

"MANOSPHERE" <https://www.instagram.com/liaandtheworld/reel/DW4sRpXCUn/> by "liaandtheworld" April 8, 2026

(0:00) Okay, what does the manosphere have to do with climate denial? (0:02) Because tell me why all of these manosphere influencers and podcasters are often found spouting climate denialism. (0:08) So I looked into it and there's actually a lot of research on this. (0:10) It's everything to do with identity politics. Climate denial in the U.S. isn't evenly distributed. (0:15) In a paper in 2019, it was found that white, politically conservative men at all socioeconomic levels (0:19) have consistently been found to endorse climate change denial more than any member of any other demographic (0:23) and or political group within the United States, as indicated by repeating polling data as well as large-scale research studies. (0:29) A study by McCright and Dunlap tracked five indicators for climate change denial here (0:33) and they found that conservative white males significantly believe them more than any other adults.

(0:38) So you see here a pretty large variance. (0:41) And these are things like the effects of global warming will never happen, (0:43) recent temperature increases aren't due to human activity, there's no scientific consensus, (0:47) the seriousness of global warming is exaggerated, and does not worry about global warming at all. (0:51) So these are pretty, you know, great indicators for denial.

(0:55) And there's actually a term for this coined by Kara Dagger [sic - Cara Daggett] called petro-masculinity. (0:58) And it describes how fossil fuels have dug really deep into our psyche and is now tightly intertwined with power. (1:04) The basic idea is that fossil fuel systems have historically reinforced patriarchal power (1:08) and when that power feels threatened, climate

denial can compensate for that threat.

(1:12) She also writes about how climate anxiety can intensify authoritarianism (1:15) and produces a toxic blend of climate denial, misogyny, and racial resentment. (1:19) And it's not only that, we actually have evidence from fossil fuel PR (1:23) that targeted male-coded audiences of climate doubt for decades. (1:26) In 1991, internal documents from a coal and utility-backed campaign (1:29) literally said their goal was to reposition global warming as theory, not fact.

(1:33) And they identified the most persuadable audience as older, less educated males (1:37) who weren't active information seekers. (1:40) So then what do you get today? (1:41) Well, it's the same doubt tactics that have been repackaged into lifestyle and identity content. (1:46) The persuasion is not on the science, it's a deeper-rooted identity persuasion.

(1:50) And they're saying that climate concern is hysterical, they're saying it's more feminine, weak, it's elitist. (1:55) That real men aren't going to be afraid of this, do not let them control you, (2:00) and that strength is in conquering land and resources. (2:02) I think we are long overdue for a new definition of masculinity and strength, (2:06) one that is based on competence, protection, and long-term thinking.

(2:10) What do you think?