

Mainstreaming of Incel Culture: Clavicular Memes

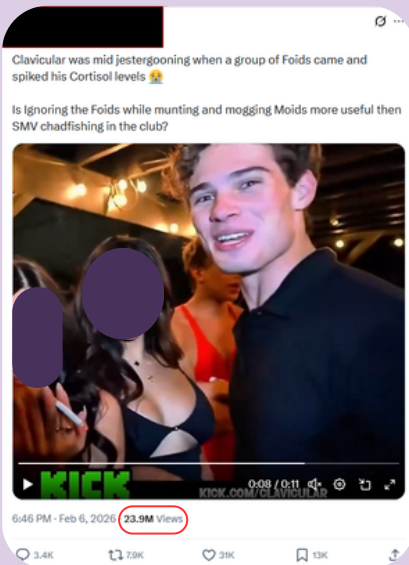
What's Going On?

- In early February 2026, an influencer known online as **Clavicular** live streamed from Arizona State University, sparking an explosion of memes using terminology from the incel subculture and manosphere.
- The memes became so popular that Clavicular and related memes garnered a top story on *Know Your Meme* and a feature in *The New York Times*.
- Clavicular is known for his looksmaxxing content where he promotes ideas such as “bone smashing,” or hitting bones in the face with a hammer to reshape them.
- Meme posts about Clavicular on X garner thousands of likes and hundreds of thousands of views.
- A few weeks before this campus visit, Clavicular gained notoriety for participating in a meet up with other manosphere and far right influencers like Nick Fuentes, Myron Gaines, Sneako, and the Tate Brothers, which devolved into the playing of the song "Heil Hitler."

Why it Matters

- **Mainstreaming of incel/manosphere terminology:** The posts interacting with the Clavicular meme deal heavily in incel and manosphere terms. Even as posters satirize the terms, it mainstreams their usage, introducing new audiences to harmful incel content.
- **Spread of male supremacist narratives:** Our sample of posts depict significant amounts of male supremacist narratives, such as women are distractions, women only go for attractive men, women are less than human ("femoid"/"foid"), and men must take drastic actions like bone smashing to improve their looks.
- **Infiltration of other forms of extremism:** Time and time again, PERIL has found that "a rising tide lifts all ships" when it comes to hateful narratives. Variations of the Clavicular meme trend have delved into blatant mainstreaming of antisemitism and white supremacy. The meme has also been used to glorify mass violence by referring to the 2019 El Paso Walmart shooter as a "looksmaxxer."

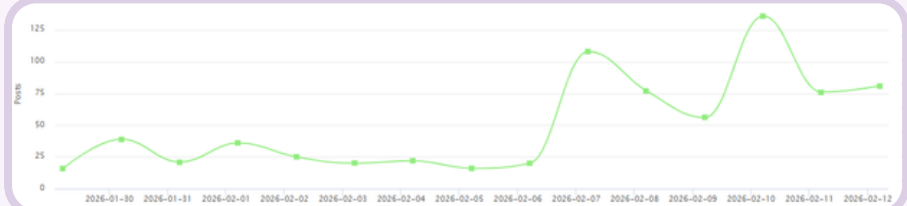
Example Post



Terms Used

- **Mogging:** A derivative of “AMOG” (alpha male of the group) and signifies physically dominating or having a better appearance than someone else
- **Foid:** A derogatory slur for women that originated in incel groups
- **Munting:** The practice of “mewing” (flexing one’s tongue for purposes of jawline improvement) or, more generally, intensely focusing on one’s face
- **Gooning:** A trance-like state caused by pornography addiction (“jestergooning” thus means acting like a fool to attract women)
- **SMV:** An abbreviation for “sexual market value,” or perceived rankings in attractiveness to the opposite sex
- **Chad:** Alpha males who are seen by incels as hogging all the women (“chadfishing” is thus a combination of chad and catfishing, where one tries to fake being a chad)

Clavicular-related X Posts Over Time



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