# Study reveals impact of masculinity influencers on young men’s behaviour and mindset



A recent study conducted by the men’s health charity Movember has revealed significant insights into the influence of social media masculinity content on young men in the UK. The research, which surveyed over 3,000 young men aged 16 to 25 from the UK, the United States, and Australia between May and June 2024, indicates that more than a third of young men who engage with social media influencers focused on masculinity have taken concrete actions based on the advice offered.

The study found that 61 per cent of young men in the UK regularly consume content from masculinity influencers, including themes such as fitness, self-improvement, and relationship advice. This content has widespread appeal across various ethnic and socioeconomic backgrounds but is particularly popular among white, full-time employed, university-educated young men from high-income households.

Among those who engage with this type of content, 35 per cent reported acting on advice from these influencers. Actions included taking testosterone injections, steroids, or diet pills recommended by social media role models. Furthermore, the research highlighted a tendency among these young men to continue exercising even when injured, showing a determination possibly encouraged by the influencers they follow.

The study also identified higher usage of substances believed to enhance cognitive functions, known as “smart drugs,” among young men who follow masculinity influencers—24 per cent versus 16 per cent among non-followers. Additionally, steroid use was reported by 14 per cent of these followers in comparison to 9 per cent of those who do not engage with such content. Testosterone use was similarly elevated, with 13 per cent of followers reporting use against 10 per cent for others. While there is no specific national data on steroid and testosterone use among young men in the UK, estimates suggest that between 500,000 and 1 million people use steroids nationwide.

The research also uncovered that young men exposed to masculinity influencers tend to hold more restrictive beliefs about men’s roles in society. Over half (53 per cent) of those regularly viewing such content agreed that men should solve their own problems without seeking help, while 83 per cent believed men must be providers. Additionally, 70 per cent of these young men thought women have it easier than men, in contrast with 45 per cent of young men who did not engage with masculinity content.

Attitudes towards relationships were also affected; the study found that these young men were more dissatisfied with online dating and perceived a mismatch in dating values between men and women. On the social front, they placed greater importance on having male friends but tended to prioritise friendships with ambitious, wealthy, and popular peers more than those who were less influenced by these online figures.

Despite these concerns, the study noted positive outcomes associated with engaging with masculinity influencers. A significant portion of young men—82 per cent—reported feeling more motivated, 61 per cent experienced increased happiness, and 48 per cent found a greater sense of purpose from the content. Only a small minority reported feeling anxious (4 per cent) or unhappy (2 per cent).

Sarah Sternberg, director at Movember, commented on the findings, saying, “The research identifies both the positive and negative effects that online content is having on young men.” She emphasised the importance of providing young men with access to “diverse perspectives that support—not harm—their mental and physical wellbeing.”

This study highlights the complex role that masculinity influencers on social media play in shaping attitudes, behaviours, and health choices among young men across the UK and other countries, demonstrating both beneficial motivation and potentially harmful pressures.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.independent.co.uk/news/uk/home-news/social-media-masculinity-men-andrew-tate-b2737180.html> - This article corroborates the main findings of the Movember study regarding the significant influence of social media masculinity content on young men in the UK, including the statistic that 61% of young men engage with such content and that more than a third act on advice from masculinity influencers, including the use of testosterone injections, steroids, or diet pills.
* <https://cdn.movember.com/uploads/files/Media%20Room/UK/The%20Real%20Face%20of%20Mens%20Health%20Report%20-%20Movember%20UK.pdf> - This Movember report provides the original data and detailed analysis from the study, supporting claims about the demographic breakdown of followers of masculinity influencers, substance use statistics, and attitudes about men’s roles and mental health impacts.
* <https://uk.movember.com/story/men-need-to-input-into-the-nhs-10-year-plan-for-progress-to-continue> - This Movember UK page highlights Movember’s broader efforts on men’s health, reinforcing the context and leadership role Movember has in researching and advocating for men’s physical and mental health issues in the UK.
* <https://us.movember.com> - The official Movember website provides background on the charity’s mission to improve men’s health worldwide, lending credibility to their research and campaigns focused on men’s mental and physical wellbeing.
* <https://www.sbs.com.au/news/article/from-himfluencers-to-toxic-masculinity-how-social-media-is-shaping-young-men/23wwkketj> - This article discusses the impact of social media influencers promoting masculinity on young men’s identities and behaviors, supporting the study’s findings about both positive motivations and harmful pressures resulting from online masculinity content.