

The background features silhouettes of people standing on a beach, looking out at the ocean during a sunset. A large, semi-transparent purple heart graphic is overlaid on the left side of the image, containing the text.

Evolving **Manhood**

Attitudes, Influence,
and Well-being Among Irish Men.

A report conducted by Core Research,
in partnership with Women's Aid.
November 2024

Women's  **Aid** **core**TM Research

Foreword: Working & Leading, Together

Women's Aid are delighted to be partnering with Core on this important piece of work. In Ireland, there continues to be a national focus on tackling violence against women. Rightly so. One in four women experience sexual violence from a partner in Ireland. Women's Aid research found that one in five young women had experienced abuse by an intimate partner before the age of twenty-five. Over half of these young women experienced the abuse under the age of eighteen. Gender based violence is a scourge on Irish society and limits the potential of all women and girls affected.

This should not be 'a fact of life.' We have, within our grasp, a unique opportunity to really create a zero tolerance of violence and create an equal society for women and girls. Crucially, we need more male leaders across all sectors and strata in society to step up and become a strong voice to call out everyday sexism, misogyny, and gender inequality.

There are real encouragements and useful insights found in this report. We can see clear opportunities for intergenerational dialogue between older and younger men who may be internalising more traditionalist views of masculinity, power, and dominance due to the outsize influence of online role models. There is a paradox that emerges where we see that those men who feel pressure externally to behave and act in more traditionalist ways are internalising views that are not necessarily supported by the majority opinion of other men and women. These are insights that can help support more men and boys to espouse a moderate, more egalitarian, more emotionally connected form of masculinity.

This cannot be an individual project but a societal one. There are interconnections between men's violence against women, other men, and themselves, all with an intersectional lens that links incidents of interpersonal abuse to larger institutional and societal forces, and the belief systems that underlie them. We cannot ignore the inbuilt systemic gender inequalities in

structures and systems which influence all women's lived experience, and their capacity to thrive as equals with men.

Preventing violence against women is fundamentally a leadership issue for men at all levels of political power, institutional authority, and cultural influence.

We need male allyship to help us eradicate not just sexism, but also to redress the balance in gendered pay, distribution of care and representation in political, business, public and all facets of social influence.

Women's Aid is committed to supporting and empowering everyone, and particularly men, into their leadership to work co-operatively together with women and other people to build a more equal and compassionate society where gender based violence is not tolerated.

Sarah Benson
CEO
Women's Aid



Foreword: Defining Modern Manhood

Firstly, I extend my gratitude to Women's Aid for including men in this vital conversation to eliminate violence against women and children. Understanding men's roles and responsibilities is crucial in addressing this issue.

I am pleased to present this report, developed in collaboration with Core Research and Women's Aid, and informed by previous work produced by the Men's Development Network. Our objective was to explore men's perceptions of manhood in 2024 and how these views influence attitudes towards relationships, gender equality, allyship, and potential anti-women sentiments.

The findings are revealing. While some statistics are alarming, there is hope in the potential for men to act as allies. Most Irish men (61%) reject narrow, traditional views of masculinity, moving beyond the need for stoicism and dominance.

However, traditional views persist, especially in digital spaces. Notably, 39% of men agree with more conventional notions of masculinity, such as the necessity for strength, emotional restraint, and being the primary economic provider.

This group tends to be younger, with nearly 70% of men in their twenties influenced by figures like Andrew Tate, Elon Musk, Donald Trump, and Jordan Peterson. These young men often experience uncertainty and fragile attitudes.

Concerningly, half of those with traditionalist views believe men should dominate relationships, disregard women's opinions, and view sexism as exaggerated. These attitudes risk manifesting in harmful behaviours over time.

Nonetheless, I remain hopeful. Most men believe in advocating for greater gender equality, speak out against sexism, and challenge social norms that enable violence against women and children.

This research indicates that manhood is evolving, with many men eager to progress further. Achieving this requires new role models, leaders, and mentors. Young men need guidance from fathers, uncles, employers, colleagues, and coaches. Men can and should support Women's Aid's vision for an equal Ireland, with zero tolerance for domestic abuse and all forms of violence against women.

Finian Murphy
Marketing Director
Core



Research Methodology

This report builds on and is inspired by the foundational work conducted in the 2022 “Men’s Attitudes Now” (MAN) survey. The MAN survey was designed to understand men’s perspectives on masculinity in Ireland, setting the stage for this report.

Conducted from May to October 2022, the MAN survey was developed by the Men’s Development Network in collaboration with Equipundo: Center for Masculinities and Social Justice. Dr. Kenny Doyle and Conor Hammersley authored the original report, with analysis by Clare Clingain.

Data was collected through an online survey, promoted across sports clubs, universities, trade unions, and other community organisations, and supported by the Department of Justice, Department of Health, Health Service Executive, and Tusla. A total of 1,103 men participated, with an overall completion rate of 52%, allowing for valuable insights into Irish men’s attitudes. This initial work provides the context and basis for further exploration into how traditional and evolving views of masculinity impact men’s lives in Ireland today.

THE MAN BOX CONCEPT

The researchers created the list of “Man Box” statements to capture common ideas of traditional masculinity that men may feel pressured to follow. They started with concepts often linked to rigid masculine ideals, like toughness, self-reliance, and dominance, which are frequently reinforced by social expectations.

To narrow down the most relevant ideas, researchers used a method called Exploratory Factor Analysis (EFA). This statistical approach helped them identify which statements were strongly connected to these masculine norms in the Irish context.

By testing 17 statements, they found eight that best represented the attitudes typically associated with traditional masculinity. These statements included beliefs about men’s roles in providing for families, avoiding emotional expression, using violence for respect, and other aspects of what society often considers “manly.”

In this further 2024 research, this analysis excluded one statement from this list of eight, but tested again these attitudes, measuring the agreement levels with seven of the statements which were linked to masculine norms:

2024 STATEMENTS:

1. *Men should be the ones to bring money home to provide for their families, not women.*
2. *Guys should act strong even if they feel scared or nervous inside.*
3. *Men should figure out their personal problems on their own without asking others for help.*
4. *A guy who spends a lot of time on his looks isn't very manly.*
5. *A man who talks a lot about his worries, fears, and problems shouldn't really get respect.*
6. *Men should use violence to get respect if necessary.*
7. *A real man would never say no to sex.*
8. ~~*A gay man is not a 'real man'.*~~

Core Research conducted an online survey between 7th and 14th November 2024. The survey sampled a representative group of 1,000 adults living in the Republic of Ireland. The primary focus of the analysis was on the 500 respondents who identified as men.

Traditional Manhood.

Roughly one-third of Irish adults hold traditional masculine views or do not reject more traditional attitudes. This indicates that over a third of respondents struggle with rejecting traditional masculine roles. This also reinforces norms that expect men to be self-reliant, emotionally reserved, and primary earners. These attitudes shape societal expectations, often pressuring men to fit a conventional mould. This can limit emotional openness and impact mental health, as men may feel compelled to avoid vulnerability and prioritise strength.

“Men should use violence to get respect if necessary.”



15%
agree with
or are unsure.

“Men should solve problems on their own without asking for help.”



22%
agree with
or are unsure.

“Guys should act strong even if they feel scared.”



37%
agree with
or are unsure.

“A real man would never say no to sex.”



24%
agree with
or are unsure.

“Men discussing worries, fears, and problems shouldn't really get respect.”



24%
agree with
or are unsure.

“Men should bring the majority of money home.”



33%
agree with
or are unsure.

“Men focused on looks aren't very manly.”



37%
agree with
or are unsure.

Women Favour a More Flexible Masculinity, While Men Feel Bound by Traditional Roles

The data highlights significant differences in how men and women view traditional expectations of masculinity. Women consistently show lower agreement with statements that endorse restrictive gender roles, indicating they are less likely to impose traditional masculine expectations on men. For example, only 28% of women agree or are unsure that men should be the primary breadwinner, compared to 39% of men. **This suggests that many women do not see the responsibility of financial provision as falling solely on men, aligning instead with a more egalitarian view of financial roles within relationships.**

Furthermore, attitudes around vulnerability also reveal a substantial gender divide. Half of the men (49%) agree or are uncertain that "Guys should act strong even if scared," reinforcing the notion that men should suppress vulnerability.

In contrast, only 25% of women agree or are unsure about this statement, showing that women are far less likely to expect men to hide their emotions. This discrepancy suggests that **women may be more supportive of men expressing vulnerability and emotional openness, which contrasts with the traditional "strong, silent" archetype.**

Other statements show similar trends, with women generally rejecting expectations that limit men's emotional expression. For example, only 19% of women believe men lose respect when discussing their worries, compared to 30% of men. **Overall, women's responses suggest they favour a more flexible, inclusive definition of masculinity, free from rigid stereotypes, while a larger portion of men still feel pressured to conform to traditional roles of strength, stoicism, and financial provision.**

Attitudinal Differences on Manhood.

■ Men Agree/Unsure (%) ■ Women Agree/Unsure (%)



Percent of gender group who agree or do not reject the statements.

Inside or Outside the Man Box: Exploring Pressures and Perceptions of Masculinity in Ireland

Given that men feel pressure to conform to **traditional roles of strength, stoicism, and financial provision, which women do not agree with as much, it is worth exploring the impact of this pressure.**

Originating in the 1980s by Paul Kivel of the Oakland Men's Project and further developed in the 1990s by Tony Porter, founder of A Call to Men, the Man Box outlines rigid definitions of masculinity that often pressure men to conform to specific behaviours and attitudes.

To understand whether Irish men tended to be "inside or outside the man box"—meaning whether they held more traditional or more flexible views of masculinity—we used a process called cluster analysis to create two distinct groups. This helped us see how men's beliefs might align with or diverge from traditional expectations.

We based these clusters on responses to seven key statements about masculinity, each reflecting traditional views, such as the importance of self-reliance, control in relationships, and the idea that men should appear strong or avoid discussing emotions. Respondents rated their agreement with each statement.

Using **K-means clustering**, we grouped men with similar response patterns, forming two clusters:

Moderates: This group was less likely to agree with rigid ideas about men needing to be dominant or constantly self-reliant. They held a more flexible, balanced view of masculinity.

Traditionalists: Members of this group showed stronger agreement with traditional views, emphasising strength, control, and toughness as central to being a man.

Moderates & Traditionalists Men

Consider a group of five friends. These men met in school and continue to meet at different points in their life. Some weeks, they'll play in a five-a-side football competition, at other times, they attend a friend's stag weekend, but often they'll meet for a pint or sport at the weekend.

Within the friends, there are two men who hold what might be viewed as more traditional views. Traditionalist strongly hold conventional masculinity ideals, emphasising self-reliance, dominance, and traditional roles in relationships. This group is far more likely to see masculinity as tied to being the primary provider, avoiding emotional vulnerability, and maintaining a strong, independent front. Their views align with a performance-driven masculinity, where strength and control are prioritised, even if it means turning to violence or avoiding emotional openness.

Sample: 500 men in Ireland. Margin of error: +/- 4.5%

3 in 5 men
61%
 MODERATES

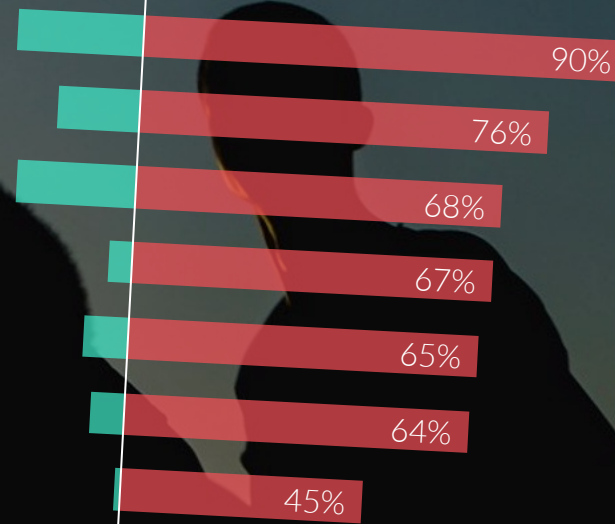
Returning to the group of five friends, three of the men have more moderate views of masculinity. 61% of the male population in Ireland can be considered *Moderates*.

In contrast, they favour a more flexible, inclusive definition of masculinity. They are significantly less likely to agree that men should conform to rigid roles like being the sole breadwinner or never showing fear. For *Moderates*, masculinity includes emotional openness, mutual support, and shared responsibilities, which reflects a progressive view that allows men to seek help, express vulnerability, and reject the expectation of physical dominance. This more balanced outlook aligns with modern values around mental health and partnership, suggesting that *Moderates* see masculinity as adaptable to personal and relational needs rather than defined by societal expectations.

2 in 5 men

39%

TRADITIONALISTS



Percent of Traditionalists who agree or are unsure.

Guys should act strong even if scared
 Men should bring majority of money
 Men focused on looks aren't manly
 Men should solve problems on their own
 Men discussing worries lose respect
 Real men never say no to sex
 Men should use violence for respect

Are Young Men Returning to Traditional Masculinity informed by the Digital Influencers in the Modern World?

Younger men, particularly those in their twenties, exhibit a higher adherence to traditional masculine roles compared to older age groups. This trend suggests that younger men may be more influenced by contemporary online figures who promote traditional masculinity. Influencers like Andrew Tate and Joe Rogan, who have large followings on platforms like Telegram, YouTube, TikTok, and various podcasts, frequently discuss themes around traditional masculinity, independence, and resilience, which may resonate strongly with this younger demographic.

Given the formative nature of this age group, these men might be more susceptible to adopting or experimenting with views shared by male leaders such as Jordan Peterson, RTGame or Conor McGregor, as they shape their personal identities and expectations of their roles.

In contrast, men over the age of 30 show a marked shift toward more moderate views on masculinity. For these older generations, masculinity remains a defined construct, but they appear less rigid and more nuanced in their expectations of what it means to be a man. This shift could be attributed to broader life experiences, increased confidence in self-identity, and possibly a broader understanding of masculinity's diverse forms. Recognising these generational differences, exploring the potential benefits of inter-generational dialogue could be valuable. Role modelling and leadership by older men may provide younger men with a broader perspective on masculinity, emphasising flexibility and diversity in male roles beyond traditional stereotypes.

Percent of Age Group Classified as *Traditionalists* and range allowing for margin of error.



Percent of age group who are classified as Traditionalists.

Young Men in Search of Identity: One in Three Under 30 Unsure About Views on Manhood

The data reveals a notable trend: 30% of men under 30 remain uncertain about their views on manhood, indicating that one in three young men are still forming or evolving their understanding of masculinity. This is in stark contrast to men over 30, of whom only 13% express similar uncertainty. This disparity highlights a significant “swing vote” among young men who are actively seeking guidance or are open to shaping their perspective on what it means to be a man.

For young men, the journey of identity formation is a crucial and natural phase, often marked by exploration, questioning, and adaptation. In today's environment, this exploration is influenced by diverse, and sometimes conflicting, societal, media, and cultural messages. Young men face pressures from both traditional norms and progressive ideals, which may contribute to their uncertainty.

This sizable portion of men who have yet to solidify their views on manhood represents an opportunity for positive influence. As this group navigates the process of self-definition, supportive and constructive guidance could help them form a balanced, healthy perspective on masculinity that aligns with personal values rather than rigid stereotypes.

Younger Traditionalists (18-29) are not convinced of attitudes

18 years ● —————▶ 30 years ● —————▶

30%

of **Young (under 30)**
Traditionalists
are still forming
their views.

13%

of men aged
over 30 years
are unsure.

Digital-First: Young Men's Preference for Community, Anonymous Media Spaces

Sifting News: Discovering Information

Young men under 30 favour YouTube, with 38% using it to sift news, while all adults show a higher reliance on traditional live TV news (68%). This reflects younger men's shift towards digital platforms over traditional sources.

Sensemaking (Understanding Complex Topics)

For sensemaking, 45% of young men prefer online forums like Reddit, compared to 23% of all adults. This preference for community discussions suggests they value peer insights on complex topics and online group dialogue.

Studying (Deepening Knowledge)

In studying, 45% of young men turn to podcasts for educational content, compared to 28% of adults, highlighting their interest in intimate, private conversations to explore topics, but with limited editorial controls.

Socialising (Connecting with Others)

For socialising, young men favour messaging apps, with 41% chatting with friends, but below the average adult suggesting they are less likely to contribute but instead interact anonymously on digital spaces like Reddit (38%).

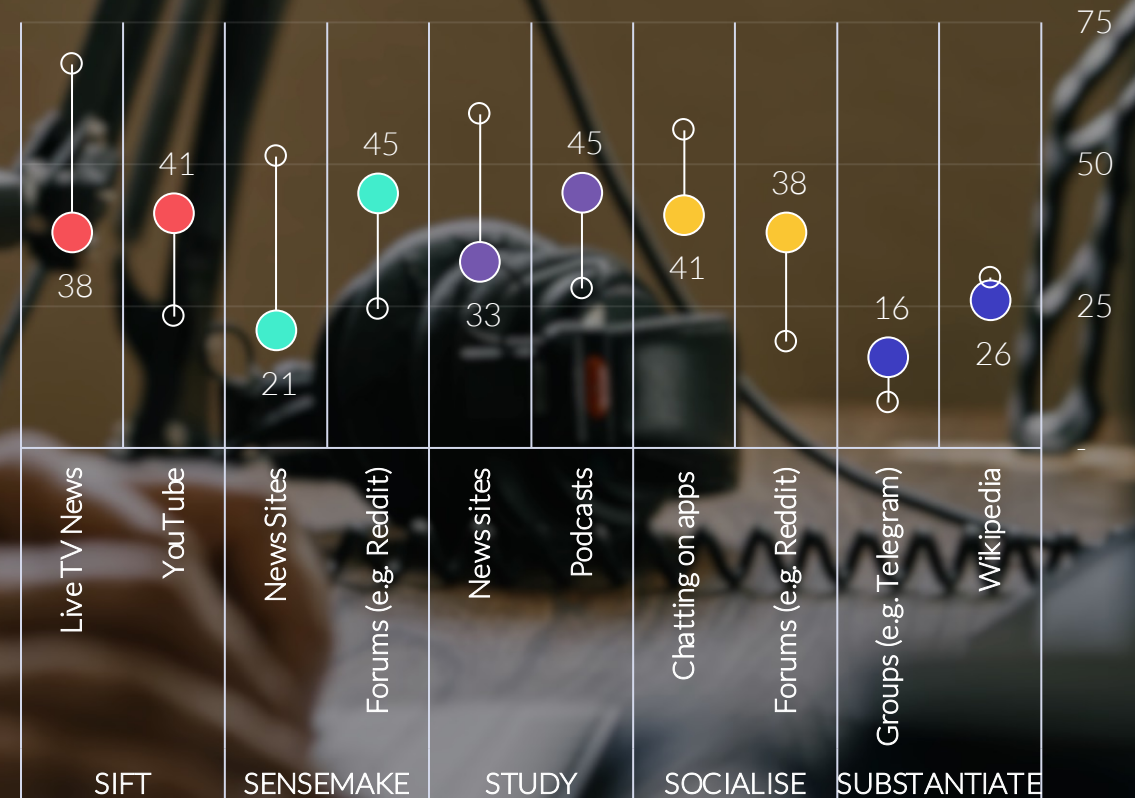
Substantiating (Fact-Checking)

To verify facts, young men do utilise Wikipedia (26%) but slightly below the 30% adult rate. Although a minority, they also over-index in using group apps like Telegram (16%), showing a niche preference for peer-based, anonymous fact-checking.

Overall, this data highlights young men's preference for interactive, flexible media that supports social and anonymous interactions while enabling quick verification of complex information.

Percent who engage in media

● Men Under 30 (%) ○ All Adults (%)



Moderates Call for Connection, Traditionalists Struggle with Pressure.

In the research, the *Moderates* group of men expressed a strong awareness of mental health struggles, emphasising the importance of openness and support when facing emotional challenges. They appear to understand that sharing personal challenges can be beneficial, and many know that research supports open discussions with friends or family.

However, there remains a gap between this understanding and action—*Moderates* acknowledge that they or other men don't always follow through on this by sharing their concerns.

Loneliness and isolation were highlighted by *Moderates*, who emphasised the need for deeper connections. Many noted the difficulty in forming close friendships where open sharing feels possible, describing a real sense of social isolation and a lack of spaces where they can comfortably reach out.

In contrast, *Traditionalists* in the study focused more on external pressures, particularly around the financial expectation to act as primary providers. They reported feeling overwhelmed by these pressures, with many pointing to the economy or societal expectations as reasons they feel obligated to take on the breadwinner role. Yet, as this research previously noted, the perception of men needing to be sole providers is not shared by women or the general population, who typically support men in sharing financial and emotional responsibilities.

Traditionalists reported difficulty expressing vulnerability, perceiving that expectations discourage showing weakness, which often leads to internalised stress. This pressure to appear perpetually strong, even in difficult times, reinforces a cycle of suppressed emotions and adds to their overall sense of burden.

WHAT ARE KEY CHALLENGES FACED BY IRISH MEN?

MODERATES

1. MENTAL HEALTH STRUGGLES

Emphasising the need for more openness and support in dealing with emotional and psychological issues.

“Mental health challenges —men don’t talk about their issues enough.”

“There’s pressure for men to be strong, but it can lead to serious mental health issues.”

2. SOCIAL ISOLATION AND NEED FOR CONNECTION

Many men highlight loneliness as a challenge, mentioning the need for deeper connections and support.

“Men face loneliness. We don’t always have close friends to talk to.”

“Social isolation is real, men don’t always feel they can reach out.”

TRADITIONALISTS

1. FINANCIAL PRESSURE AS PROVIDERS

Significant financial stress tied to being the primary provider, with high expectations to support their families in a challenging economy.

“There’s so much pressure to earn enough for the family. It’s overwhelming.”

“Cost of living is rising, but we’re expected to be the breadwinners, no matter what.”

2. DIFFICULTY EXPRESSING VULNERABILITY

Societal expectations discourage men from showing vulnerability, which can lead to internalised stress and emotional struggles.

“Men are supposed to be tough and not show weakness, but it’s hard to always keep it together.”

“We’re expected to be strong and not talk about feelings—that just leads to more pressure.”

How Attitudes Toward Masculinity Shape Men's Emotional Well-Being

There is a clear divide between *Moderates* and *Traditionalists* in the frequency and type of emotions experienced. Over 30% of *Moderates* report experiencing four or more emotions in a single day, suggesting a higher level of emotional openness. In contrast, roughly 20% of *Traditionalists* reach this level, with over 30% reporting only one or no emotions.

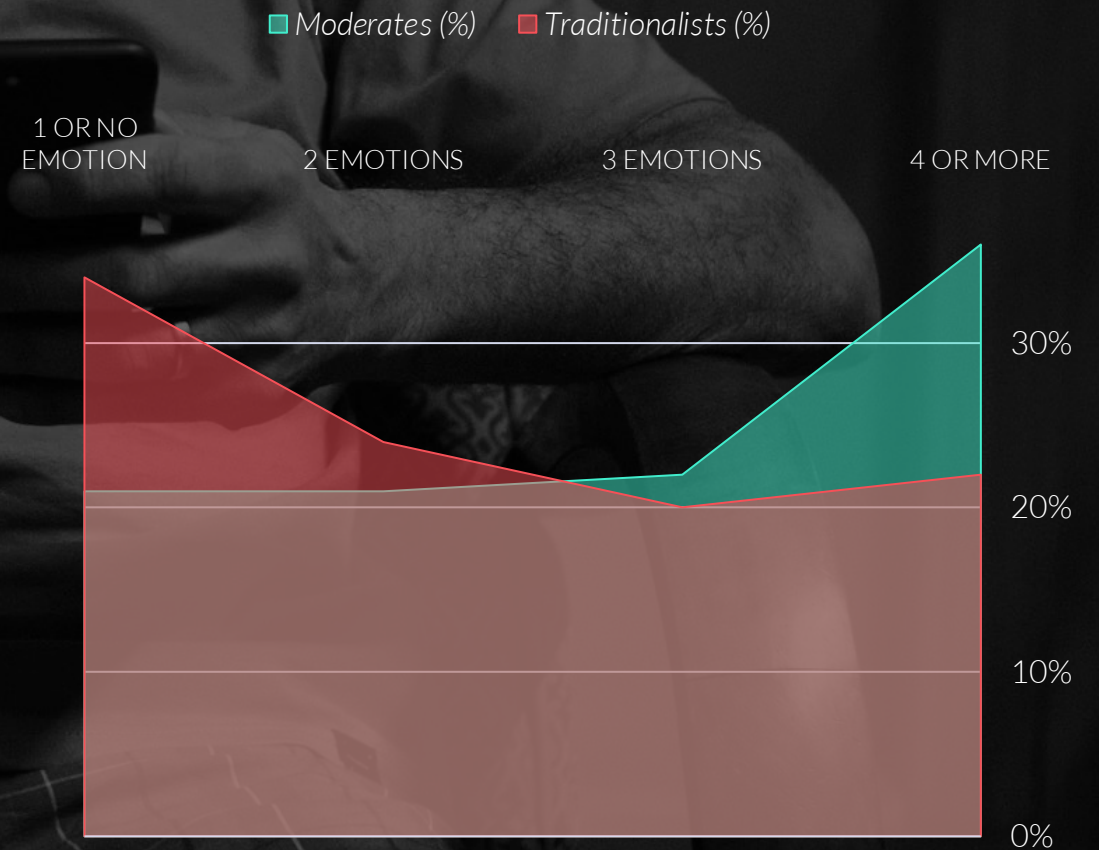
This trend suggests that *Traditionalists* might be less inclined to acknowledge or communicate a range of emotions, possibly due to internalised ideals of stoicism or a preference for emotional restraint. While *Moderates* show openness in expressing both positive and negative emotions, *Traditionalists* tend to restrict their emotional expression. For instance, 35% of *Moderates* report experiencing happiness, compared to only 20% of *Traditionalists*. Likewise, feelings of worry are reported by 30% of *Moderates* but only 15%

of *Traditionalists*, showing a stark contrast in emotional expression.

This lack of emotional openness among *Traditionalists* could impact their well-being. It may limit social support and increase stress or mental health challenges due to unexpressed feelings. *Moderates*, on the other hand, may have more coping resources by sharing emotions like sadness (30%) and frustration (25%) more openly, compared to 12% and 10% of *Traditionalists*, respectively. This broader emotional expression allows *Moderates* to engage more readily with support systems, promoting healthier mental well-being.

Overall, the data underscores the need for initiatives encouraging *Traditionalists* to find safe spaces for emotional expression, potentially helping bridge the gap in emotional openness between these groups.

Emotions experienced yesterday | Percent of Groups



Power vs. Partnership: How Views on Masculinity Shape Men's Approach to Relationships

When examining attitudes toward dominance and control, *Traditionalists* and *Moderates* reveal distinct perspectives. The *Traditionalists* group aligns more strongly with traditional beliefs around dominance, power, and emotional distance in relationships, showing a preference for maintaining control and hierarchy.

Among *Traditionalists*, about 53% agree with or do not reject statements that associate men's worth with dominance and control. Statements like "Men who don't dominate in relationships aren't real men" and "A man's worth is measured by power and control" receive high agreement, suggesting that many in this group see masculinity as closely tied to strength and authority. *Traditionalists* also show higher agreement with "Real men shouldn't have to care about women's opinions or feelings," indicating a view where emotional distance reinforces masculine identity.

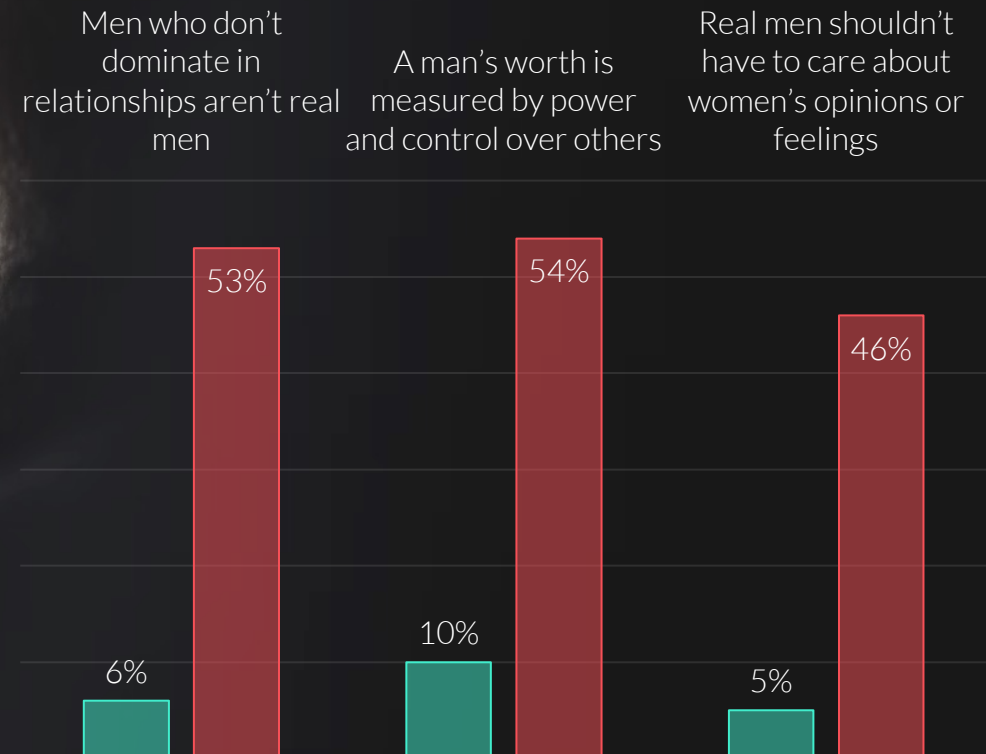
In contrast, *Moderates* largely reject dominance-focused views. Fewer than 10% agree with such statements, favouring a balanced approach to relationships that emphasises mutual respect over control. For *Moderates*, masculinity is not centred on dominance, reflecting a shift toward equality and emotional openness.

These differences suggest that while *Traditionalists* view masculinity as tied to power, *Moderates* prioritise a more equitable and emotionally responsive approach.

Such contrasting views can significantly impact relationships, as attitudes toward control and emotional engagement influence interpersonal dynamics and relational satisfaction.

Any Level of Agreement or Uncertainty with Statements

■ Moderates (%) ■ Traditionalists (%)



Percent of group who have any level of agreement or lack certainty about statements.

Divided Views on Gender Equality: Most Men Oppose Traditionalist Resistance, Calling for Accountability and Progress

This data shows a clear divide in attitudes between *Traditionalists* and *Moderates* regarding men's involvement in discussions about feminism, sexism, and gender equality.

Among men, 2 in 5 can be classified as *Traditionalists*, a group that holds notably more uncertain views on these topics. Over 60% agree or are uncertain on statements suggesting men should stay out of feminism discussions or that sexism is exaggerated.

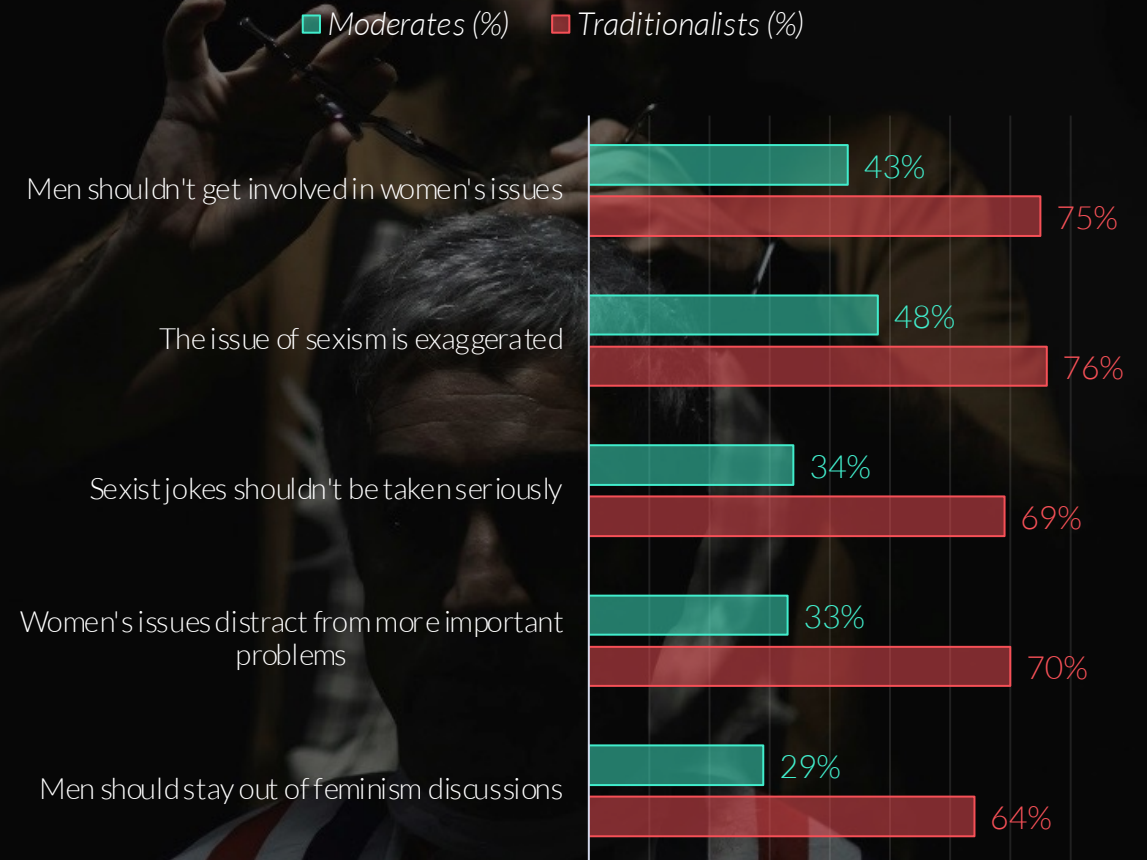
Additionally, only 25% believe men should get involved in women's issues, and up to 70% may view women's issues as a distraction from more important matters. Up to 69% suggest sexist jokes shouldn't be taken seriously. These attitudes, prevalent in nearly all *Traditionalists*, reflect a sentiment that progress in gender equality may have gone "too far" and resonate with a more anti-women perspective.

Conversely, 60-70% of *Moderates* (who make up 3 in 5 men) disagree with these statements, showing a clear opposition to these views. This suggests that most men could play a role in holding *Traditionalists* accountable, challenging these views, and promoting a more balanced perspective.

Prior research in this report highlights that many of these views are influenced by other men within *Traditionalists'* circles, particularly online spaces and male-focused influencers.

This dynamic can amplify these beliefs, fostering resistance to gender equality and reinforcing regressive stereotypes. The data underscores the need for *Moderates* to actively engage in countering such views, supporting a healthier discourse around gender and equality.

Any Level of Agreement or Uncertainty with Statements



Percent of group who have any level of agreement or lack certainty about statements.

Most Men Ready to Stand Against Sexism: Empowering Allies for Greater Gender Equality

Most men, particularly those in the *Moderates* group, hold strong beliefs in standing up for women and challenging sexism. A significant majority of *Moderates* agree with statements such as “Men should speak up against sexism” (85%) and “Men should intervene against aggression toward women” (79%). This demonstrates a substantial commitment to allyship, with many *Moderates* ready to take action on gender equality issues.

Interestingly, even among *Traditionalists*—who generally hold more conservative views—a notable proportion agree with these statements, indicating that there is not an absolute rejection of allyship. Approximately 61% of *Traditionalists* believe men should speak up against sexism, and 66% agree that men should intervene against aggression toward women.

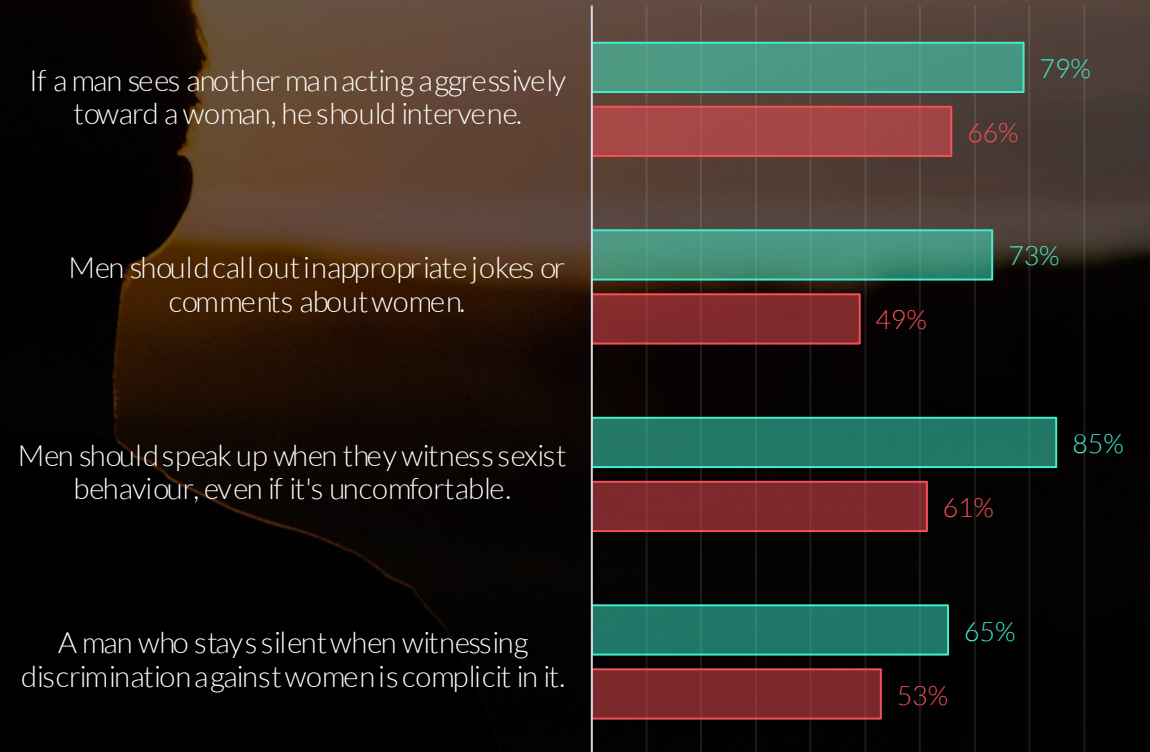
This suggests that, while *Traditionalists* may be less vocal or proactive, many are open to supporting women in certain contexts.

There is a noticeable gap between those willing to speak up against sexism (85% among *Moderates*) and those prepared to call out inappropriate jokes about women (73%). This difference could reflect hesitation among men to challenge their peers on “lighter” forms of sexism, such as jokes, possibly due to fear of breaking group norms or facing social backlash.

Overall, these findings offer an optimistic view: in a group of five men, three to four are likely to be prepared to take action on sexism. Creating more opportunities to connect with these allies and empowering them could enhance their impact, fostering a culture where more men feel encouraged to actively support gender equality.

Any Level of Agreement with Statements

■ Moderates (%) ■ Traditionalists (%)



Percent of group who have any level of agreement about statements.

A Path to Stronger Relationships: Redefining Masculinity, Leadership, and Allyship for a More Inclusive Future

EVERY DAY ALLYSHIP

Everyday allyship calls on men to take consistent action against sexism and harmful attitudes, standing up to misogyny and anti-feminism, especially online.

It involves challenging negative behaviours, supporting women and children, and fostering positive change.

By embracing care and cooperation, men strengthen communities and themselves, committing daily to advancing gender equality and building a more inclusive society.

EMBRACE THE EVOLUTION

This research reveals how men are reshaping masculinity, moving past traditional expectations toward broader, more inclusive views.

Embracing this evolution benefits men and strengthens their relationships. By challenging outdated norms, men can adopt healthier behaviours.

Supporting this shift fosters more progressive perspectives, enhancing well-being and relationships with others.

EMPATHETIC LEADERSHIP

Empathetic leadership encourages emotionally intelligent leaders to promote gender equality through authenticity and vulnerability.

By sharing challenges, they become relatable role models, especially for younger men. This approach moves beyond dominance, focusing on collaboration and cooperation to achieve shared goals. It fosters a more inclusive and progressive vision of leadership, inspiring positive change in communities.

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Women's  Aid **core**[™]