

Common Incel Terminology



POLARIZATION & EXTREMISM
RESEARCH & INNOVATION LAB
SCHOOL of PUBLIC AFFAIRS

NOTE: The majority of incels are nonviolent. Using these terms does not necessarily make one an incel, as terms like "MOG" have reached the mainstream. **Contextualizing usage is key.**

Coded Calls for Violence

- **"Going ER":** Going Elliot Roger, sometimes also called "hERo" or "going to the ER"
- **"... in Minecraft":** A thinly veiled attempt to deflect legal responsibility for making online threats by suggesting that what the user posted is something they want to do in a fictional world and not real life
 - Can be used with other games such as "in GTA" or "in Roblox"

Other Forms of Hate

- Blackpilled incels also target people based on race, sexuality, religion
- Strong connections with antisemitism
- Goal for some incels to radicalize "normies"

-cel Suffix

Formula of <descriptor>-cel to describe why someone is an incel

- Truecel
- Fakecel
- Heightcel
- Blackcel
- Femcel
- Agecel (wizard)

Ascension

When an incel has sex/loses their virginity, thus "ascending" from the incel community

- Heated area of debate as many incels that may qualify for ascension fight to stay in the community

-maxx Suffix

Strategies incels use in an attempt to ascend, often referencing what they've done to improve their physical appearance

- Looksmaxxing
- Hardmaxxing
- Gymmaxxing
- Softmaxxing
- Nosemaxxing

Suifuel

Any posts that ideate, or "fuel" suicide

- Often included in posts that reference the physical attributes and romantic success of others, such as "Chads" having girlfriends

KHHV

Acronym for "Kissless, hugless, handholdless virgin" and considered by the incel community to be a core attribute of a "truce!"

SMV

Acronym for "sexual market value," the idea that men and women should be paired based on attractiveness on a 1-10 scale

- Incels often complain that women have overinflated SMV and men have undervalued SMV
- Often linked with racist tropes

JB/JB Pill

Acronym for 'jail bait,' an underage girl who posters find attractive, implying girls are "baiting" them via their looks

- JB Pill: Believing that age of consent (AoC) is an anti-male concept denying men girls in their sexual "prime"
- **NOTE:** Distinct from "JBB" and "JBW," or "Just Be Black" and "Just Be White"

Mog

Shortened version of "AMOG," or "Alpha Male of Group," suggests someone is superior, usually in appearance

- Can be used as a verb like "mogging" or "getting mogged"
- Often weaponized against "cucks" or "betabux" (men who provide for women once they "finally" decide to settle down)

Common Enemies/Outsiders

Foid/femoid: Derogatory term for a woman, combining "female" and "humanoid/android" to suggest lack of humanity

"Chads": Alpha males who are seen by incels as hogging all the women

"Stacys": Women who only go for "Chads," according to incels. Are viewed as both overly promiscuous and overly selective

"Normies": "Normal" people who go along with a society that is supposedly stacked against incels

Scan for more information about PERIL's gendered violence research

