

The role of the phenomenon of “red flags” in stigmatization of male behaviour among young people

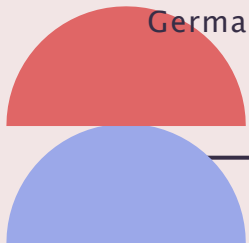
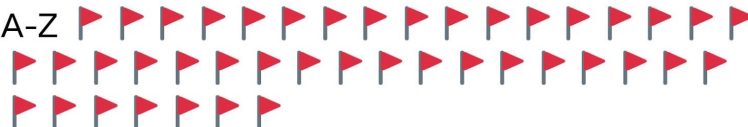
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CASSamigos
@cuhassegarseeuh

When his name starts with any letters between A-Z





The relevance of the study

The use of red flags to identify problematic behavior in relationships has become a prevalent approach in mass culture. However, there is a risk that this approach can lead to stereotyping and stigmatization of some male behavior, which cannot be classified as abusive or dangerous.

Research on red flags in romantic relationships has primarily focused on identifying behaviors associated with overt abuse and violence, while relatively little attention has been paid to understanding how seemingly normal or common behaviors can be seen as red flags and how this contributes to the perception of healthy behaviour in the minds of young teens.

Existing research studies "red flags" in the context of stereotypization (belonging to a certain youth culture), which simplify communication on the web, but no attention is paid to an independent phenomenon and its going beyond the online space ([S. Ramasubramanian, C.J. Murphy, 2014], [Kamalova, 2023])



Muthleo
@Muhasaaa

These red flags a bit personal 🙏 y'all good ??



The study design

* 01

Object of the study

Young people aged 18–25

* 02

Subject of the study

The impact of the phenomenon of “red lags” on the way male behaviour is stigmatized

The study design

* 04

The objectives

1. To identify the most commonly recognized red flags in romantic relationships, particularly those that are directed towards male partners.
2. To examine the impact of red flags on the stigmatization of male behavior, including the effects on perceptions of normal male behavior.
3. To investigate the role of gender stereotypes in the interpretation of red flags and the stigmatization of male behavior.
4. To explore potential ways to mitigate the stigmatization of male behavior through the use of more nuanced and context-specific red flags, which do not unfairly stigmatize normal male behavior.

The study design

* 05

The method

Quantitative method

Quantitative data will be collected through an online survey. The survey will include closed-ended questions designed to gather demographic information about the participants, as well as their attitudes towards red flags in romantic relationships. The survey will also include Likert-type scales to measure the level of agreement with statements related to red flags and stigmatization of male behavior.

Qualitative method

Qualitative data will be collected through in-depth interviews with a subsample of survey participants. The interviews will be semi-structured and open-ended, allowing participants to elaborate on their responses to the survey questions and share their experiences and opinions related to red flags and stigmatization of male behavior.

The study design

* 06

Sampling

Stratified random sampling

A random sample of university students (18–25 years old) of both genders

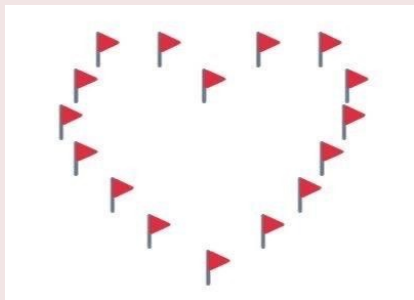
Therapist: You saw the red
flags though, right?

Me: I thought it was a carnival.

Theoretical framework



'Red flag'



is a prejudice or a stereotype based on external characteristics of a person, which imply that said person may possess negative qualities. 'Red flags' signal that it is not worth communicating further with a person



Stereotypes



Stereotypes are well-established beliefs concerning socially important phenomena and issues that are based on human experience. They often contain not only facts, but also a certain attitude to them
[Lippman, 1922]



In society, every individual looks back at the opinion of the majority. The fear of being rejected, not accepted, and creates standard types of thinking to form a simple opinion *[Ryseva A.S., Antropova I.Y., 2019]*



The formation and functioning of stereotypes directly depend on a person's awareness of social and professional reality. Absence or false information complicate the process of interpersonal and intergroup interaction *[Kamalova, 2023]*



Stigmatization



According to Merriam–Webster, stigma is a social appearance of disgrace associated with particular qualities, characteristics, or circumstances



The concepts of stigma have been researched by the early work of *Goffman, 1963*, who described stigma as a discrediting “mark” or “attribute which is deeply discrediting” and reduces the status of the person in the eyes of society



Being on the receiving end of stigma can lead to loss of hope and self-esteem, shame, and disempowerment
[Corrigan et al., 2016; Livingston & Boyd, 2010]



Current trends

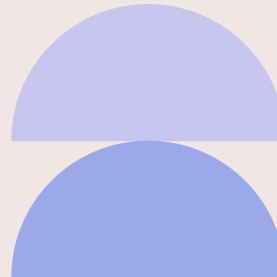


- Tackling discrimination based on stereotypes (gender, age, race, etc.), diversity [*E. E. Rubanova, S. Y. Shalova, 2022*]
- The growth of psychological awareness, defending borders and rights. 'Red flags' in this context can be a response to excessive stereotyping and oppression of women by men
- At the same time, people unconsciously tend to make quick conclusions about character traits and competence in appearance (first impression) because they are confident in their rationality [*Alexander Todorov, Anesi N. Mandisodza, Amir Hasan and Crystal C. Hall, 2005*]



Social networks and people's perception

Social networks create an open space where everyone can present different opinions and talk about the inconsistency of expected norms with real actions. In an increasingly user-driven new media context, members are more selective and less likely to grow up in a commonly shared symbolic environment that cultivates stereotype formation [S. Ramasubramanian, C.J. Murphy, 2014]



01

Structural functionalism

Behavioral models and 'red flags' are structural elements
Social order is the desire of any system to maintain its own balance
The 'red flags' function is signaling that the behavior model is not socially acceptable. By designating something as a red flag, society seeks to condemn, change, get rid of it

02

Social conflict

'Red flags' are mainly used to stigmatize male behavior
Based on the theory of social conflict, it is worth considering this phenomenon in the context of gender inequality, which generates conflicts and changes. In this case, men (hegemonic masculinity) act as oppressors. 'Red flags' are a manifestation of conflict, realizing oppression in the existing model of distribution of social benefits, society shows confrontation with the ruling group

03

Symbolic interactionism

The concept of 'red flags' is a symbol and a mechanism for constructing people's social life at the level of their daily interaction. Calling a certain behavior, a 'red flag', it is perceived as undesirable, dangerous, and it is better to avoid it. Based on what signs of behavior are defined as a 'red flag', a certain group is formed, because of symbols and meanings a person's environment is determined, his/her perception of others is formed, and his/her own identity is formed

Theoretical approaches

The results

Of quantitative research

80 respondents

**LITTLE MISS
IGNORES RED FLAGS**

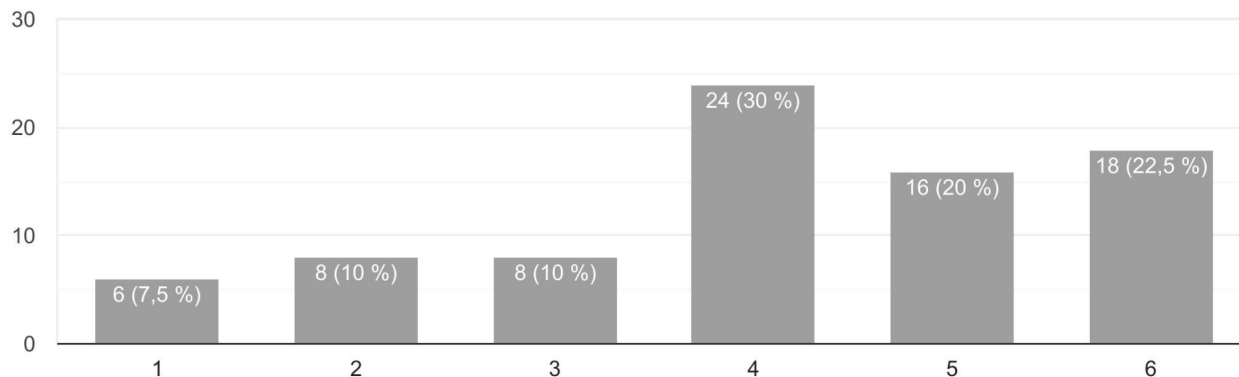


The results

Most of our responders (72.5%) agreed that the phenomenon of “red flags” is a current trend in social media

«Красные флаги» — тренд в социальной сети

80 ответов

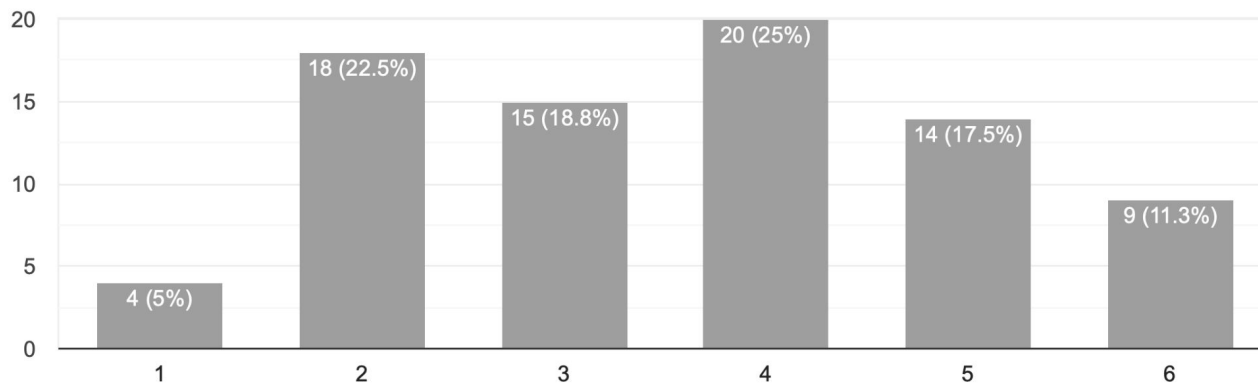


The results

Slightly more than a half of the responders (53.8%) claimed that red flags exaggerate the negative traits that are related to certain social groups

«Красные флаги» преувеличивают недостатки, присущие отдельным социальным группам

80 responses

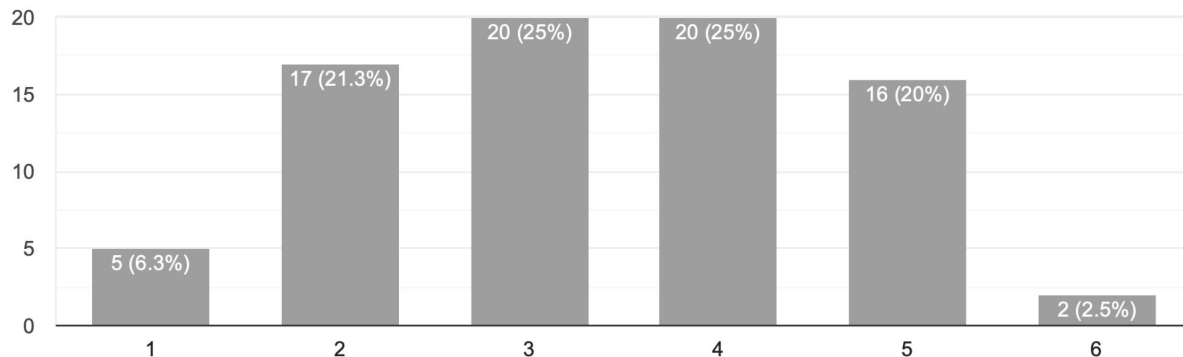


The results

Nearly half of the respondents (47.5%) stated that red flags describe behavior that does not correspond to social norms fairly accurately

«Красные флаги» достаточно точно описывают поведение, которое не соответствует социальным нормам

80 responses

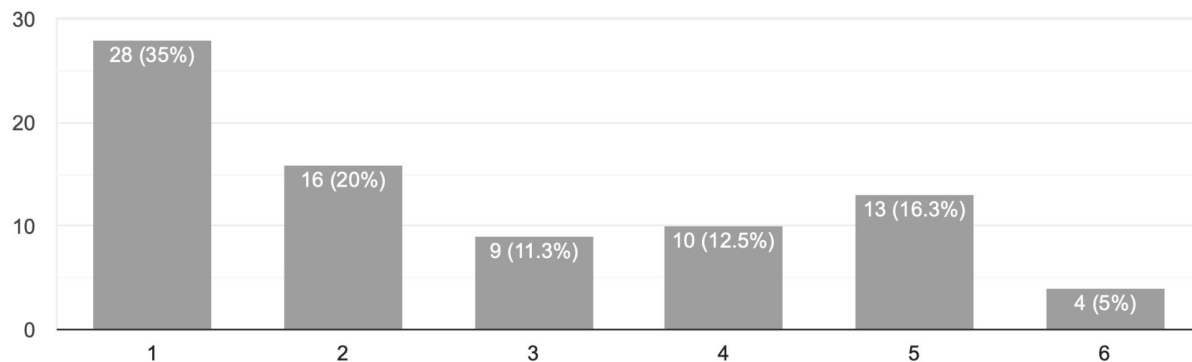


The results

Third of the respondents (33.8%) claimed that memes about red flags affected the way they view men

Мемы про «красные флаги» повлияли на то, как я воспринимаю мужчин

80 responses

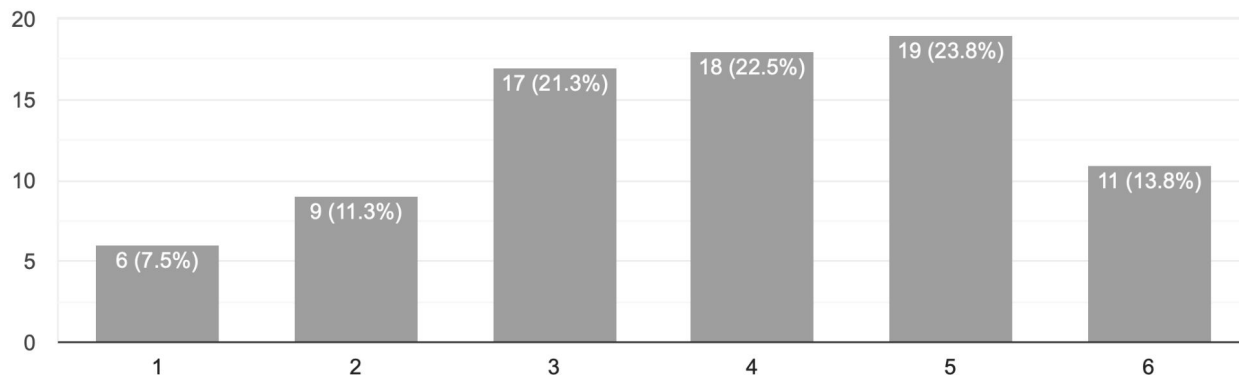


The results

Most of the respondents (60.1%) stated that they avoid the company of people who have red flags

Я избегаю общения с людьми, у которых я замечаю «красные флаги»

80 responses

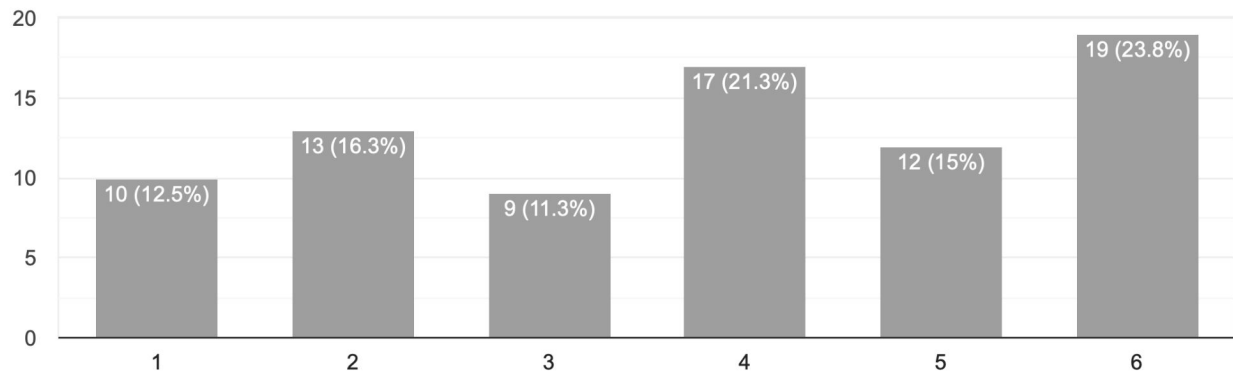


The results

Most of respondents (60.1%) asserted that occupation can be a red flag

Вид деятельности может быть «красным флагом»

80 responses

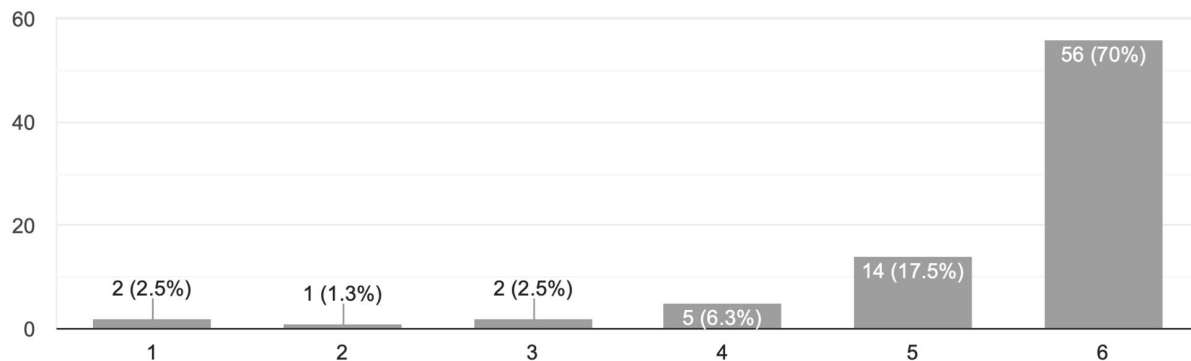


The results

Overwhelming majority of the respondents (93.8%) agreed that behavior can be a red flag

Поведение может быть «красным флагом»

80 responses

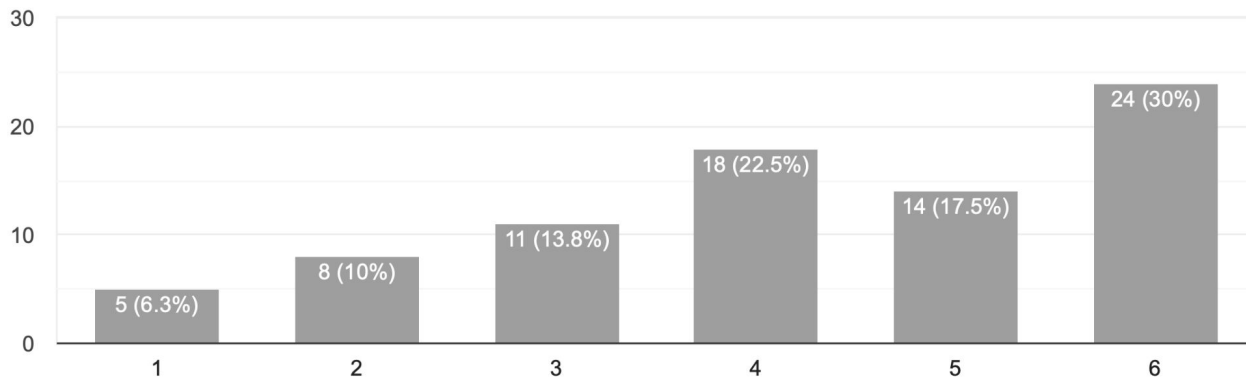


The results

Majority of respondents (70%) claim that interests can be a red flag

Интересы/увлечения человека могут быть «красным флагом»

80 responses

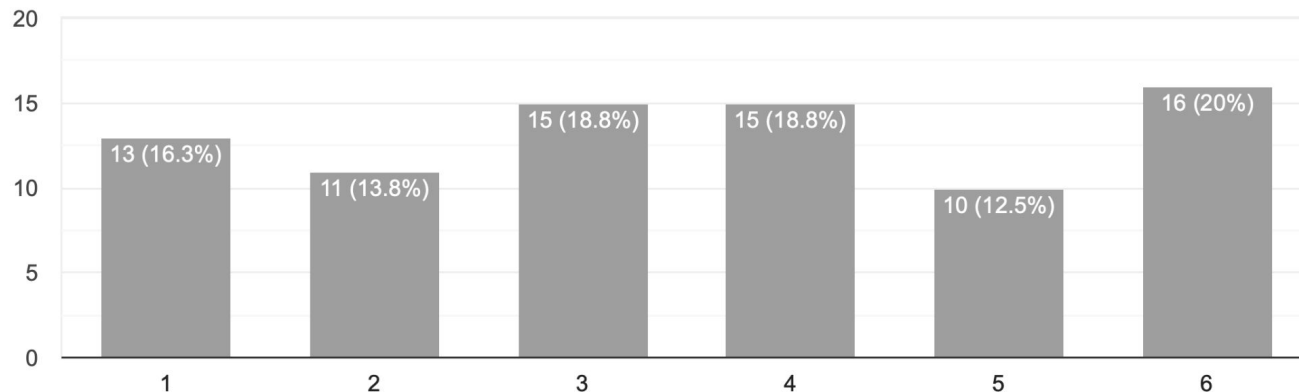


The results

Half of the respondents (51.3%) stated that appearance can be a red flag

Внешний вид может быть «красным флагом»

80 responses

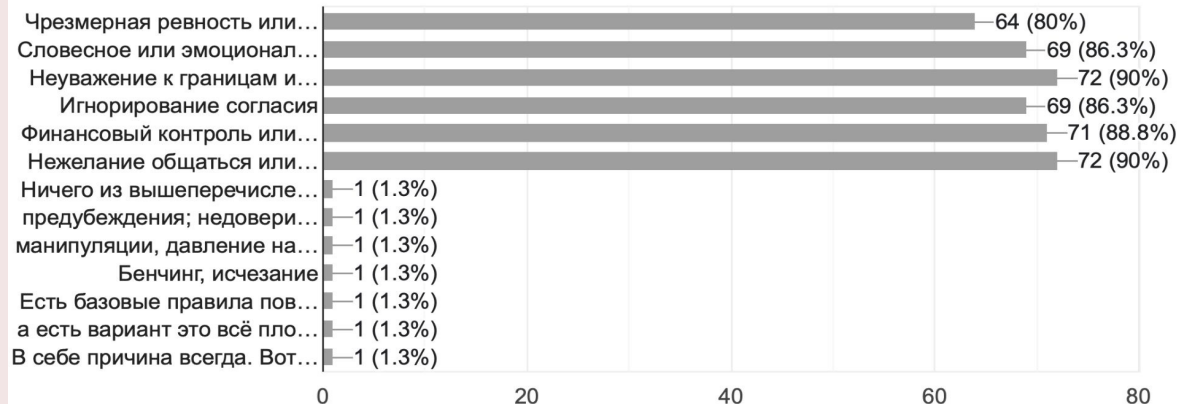


The results

Majority of the respondents chose “disrespecting others privacy” and “unwillingness to talk the conflict through” as red flags that can be seen in a romantic relationship

По вашему мнению, что из перечисленного является «красным флагом» в романтических отношениях? (Выберите все, что применимо)

80 responses

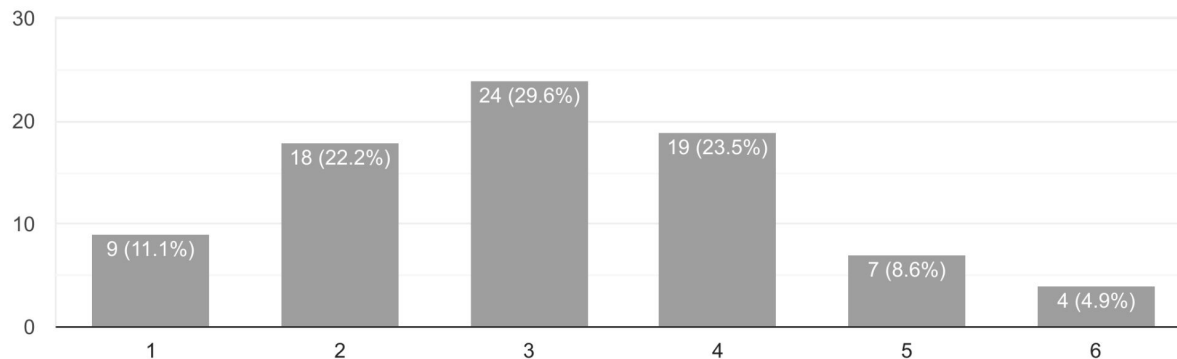


The results

Third of the respondents (37.6%) agreed that red flags can unfairly stigmatize normal male behavior in romantic relationships

«Красные флаги» могут несправедливо клеймить нормальное мужское поведение в романтических отношениях

81 responses

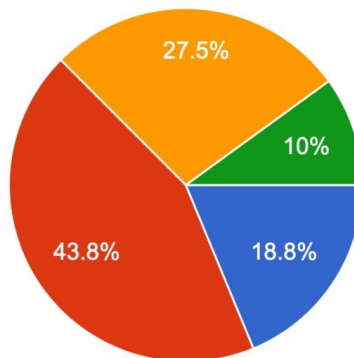


The results

Almost half of respondents (43.8%) agreed that gender stereotypes affect emergence of red flags in romantic relationships significantly

Как, по-вашему, социальные гендерные стереотипы влияют на возникновение «красных флагов» в романтических отношениях? (Наприме...о «красного флага», как парень-спортсмен?)

80 responses



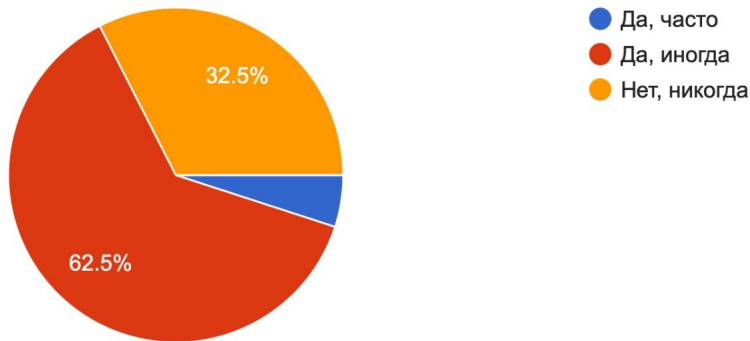
- Они играют значительную роль в формировании восприятия красных флагов
- Они оказывают умеренное влияние на восприятие красных флагов
- Они оказывают минимальное влияние на восприятие красных флагов
- Они не влияют на восприятие красных флажков

The results

Majority of the respondents (62.5%) stated that they have witnessed situations when normal male behavior have been interpreted as a red flag

Сталкивались ли вы когда-нибудь с ситуациями, когда нормальное поведение мужчин были истолковано как красный флаг?

80 responses

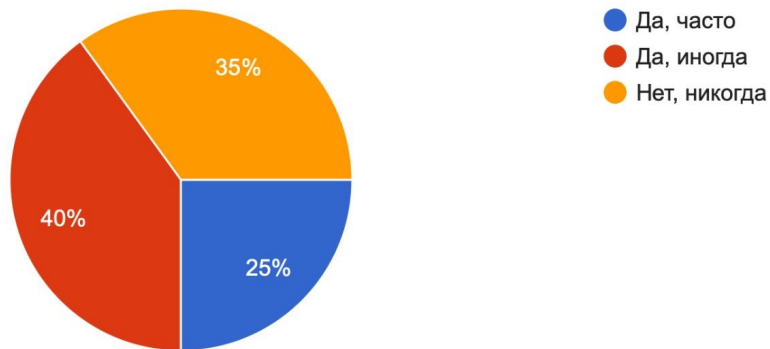


The results

Almost half of the respondents (40%) stated to have witnessed male behavior being stigmatized frequently

Были вы когда-нибудь свидетелями присвоения клейма мужскому поведению? (например, вы увидели мем, где регулярное хождение в за...чины является для других «красным флагом»)

80 responses



The results

Majority of the respondents claim that stigmatization of male behavior, based on red flags that you can encounter in a romantic relationship, can make it difficult for certain people to identify the toxic behavior and fight it

Как бы вы описали последствия стигматизации мужского поведения, основанной на красных флажках в романтических отношениях?

80 responses





The results

Of qualitative research

there were

so many

red flags

but i am a bull

- rupi kaur

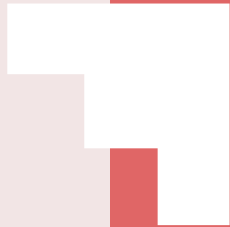


Interview analysis

Most interviewed people believe that red flags are behavioral. All of them have admitted to using it, though some, more often than others. Anyway, all of the interviewees claimed that red flags are a really people trend on the internet. But the opinions varied on the ways red flags affect the stigmatization of male behavior. Two main opinions can be noticed among the respondents. First one being that red flags significantly affect stigmatization and create superficial and incomplete image of a person, which is likely to be wrong. The second one being that red flags are actually mostly right the stigmatization is not unfair. Some of the respondents also stated that they have in fact encountered an ungrounded red flag and came to a conclusion that red flags are not always right and based.

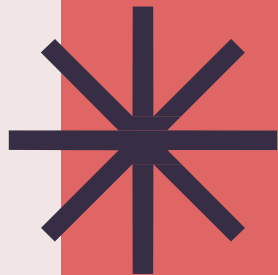
Most interviewed people believe that the situation can be solved by spreading more awareness about the actual real red flags and negate the baseless red flags.





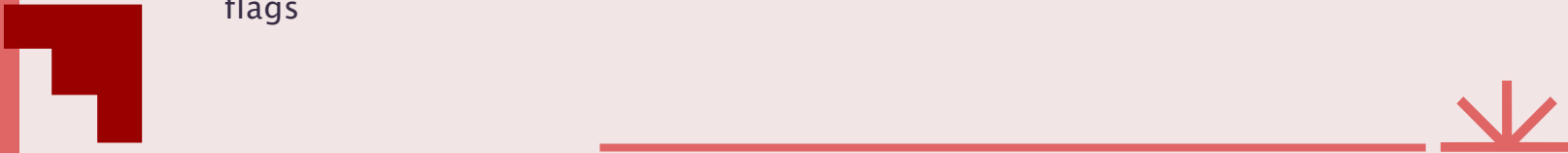
Conclusions

I aint a green flag or a red flag im a
white flag cus I gave up





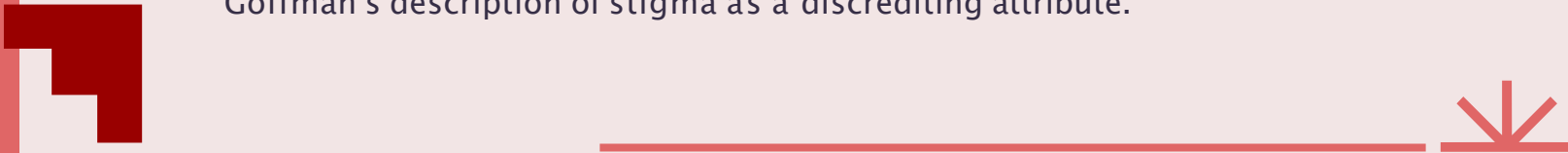
Conclusions

1. The findings indicate that the phenomenon of red flags is indeed a current trend in social media
 2. The overwhelming majority of respondents agreed that behavior itself can be a red flag, highlighting the significance of actions and conduct in assessing potential partners. Additionally, interests and appearance were identified as potential red flags by a majority of participants
 3. The research demonstrates that red flags are often seen as accurately describing behavior that deviates from social norms
 4. One notable finding is that a significant portion of respondents acknowledged that red flags can unfairly stigmatise normal male behavior in romantic relationships.
 5. It is important to explore ways to mitigate the stigmatization of male behavior through the use of more nuanced and context-specific red flags
- 



Conclusions

The findings of the research align with the notions put forth by theorists regarding stereotypes and stigma.

1. **Stereotypes and Beliefs:** The research findings support the idea that stereotypes are well-established beliefs based on human experience. The recognition of red flags as a current trend in social media by the majority of respondents suggests that red flags are influenced by societal beliefs and attitudes. This aligns with Lippman's notion that stereotypes contain both facts and a certain attitude towards them.
 2. **Stigma and Discrediting Attributes:** Goffman's concept of stigma as a discrediting "mark" or attribute that reduces a person's status in the eyes of society is reflected in the research findings. The acknowledgment that red flags can unfairly stigmatise normal male behavior in romantic relationships indicates the potential for red flags to contribute to the stigmatization of male partners. This relates to Goffman's description of stigma as a discrediting attribute.
- 



Conclusions



According to the results of the survey and interviews, we found out that social networks did not affect the perception and 'branding' of male behavior based on the signs that were found in memes. The sign that most accurately fits the 'red flag' criterion is human behavior. Appearance, type of activity as components of the first impression to a lesser extent affect the attitude towards a person.

Moreover, many respondents and interviewees pointed out that the term 'red flags' is significant and allows raising the topic of social problems.

Thus, social networks act as a platform for raising topics about important social problems: high level of violence, social inequality, stereotypization, gender socialization. That confirms the conclusions about the openness of social media [S. Ramasubramanian]. Also, social networks are a tool for involving modern youth in public life, tolerance and intolerance to violence are the main values [Rubanova and Shalova]. The phenomenon of 'red flags' goes beyond social networks and youth culture, which complements the research of C.J. Murphy, Kamalova

