

## “Marketing and Consuming Hate: Digital Platform Strategies of the Far-Right and the Manosphere”

Experiencing hate has become a mainstay of digital cultural life in the last decade. Yet, analyses of hateful interactions tend to focus on propaganda, and content moderation tends to focus on online abuse. Crucially neglected are the primary mechanisms that promote hate-as-experience, digital marketing and consumer practices. This rise of hate-based media marketing culture masquerades as an organic development, but comprises a coordinated, interconnected web of promoters of far-right and male supremacist ideological variants; what Becca Lewis has termed the Alternative Influencer Network (AIN). To be successful in driving cross-ideological engagement among followers, members and channels within the AIN must use strategic media that speaks to a wide-range of ideological positions. One particularly successful strategy has been to focus on gendered discourses, imagery, and logics as a basis for circulating propaganda and merchandise across these networks. This paper provides a case study of how marketing and consuming hate in digital cultures of extremism works as a cross-ideological strategy through its focus on gendered concepts, such as “male precarity,” “anti-feminism,” and “traditional” gender roles. In it, I show how extremists utilize online media norms and technologies to spread ideology, pollute information, radicalize followers, and fund operations.