

# THE INFLUENCE OF ANDREW TATE



## WHO IS ANDREW TATE?

Andrew Tate is an American-British professional kickboxer turned internet personality. He is a self-described 'success coach' and has a subscription-based online marketing programme called 'Hustler's University' or 'The Real World' with over 100,000 subscribers.

## WHY IS HE SO CONTROVERSIAL?

Tate has become infamous due to a string of controversial comments and behaviours, such as promoting gendered violence and misogyny, claiming mental illness makes people 'weak' and depression 'isn't real', and stating that rape victims must "bear some responsibility" for their attacks.

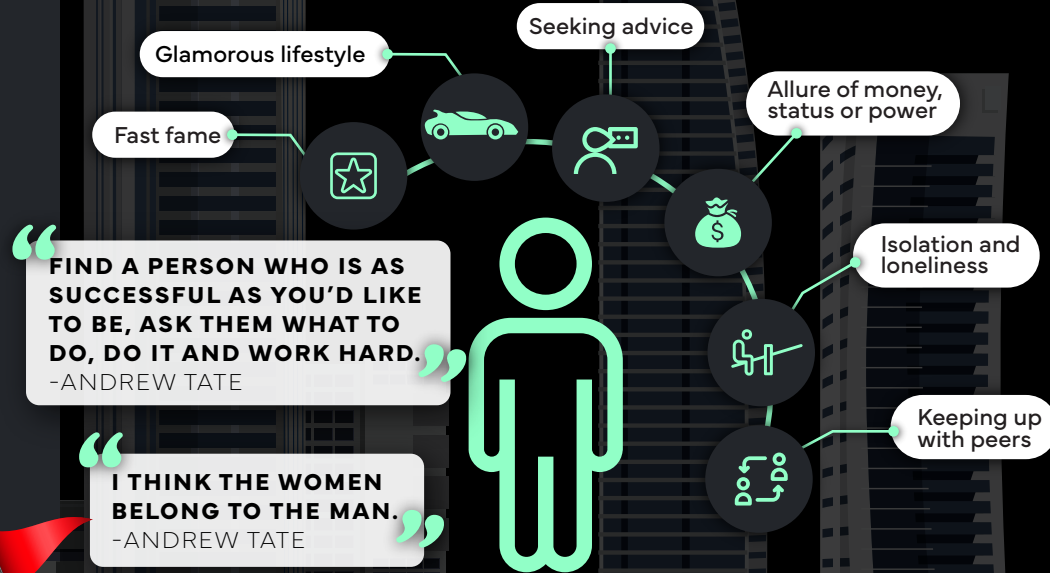
Tate has made many controversial statements that have caught the public's attention, including "Men can cheat but women can't. It's not sexist – it's reality."

Tate regularly references the 'Matrix', his theory being that society is controlled by the rich elite. Politicians, media and education providers would all come under this umbrella too.

He has been banned from social media platforms and was arrested in Romania in December 2022 on suspicion of human trafficking, rape, and forming an organised crime group to exploit women.

## WHY ARE YOUNG PEOPLE DRAWN TO THIS BEHAVIOUR?

As much as Tate is known for his controversial comments, he also likes to be motivational, encouraging his followers to work hard and go after their dreams, to work out and be disciplined. He has spoken of the difficult childhood he endured and how he is "self-made". He speaks of his experiences in a way that a lot of young people can relate to and in turn, they aspire to be like him.



**"FIND A PERSON WHO IS AS SUCCESSFUL AS YOU'D LIKE TO BE, ASK THEM WHAT TO DO, DO IT AND WORK HARD."**  
-ANDREW TATE

**"I THINK THE WOMEN BELONG TO THE MAN."**  
-ANDREW TATE

## RED FLAGS TO WATCH OUT FOR:

- Referring to the 'Matrix'
- Attempting to justify harmful behaviours
- Notable and negative change in behaviour
- Using harmful or derogatory phrases in conversation
- Being physically violent towards females
- Disrespecting female authority figures or classmates

Schools across the UK are encountering increasing numbers of pupils who admire Tate and attempt to mirror his ideology. They believe his views have been misunderstood and taken out of context. However, incidents in schools show how his views have been interpreted by vulnerable young men.

## TOP TIPS

### Remind them they don't need to follow the crowd

Explain the importance of making their own mind up on issues by discussing their core values and what's important to them. It may be worth reminding them that not everything they see online is correct or helpful and that they have the freedom to make a different choice.

### Talk to senior staff

They may be able to offer insight into patterns in online behaviours and should be notified if an incident occurs.

### Allow room for classroom discussion

Try not to shut down pupil conversations or ban certain topics. Where appropriate, ask them to think about how they would feel if someone they love was treated this way. Without being reactive or emotional, emphasise the damage that this behaviour causes and talk about healthy ways to express themselves to others.

### Discuss positive role models

Listen to pupils' suggestions for positive role models who they look up to in their lives and their reasons why. Use the opportunity to end the discussion positively by affirming and reinforcing good choices.

### Offer solutions

It is helpful to discuss examples of respectful language versus harmful language or 'friendship behaviour' versus harmful behaviour. You could even use examples from popular television shows or films to help them understand!

### Keep the focus on the behaviour, not the person

Andrew Tate represents wider issues around consent, gender roles, violence and toxic masculinity. By focusing on these behaviours rather than Tate himself, you may encounter less defensiveness and more understanding.

## INTERNET NEWS

"We see misogyny every day in my school, with everything from boys ignoring instructions from female staff to serious sexual assaults."  
-The Guardian, Thu 2 Feb 2023

## DAILY NEWS

"Large rise in the number of young men referred to the government's Prevent scheme in relation to misogynistic 'incel' ideology."  
-The Guardian, Thu 26 Jan 2023

## NEWS TODAY

"One boy was seen pinning his girlfriend to the wall by her shoulder; another was seen trying to confiscate his girlfriend's phone."  
-The Guardian, Thu 2 Feb 2023

