

How To Make Comment-Bullies Lose Their Minds

Men have a handful of negs they use. Once you know the main ones, you can quickly make examples of the CUCKS & CHUDS who live to bully.

Every study cited in here is real. The Latin is the only thing I made up.



3 parts to every entry

He has about 20 moves. He thinks he has thousands. Once you can name the move, the whole thing stops feeling like an attack and starts feeling like watching a guy do a card trick he learned yesterday.

The Specimen

Latinus binomialis

HE SAYS

the words, transcribed the way he types them, punctuation and all

HE MEANS

the thing underneath, which is almost never the thing he typed

YOU SAY

a short line that either ends it or makes him argue against himself

Then a field note with the actual research, because he has been studied for 20 years by teams in 6 countries and has no idea.

2 rules before you use any of the responses

Rule 1. Never answer the content, answer the move. If he says you are a 4, arguing that you are a 7 means you agreed to be scored. Every line in this guide skips the content on purpose.

Rule 2. Short works better than clever. A 6 word reply reads as bored, and a paragraph reads as hurt, which is what he came for. He can screenshot a paragraph and do something with it. He cannot do anything with 6 words.

One exception, and it is the only one in the book. Threats are not material for a comeback. Screenshot, report, block, and do not reply. Section 2, specimen 11 covers what the research says about when those show up.

01

The Bait

Negging, spelled n-e-g-g-i-n-g, and named after the negative in it. It is an insult wearing a compliment as a coat. It comes from pickup training, it is about 25 years old, and it only works on someone who believes she has to answer it.

What a neg is built out of

A neg has 2 halves that arrive stuck together. Take them apart and there is nothing in the middle.

The shell	The hook	The pause	The payoff
Something that scans as a compliment or as concern.	A small cut buried in it, usually 3 words long.	He waits, and the whole move depends on you filling the silence.	You explain yourself. Now he is the judge and you are the applicant.

Take "you'd be really pretty if you smiled more." The shell is the word pretty and the hook is the word if. He has handed you a compliment with a bill attached, and the bill is that you owe him a face. When you say "I smile plenty" you have paid it. When you say "when I'm happy I do" you have paid it with interest.

The tell is always the same. A neg leaves you holding a question about yourself. A normal rude comment leaves you holding a question about him. If you catch yourself mentally drafting evidence, you got negged, and it worked for about 4 seconds.

Why he uses it instead of just insulting you

A straight insult gets him blocked and gets him nothing. A neg keeps the conversation open, keeps him in the position of the one doing the assessing, and gives him deniability when you push back, which is where "it was a compliment" and "you're so sensitive" come from. Those are not separate arguments. They are the second half of the same move.

He is not improvising any of this. There are books on it and there are \$2,000 seminars on it. He paid for a script and is running it on you in a comment section at 1am, for free, in front of 400 people.

10 bait terms, simplified

Every one of these is a test with 1 correct answer, and the correct answer is never the one about you. Middle column is what he is testing. Right column is a reply that fails his test on purpose.

HE DROPS	WHAT HE IS TESTING	YOU DROP
"You'd be pretty if you smiled"	Whether you will accept that your face is his business	"I'll get right on that"
"Not like other girls"	Whether you will take the promotion and compete with women for him	"Other girls are great though"
"Mid" / "you're a 4"	Whether you will audition	"Who's judging?"
"Attention seeking"	Whether you will apologize for being visible	"It's working, you're here"
"You've let yourself go"	Whether you will explain your body to a stranger	"Yep. Free at last"
"What's your body count"	Whether your past is up for audit	"Why do you need the number?"
"Calm down"	Whether you will perform calm to be allowed to keep talking	"I am calm. Answer the question"
"Must be that time of the month"	Whether you will confirm you are not hormonal	"Still waiting on the answer"
"You're intimidating"	Whether you will shrink to make the room comfortable	"That's a you thing"
"I'm just being honest"	Whether you will treat rudeness as a service he did for you	"Nobody ordered it"

Notice what the right column has in common. Nothing in it defends anything. There is no evidence, no explanation, no counter-rating. He built a scale, and every reply steps off it instead of climbing on at a better number.

Notice what happens next, too. He escalates once, gets nothing, and leaves to find someone who will explain herself to him. That is the whole ecosystem.

02

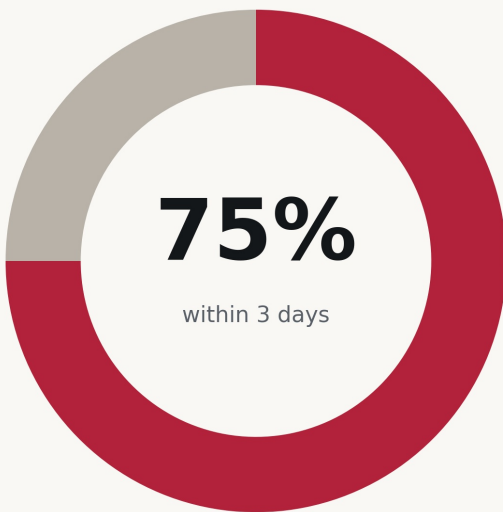
What He Says To Women

11 specimens and the biggest section in the book, which tracks. 1 study counted 2.9 million posts in 1 week using only 4 words, so the population is large and the vocabulary is not.

How common is this, actually

419,000

Posts per day on Twitter using bitch, cunt, slut, or whore, extrapolated from a count of 2.9 million in 1 week. The researchers noted the sentiment was overwhelmingly negative, which is the most academic sentence ever written.



Share of women in a daily-diary study who logged an incident within 3 days. If you were wondering whether you would be able to find specimens for this guide, there is your answer.

59,000+

Comments logged across 417 TikTok videos of women athletes. The remarks landed on bodies and clothing rather than on anything that happened in the actual match.

More liked

Sexist comments on TikTok pulled more likes than non-sexist ones. The researchers wrote that they expected the opposite and were surprised by what they found.

That last number is the one that matters for your strategy. Engagement is the ranking signal on every platform in this book, so his comment travels further than the reply correcting it. Arguing with him for 40 minutes hands him reach. A 6 word reply gets the same laugh and gives him nothing to work with.

1. The Discreditor

Vocifer nullargumentum

HE SAYS

bitch / cunt / slut / whore / thot / karen / harpy / roastie / dishwasher

HE MEANS

He read something he could not answer and needs the exchange over before anyone notices.

YOU SAY

"Which part was wrong?" or "Take your time, I'll wait"

The first 4 are the most measured words of the entire species. He stacks a second attribute onto the first so it lands twice, which is where fat cow and dumb blonde and old biddy come from. That is about as complicated as he gets.

2. The Kitchen Caller

Sandvicius vocalis

HE SAYS

"get back in the kitchen" / "make me a sandwich" / "shut up dishwasher" / "nobody asked you"

HE MEANS

He has no rebuttal and is hoping a joke from 2011 counts as one.

YOU SAY

"Has that ever worked?" or "OK wallet"

OK wallet is documented. Young women on TikTok started firing it back at the dishwasher guys, returning the same reduction from the other direction. One creator reported that nearly every comment on her video about it was a man telling her to shut up, dishwasher, which settled the question of whether he was joking.

3. The Wall Watcher

Chronometrus obsessus

HE SAYS

"post-wall" / "you hit the wall" / "your eggs are drying up" / "you'll die alone with your cats"

HE MEANS

He is counting on you being scared of 35, because he has nothing else and 35 is coming for him too.

YOU SAY

"How old are you?"

Hitting the wall is his term for women in their late 20s supposedly losing value. Alpha widow is his term for a woman who once dated a higher status man and is therefore ruined forever. He maintains this taxonomy carefully, updates it often, and will send you a chart.

4. The Tallyman

Numerator historicus

HE SAYS

"what's your body count" / "she was never yours, it was just your turn"

HE MEANS

He wants to know how many men he is being compared to, and he has decided the answer is your problem.

YOU SAY

"Why does the number matter?" then "What's yours?"

Both questions are load-bearing. He will either give you a number he is proud of, which ends his own argument, or refuse to give one, which ends it faster. The pressure this has created is measurable.

Conceal the number



25%

Understate it



16%

5. The Motive Assigner

Suspicio pecuniaria

HE SAYS

"gold digger" / "you just want a wallet" / "hypergamy" / "AWALT"

HE MEANS

Rejection hurts less if it was about money, so it is always about money.

YOU SAY

"Digging for what, exactly?"

AWALT means all women are like that, and it exists to rule out counterexamples before anyone raises one. He built a defense against evidence and then filed it under biology.

6. The Judge

Arbiter decimalis

HE SAYS

"you're a 4 at best" / "mid" / "wouldn't" / "hit the gym before you have standards"

HE MEANS

He is the panel now. He appointed himself about 9 seconds ago.

YOU SAY

"What's yours out of 10, and who told you?"

Researchers comparing verbal aggression by target found a clean split. Attacks on men go after strength and attacks on women go after looks. Nobody ever sat him down and taught him that, and he produces it on schedule anyway.

7. The Diminisher

Detractor meritorium

HE SAYS

"diversity hire" / "she only got it because she's a woman" / "stick to what you know"

HE MEANS

Somebody got something he wanted, and he needs a reason that is not about him.

YOU SAY

"Name who deserved it more"

He never has a name. A study of sexism on TikTok found discredit was the most common form on the platform, with achievements attacked specifically on gender. This specimen arrives fastest under posts where a woman is good at something.

8. The Calmer

Placator involuntarius

HE SAYS

"calm down" / "you're being emotional" / "you're too sensitive" / "it was just a joke"

HE MEANS

He would like your reaction to become the topic, because the old topic was going badly for him.

YOU SAY

"I'm calm. The question is still there"

These are the catalogued gaslighting phrases and the research on them is not subtle. Women get targeted with the pattern more often than men, and men produce it more often than women. It is a challenge to whether your perception can be trusted, delivered in the voice of a guy doing you a favor.

9. The Aggrieved

Victima imaginaria

HE SAYS

"feminazi" / "not all men" / "men are the real victims" / "what about male suicide"

HE MEANS

He wants the safest seat in the conversation, which is the one where he is the one being attacked.

YOU SAY

"Which men, then?"

That reply is the whole trick with this one. Not all men requires him to concede that some men, and he cannot get out of it without abandoning the sentence he just typed. On male suicide, he raises it constantly and nobody has ever found him posting about it anywhere except underneath a woman.

10. The Role Assigner

Praescriptor domesticus

HE SAYS

"women aren't built for that" / "a woman's job is at home" / "you can't drive" / "leave the hard work to men"

HE MEANS

He wants a rule to be nature so that arguing with him becomes arguing with biology.

YOU SAY

"Where'd you learn that?"

He cannot cite it, and watching him try is the entertainment. The stereotyping and dominance research category covers this exactly, down to the driving. He also assigns you to the kitchen while insisting professional kitchens are no place for you, and has never once noticed.

11. The Threat Display

Minator sexualis

HE SAYS

unsolicited sexual comments / explicit DMs / "send nudes" / rape threats

HE MEANS

He has run out of moves and wants you to feel physically findable.

YOU SAY

Nothing at all. Screenshot it, report it and block him. There is no comeback here, and hunting for one costs you time you should be spending on documentation.

Volume tracks visibility, not provocation. Sexualized abuse of women athletes climbs sharply after tournaments and televised matches, so the trigger is being seen by more people than usual. You did not say anything to bring it on.

Take this into section 3. The same research that logged all of the above also found that insults aimed at men travel through the women near them, including mothers, sisters, and colleagues. Next section is what happens when womanhood stops being the target and becomes the weapon.

03

What He Says To Other Men

If you were expecting a separate vocabulary, there isn't one. He has no independent way to insult another man. All 5 specimens in this section are borrowed from section 2, which is going to matter a lot on page 19.

1. The Emasculator

Castrator verbalis

HE SAYS

beta / cuck / simp / soyboy / pussy / white knight / mangina

HE MEANS

You resemble a woman, and he assumes we all agree that is the worst thing available.

YOU SAY

"You're using woman as an insult. Say more about that"

That line is the best one in the book, because the only way he can defend it is to state the belief plainly, and stating it plainly is the thing he was avoiding. An analysis of Twitter from 2014 to 2020 found beta and cuck were far more widely used than the terms aimed straight at women, which stayed penned up in incel forums and 4chan.

It crosses political lines cleanly. The same words show up on the left as mockery of the right, which means both flocks are using the same ranking while believing they are on opposite sides of it. Cuck carries a second layer too. Linguists have documented it as a carrier for covertly racist discourse, because the reference underneath trades on stereotypes about Black men.

2. The Celibacy Auditor

Inspector virginitatis

HE SAYS

incel / virgin / "you'll never get a girl" / "that's why you're single"

HE MEANS

A man is worth what women will give him, which is a rule he inherited and has never once inspected.

YOU SAY

"So a man's value is how many women want him? Who made that rule?"

Everybody uses this one, including the men inside the communities that claim to be protecting him from it. He will get audited by his own flock inside an hour.

3. The Wallet Inspector

Aestimator pecuniae

HE SAYS

"broke boy" / "low value male" / "he can't provide" / "no bag"

HE MEANS

Money is the scoreboard, which is exactly what he accused her of thinking in specimen 5.

YOU SAY

"So men should be judged on money. You just agreed with the gold digger"

Same man, same week, opposite positions, no memory of either. This is the cleanest self-contradiction in the entire guide and he walks into it unassisted.

4. The Height Assessor

Mensor staturae

HE SAYS

manlet / "he'd lose that fight" / "hit the gym" / weak

HE MEANS

He is ranking a stranger by force because force is the only currency this frame accepts.

YOU SAY

"What's the minimum height to have an opinion?"

Matches the finding that verbal attacks on men cluster around physical and mental strength rather than looks. He is measuring a stranger's shoulders through a phone at 1am and calling it realism.

5. The Mother Invoker

Invocator matris

HE SAYS

son of a bitch / motherfucker / "your mother" / bitch / cunt

HE MEANS

He cannot reach the man in front of him, so he goes through a woman standing near him.

YOU SAY

"You brought my mom into an argument about tires"

Research on abuse aimed at male journalists found attackers routinely routed the insult through the women around them. The researchers concluded this treats the female gender as permanently available for use, even when the target is a man. She was never in the argument, she was just standing nearby.

The test he is running on other men

All 5 specimens run the same assessment, and none of it is about the other guy.

The test

Do women want him. Do they defer to him.

The verdict

If no, he gets ruled weak rather than unlucky.

The sentence

He gets labeled with womanhood, in words like beta and simp.

So the men catching the worst of this section and the women catching the worst of section 2 are being weighed on 1 scale from opposite ends of it. Hold onto that until page 19.

04

What He Says To Strangers

Here he is talking about trans people, who he has usually never met, on a subject he found out about 4 minutes ago. The escalation pattern in this section is different from anywhere else in the book and worth reading closely.

1. The Identity Denier

Negator identitatis

HE SAYS

targeted misgendering / deadnaming / "biological reality" / "there are only 2 genders"

HE MEANS

He would like his opinion of a person to outrank that person's account of themselves.

YOU SAY

"You know their name. You're choosing not to use it"

GLAAD classifies deliberate misgendering and deadnaming as hate speech rather than error, on the grounds that the public figures doing it are not making the same mistake 40 times in a row. Deadnaming also exposes information that can put someone at risk. Several platforms wrote prohibitions into policy and at least 1 has since deleted gender identity from its hate speech rules entirely.

2. The Danger Declarer

Nuntius periculi

HE SAYS

groomer / predator / pervert / "mentally ill" / terrorist

HE MEANS

He is upgrading a stranger to a threat, because a threat can be treated in ways a stranger cannot.

YOU SAY

"You said predator. Name 1 case"

GLAAD's report on Meta documented dozens of posts using these exact words that the platform declined to remove after they were reported. The Dangerous Speech Project's position is that accusations of threatening children have been aimed at minority groups throughout history and have repeatedly landed right before violence. In 2023, Media Matters found Meta took payment for more than 150 ads carrying the groomer slur, so he was not only allowed to say it, somebody sold him the megaphone.

3. The Passing Judge

Iudex aspectus

HE SAYS

"you'll never be a real woman" / "you'll never be a real man" / remarks about voice, hands, jaw

HE MEANS

Same scorecard from specimen 6, except now he thinks the score decides whether somebody exists.

YOU SAY

"Nobody asked you to rate anybody"

Structurally identical to ranking a woman out of 10, with 1 modification. He presents his rating as a ruling on reality rather than a preference, and he has the same qualifications for both, which is none.

4. The Concerned Layman

Medicus imaginarius

HE SAYS

"mutilation" / "experimentation" / "chemical castration"

HE MEANS

He watched a 90 second video and now has a medical position he intends to defend for 6 hours.

YOU SAY

"Which guideline says that? I'll read it"

GLAAD names healthcare disinformation as its own category, separate from slurs, because it behaves differently. It recruits people who would never type any of the words above and who consider themselves worried rather than hostile. You will find this specimen in the comments of parenting pages.

How the exchange goes, every time

This pattern holds across all 20 specimens, so you can predict the whole thing from move 1 and decide up front how much of your evening he gets.

1. The opener

Bait or insult or concern, and it costs him about 4 seconds.

2. The ask

He demands sources, definitions, or your credentials.

3. The shift

You answer, and he drops the topic to go at you instead.

4. The finish

Slur, or he vanishes and reappears under your next post.

Move 2 is the trap, and it is the only one that looks like a real conversation. Answering it puts you on the stand, because he never had a position to defend and now he does not need one. Nobody in the history of the internet has produced a study that satisfied a guy at move 2.

Get out after move 1. One line, no evidence, no follow-up. If he comes back it costs you nothing, because you already said the only thing you were going to say.

05

The 1 Thing Underneath All Of It

20 specimens, 3 targets, 1 assumption doing all the work. This is the page to screenshot.

1 currency, 3 directions

Being womanlike is treated as a demotion

The single assumption sitting under all 20 specimens



Thrown at women

as the entire content of the insult

Thrown at men

to demote them inside the ranking

Denied to trans women

and forced onto trans men as a verdict

This is why his vocabulary is lopsided. Studies of English invective keep turning up thousands of derogatory terms for women, far more than exist for men, and most of the ones aimed at men only work because they are feminizing. Bitch has no male equivalent carrying the same weight. Spinster carries a stigma that bachelor does not, for the identical living situation.

It also explains the strangest thing in the book, which is that the same words come out of men who consider each other enemies. When beta male gets used to mock a conservative, the guy using it picked up the ranking he claims to be against and swung it at somebody. The word only stings if being womanlike is a downgrade, and you cannot use it without agreeing that it is.

What to do with that

Do not chase the individual word. Words rotate and new ones hatch weekly. Foid and roastie did not exist a generation ago and something else is incubating right now while moderation teams chase the last batch 1 word at a time.

Go at the ranking underneath instead, which is what the emasculator line on page 13 does in 8 words. It has not moved in 60 years, all 20 specimens share it, and unlike a slur it cannot be respelled to get past a filter.

10 lines that end it

Screenshot this page. That is what it is for.

"Which part was wrong?"

For any insult with no argument attached, which is most of them.

"How old are you?"

For anything about your age, your eggs, or the wall.

"Why does the number matter?"

For body count, and for every audit of your past.

"Who's judging?"

For ratings, mid, and any score he assigns you.

"Name who deserved it more."

For diversity hire and every version of you didn't earn it.

"I'm calm. The question is still there."

For calm down, too sensitive, and it was just a joke.

"Which men, then?"

For not all men. He has to concede some men or drop it.

"You're using woman as an insult. Say more."

For beta, simp, cuck, pussy. The strongest line in the book.

"So men should be judged on money?"

For broke boy and low value male, straight after he said gold digger.

"Where'd you learn that?"

For anything he presents as biology, because he will never be able to cite it.

The 1 place none of these apply is threats, where you skip the reply entirely and screenshot, report and block instead.

Post anything and start marking

Average time to a full row, based on nothing but experience, is about 20 minutes.

"Not all men"	"Calm down"	"Attention seeking"	"Make me a sandwich"	"Feminazi"
"You've let yourself go"	"That's why you're single"	"Gold digger"	"You're a 4"	"Diversity hire"
"What's your body count"	"Post-wall"	HE FOUND YOUR POST	"It was just a joke"	"Simp"
"Too sensitive"	"I'm just being honest"	"Beta"	"Women can't drive"	"Your mother"
"Nobody asked"	"What about male suicide"	"You'd be pretty if"	"OK but biology"	"Broke boy"

If you fill the middle row in under 5 minutes, the post is doing well. Every square in here appears somewhere in the research cited on the next page, which is where it stops being funny.

Figures worth citing

- **2.9 million** posts in 1 week contained bitch, cunt, slut, or whore, averaging roughly **419,000** per day.
- **75%** of women in a daily-diary study logged a sexist incident within 3 days, most of them verbal comments.
- On TikTok, **sexist comments got more likes than non-sexist comments**. The researchers expected condemnation and got the opposite.
- **59,000+** comments across **417** TikTok videos of women athletes went at bodies and clothing rather than play.
- Emasculating terms aimed at men **outpaced** niche anti-women terms on mainstream Twitter across a 6 year sample.
- In 2023, Media Matters found Meta took payment for more than **150 ads** carrying the groomer slur.
- **25%** of Americans conceal their number of sexual partners and **16%** understate it, which is what the Tallyman has accomplished.

Sources

Felmllee, Rodis and Zhang, Sexist Slurs: Reinforcing Feminine Stereotypes Online, Sex Roles, 2019.
 EXIST shared task documentation, UNED Natural Language Processing Group, 2021 through 2025.
 Anzovino, Fersini and Rosso, automatic misogyny identification taxonomy, IberEval, 2018.
 Systematic review on quantifying online sexism and misogyny, Scientometrics, 2025.
 Swim et al., daily-diary studies on everyday sexism, 2001 and 2004.
 Cambridge Core Blog, Sluts, Bitches, and Battle-axes: women and insults, 2024.
 JSTOR Daily, The Language of Nasty Women (And Other Gendered Insults).
 University study on sexist comments and likes on TikTok, reported 2023.
 Analysis of 417 TikTok videos and 59,000 comments on abuse of women athletes.
 InternetLab and the Knight Center, insults aimed at Brazilian journalists, 2021.
 NBC News, OK wallet: Young women fire back at misogynistic name-calling on TikTok.
 Gray, Emasculating Language and its Prevalence on Twitter, 2014 to 2020.
 The Conversation, A dictionary of the manosphere, and Kosse on the racial function of cuck.
 Glossary of terms within the incel and manosphere movement, practitioner reference.
 GLAAD Social Media Safety Index 2023 and 2025, and Unsafe: Meta Fails to Moderate Extreme Anti-trans Hate, 2024.
 Dangerous Speech Project, on accusations of threats to children.
 Media Matters for America, on ads carrying the groomer slur, 2023.
 Spallaccia, It's a Man's World (Wide Web), Bononia University Press, 2020.

More of this at **The Men Problem**. The Latin names are the only invented thing in here.