feel confident about? Yalom (1980) writes: “‘Freedom’ in this sense, has a terrifying implication: it means that beneath us there is no ground—nothing, a void, an abyss. The key conflict is how a patient struggle between groundlessness and our wish for ground and structure” (p. 9).

It is in this space that the “lost boy” described in chapter one looks around and tries to find a philosophy that resonates with his experience in sea of choices. Perhaps he becomes invested in some sort of anarchistic philosophy railing against structure, order, and, in the end, life itself. Perhaps instead he looks for the order and assurance given by seemingly wise and experienced experts offering the ‘ultimate truth.’ This may help explain the cult like following often attributed to the incel movement. While it may not be the answer, it proposes an answer. A solution against the unknown.

Death: We exist now, but one day will cease to exist. Death will come for all of us and there is no escape from it. The famous Dutch philosopher, Benedict de Spinoza suggests, “Everything endeavors to persist in its own being.” With this idea in mind, it becomes important for the therapist to help the client resolve “the awareness of the inevitability of death and the wish to continue to be” (Yalom, pg.8). For the incel, his own death and potential non-existence may be a motivating factor to have a beautiful woman on his arm. At least this makes sense to him as he looks around at a society that attaches a value to this “possession.”

Yalom describes this phenomenon as relates with patients facing terminal disease. He explains they cope with a “myth of specialness,” feeling as if medications won’t work on you because you are unique in the world, or that death comes for everyone except for you because of your distinction from others. The incel may become focused on achieving his sexual fantasies when faced with death and may embrace the fantasies of violence against others in an attempt to dominate death itself.

Helping the incel, finding a place of equanimity in his thoughts, may first require a real look at his own mortality. The stoic philosopher Lucretius offers a calming statement: “Where I am, death is not; where death is, I am not. Therefore death is nothing to me” (Yalom, pg. 45). This may require the incel to face some difficult and challenging conversations about his own mortality. We can look for ways to help incels explore their own mortality and find a larger sense of direction and meaning.

Isolation: No matter how close of a bond we form with each other, there remains a distance. We are individuals in a collective community. A struggle for the incel is how he copes with this separation and remoteness present in our everyday lives. It is an undeniable fact that each of us enters the existence alone and must depart from it the same manner. The incel struggles to exist between his awareness of his isolation and his desire for contact; his need for protection within the community juxtaposed with the knowledge he is alone and ultimately can only depend on himself.

Yalom makes a powerful observation in his discussions of existential isolation. He writes, “I believe that if we are able to acknowledge our isolated situations in existence and to confront them with resoluteness, we will be able to turn lovingly to others. If, on the other hand, we are overcome with dread before the abyss of loneliness, we will not reach toward others but instead will flail at them in order not to drown in the sea of existence” (p. 363, 1980).

Imagine those who have a fear of water or drowning. When learning to swim, they must put the fear of the water behind them. Those who face this fear, those who hold their breath and go under, realize they will be ok. Only by mastering their fear of the water has allowed them to experience the many joys of swimming, diving, Marco-polo, and the like. No one can learn to swim until they learn to overcome the fear of the water. Once the fear is released, they glide through the water and are comfortable to play underneath it. The water loses its ability to evoke fear. Only by letting go of fears, can they truly enjoy life. Yalom quotes Tolstoy early in the book saying, “he is dying badly because he has lived badly” (p. 33).

Meaninglessness: If we must die, and if we are each ultimately alone in our own, within an indifferent universe; then what meaning does life have? The dilemma for the incel is facing the reality he is a meaning-seeking creature who is thrown into a universe that has no meaning. For some, this existential dread becomes a contributing motivator for his fantasies of being part of a larger rebellion and punishing others. If he has ingested the blackpill and his life as an incel is a forgone conclusion, why do his actions matter; if nothing matters? If we all must die, then why should he restrain his darker thoughts?

Many have avoided this existential conflict by finding religion, a hope the afterlife will serve to create meaning for our earthly experiences. Others choose to pursue a career or create great art or literature to define their lives. Some lose themselves in the loving of another—a wife, husband, partner, child, or friend. This love then becomes defining for them and staves off feelings and thoughts of meaninglessness. For the incel, this love is denied to them and the career path seems a poor second choice. The incel struggles to find a path to protect his mind from the inevitability of death and falls prey to a suicidal, desperate attack or ‘going out in a blaze of glory’ that offers the promise of meaning and purpose that has been denied him for his existence.

Engaging and Changing the Incel Story [Na]

Everyone has a story. There are five stories of murders included in Appendix B (Sodini), C (Rodger), D (Mercer), E (Roof), and F (Ferguson) to further the understand the indoctrination they bought into regarding racism, misogyny and the incel philosophy. It is in these stories, and the fifty attack cases included in Appendix A, that provides insight into the thinking, emotions, behaviors and social and environmental experiences that helped shape their rage and violence.

In order to redirect the incel away from their harmful beliefs, treatment providers must learn their stories. It is in these stories, often shaped by experience, that we become seen as an interested party and potential ally to their health and well-being. The approach to treatment known as **Narrative Therapy**, created by Australian family therapists Michael White and David Epston (1990), suggest that we use our stories to organize and give meaning to our experiences. As such, incels construct their meaning through the stories they share and treat these as the “truth” (Corey, 2001). Further, these stories are not static, but rather ever-changing, giving opportunities to therapist to alter the course of the incel. White and Epston (1990), write, “With every performance, persons are re-authoring their lives. The evolution of lives is akin to the process of re-authoring, the process of persons entering into stories, taking them over and making them their own” (Van Brunt, 2007,

pp. 27–28; see White & Epston, 1990).

Psychologists, counselors and social workers can help their clients with incel indoctrination to examine their lives through the stories they tell, by assisting them in revising their stories in a manner that gives him more ownership and ability to gain control over negative past experiences. Narrative therapy helps separate the incel from the negative, damaging stories he tells himself and find new stories that lead to a more constructive outcome. White and Epston (1990) suggest these new, hopeful stories develop as creations between the client and the therapist. Their book, *Narrative Means to a Therapeutic Ends*, has numerous examples of techniques to bring the therapist and client together toward a common goal.

The first step of this process is for the therapist to **externalize the story** from the client. White (1988/1989) writes, “Externalizing is an approach to therapy that encourages persons to objectify, and at times, to personify, the problems that they experience as oppressive” (p. 5). Prior to any change, White and Epston (1990) suggest the behavior, fears, and worries must be separated from the client prior to any attempt to reconstruct them. It would be reasonable to understand the indoctrinated incel would hold onto his stories in fear that he would risk losing the very fabric of what gives meaning, direction, and purpose to his life. “As persons become separated from their stories, they are able to experience a sense of personal agency; as they break from their performance of their stories, they experience a capacity to intervene in their own lives and relationships” (White and Epston, p.16). By externalizing the story, like taking the carburetor out of the car to repair it, we provide the freedom to examine the problem and create new, unique outcomes to their stories, which was previously restricted. This process of “storying” his experiences, the act of adding detail, sensation, emotions to his narratives, offers clues to the meaning he ascribes to his life’s pains, hardships and experiences.

Kopp (1995) expands on the narrative therapy approach and advises the therapist next focus on the language and metaphor used by the client. These narrative clues offer a critical connection to the incel’s inner worldview. Dr. Corsini summarizes in the forward of Kopp’s (1995) text, “the client and therapist, acting like detectives, look for clues to understanding the essence of the mystery by exploring and transforming the client’s metaphoric language, hoping to find something that has little significance either to the client or to anyone who does not know the secret of the metaphor, but which, when the secret is revealed, becomes the key that opens the lock of the door that has stood between the person and freedom” (pp. ix-x). It is precisely these breadcrumbs of metaphor and language that offer insight and a framework toward the introduction more optimistic and constructive outcomes

Kopp (1995) offers an example of a patient who describes her husband’s poor behavior. She describes a lack of attention, disrespectful communications about when he will be home and when he is away, and a lack of effort looking for employment. She shares, “he barges into the house like a locomotive” (p. xiv). Kopp pounces on this descriptive clue to create a springboard into the client’s dissatisfaction with the marriage. He asks her, “If he is a locomotive, what are you?” She clarifies what was being asked and replies with, “a tunnel” (p. xiv). Kopp asks, “What if you could change the image so that it would be better for you, how would you change it?” She thinks a moment and then suddenly exclaims, “I’d be the derailer!” (p. xv). This “self-as-derailer” metaphor becomes a shared construct between the therapist and patient. It offers a focal point for the patient to shift from a passive model (the tunnel) to an active model (the derailer). This provides her ways to visualize new, unique, and optimistic outcomes.

For incels, it is these stories they tell themselves about being a failure, genetically insufficient to find a mate, unable to find personal value and self-esteem and the resulting anger and rage that feed into increasingly negative outcomes. By understanding and engaging in their story, the therapist creates opportunities to bring about lasting change.

Who are you? [May]

A central theme in Rollo May’s (1983) book *The Discovery of Being* is the focus on the immediacy of the

moment, the inherent power in the individual's choice, and freedom from the deterministic view of the past experience and the specter of the unconscious influencing the present. To this end, the incel would be encouraged to take responsibility for his thoughts and actions. He should focus on the task of finding his meaning and place in the world rather than feeding his obsession with Chads and Stacys and buying into an ultimately maladaptive, self-destructive philosophy.

May emphasizes the concept of Dasein, a German word meaning "being there," and the importance of the real encounter between client and therapist. This echoes Rogers' focus on genuineness and congruence in the therapeutic contact. May explains the client in terms of *potencia*, or 'being' as a source of potentiality. He writes: "'being' is the potentiality by which the acorn becomes the oak or each of us becomes what he truly is" (p. 97, 1983). May would encourage the therapist to ask an incel patient, "Where are you?" as opposed to "How are you?" This focus on directionality encourages the clinician to be more attuned to the incel's direction and potential rather than being distracted by their symptoms. In a true expression of the existential dilemma, the pain becomes a path to healing. The therapist sees the moon, not the finger pointing to the moon. The therapist sees what the incel can become, not just his current state.

In practical application, May encourages the therapist to focus on the direction, or "becoming," rather than on the specific symptoms or problems the incel presents. May's strength lies in presenting a theory that goes beyond the simple techniques, but rather looks instead to the direction or movement of the client/therapist interaction. How do each of us exist as true entities, true Dasein, willing to connect and experience each other's humanness first, before any solution is introduced? He says it this way, "Knowing another human being, like loving him, involves a kind of union, a dialectical participation with the other. This Binswanger calls the 'dual mode.' One must have at least a readiness to love the other person, broadly speaking, if one is to be able to understand him" (May, 1983, p. 93). **Here, it is the relationship that is healing, in the same way Rogers writes (1961, 1980), rather than any advice or solutions.** May (1983) quotes Freda Fromm-Reichmann "The patient needs an experience, not an explanation."

The anxiety experienced by the incel is "the loss in the range of possibility" (May, 1983, p. 45). Incel reform is half-won when "the patient [can] focus on some point in the future when he will be outside his anxiety or depression" (May, 1983, p. 135). The incel's anxiety can be seen as a manifestation of fear of non-being. As such, **treatment focus should move away from mere symptom relief to helping the incel face his fear and place it in the appropriate context.** Pathological anxiety can never be explained away, whether by argument, mesmerism or medication. Time and time again, we must nod across from the incel client and say, "You are right. Death is terrifying. There are too many choices. We are out of control." The healing comes from the acknowledgment of pain, gaining power and comfort over life choices and finding solace in the revelation that we are all in this together.

The therapist missteps by focusing too much on symptom relief, whether it is the redirection of his needs or the supplanting of his desires, and not enough on the true underpinnings, or the purpose behind the symptoms. May (1983) offers this metaphor to explain the dangers of attending too much to the presenting mechanisms than the client's potential: you are "teaching a farmer irrigation while damming up his streams of water" (p. 164). This kind of direct connection is overly simplistic. It is less than helpful to teach the incel to simply learn to keep his intense beliefs about incel ideas to himself if he wishes to stay enrolled in school or employed in the workplace. The underlying desperation and self-annihilating solutions offered by this failed philosophy remains.

Teaching the Incel to Think Differently [REBT] [Na]

As the relationship is established with the incel through rapport building and developing a relationship based on mutual respect, another approach to change involves assisting the client to learn how to think differently about low self-esteem, rejection from women, a negative self-concept, and actual and perceived unfair experiences. While inspiring hope and caring for the incel provides the energy and direction to bring

about therapeutic change, the CBT approach offers the practical tools and techniques required to accomplish change and assist him in altering the way he interprets his interactions. The cognitive behavioral approach to therapy (Ellis, 2007; Glasser, 1975; 2001) rose in popularity as they brought with them an increased attention on empirically validated treatment to help clients think differently about their problems and, subsequently, behave differently and avoid a larger escalation to mission-oriented violence.

Identifying and managing the daily frustrations and slights experiences by the incel requires him to first identify how his body is experiencing biological changes as he becomes increasingly upset and frustrated. These environmental stimuli are seen as irritations and annoyances, or 'trigger events', that elicit a biological reaction. This could be another male having success dating an attractive female, rejection following an attempt to ask out a woman, or bullying and teasing behavior experienced by the incel. As these events occur, his heart rate increases, breathing becomes faster, adrenaline is produced, and there is a diminished capacity for creative and rational thought. Dr. Nay (2004) describes the process which starts with the stomach and GI systems emptying of blood as digestion slows or holds to free up blood for the brain and muscles. This causes shallow breathing, chest heaviness, and feelings of suffocation. Senses may become more sensitive and magnified; movements toward you may seem more threatening. Muscles begin to tighten, particularly around the shoulders, neck, forehead and jaw.

These activating events are described in detail through the therapeutic approach called **Rational Emotive Behavioral Therapy**. This approach to treatment was developed by Albert Ellis (2007) and is useful to assist clients in identifying irrational thoughts they have in response to these activating events. **The REBT approach can be described in terms of A-B-Cs: Activating events, Beliefs about these events, and the Consequences of these beliefs.** Assisting the incel to see his irrational and catastrophizing thoughts is the first step to helping him discover alternative ways to process the world around him. This process begins with the incel identifying upsetting events that experiences and labeling these "activating events."

These activating events happen in a variety of places. They occur through daily hassles which the incel encounters in his environment (daily work stress, chronic teasing from peers, financial worries, self-esteem), life changes (graduation worries, family divorce or conflict, being away from home the first time), environmental stresses (construction noises, delays in getting something he wants, watching others have success dating when he keeps failing, frustration from living in close quarters with other college students), chronic pain (from past surgery, illness, or injury), or acculturation stress (moving from another country or geographic region, living in a religiously different area). For the most part, these events cannot be prevented; they occur throughout our lives. Once the stressful activating events are identified, the therapist can then focus on applying techniques to improve the client's ability to cope and reduce further escalation. The incel is encouraged to appreciate and accept the continual presence of upsetting experiences; that he has little control of the occurrence of these activating events and his energy would be better focused on finding alternative ways to conceptualize the activating event to increase more positive consequences.

The development of **alternative explanations**, or the ability to see these activating events from another perspective is a preventative step and a step toward moving away from aggressive and violent behavior. For example, we are less likely to be aggressive toward the driver in a car that cuts us off in traffic if we know the driver is rushing to be by the side of a dying parent in the hospital. The aggressive behavior is dissipated because the aggressor then sees himself acting in the same manner. This leads to the more positive consequence.

Making a Plan [Real]

Glasser (1975; 2001) founded a therapeutic system called **Reality Therapy**. In this system, he suggests the importance of creating plans with clients that will be achievable. To this end, he argues plans should be focused and short-term. A plan like "Kyle will stop being creepy toward women in the workplace" is too broad and difficult to monitor and put into action. The goal is so big it would be hard for him to make adjustments

to the plan or know if he is moving forward, static, or moving backward. A better plan would address what specific things he should avoid doing or things he should do more of to seem accessible.

The plan would then include practicing these new skills, identifying obstacles that would get in the way of a successful implementation. The plan would explore ways to increase his social skills, establish boundaries, and 'no-go' conversation zones and seek to improve Kyle's empathy and understanding why his current behaviors are off-putting to other office workers. Glasser (1975; 2001) outlines a process of change based on the understanding of and assessing the needs of the incel client. This plan is abbreviated with **WDEP**. This stands for identifying the **W**ants and needs, **D**irection and what they are doing, an **E**valuation of their behavior, and **P**lanning and commitment to change. When reviewing plans with the incel, it is suggested the plans be simple, attainable, measurable, immediate, consistent, controlled by the client, committed to by the client, and timely. Plans that are created by a therapist that do not have buy-in from the client or are too complicated or broad to be measured are doomed to failure.

Motivational Interviewing [MI]

Motivational Interviewing, or Motivational Enhancement Therapy (MET) was developed by Miller and Rollnick (1991) and used primarily with mandated alcohol treatment to help people change addictive behavior. Their approach is helpful in working with mandated students in on-going treatment and to help connect with those who are initially unwilling to explore a change in the way they behave. It is a proactive approach to working with those who don't yet see they have a problem, or if they do see they have a problem, aren't yet ready to tackle it or head in a new direction. The heart of Miller and Rollnick's approach centers on five key concepts that can be applied well to working with clients who are mandated to treatment.

The five techniques of Motivational Interviewing are not applied in any particular order, but instead organically as you build alliance with the client.

Table 10. 2 Motivational Interviewing Techniques (Miller and Rollnick, 1991)

Task	Description
Expression of Empathy	Expression of empathy involves a conversation with the client that attempts to both understand their perspective (empathy) and communicate an understanding of that perspective (expression of empathy). This expression of empathy respects the client's point of view, freedom of choice and ability to determine their own self-direction. Suggestions from the therapist for change are subtle and the ultimate change is left in the hands of the client.
Avoiding Argumentation	This is probably the easiest technique to understand, but the most difficult to put into practice. When you argue back to the client who is arguing with you, neither of you are listening to each other.
Roll with Resistance	Clinicians are encouraged to avoid meeting a client's resistance to change head-on. Instead, they should try to engage the client in new ways of thinking about the situation, perhaps trying to evoke from the client new solutions to the conflict. Lack of motivation or an unwillingness to change and be positive are understood as normal developmental responses, and interventions are designed to avoid becoming mired down in the client's lack of developmental growth and personal responsibility to change.
Developmental of Discrepancy	Developmental of discrepancy is the process by which the therapist helps clients understand that the current behavior won't help them achieve the desired goal. The therapist explores the consequences of the client's actions in a neutral manner, avoiding sarcasm or a condescending tone. The client then becomes aware of their choices and starts to explore the advantages to choosing a different way to behave.
Supporting Self-efficacy	Supporting self-efficacy involves helping the client understand that change is possible and there is the possibility of a better outcome in their future. This is done by the therapist encouraging and nurturing growth in his or her client, finding times and opportunities to "catch them doing well" and praising this behavior with hopes of shaping future positive behavior.

How the Incel Will Experience Change [CT]

We all go through the same process of change, whether it be related to losing weight, exercising more, learning how to talk to women more effectively, reducing video game time or quitting smoking. This approach is called Transtheoretical Change Theory and it was developed by Prochaska, Norcross, and DiClemente (1994). Their book, *Changing for Good*, offers an excellent overview of this process. These change concepts are universally helpful when looking to answer the question “Why is it so hard for the incel to just learn how to talk to girls?”

The basics of the approach outline how we move through various stages before achieving lasting change. This process can help the incel client gain a sense of perspective and understanding about why they may be repeating difficult or frustrating behaviors.

Pre-contemplation: At this stage, the incel is unaware he has a problem and hasn’t thought much about change. The therapist’s goal is to help him increase awareness of the need for change. This is done primarily through non-judgmental, non-directive open discussion. The therapist helps the client understand how his behaviors may be impacting his life and others around him. Any advice, from behaving differently in class to joining a club or organization to make new friends will fall on deaf ears since he has no desire to change. In his mind, he doesn’t have a problem. He certainly doesn’t have a behavior that needs to be changed. Until the incel develops a desire to change his behavior to avoid negative consequences, any advice or positive suggestions will be ignored. The therapist needs to engage and explore, helping the incel to come to an understanding that what he is currently doing is causing enough problems in his life and lives of those around him to necessitate a change in his behavior.

Contemplation: This is the most common stage of change for an incel client. He has thought about change and may be getting ready for movement in the near future. He realizes his current behavior is not in his best interest but is not ready to begin a plan to change. He isn’t happy about his current state and wants things to be different but has not yet explored how to do things differently or take action to make change in his life.

In this stage, the therapist continues to motivate their client and encourages him to think in more detail about how his behavior is having a negative impact on his life and the lives of others. They should explore ways he might plan for change and what resources could be helpful in implementing change. The therapist’s role here is to continue to explore and push the client closer to a plan for action. There should be less focus on the specifics of **how** this plan would be implemented, but instead a further exploration of **why** he wants to behave differently.

Preparation for Action: In this stage, the incel is aware of his problem and is ready to actively create goals to address the problem behavior in his life. Plans and goals should be focused, short term, and designed to be updated and altered to ensure his success. Plans should be measurable and easy to monitor to see if he is moving forward, static, or moving backward. The therapist can help him brainstorm and update his plans to ensure a better chance of success.

Action: This stage of change is where the incel puts his plans into action to change behavior. He will attempt to alter his negative behaviors and develop new positive behaviors to replace them. The therapist can support him as he tries to implement action steps and encourage him to keep trying, despite setbacks and the potential failures he may encounter.

Maintenance and Relapse Prevention: Here the goal is to continue successful plans and repeat those action steps that work, while adjusting those aspects of the plan that don’t. Change has occurred for incel and there has been a reduction in problem behavior and/or success in achieving his goals. He needs to maintain the successful change and reduce the risk of falling back into bad habits. The therapist helps to bolster his success by identifying and encouraging an awareness of potential obstacles that could lead to relapse.

Incel Indoctrination Rubric (IIR): Summary and Research

THINKING		
1. Misogyny	He has an over-arching, negative and limited view of women. He describes women in an objective, one-dimensional manner and sees the heart of their worth as that of a sexual possession. He rates their worth on a 1-10 scale. This item encompasses homophobic and transphobic beliefs.	1, 2, 3, 5, 7-14, 16, 18-25, 27, 29, 31-33, 35-43, 45-48, 50
2. Racism	There is a lack of appreciation for diversity or any divergence from the straight, white, cisgender ideal and a sense of superiority of the white race over all others. This would also include antisemitic beliefs.	6, 7, 11, 18, 20, 21, 24, 27, 29, 37, 38, 41, 45, 49
3. Blackpill	He believes that genetics predetermine his status and desirability and cannot be overcome. He has a sense of inferiority, hopelessness, and growing rage at the lack of sexual prospects available to him.	1, 3-5, 9, 10, 13, 18, 19, 21, 24, 25, 29, 39, 41, 43, 45-47
4. Inaccurate Self-Concept	This bi-bifurcated construct exists on two extremes on a spectrum – either an overly negative self-worth that leads to low self-esteem and value or an overly inflated sense of value and entitlement.	2, 4, 10, 11, 14, 15, 18-22, 24, 25, 27-33, 35, 37-39, 41, 43, 45, 47
5. Fame Seeking	There is a strong desire to achieve fame and make a statement. He thinks that he is the chosen one, with a sense of purpose that has alluded him throughout his life. He often finds worth in the idea of communicating a message to society to set things right and unmask the injustices he has endured.	2, 5, 7, 8, 11, 13, 14, 18-21, 23-25, 27-33, 35, 37-41, 43, 46, 48
FEELING		
6. Rage	There is an intense anger and rage directed toward women, alpha males, other non-white males (seen as “less than”), and/or the society at large for contributing to his marginalized status without a chance for redemption. He feels justified because of the unfairness of his situation and the need for revenge.	1, 3, 5, 9-11, 13, 14, 16-21, 24, 25, 27-31, 33, 36-38, 43, 39, 40, 41, 43-45, 47, 48, 50
7. Hopelessness	He experiences a pervasive sense of sadness and desperation at the prospective of considering the future. There is a sense of futility and desperateness regarding any positive change in the future.	1, 3, 6, 9, 10, 13-22, 24, 25, 28, 29, 32, 33, 36-39, 41, 43, 47
8. Catastrophe	Unfortunate negative events, such as a breakup or difficulty obtaining a first date, are given a larger, catastrophic emphasis that provides a frame for the individual seeing himself as a worthless failure.	1, 5, 8-11, 13-16, 18-22, 24, 25, 27-30, 32-35, 37-39, 41-43, 47
9. Disability	There is a mental or physical illness or disability that creates an increased difficulty in social connection with both interaction and reading social cues. Because of this, he struggles to form relationships.	1, 2, 3, 10, 15, 18, 20, 22, 24, 26, 29, 37-39, 42, 44
10. Abandoned	He experiences pervasive feelings of being misunderstood, neglected, abandoned or deserted. He feels alone in the world and that no one cares about his troubles or descent into increasing pain.	1-4, 7-10, 13-15, 18-22, 24, 25, 28, 29, 32, 33, 37-39, 41-43, 47
BEHAVIOR		
11. Approach Behaviors	A term first coined by Meloy (2014), this describes behaviors that threaten others. These behaviors are often impulsive, affective, adrenaline filled actions moving toward harming attractive women, alpha males who date them, and a society that unjustly supports the biological deck stacked against the incel.	3, 12-14, 16-18, 20-22, 24, 27, 31-33, 35-41, 44, 50
12. Howling	A term coined by Calhoun and Westin (2009), howling refers to conditional, transient threats that are made against others primarily to intimidate and to force a fight, flight, or flee reaction. He frequently expresses frustration toward women, alpha males, and/or society at large, often on social media.	1, 5, 10, 12, 14, 15, 18, 20, 22, 24, 27-30, 36-43, 47, 48, 50
13. Suicide	He makes a suicide attempt or statement (often as a threat of murder/suicide). This is often done out of frustration and may be an attempt to control and influence a woman or others. These suicide attempts can occur frequently and are often related to the incel's frustration in dating relationships.	1, 3-6, 10, 11, 13, 14, 16-18, 20-22, 24, 26, 28, 29, 32, 35-39, 41, 43, 46, 47, 49
14. Past Attacks	He references past attacks, shootings or negative actions toward women to praise other violent actors. This may include an infatuation with prior killers/actors and/or collecting information about them.	2, 13, 22, 24, 28, 29, 32, 37-39, 41, 45, 50
15. Redpill	He seeks to change his appearance, behavior, status or worth through physical exercise, cosmetic surgery, or obtaining wealth in order to overcome his genetic deficiencies and attract women.	8, 10, 13, 14, 21, 23, 24, 28, 37, 39, 40
ENVIRONMENT		
16. Incel Materials	He is frequently exposed to and engages in incel, white supremacist/nationalist, homophobic, transphobic, ableist, ageist, and/or antisemitic ideas through peers, media, family messaging and/or online.	3, 21, 22, 24, 27, 29, 30, 34, 37-39, 41, 46
17. Rejection	Women reject sexual or romantic advances from him with the assumed reason being related to his genetics, lack of women's interest, or their preference for men who are superior. These continued rejections feed into his feelings of futility at attempts at change or continued efforts to attract women.	1, 3, 7-11, 13, 15, 17-22, 24, 25, 27, 29, 32-34, 37-39, 41, 43-45, 47
18. Bullied	He is often teased about his appearance, sexual unattractiveness or inability to find a sexual partner. Bullying often occurs in front of others, causing feelings of negative self-worth or lack of acceptance.	1, 2, 9, 11, 15, 18, 19, 21, 22, 24, 28, 29, 32, 38, 39, 47
19. Failure to Change	Previous attempts at changing thoughts or behaviors in the pursuit of romantic or sexual relationships have been met with frustration and exacerbation, leading to an unwillingness to continue these efforts.	5, 8-10, 13, 14, 16, 18-22, 24, 28, 29, 32, 36-39, 42, 43
20. Free Fall	There may have been abuse, traumatic loss, or family change/discord, all feeding into feelings of worthlessness. Often a triggering event leads to an increase in anger or tendencies toward violence.	1, 2, 5, 6, 9, 13, 14, 16, 18-22, 24, 26, 28, 29, 32, 33, 37-39, 42, 43, 47

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Incel Indoctrination Rubric (IIR): Summary and Research

CASES REVIEWED

1. Tsuyama Massacre, 5/21/1938, Kamo, Tsuyama, Japan
2. Rose-Mar College of Beauty Shooting, 11/13/1966, Mesa, Arizona
3. St. Pius X High School Shooting, 10/27/1975, Ottawa, Ontario, Canada
4. Queen Street Massacre, 12/8/1987, Melbourne, Victoria, Australia
5. École Polytechnique Massacre, 12/6/1989, Montreal, Quebec, Canada
6. University of Iowa Shooting, 11/1/1991, Iowa City, Iowa
7. Oklahoma City Bombing, 4/19/1995, Oklahoma City, Oklahoma
8. Unabomber, 1978-1996
9. Pearl High School Shooting, 10/1/1997, Pearl, Mississippi
10. Thurston High School Shooting, 5/20-21/1998, Springfield, Oregon
11. Columbine Shooting, 4/20/1999, Littleton, Colorado
12. Rancho Cordova Massacre, 8/31/2001, Rancho Cordova, California
13. Sacramento Rampage, 9/10/2001, Sacramento, California
14. Arizona Nursing College Shooting, 10/28/2002, Tucson, Arizona
15. Rocori High School Shooting, 9/24/2003, Cold Spring, Minnesota
16. Platte Canyon School Hostage Crisis, 9/27/2006, Bailey, Colorado
17. Amish Schoolhouse Shooting, 10/2/2006, Nickel Mines, Pennsylvania
18. Virginia Tech Shooting, 4/16/2007, Blacksburg, Virginia
19. Akihabara Massacre, 6/8/2008, Chiyoda, Tokyo, Japan
20. Henry Ford Community College Shooting, 3/10/2009, Dearborn, Michigan
21. LA Fitness Shooting, 8/4/2009, Collier, Pennsylvania
22. Sandy Hook Shooting, 12/14/2012, Newtown, Connecticut
23. Boston Marathon Bombing, 4/15/2013, Boston, Massachusetts
24. Isla Vista Killings, 5/23/2014, Isla Vista, California
25. Portsmouth Stabbings, 6-7/2014, Portsmouth, UK
26. Germanwings Flight 9525, 3/24/2015, French Alps
27. Charleston Church Shooting, 6/17/2015, Charleston, South Carolina
28. Live TV Shooting, 8/26/2015, Roanoke, Virginia
29. Umpqua Community College Attack, 10/1/2015, Roseburg, Oregon
30. 4Chan Threat, 10/1/2015, Philadelphia, Pennsylvania
31. Planned Parenthood Shooting, 11/27/2015, Colorado Springs, Colorado
32. Pulse Nightclub Shooting, 6/12/2016, Orlando, Florida
33. Nice Truck Attack, 7/14/2016, Nice, France
34. Lucky 97 Security Guard, 7/31/2016
35. Las Vegas Music Festival Shooting, 10/1/2017, Las Vegas, Nevada
36. Texas Church Shooting, 11/5/2017, Sutherland Springs, Texas
37. Aztec High School, 12/7/2017, Aztec, New Mexico
38. Stoneman Douglas High School Shooting, 2/14/2018, Parkland, Florida
39. Toronto Van Attack, 4/23/2018, Toronto, Ontario, Canada
40. United States Attempted Mail Bombing, 10/2018, Aventura, Florida
41. Tallahassee Yoga Studio Shooting, 11/2/2018, Tallahassee, Florida
42. Capital Gazette Shooting, 12/28/2018, Annapolis, Maryland
43. Women's March Threat, 01/2019, Provo, Utah
44. Mall of America Attack, 04/12/2019, Bloomington, Minnesota
45. Sudbury Michael's Stabbing, 06/03/2019, Sudbury, UK
46. Dallas Federal Courthouse Shooting, 6/17/2019, Dallas, Texas
47. Dayton Shooting, 8/4/2019, Dayton, Ohio
48. Chicago Women's Reproductive Health Clinic Threat, 8/21/2019, Chicago, Illinois
49. German Hookah Bar Attack, 2/19/20, Hanau, Germany
50. Cyberstalking Case, 4/21/2020, Los Angeles, California

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Incel Indoctrination Rubric (IIR): Scoring Guide

	NOT PRESENT (0 Points)	MINOR TRAITS (.25 Points)	MODERATE TRAITS (.50 Points)	MAJOR TRAITS (.75 Points)	FULLY PRESENT (1 Point)
THINKING					
1. Misogyny	- Believe women have a fluid, diverse value - Respect for agency and personal choice - Value diversity	- A preference to see women in certain roles - Not vocalized unless asked - Preference for certain physical traits in women	- Outspoken and opinionated belief about women's roles - Lack of appreciation for a woman's individual choice - Notion of ideal beauty	- See women only as partners or sexual conquests for men - Debate and insult those who disagree - Vague threats toward women	- Believe women should be controlled by men - Seek out like-minded people - Make threats, attend or organize protests, insult others
2. Racism	- Appreciate diversity - Respect for all races - Recognize systematic oppression and unconscious biases work to change them	- Express racist, anti-Semitic thoughts, though often subtle and defended on other grounds - Deny racism, but words or posts display otherwise	- Outspoken racism and/or antisemitism - Deny systematic oppression and white privilege	- Espouse the superiority of white, straight, cisgender people - Engage in harmful debate and insult those who disagree - Vague racist or Antisemitic threats	- 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	Unaware of this term or philosophy or reject its basic premise	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	- 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	- 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	- 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-Concept	- Have a healthy self-concept - See themselves accurately with a mixture strengths and deficiencies	- A slight sense of low-self-esteem, or a slightly over-inflated sense of self-worth and confidence - May be willing to change based on input from others	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- 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	- May have fleeting thoughts of the future not being better than their current situation - Reasonable about their expectations	- Sad about not having a better tomorrow - Frustrated at the amount of effort they are putting into dating with little gain	- Feel increasingly desperate and hopeless that things will ever be different - Less willing try different approaches	- Little to no success at pursuing women - Reject alternative ideas and ways to try to approach women - May adopt a blackpill philosophy	- 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	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	- 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	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)	- 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	- 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	Able to overcome mental health issues with assistance from therapy, medication or other resiliency efforts	- 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	- 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	- 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	- 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	- May experience sporadic feelings of being alone or misunderstood - Connect with others to overcome these feelings and return to a sense of balance	- 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	- 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	- 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	- 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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Incel Indoctrination Rubric (IIR): Scoring Sheet

The Incel Indoctrination Rubric (IIR) is a research based, objective guide to assessing the depth of an incel's beliefs and commitment to the movement. The IIR is comprised of twenty risk factors, divided into four categories: Thinking, Feeling, Behavior, and Environment. Together, these items measure an individual's level of indoctrination and depth of involvement in the movement. Each item is given a score of 0, .25, .5, .75 or 1, for a total score between 0 and 20. Using the IIR Scoring Guide as a reference, record the score for each item and the rationale behind it in the table below.

	Score	Thinking
1. Misogyny		
2. Racism		
3. Blackpill		
4. Inaccurate Self-Conception		
5. Fame Seeking		
	Score	Feeling
6. Rage		
7. Hopelessness		
8. Catastrophe		
9. Disability		
10. Abandoned		

Incel Indoctrination Rubric (IIR): Scoring Sheet

	Score	Behaviors
11. Approach Behaviors		
12. Howling		
13. Suicide		
14. Past Attacks		
15. Redpill		
	Score	Environment
16. Incel Materials		
17. Rejection		
18. Bullied		
19. Failure to Change		
20. Free Fall		

Thinking					Feeling					Behaviors					Environment				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
																		0.00	

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